

عنوان مقاله:

Investigating the relationship between sales frameworks, mental accounting and the pattern of discounts provided by Domino's customers

محل انتشار:

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خلاصه مقاله:

Based on the theory of mental accounting, customers have different perceptions of spending. Based on this psychological principle in customer decision-making, retailers often change the number of discounts and prices. As a result, in this study, we tried to use a sample of ۳۸۹ Domino Company customers to examine the effects of customers' mental accounting due to the discount offering for cheese sales using SPSS software and the Chi-Squared test in this company. Accordingly, a test was arranged in this regard, and customer opinions were measured. Results show that to maximize the understanding of customers' savings, they should use centralized discount frames, not all discount frames.

کلمات کلیدی:

Mental Accounting, Entire Discount, Centralized Discount

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