

Call For Participants



The impact of price partition
on consumer buying decisions

15 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

University of Hertfordshire

Every time we make buying decisions we are subconsciously influenced by the pricing strategies marketers choose. My Bachelor's thesis seeks to learn more about the strategy of price partition and the influence it has on consumer decision making. Price partitioning is a pricing strategy that divides a total price into at least two components, e.g. base price and shipping.

If you would like to participate, please complete this 15-minute online survey. Thank you so much for your support!

Find out more online

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More info

by scanning the QR code
or visiting the URL

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