

Pazarlamada Fiyat: Davranışsal Bir Yaklaşım

Yrd. Doç. Dr. Kalender Özcan ATILGAN

© Copyright 2015

Bu kitabın, basım, yayın ve satış hakları Akademisyen Kitabevi A.Ş.'ne aittir. Anılan kuruluşun izni alınmadan kitabın tümü ya da bölümleri mekanik, elektronik, fotokopi, manyetik kağıt ve/veya başka yöntemlerle çoğaltılamaz, basılamaz, dağıtılamaz. Tablo, şekil ve grafikler izin alınmadan, ticari amaçlı kullanılamaz. Bu kitap T.C. Kültür Bakanlığı bandrolü ile satılmaktadır.

ISBN

978-605-9942-34-8

Kitap Adı

Pazarlamada Fiyat: Davranışsal Bir Yaklaşım

Yazar

Yrd. Doç. Dr. Kalender Özcan ATILGAN

Yayın Koordinatörü

Yasin Dilmen

Sayfa ve Kapak Tasarımı

Akademisyen Dizgi Ünitesi

Yayıncı Sertifika No

25465

Baskı ve Cilt

Sonçağ Matbaacılık

Bisac Code

BUS043000

DOI

10.37609/akya.1711

GENEL DAĞITIM

Akademisyen Kitabevi A.Ş.

Halk Sokak 5 / A

Yenişehir / Ankara

Tel: 0312 431 16 33

siparis@akademisyen.com

www.akademisyen.com

Valender,

Happy Spring!


Best wishes,

Kent B. Womce

Dear Kalender

Many thanks for sharing the
work with me. Congratulations!!

Best wishes

 (V. Kumar)

Feb. 12, 2015

ÖNSÖZ

Fiyat, işletmelerin karlılığındaki etkisinin yanı sıra, tüketicilerin satın alma davranışlarına olan etkisiyle incelenmesi gerekli bir konudur. Geçmişte ağırlıklı olarak ekonomi, muhasebe ve finansın konusu bağlamında incelenen fiyatın çok disiplinli bir yapıya sahip olduğu söylenebilmektedir. Diğer yandan pazarlama alanının da temel unsurlarından biri olan fiyatın, çoğunlukla, ekonomik sistemin yapı taşları olan işletmelerin bakış açılarıyla incelendiği görülmektedir. Günümüzde fiyatın, işletmelerin başarılarında itici güç olarak görülen tüketicilerin bakış açılarıyla da değerlendirilmesine ihtiyaç duyulmaktadır. Bu durumda fiyat konusu, edilgen bir yapı olmaktan çıkmakta ve tüketicilerin, işletmelerin fiyat ile ilgili çalışmalarda aktif rol oynadığı bir unsur haline gelmektedir. Hatta son yıllarda, internet teknolojisiyle birlikte, ürün veya hizmetlerin fiyatlandırma sürecine tüketicilerin de dahil edildiği güncel fiyatlandırma uygulamalarıyla sıkça karşılaşılmaktadır.

Fiyat ve fiyatlandırma konularının sistematik olarak ele alındığı ve “tüketici odaklı pazarlama” konularını destekler nitelikteki ilk baskısı gerçekleştirilen bu kitapta geçmişten günümüze kadar pazarlama alanında fiyat konusunda yapılan çalışmalar özetlenmiştir. Kitabın ilk bölümünde, fiyat ile ilgili genel tanımlar verilmiş ve fiyatın işletmecilik uygulamalarındaki önemi vurgulanmıştır. İkinci bölümde pazarlama stratejisinde fiyat kavramı detaylandırılmıştır. Üçüncü bölümde tüketici davranışı bağlamında fiyat konusu değerlendirilmiştir. Son bölümde ise endüstriyel ürünlerin fiyatlandırılması, hizmetlerin fiyatlandırılması ve bilgi teknolojisinin de gündeme getirdiği yeni fiyat konuları incelenmiştir. Kitapta yer alan her bölümde, konuyla ilgili örnek olay ve açıklamalarla, konulara dinamik bir bakış açısı kazandırılmaya çalışılmıştır.

