



PRECIOS PSICOLÓGICOS

Realidad VS Percepción

Ing. Antonio J. Rondón F.

Precios Psicológicos

**VOLTEA PA´ QUE
TE ENAMORES...**



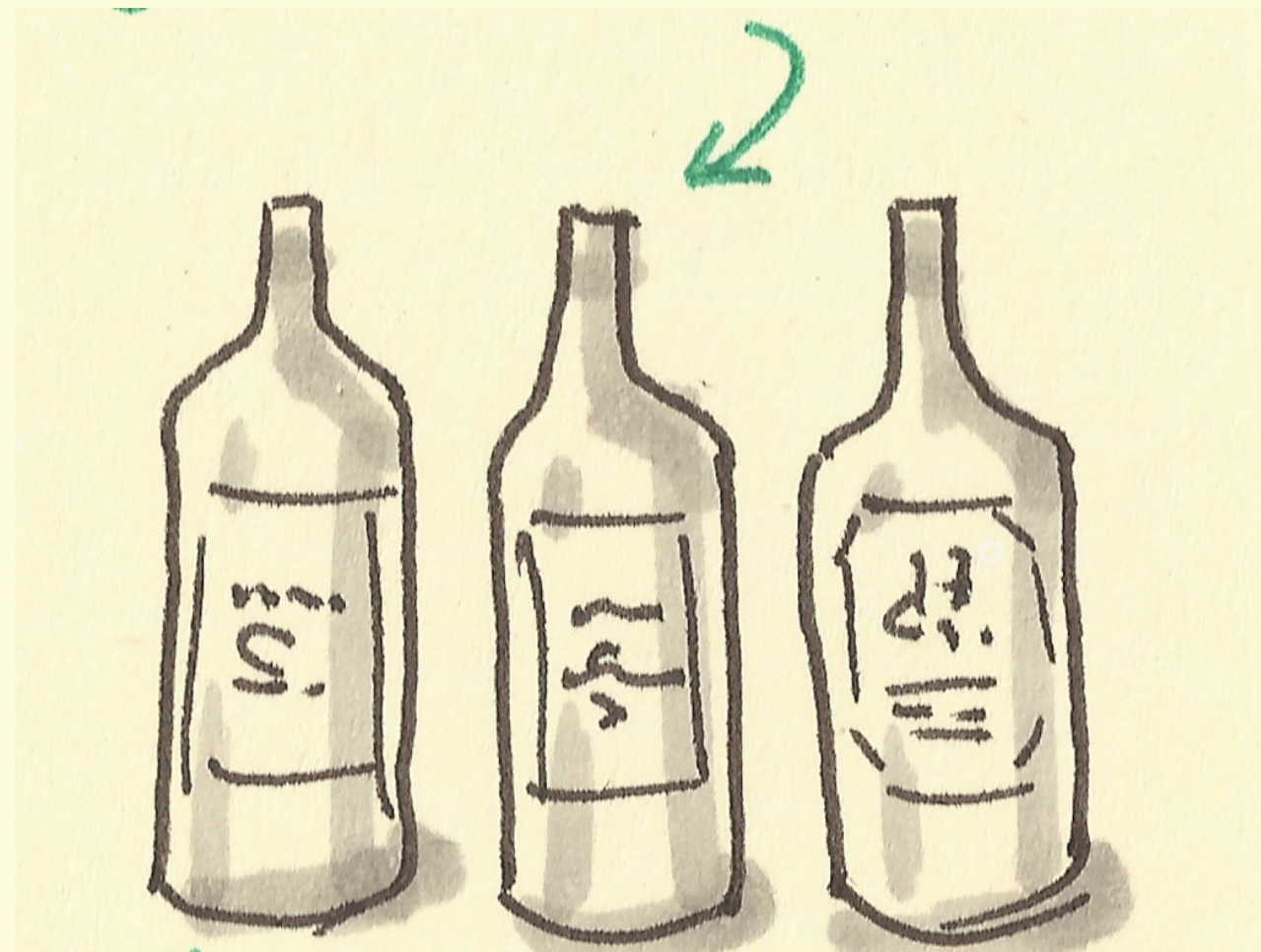
EL PRECIO SEÑUELO

Uy, qué caro!!



BsF.700 BsF.1000

Mmm... es razonable



BsF.700 BsF.1000 BsF.1500

Señuelo



TwistMania



equipe • Chocolate •
Leche Condensada

Ración
(14)

155,00

Mega
Ración
(20)

165,00

CrispyMania



Ración
(14)

125,00

Mega
Ración
(20)

135,00

Azúcar • Azúcar
con Canela

EL PRECIO SEÑUELO

\$59



16%

\$125



0%

\$125



84%



\$59



68%

\$125



32%



The
Economist

Precios Psicológicos

¡ VIVA LA GOLILLA !



