**Pricing Strategies**

**For each psychological pricing theory fill in a real world example**

**1) Odd-number pricing:  (also known as charm pricing**) is a pricing and marketing strategy based on the theory that certain prices have a psychological impact. Retail prices are often expressed as "odd prices": the final price is a little less than a round number

**Real World Example:**

**2)** **Multiple-unit pricing:** This pricing strategy incorporates setting a smaller price per entity when you buy a couple or several more items similar to it on the contrary to just buying one at a time.  A typical example of **multiple pricing** is an item that sells at 4 for $1.00. In this example $1.00 is the **multiple unit price** and 4 is the **multiple unit** quantity.

**Real World Example:**

**3) Bundle Pricing:** Complementary products packaged together for a combined lower than individual price

**Real World Example:**

**4) Everyday Low Prices:** Prices that are not discounted but are kept consistently low, and lower than the competitors' prices

**Real World Example:**

**5)**   **Customary Pricing:** Prices kept by tradition (example candy bars and chewing gum)

**Real World Example:**

**6)**   **Captive Pricing:** Main product is low but complementary products (products you must buy with it) are expensive

**Real World Example:**

**7)**   **Premium Pricing or Reference Pricing:** pricing the highest-quality or most versatile products higher than other models in the product line.

**Real World Example:**

**8)  Price Lining:** the strategy of selling goods regardless of brand only at certain predetermined prices

**Real World Example:**

**9)**  **Promotional Pricing:** occasionally reducing the "price leaders" and having "special event pricing" and "comparison discounting"

**Real World Example:**

**10) Random discounting/Flash Sales:**

                     create discounts so your users can't predict when their will be discounts and they won't hold off buying for periodic pricing

**Real World Example:**

**11) Secondary-market pricing:**

                     primary market -- main group of buyers receive one price

                     secondary market -- secondary group of buyers receive different prices (example early-bird specials, isolated areas, foreign countries).

**Real World Example:**

**12) Negotiated pricing:**

negotiating final price b/w buyers and sellers

                **Real World Example:**