Pazarlama alanında fiyat konularını çalışmam konusunda ve bu çalışmanın hazırlanması için beni cesaretlendiren Çukurova Üniversitesi öğretim üyesi ve doktora tez danışman hocam Prof. Dr. Serap ÇABUK’a, Mersin Üniversitesi öğretim üyeleri Prof. Dr. Ayşe ŞAHİN ve Prof. Dr. Mehmet İsmail YAĞCI’ya ve bu çalışmaya değerli önerileriyle katkılar sağlayan İllinois Üniversitesi öğretim üyesi Prof. Dr. Kent B. MONROE, Georgia State Üniversitesi öğretim üyesi Prof. Dr. V. KUMAR ve Koç Üniversitesi öğretim üyesi Prof. Dr. Zeynep GÜRHAN CANLI’ya, teşekkürlerimi sunarım.

Bu kitabın konuyla ilgilenen herkese yararlı olması dileklerimle...

Yrd. Doç. Dr. Kalender Özcan ATILGAN

Mersin, 2015

Sergili Anneme ve Babama...

İçindekiler

Önsöz	v
Fiyatın Tanımı ve Önemi	1
1.2. Ekonominin Bakış Açısından Fiyatın Değerlendirilmesi	4
1.3. Fiyatın İşletmeler Açısından Önemi	7
1.4. Pazarlamada Fiyatın Değerlendirilmesi	10
1.5. Pazarlama Karmasının Diğer Elemanları İle Fiyat Arasındaki İlişkiler	12
1.5.1. Ürün ve Fiyat	14
1.5.1.1. Kalite-Fiyat İlişkileri	15
1.5.1.2. Ürün Yaşam Döngüsü ve Fiyat	18
1.5.1.2.1. Ürünün Giriş Aşamasında Fiyatlandırılması (Yeni Ürün Fiyatlandırması)	18
1.5.1.2.2. Ürünün Büyüme Aşamasında Fiyatlandırılması	19
1.5.1.2.3. Ürünün Olgunluk Aşamasında Fiyatlandırılması	20
1.5.1.2.4. Ürünün Düşüş Aşamasında Fiyatlandırılması	21
1.5.2. Dağıtım ve Fiyat	21
1.5.3. Tutundurma ve Fiyat	23
Pazarlama Stratejisinde Fiyat Kavramı	25
2.1. Fiyatlandırma ve Fiyatlandırmayı Etkileyen Faktörler	25
2.2. İşletmelerin Fiyatlandırma Programı	30
2.2.1. Fiyatlandırmanın Amaçları	32
2.2.2. Fiyatlandırma Stratejisi [Fiyatlandırma Yöntemleri]	34
2.2.2.1. Maliyete Dayalı Fiyatlandırma	36
2.2.2.2. Talebe Dayalı Fiyatlandırma [Müşteri Odaklı veya Algılanan Değer Fiyatlaması]	41
2.2.2.3. Rekabete Dayalı Fiyatlandırma	45

Tüketici Davranışı Bakış Açısından

Fiyatın Değerlendirilmesi 49

3.1. Tüketici Davranışına Genel Bir Bakış	49
3.2. Tüketici Davranışının Modelleri	51
3.3. Tüketiciler Açısından Fiyatın Rolü	54
3.4. Pazarlamada Tüketicilerin Fiyata Tepkilerini Açıklamada Kullanılan Teoriler	57
3.4.1. Adaptasyon Düzeyi [Adaptation Level] Teorisi	59
3.4.2. Weber–Fechner Yasası	60
3.4.3. Asimilasyon–Tezat [Assimilation–Contrast] Teorisi	61
3.4.4. Beklenti Teorisi [Prospect Theory]	62
3.4.5. Çift Tarafli Haklılık İlkesi [Dual Entitlement Theory]	63
3.5. Tüketicilerle İlişkili Fiyat Kavramları	64
3.5.1. Referans Fiyat	64
3.5.2. Fiyat Hatırlama Doğruluğu ve Fiyat Bilgisi	72
3.5.3. Fiyat Bilinci	73
3.5.4. Fiyat İmajı	74
3.5.5. Fiyat Duyarlılığı	75
3.5.6. Adil Fiyat	76
3.5.7. Fiyat Uzmanlığı [Price Mavenism]	77

