



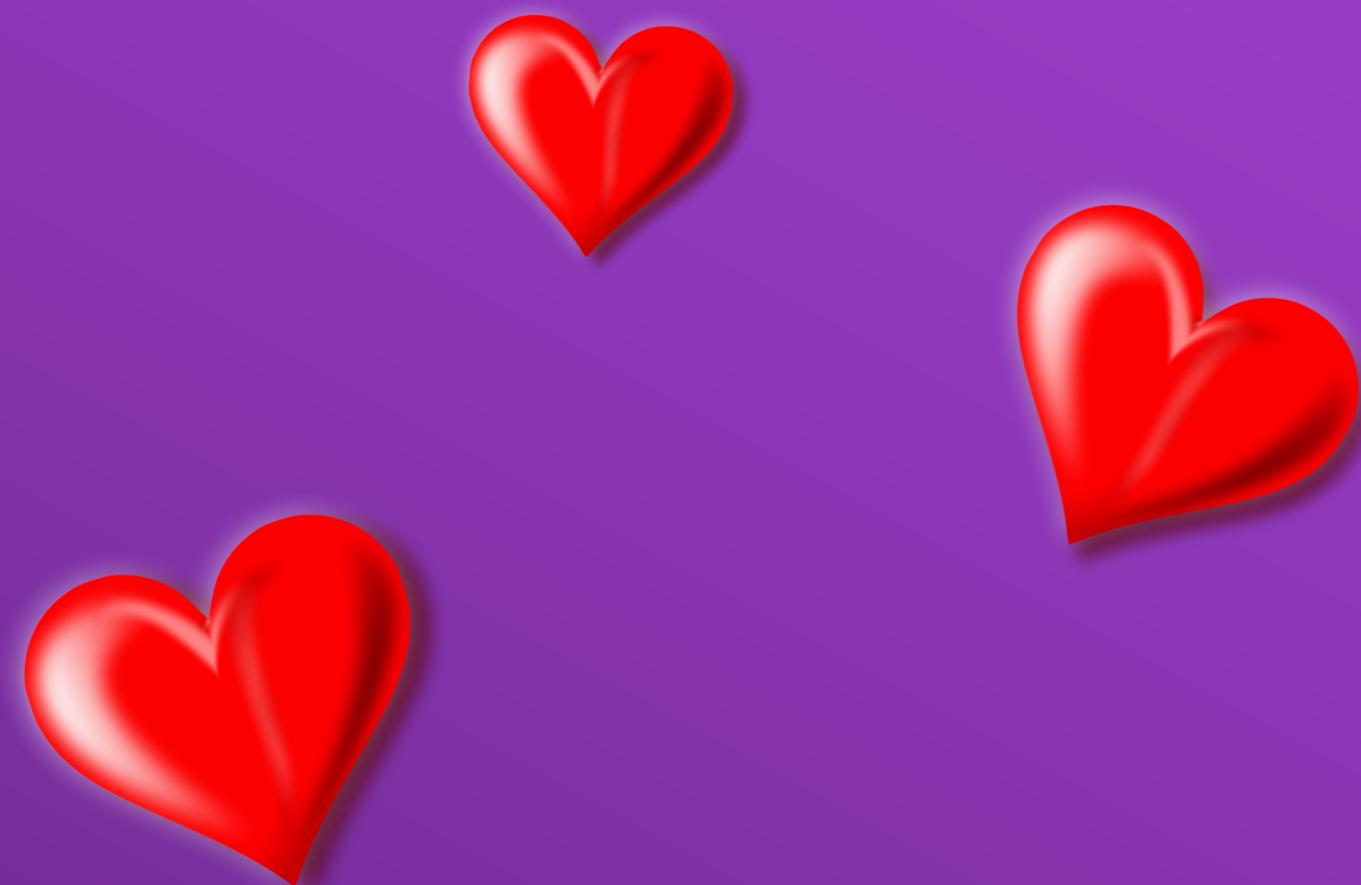
PRECIOS PSICOLÓGICOS

Realidad VS Percepción

Ing. Antonio J. Rondón F.

Precios Psicológicos

VOLTEA PA' QUE
TE ENAMORES...