Lindt 



VS



HERSHEY'S®

~~\$0,15~~

73%

\$0,14

31%

~~\$0,01~~

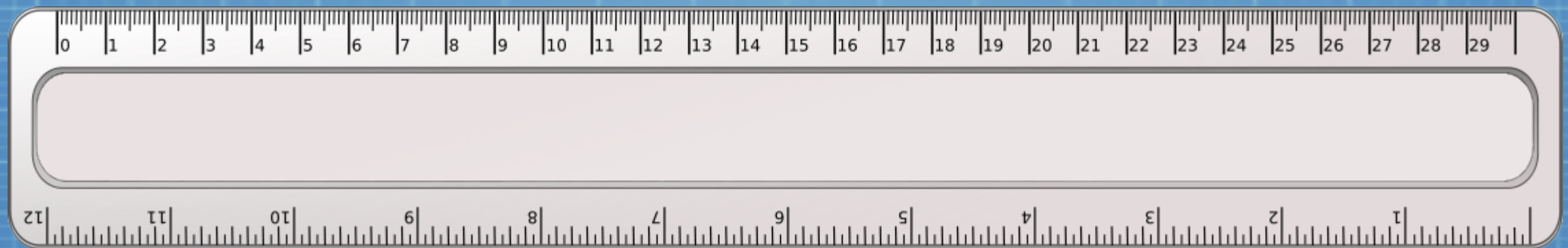
27%

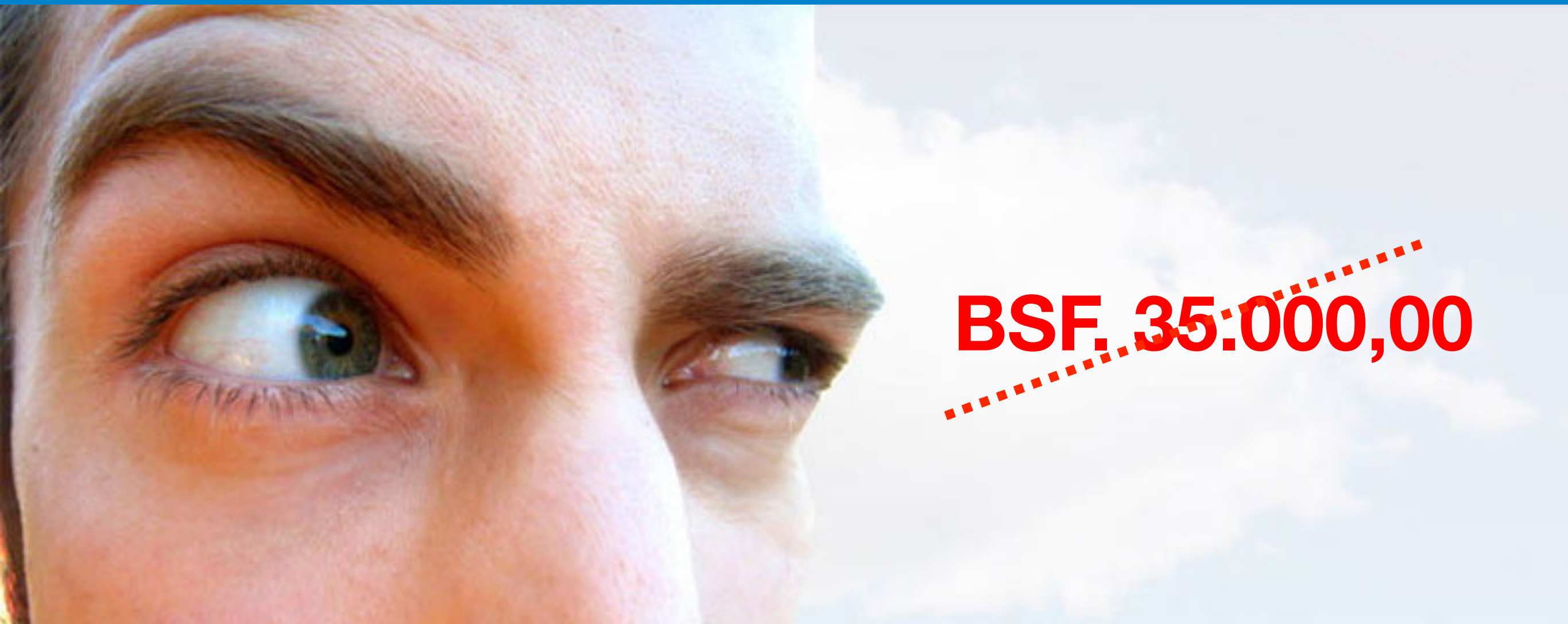
GRATIS

69%

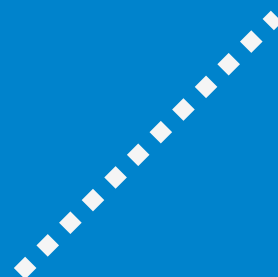
Precios Psicológicos

PRECISAMENTE...





BSF. 34.980,00



BSF. 35.175,00

Precios Psicológicos

ESCASEA, O SEA...



QUEDA UNO MÁS O MENOS...

¡¡¡COMPRE YA!!!



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Apple MacBook Air MD711LL/A 11.6-Inch Laptop (OLD VERSION)

by Apple

★★★★★ 1,156 customer ratings | 493 customer reviews | 57 answered questions

List Price: \$999.00

Price: **\$818.00** & FREE Shipping

You Save: \$181.00 (18%)

Only 3 left in stock.

Ships from and sold by Apple.

Capacity: **11.6-inch**

11.6-inch

13.3-inch

Style: **128 GB**

128 GB

256 GB

- Up to 9 Hours of Battery Life, OS X Mountain Lion
- 1.3 GHz Dual-Core 4th-Gen Intel Core i5 Processor (Turbo Boost up to 2.6 GHz)
- 11-Inch LED-backlit Display; 1366x768 Resolution; Intel HD Graphics 5000.
- 128 GB Flash Storage, 4 GB 1600 MHz LPDDR3 Memory

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