Fiyat İle İlgili Diğer Konular ve Güncel Yaklaşımlar 79

4.1. Endüstriyel Ürünlerin Fiyatlandırılması	79
4.2. Hizmetlerin Fiyatlandırılması	83
4.2.1. Hizmetlerin Fiyatlandırılmasında Güncel Yaklaşımlar	86
4.2.2. Hizmetlerin Sınıflarına Göre Fiyatlandırılması	87
4.2.3. Kazanç Yönetimi	89
4.3. Bilgi Teknolojisi ve Fiyatlandırma	93

Kaynakça	101
----------------	-----

KAYNAKÇA

1. Aaker, D. A. (2009). *Güçlü markalar yaratmak* (çev.: Erdem Demir). İstanbul: MediaCat.
2. Aalto-Setälä, V. & Rajjas, A. (2003). Actual market prices and consumer price knowledge. *Journal of Product & Brand Management*, 12(3), 180-192.
3. Abe, M. (1998). Measuring consumer, nonlinear brand choice response to price. *Journal of Retailing*, 74(4), 541-568.
4. Agarwal, Rajshree (1995). Time trends of industry variables in an evolutionary context, Working paper, University of Central Florida.
5. Agarwal, Rajshree (1997). Survival of firms over the product life cycle, *Southern Economic Journal*, 63(3), 571-584.
6. Akhter, S. H. (2009). Niches at the edges: price-value tradeoff, consumer behavior, and marketing strategy. *Journal of Product & Brand Management*, 18(2), 136-142.
7. Aksoy, R. (2009). *İnternet ortamında pazarlama*, 2. Baskı, Ankara: Seçkin Yayıncılık.
8. Akşam (2011). Geleceğin gözde meslekleri, Erişim Adresi: <http://www.aksam.com.tr/guncel/gelecegin-gozde-meslekleri--56776h/haber-56776>, Erişim Tarihi: 22.07.2014.
9. Alba, J.W., Broniarczyk, S.M., Shimp, T.A. & Urbany, J.E. (1994). The influence of prior beliefs, frequency cues, and magnitude cues on consumers' perceptions of comparative price data. *Journal of Consumer Research*, 21(2), 219-234.
10. Alford, B. L. & Biswas, A. (2002). The effects of discount level, price consciousness and sale proneness on consumers' price perception and behavioral intention. *Journal of Business Research*, 55(9), 775-783.
11. Alvarez, B. A. & Casielles, R.V. (2006). How could reference price and loyalty influence brand choice?. *International Journal of Entrepreneurship and Small Business*, 3(3/4), 287-309.
12. Amara, Rim Ben and Bouslama, Néji (2011). Creation of price image measurement scale and comparing perceptions of price image dimensions of two sales formats, *IBIMA Business Review*, Vol. 2011, Article ID 855364.
13. American Marketing Association-Marketing Power, (AMA) (2015). *Dictionary*, Erişim Tarihi: 25 Ocak 2015, Erişim Adresi: http://www.marketingpower.com/_layouts/Dictionary.aspx?dLetter=R.

