

Эффективная тактика ценообразования

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Аннотация: Рынок розничной торговли постоянно развивается и приобретает новые форматы реализации товаров и услуг. Причина такого развития - высокий уровень конкурентной активности и разнообразия товаров. При выборе ценовой стратегии компания определяет лишь направление развития, но самое сложное - предпринять конкретные тактические шаги и действия для достижения этой цели. При запуске нового бизнеса, продукта или услуги очень важно установить цену на продукт, поэтому стратегии, изложенные в этой статье, помогут вам установить цены, которые позволят максимизировать вашу прибыль.

Ключевые слова: ценообразование, цена, доход, технология, продукт.

Effective pricing tactics

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Abstract

The retail market is constantly evolving and acquiring new formats for the sale of goods and services. The reason for this development is a high level of competitive activity and a variety of goods. When choosing a pricing strategy, the company only determines the direction of development, but the most difficult thing is to take specific tactical steps and actions to achieve this goal. When starting a new business, product or service, it is very important to set a price for the product, so the strategies outlined in this article will help you set prices that will maximize your bottom line.

Keywords: pricing, price, income, technique, product.

The first block of tactics is related to setting prices. Large companies can afford to do the best price research to determine the best value for their product. Small companies don't have these options. In this case, knowledge of psychology helps.

Studies of human perception and behavior have shown that some prices are more efficient than others. This block will help you understand how people perceive numerical values and find the right numbers for their price.

Tactic 1: Decrease the digit on the left by one

Attractive prices are more effective when the figure on the left changes. The one cent difference between \$ 2.80 and \$ 2.79 won't matter. But the difference of one cent between \$ 1.00 and \$ 1.99 makes a huge difference. Why is the number on the left so important? What matters here is how our brain processes numerical values.

The human brain processes numbers so quickly that we determine the size of the number even before we finish reading it.

Tactic 2: round wisely

One aspect to consider is the degree of price accuracy. Rounded prices (e.g \$ 100) are easy to read, while non-rounded values (e.g \$ 97.88) are more difficult to read. Can the choice of a particular price increase the level of sales? Scientists believe it can. Scientists have found that rounded prices, due to their easy perception, will be more effective in the case of emotional purchases. When a customer can quickly read a price, it seems like a good fit.

In addition, scientists have proven that the opposite is also true. The buyer has to do more mental work when reading the unrounded price. Therefore, these prices seem to be more suitable for rational shopping.

The next block of tactics is responsible for influencing the perception of buyers. There is nothing unambiguous in the world. Everything we know is generated by our perception. By and large, the price is just what we perceive. There are no established standards that would determine whether a price is high or low: it all depends on perception. This section will discuss several strategies for changing people's perceptions and how to make the price appear even lower without changing its value.

Tactic 3: Separate Product Costs From Shipping Costs

If you are online shopping, then you should separate the cost of the product itself from the shipping charges.

By breaking down the total cost into multiple components, you focus the buyer's attention on the base price rather than the actual cost of the item. When people compare your price to a guideline, they will probably consider the base price.

Tactic 4: Offer Hire Purchase

Likewise, when you offer to pay for an item in small installments, you draw buyers' attention to the low price. Let's say you're offering an online course subscription for \$ 399. By giving the opportunity to pay for it periodically, for example 4 times for \$ 99, you thereby change

the course of the comparison process. Buyers are likely to compare the amount of an individual \$ 99 payment to a competitor's total \$ 400 payment — the difference is huge and makes your offer more compelling.

Tactic 5: Use Small Print

Use small print

The size of the inscription can also affect the perception of people.

Due to the speed of the process of perception, people will consider your price low if its inscription is made in a smaller font. This method will be much more effective if you put an approximate cost, written in a larger font, for comparison with your price.

It is important not to forget about kerning - the distance between characters. Fonts with less kerning, among other things, should be influenced in such a way that the price is perceived as lower by the buyer.

The third block is related to nudging the buyer to make a purchase. Even if the price seems low, buyers may not show interest in the product. You need to push them to make a purchase. In this block, several pricing methods will be described that can push the buyer to make a purchase.

Tactic 6: Charge Before Using a Product

An important point is that the buyer must pay before using the product or service. In this case, both sides benefit. Firstly, the delivery of goods or the provision of services will be paid, which means that the money will be received.

Second, people will enjoy your product more. When a customer pays in advance, they tend to focus on the benefits they will receive in the future.

Tactic 7: Create a new means of payment

If you introduce a payment intermediary, such as a gift card, between your customers' money and making a payment, the payment process will be perceived differently. Customers will know that they are paying, but they will not feel it. The new means of payment will change the attitude of the buyer towards this money. As soon as this money is converted into another payment instrument, it ceases to be perceived as money and the buyer becomes more willing to spend it.

Tactic 8: Explain Reason for Discount

In order to avoid the negative impact of discounts, it is better not to use such a word as discount. Otherwise, it is worth explaining clearly why the discount is provided.

For example, stores that use the every-day-low-pricing (EDLP) strategy cite supplier price reductions.

By indicating the reason for the introduction of the discount, you emphasize the features of the new price. And since this price is non-standard, buyers, for sure, will not take it into account when forming their estimated price.

The last block refers to maximizing the income. When a customer makes a purchase from you, your job doesn't end there. Whether you want a customer to make purchases in the future or continue to use subscription services, one way or another, thriving businesses generate income from existing customers in a variety of ways.

Tactic 9: Increase prices more often and little by little

The simplest method of managing price perception is by exploiting subtle differences. A subtle difference is the smallest price change that can be detected. If your item price is \$ 10.48, the increase to \$ 13.99 will be more noticeable than the increase to \$ 11.99.

Tactic 10: Reduce Product Size

You can also apply the subtle differences method to other aspects of your product. Food marketers know that customers are familiar with prices, so they try not to raise prices, but to reduce the size of the products themselves (for example, bags of chips, sizes of chocolate bars, etc.). By shrinking product sizes, marketers lower their costs and increase revenue. And, importantly, they increase their income without raising prices.

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