

Pricing, Online Marketing Behavior, And Analytics By Giampaolo Viglia

By Giampaolo Viglia

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http://en.wikipedia.org/wiki/Psychological_pricing

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Consumer Behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services

http://en.wikipedia.org/wiki/Consumer_behaviour

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The effect of social comparison in a marketing scenario adopt a cyclical pricing policy. This behavior holds also for an oligopoly even with Giampaolo

<http://www.marketing-trends-congress.com/archives/2012/Materials/Papers/Doctoral%20Colloquium/Viglia.pdf>

Provides an overview of topics in consumer psychology from a marketing point of view.

<http://www.consumerpsychologist.com/>

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2. Time. Learn (search) Travel ; In-store ; Pleasure of shopping; 3 Conceptual Issues in Pricing (continued) 3. Cognitive Activity. Cognitive effort in comparisons

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Giampaolo Viglia is the author of Pricing, Online Marketing Behavior, and Analytics (4.00 avg rating, 1 rating, 0 reviews, published 2014)

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Questions 1. Which pricing strategies should not be pursued by companies? Why? Give a contemporary real life example of each of these pricing strategies. 2. What is <https://brainmass.com/business/managing-customer-service/66160>

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