14. Ancarani, Fabio (2002). Pricing and the Internet: Frictionless commerce or pricer's paradise?, *European Management Journal*, 20(6), 680-687.
15. Arnold, E., Price, L. and Zinkhan, G. (2004). Consumers. Irwin: Boston.
16. Atılgan, K.Ö. (2013). Tüketicilerin karar sürecinde fiyatın rolü: Davranışsal fiyatlandırma üzerine kavramsal bir çalışma, *Cag University Journal of Social Sciences*, 10(2), 95-110.
17. Avlonitis, G. & Indounas, K. (2006). How are prices set? An exploratory investigation in the
18. Greek services sector. *Journal of Product and Brand Management*, 15(3), 203-213.
19. Avlonitis, G.J. & Indounas, K.A. (2005). Pricing objectives and pricing methods in the services sector, *Journal of Services Marketing*, 19(1), 47-57.
20. Baker, Walter, Marn, Mike & Zawada, Craig (2001). Price smarter on the net, *Harvard Business Review*, 79(2), 122-127.
21. Bakos, Y. (1998). The emerging role of electronic marketplaces on the internet. *Communications of the ACM*, 41(8), 35-42.
22. Barry, T.E. & Howard, D.J. (1990). A review and critique of the hierarchy of effects in advertising, *International Journal of Advertising*, Vol. 9, No. 2, 121-135.
23. Berman, Barry (2005). Applying yield management pricing to your service business, *Business Horizons*, 48, 169-179.
24. Bettman, J.R., Johnson, E.J., & Payne, J.W. (1991). Consumer decision making. In T.S. Robertson & H.H. Kassarian (Eds.), *Handbooks of Consumer Theory and Research*, Prentice-Hall.
25. Bettman, James R. (1970). Information processing models of consumer behavior, *Journal of Marketing Research*, 7(3), 370-376.
26. Berry, L. L. & Yadav, M. S. (1996). Capture and communicate value in the pricing of services, *Sloan Management Review*, 37(4), 41-51.
27. Bertini, Marco & Gourville, John T. (2012). Pricing to create shared value, *Harvard Business Review*, 90(6), 96-104.
28. Biswas, A. & Blair, E. A. (1991). Contextual effects of reference prices in retail advertisements. *The Journal of Marketing*, 55(3), 1-12.
29. Blythe, J. (2013). *Consumer Behaviour*, 2nd Edition, Thousand Oaks: SAGE Publications.
30. Bolton, Lisa E., Warlop, Luk, & Alba, Joseph W. (2003). Consumer perceptions of price (un)fairness, *Journal of Consumer Research*, 29(4), 474-491.

31. Borden, N.H. (1964). The concept of the marketing mix, *Journal of Advertising Research*, 24(4), 2-7.
32. Bray, J. P. (2008). Consumer behaviour theory: Approaches and models. Discussion Paper. Unpublished, Bournemouth University. Bournemouth.
33. Briesch, R. A., Krishnamurthi, L., Mazumdar, T. & Raj, S. P. (1997). A comparative analysis of reference price models. *The Journal of Consumer Research*, 24(2), 202-214.
34. Brown, F. E. (1969), Price image versus price reality, *Journal of Marketing Research*, 6(2), 185-191.
35. Byun, Sang-Eun & Sternquist, B. (2010). Reconceptualization of price mavenism: Do Chinese consumers get a glow when they know?. *Asia Pacific Journal of Marketing and Logistics*, 22(3), 279-293.
36. Campbell, M.C. (1999a). "Why did you do that?" The important role of inferred motive in perceptions of price fairness, *Journal of Product and Brand Management*, 8(2), 145-152.
37. Campbell, M.C. (1999b). Perceptions of price unfairness: antecedents and consequences. *Journal of Marketing Research*, 36(2), 187-199.
38. Campo, S. & Yagüe, M. J. (2007). The perception of price discounts according to consumer's characteristics. *Journal of Revenue and Pricing Management*, 6(2), 86-99.
39. Cannon, Hugh M. & Morgan, Fred W. (1990). A strategic pricing framework, *The Journal of Services Marketing*, 4(2), 19-30.
40. Cao, Jing & Wang, Zheng (2011). The empirical analysis of multi-dimension factors on store price image, *2011 International Conference on E-Business and E-Government (ICEE 2011)* Shanghai, China, 6-8 May, Vol. 1, 836-840.
41. Carricano, Manu (2014). Pricing myopia: do leading companies capture the full value of their pricing strategies?, *Management Decision*, 52(1), 159-178.
42. Carricano, M., Trinquencoste, J. F., & Mondejar, J. A. (2010). The rise of the pricing function: origins and perspectives. *Journal of Product & Brand Management*, 19(7), 468-476.
43. Cemalcılar, İ. (1999). *Pazarlama: Kavramlar-kararlar*. Tıpkı Basım, İstanbul: Beta Yayım-Dağıtım.
44. Chen, Kuang-Jung (1997). The Filipino "tingui" retailing approach and cigarette price increase", *Pricing Strategy and Practice*, 5(4), 148-155.