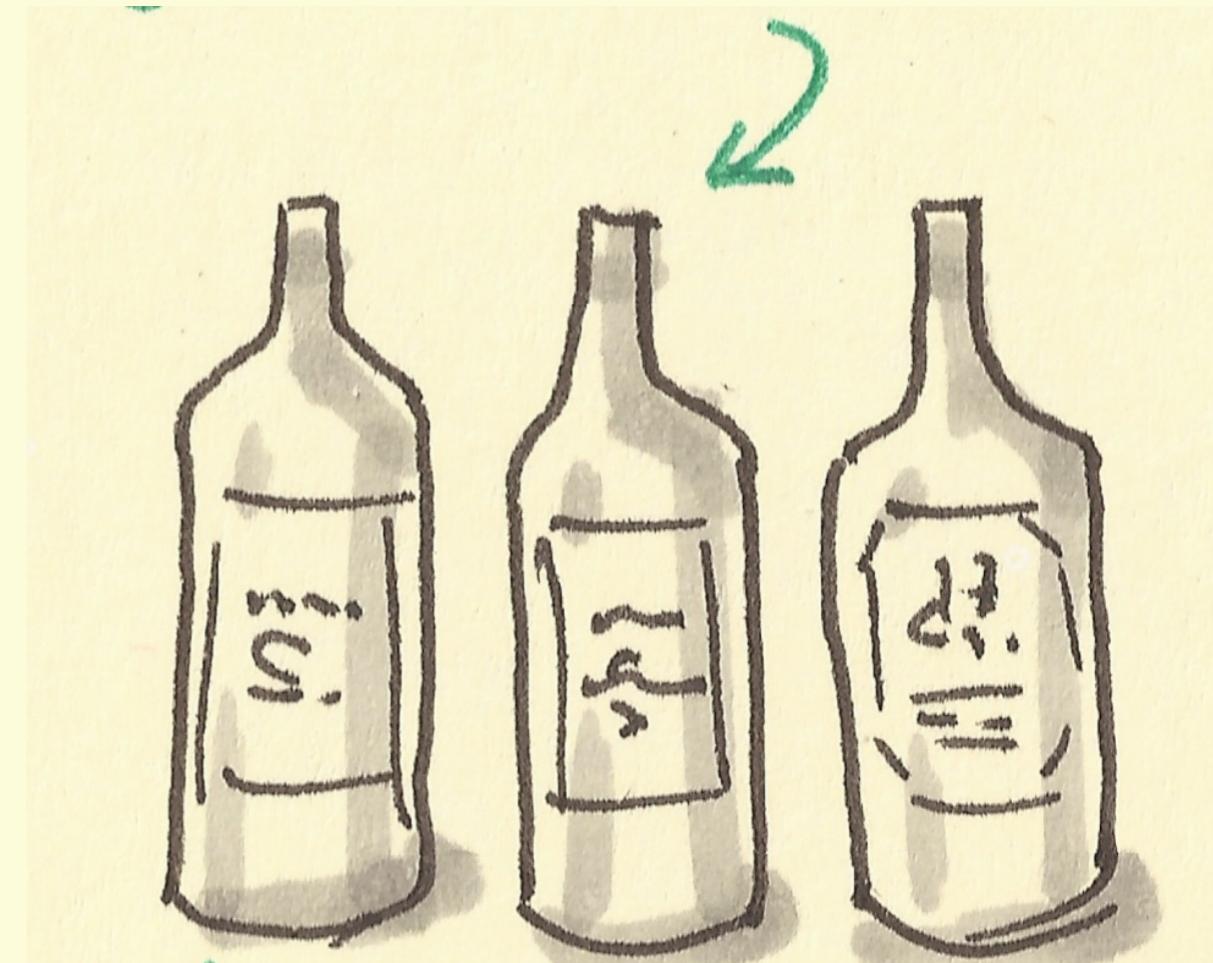
EL PRECIO SEÑUELO

Uy, qué caro!!



BsF.700 BsF.1000

Mmm... es razonable



BsF.700 BsF.1000 BsF.1500

Señuelo



TwistMania



equipo • Chocolate •

Leche Condensada

Ración
(14)

155,00 165,00

Mega
Ración
(20)

crisPYMania



Ración
(14)

Mega
Ración
(20)

Azúcar • Azúcar
con Canela

125,00 135,00

EL PRECIO SEÑUELO



16%



0%



84%



The
Economist



68%



32%

Precios Psicológicos

¡ VIVA LA GOLILLA !



