



Charm pricing involves the lowering of a product's price by one cent (\$2.00 becomes \$1.99) to make the item appear to have a more desirable price to the customer.



Prestige pricing involves pricing products higher than others. This builds their credibility, and customers believe that more expensive products have a higher quality.



Displaying Discounts. Regardless of the actual value of the discount, it's a fact that the font, size, and even color of a product can play a significant role in the way a customer interprets and reacts to the product's sales message.



A flash sale introduces an element of urgency and demand that influences a customer to save money and make their purchase immediately.



Comparative pricing offers the customer a more expensive product as an upgrade to a product they originally intended to purchase.



When offering two options to a customer, often a third illogical option is added to create what is called, the decoy effect. **The decoy effect** tends to confuse the customer and makes one of the two other options more attractive.



Pricing order. When displaying a list of prices of a product in descending order, customers tend to conclude that the more expensive version is more attractive.



Price Bundling. An example of price bundling is when a store bundles products together and prices the bundle at a lower price than if it had been purchased individually.



Price Reformatting. By displaying a discounted price in an alternate format, a customer may perceive the value of the sale price more profoundly and be more inclined to make the purchase.



Zero Pricing. When a product is offered free, and one purchases a similar product at the regular price, the benefit to the customer is more highly perceived, than if only the lower cost of the item was advertised.



Slight Pricing Changes. When a store makes a small pricing change to similar products, customers have an easier time recognizing the difference. Furthermore, they are more likely to buy a product that is lower priced.



Price Anchoring. When a store selects differently priced products as reference points, it encourages a customer to justify purchasing the costlier option.