45. Cheng, Lillian L. & Monroe, Kent B. (2013). An appraisal of behavioral price research (part 1): price as a physical stimulus, *AMS Review*, 3, 103-129.
46. Copeland, Melvin T. (1923). The relation of consumers' buying habits to marketing methods, *Harvard Business Review*, 1(April), 282-289.
47. Crompton, J. L. (2010). Eleven strategies for reducing negative responses to price increases for public park and recreation services. *Journal of Park & Recreation Administration*, 28(3), 114-146.
48. Curry, D.J. & Riesz, P.C. (1988). Prices and price/quality relationships: A longitudinal analysis. *Journal of Marketing*, 52(1), 36-51.
49. Çabuk, S. ve Yağcı, M. İ. (2003). *Pazarlamaya çağdaş yaklaşım*. Adana: Nobel Kitabevi.
50. Davidson, Alistair & Simonetto, Mike (2005). Pricing strategy and execution: an overlooked way to increase revenues and profits, *Strategy & Leadership*, 33(6), 25-33.
51. Day, George S. (1981). The product life cycle: Analysis and applications issues, *Journal of Marketing*, 45(4), 60-67.
52. Dean, Joel (1950). Pricing policies for new products, *Harvard Business Review*, 28(6), 45-53.
53. DeBono, K.G. (2000). Attitude Functions and Consumer Psychology: Understanding perceptions of product quality, In G. M. Maio ve J. M. Olson (Eds.) *Why we Evaluate: The Functions of Attitudes*, (195-221). Mahwah, NJ: Erlbaum
54. Della, B. A. J., Monroe, K. B., & McGinnis, J. M. (1981). Consumer perceptions of comparative price advertisements. *Journal of Marketing Research*, 18(4), 12-15.
55. Desiraju, Ramarao & Shugan, Steven M. (1999). Strategic service pricing and yield management, *Journal of Marketing*, 63(1), 44-56.
56. Diamantopoulos, Adamantios and Mathews, Brian P. (1994). The specification of pricing objectives: Empirical evidence from an oligopoly firm, *Managerial and Decision Economics*, 15(1), 73-85.
57. Diller, Herman (2008). Price fairness, *Journal of Product & Brand Management*, 17(5), 353-355.
58. Dinler, Zeynel (2000). *Mikroekonomi*, Bursa: Ekin Kitabevi Yayınları.
59. Dixit, Ashutosh, Whipple, Thomas W., Zinkhan, George M. & Gailey, Edward (2008). A taxonomy of information technology-enhanced pricing strategies, *Journal of Business Research*, 61(4), 275-283.