Lindt



VS



HERSHEY'S

\$0,15

73%

\$0,14

31%

\$0,01

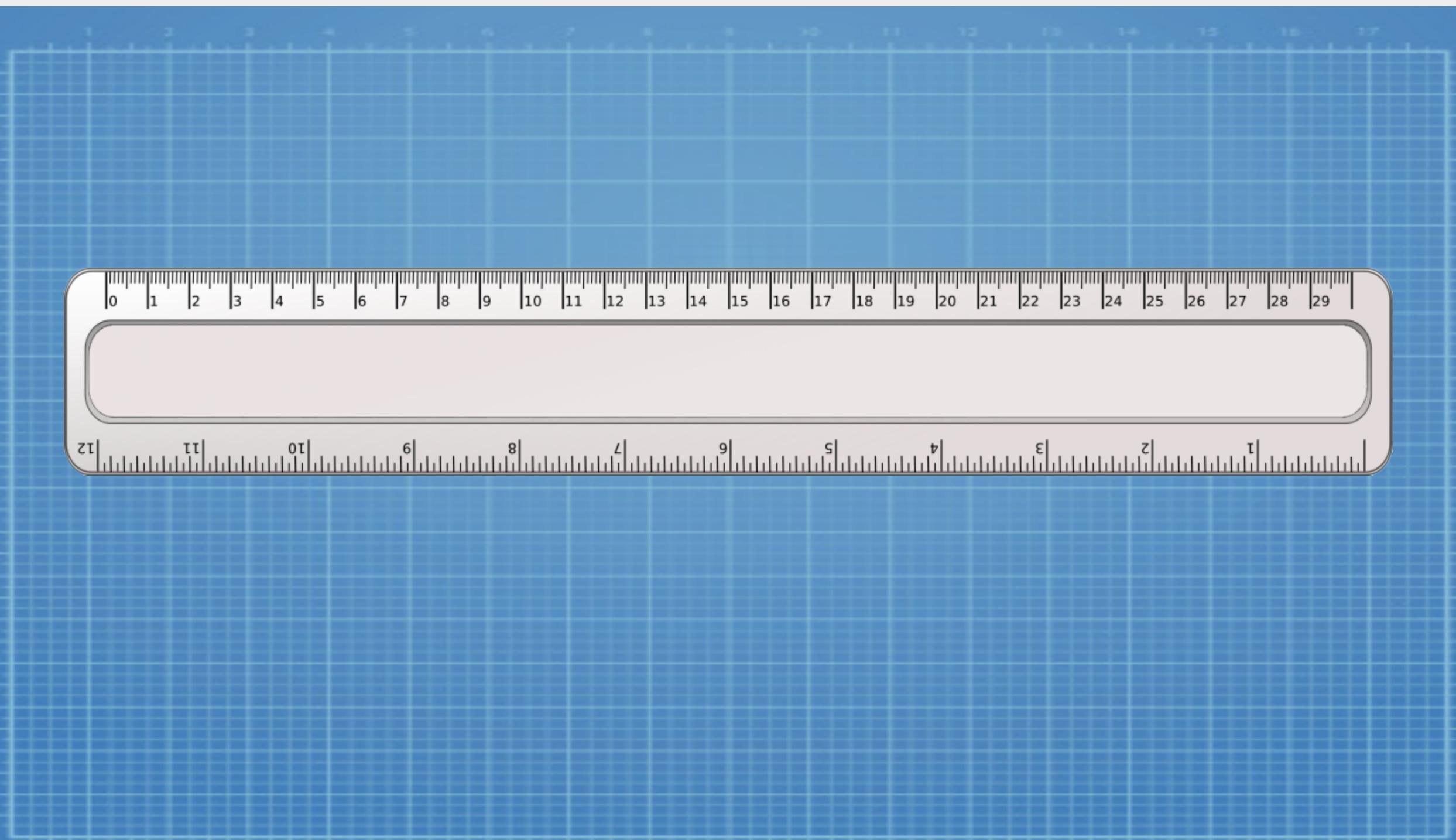
27%

GRATIS

69%

Precios Psicológicos

PRECISAMENTE...





BSF. 34.980,00

BSF. 35.175,00

BSF. 35.000,00

Precios Psicológicos

ESCASEA, O SEA...



QUEDA UNO MÁS O MENOS...

¡¡¡COMPRE YA!!!!





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by Apple

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11.6-inch

13.3-inch

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128 GB

256 GB

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DESCUENTO \$0.12 C/U



3.3 LATAS

DESCUENTO \$0.12 C/U
Máx. 4 latas



3.5 LATAS

FUENTE: Phil Barden, "Decoded" (2013)

DESCUENTO \$0.12 C/U
Máx. 12 latas



7 LATAS