

## عنوان مقاله:

Review of brand pricing decision process

## محل انتشار:

چهارمین کنفرانس بین المللی یافته های نوین علوم و تکنولوژی (سال: 1396)

تعداد صفحات اصل مقاله: 6

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## خلاصه مقاله:

Brand pricing decision models and established theories in the marketing and econometrics focus typically on assuming the symmetric competing businesses. The empirical generalities are key for strategic marketplace planning. The significance of pricing to customer store and brand choices are always regarded as a widely known truth among marketing scholars and explains consumer's role responding to their psychological representations of price rather than price itself. Scholars have highlighted simple but earlier unrecognized marketing practices that managers can employ to cultivate the positioning of their prices. Many theoretical researches in promotions have focused its aspects on developing powerful pricing strategies and its impact on consumer decisions, which is might because much of the literature has focused on building and evaluating price promotion strategies. This review experiential will enlighten us on advancements that will also lead us for optimistic cross-brand category level, cross-cultural level and cross-national level influences in pricing strategies

## کلمات کلیدی:

psychological, promotion, theory, consumer, brand, sales promotion

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