60. Dolgui, Alexandre & Proth, Jean-Marie (2010). Pricing strategies and models, *Annual Reviews in Control*, 34, 101-110.
61. Dolan, R.J. & Moon, Y. (2000). Pricing and market making on the internet. *Journal of Interactive Marketing*, 14(2), 56-69.
62. Dolgui, Alexandre & Proth, Jean-Marie (2010). Pricing strategies and models, *Annual Reviews in Control*, 34, 101-110.
63. Donaghy, K., McMahon, U. & McDowell, D. (1995) Yield management: an overview, *International Journal of Hospitality Management*, 14(2), 139-150.
64. Douglas, Mary ve Isherwood, Baron, (1999), Tüketimin Antropolojisi, (Çeviren: Erden Attila AYTEKİN), Ankara: Dost Kitabevi Yayınları.
65. Doyle, P. (2003). *Değer temelli pazarlama* (Çev.: Gülfidan Barış). İstanbul: MediaCat.
66. Eğilmez, M. ve Kumcu, E. (2001), Ekonomi politikası ve teori ve Türkiye uygulaması, 6.Basım, İstanbul: Remzi Kitabevi.
67. El-Ansary, A.I. (1974). Societal marketing: a strategic view of the marketing mix in the 1970s, *Journal of the Academy of Marketing Science*, 2(4), 553-66.
68. Ellickson, Paul B. and Misra, Sanjog (2008). Supermarket pricing strategies, *Marketing Science*, 27(5), 811-8
69. Emery, Fred (1970). Some psychological aspects of price, in Bernard Taylor and Gordon Wills, eds., *Pricing Strategy*. Princeton, N.J.: Brandon/Systems Press, 98-111.
70. Engel J.F., Kollat D.T. & Blackwell R.D. (1968). *Consumer behavior*, New York: Holt, Rinehart, Winston.
71. Erdem, T., Mayhew, G. & Sun, B. (2001). Understanding reference-price shoppers: A within-and cross-category analysis. *Journal of Marketing Research*, 38(4), 445-457.
72. Erickson, G. M. & Johansson, J. K. (1985). The role of price in multi-attribute product evaluations. *Journal of Consumer Research*, 12(2), 195-199.
73. Eser, Zeliha ve Korkmaz, Sezer (2011). *Pazarlamaya giriş*, Ankara: Siyasal Kitabevi.
74. Estelami, H. & De Maeyer, P. (2004). Product category determinants of price knowledge for durable consumer goods, *Journal of Retailing*, 80(2), 129-137.
75. Etzel, M. J., Walker B. J. & Stanton, W. J. (2001). *Marketing*. 12th Edition, New York: McGraw-Hill Irwin.

76. Evans, M. J., Moutinho, L. & Van Raaij, W.F. (1997). *Applied consumer behaviour*. London: Addison-Wesley Publishing Company.
77. Fader, Peter S. & Lodish, Leonard M. (1990). A cross-category analysis of category structure and promotional activity for grocery products, *Journal of Marketing*, 54(4), 52-65.
78. Farley, J.U. & Ring, L.W. (1970). An empirical test of the Howard-Sheth model of buyer behavior. *Journal of Marketing Research*, 7(4), 427-438.
79. Farris, Paul W. & Reibstein, David J. (1979). How prices, ad expenditures, and profits are linked, *Harvard Business Review*, November-December, 173-184.
80. Feick, L.F. & Price, L.L. (1987). The market maven: A diffuser of marketplace information, *The Journal of Marketing*, 51(1), 83-97.
81. Ferguson, Jodie L. & Ellen, Pam Scholder (2013). Transparency in pricing and its effect on perceived price fairness, *Journal of Product & Brand Management*, 22(5/6), 404-412.
82. Fishman, Charles (2003). Which price is right?, Fast Company, Erişim adresi: <http://www.fastcompany.com/46061/which-price-right>, Erişim tarihi 18 Ocak, 2014.
83. Forman, Howard & Lancioni, Richard (2002). The determinants of pricing strategies for industrial products in international markets, *Journal of Business-to-Business Marketing*, 9(2), 29-64.
84. Fraun, J. (1999). *Introduction to marketing*. 4th edition, London: International Thomson Business Press.
85. Gabor, André (1988). *Pricing: Concepts and methods for effective marketing*, 2nd ed., Aldershot, UK: Gower Publishing.
86. Garbarino, E. & Slonim, R. (2003). Interrelationships and distinct effects of internal reference prices on perceived expensiveness and demand, *Psychology & Marketing*, 20(3), 227-248.
87. Gijsbrechts, E. (1993). Prices and pricing research in consumer marketing: Some recent developments, *International Journal of Research in Marketing*, 10, 115-151.
88. Goi, Chai Lee (2009). A review of marketing mix: 4Ps or more?, *International Journal of Marketing Studies*, 1(1), 2-15.
89. Goldsmith, R.E, Kim, D., Flynn, L.R & Kim, Wan-Min (2005). Price sensitivity and innovativeness for fashion among Korean consumers, *The Journal of Social Psychology*, 145(5), 501-508.
90. Goldsmith, Ronald E. & Newell, S.J. (1997). Innovativeness and price

