

1. Record Nr.	UNINA9910458188403321
Titolo	Journal of product and brand management . Volume 16, Number 7 Behavioral pricing [[electronic resource] /] / guest editors: Hooman Estalami and Sarah Maxwell
Pubbl/distr/stampa	Bradford, : Emerald Insight, c2007
ISBN	1-281-14377-4 9786611143770 1-84663-719-8
Descrizione fisica	1 online resource (73 p.)
Collana	Journal of product and brand management ; ; 16, no. 7
Altri autori (Persone)	EstalamiHooman MaxwellSarah
Disciplina	658.8/16
Soggetti	Consumer behavior Pricing - Psychological aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Contents; Guest editorial; Value-informed pricing in its organizational context: literature review, conceptual framework, and directions for future research; An integrated model of price, satisfaction and loyalty: an empirical analysis in the service sector; The effectiveness of "scratch and save" promotions: the moderating roles of price consciousness and expected savings; Will you care when you pay more? The negative side of targeted promotions; Bundles = discount? Revisiting complex theories of bundle effects The effects of digit-direction on eye movement bias and price-rounding behavior
Sommario/riassunto	The practice of pricing is undergoing constant change. The brand manager's decision process on what price to charge has evolved over the years, and has become an increasingly complicated task. While pricing decisions were often guided by cost, the competitive nature of markets and the increasing complexity of consumer psychology have shifted pricing practice into an arena where factors other than cost determine optimal prices. The papers included in this e-book reflect

the underlying theme that price setting practices by brand managers  
need to integrate the knowledge of consumers' psychologica

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