- sensitivity: managerial, theoretical and methodological issues, *Journal of Product & Brand Management*, 6(3), 163-174.
91. Grewal, D., Monroe, K. B. & Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perception of acquisition value, transaction value, and behavioral intentions. *Journal of Marketing*, 62(2), 46-59.
 92. Grinblatt, M. & Han, B. (2005). Prospect theory, mental accounting, and momentum. *Journal of Financial Economics*, 78(2), 311-339.
 93. Grönroos, C. (1984). A service quality model and its marketing implications, *European Journal of Marketing*, 18(4), 36-44.
 94. Grönroos, C. (1994). From marketing mix to relationship marketing: Towards a paradigm shift in marketing, *Management Decision*, 32(2), 4-20.
 95. Gurumurthy, K. & Little, John D. C. (1989), *A price response model developed from perceptual theories*. Sloan School Working Paper No: 3038-89, MIT Sloan School of Management, Cambridge, MA.
 96. Guttman, Robert H. & Maes, Pattie (1998). Cooperative vs. Competitive multi-agent negotiations in retail electronic commerce, Cooperative Information Agents II Learning, Mobility and Electronic Commerce for Information Discovery on the Internet Lecture Notes in Computer Science, Vol. 1435, 135-147.
 97. Gündüz, H. Erdin (2013). *Maliyet analizlerine giriş*, maliyet analizleri, Ünite 1, Anadolu Üniversitesi Yayını No: 3033, Açıköğretim Fakültesi Yayını No: 1983, 2-30.
 98. Hall, R. L. & Hitch, C. J. (1939). Price theory and business behaviour, *Oxford Economic Papers*, No. 2, 12-45.
 99. Han, S., Gupta, S. & Lehmann, D., 2001. Consumer price sensitivity and price thresholds. *Journal of Retailing*, 77, 435-456
 100. Hankinson, A. (1995). The small firm's preoccupation with cost-based pricing. *Pricing Strategy and Practice*, 3(4), 14-20.
 101. Hansen, H. (2013). Price consciousness and purchase intentions for new food products: The moderating effect of product category knowledge when price is unknown, *Journal of Food Products Marketing*, 19(4), 237-246.
 102. Hardie, B. G. S., Johnson, E. J. & Fader, P. S. (1993). Modeling loss aversion and reference dependence effects on brand choice. *Marketing Science*, 12(4), 378-394.
 103. Harrell, Stephen G. & Taylor, Elmer D. (1981). Modeling the product life cycle for consumer durables, *Journal of Marketing*, 45(4), 68-75.

104. Hauser, John R. (1984). Pricing theory and the role of marketing science, *Journal of Business*, 57(1), S65-S71.
105. Hawkins, Edward R. (1954). Price policies and theory, *Journal of Marketing*, 18(3), 233-240.
106. Hazelwood, E., Lawson, R. & Aitken, R. (2009). An essential guide to audience development, *Marketing Intelligence & Planning*, 27(6), 789-804.
107. Heath, Timothy B, Chatterjee, Subimal & France, Karen R. (1995). Mental accounting and changes in price: The frame dependence of reference dependence, *Journal of Consumer Research*, 22(1), 90-97.
108. Helson, H. (1964). *Adaptation level theory*. New York: Harper and Row.
109. Herrmann, Andreas & Wricke, Martin (1998). Evaluating multidimensional prices, *Journal of Product & Brand Management*, 7(2), 161-169.
110. Higie, R.A., Feick, Lawrence F. & Price, L.L. (1987). Types and amount of word-of-mouth communications about retailing, *Journal of Retailing*, 63(3), 260-278.
111. Hinterhuber, Andreas (2004). Towards value-based pricing-An integrative framework for decision making, *Industrial Marketing Management*, 33(8), 765-778.
112. Hinterhuber, Andreas (2008). *Value delivery and value-based pricing in industrial markets*, in *Creating and managing superior customer value*, 14, 381-448.
113. Hofer, Charles W. (1975). Toward a contingency theory of business strategy, *The Academy of Management Journal*, 18(4), 784-810.
114. Hoffman, K. Douglas & Arnold, Danny R. (1989). Professional services pricing, *Journal of Professional Services Marketing*, 5(1), 29-40.
115. Hoffman, K. D. & Bateson, J. (2010). *Services marketing: concepts, strategies, & cases*, 4e, Mason, OH: Cengage Learning.
116. Hollander, Stanley C. (1960). The wheel of retailing, *Journal of Marketing*, 25(1), 37-42.
117. Homburg, Christian, Hoyer, Wayne D. & Koschate, Nicole (2005). Customers' Reactions to Price Increases: Do Customer Satisfaction and Perceived Motive Fairness Matter?, *Journal of the Academy of Marketing Science*, 33(1), 36-49.
118. Howard, John A. & Sheth, Jagdish N., (1969). *The theory of buyer behavior*, New York: John Wiley & Sons, Inc.
119. Huber, Joel, Holbrook, Morris B. & Kahn, Barbara (1986). Effects of competitive context and of additional information on price sensitivity, *Journal of Marketing Research*, 23(3), 250-260.

120. Hunt, P.S. (2005). Seizing the fourth P, *Marketing Management*, May-June, 40-44.
121. Indounas, Kostis (2006). Making effective pricing decisions, *Business Horizons*, 49, 415-424.
122. Ingenbleek, P., Debruyne, M., Frambach, R., & Verhallen, T. (2003). Successful new product
123. pricing practices: A contingency approach, *Marketing Letters*, 14(4), 289-305.
124. İnan, H. (2010). *Hizmet pazarlaması*. Adana: Nobel Kitabevi.
125. Ingenbleek, P. (2007). Value-informed pricing in its organizational context: Literature review, conceptual framework, and directions for future research. *Journal of Product & Brand Management*, 16(7), 441-458.
126. İslamoğlu, Ahmet Hamdi (2006). *Pazarlama yönetimi*, İstanbul: Beta Yayınları.
127. İslamoğlu, A.H. ve Altunışık, R. (2008). *Tüketici davranışları*, İstanbul: Beta Yayınları.
128. Jacoby, J. (1976). Consumer psychology: An octennium, *Annual Review of Psychology*, 27, 331-358.
129. Jap, S. D. & Naik, P.A. (2004). Introduction to the special issue on online pricing. *Journal of Interactive Marketing*, 18(4), 4-6.
130. Jayaraman, Vaidyanathan & Baker, Tim (2003). The internet as an enabler for dynamic pricing of goods, *IEEE Transactions on Engineering Management*, 50(4), 470-477.
131. Jeuland, Abel P. & Shugan, Steven M. (2008). Commentary-managing channel profits, *Marketing Science*, 27(1), 49-51.
132. Jobber, David & Shipley, David (2012). Marketing orientated pricing, *European Journal of Marketing*, 46(11/12), 1647-1670.
133. Kahneman, Daniel & Tversky, Amos (1979). Prospect theory: An analysis of decision under risk, *Econometrica*, 47(2), 263-292.
134. Kalapurakal, Rosemary, Dickson, Peter R. & Urbany, Joel E. (1991). Perceived price fairness and dual entitlement, *Advances in Consumer Research*, 18(1), 788-793.
135. Kalwani, M. U., Yim, C. K., Rinne, H. J. & Sugita, Y. (1990). A price expectations model of customer brand choice. *Journal of Marketing Research*, 27(3), 251-262.
136. Kalyanaram, G. & Winer, R. S. (1995). Empirical generalization from reference price research. *Marketing Science*, 14(3), G161-G169.

137. Kalyanaram, G. & Little, J. D. C. (1994). An empirical analysis of latitude of price acceptance in consumer package goods. *The Journal of Consumer Research*, 21(3), 408-418.
138. Kannan, P.K. & Kopalle, Praveen K. (2001). Dynamic pricing on the internet: Importance and implications for consumer behavior, *International Journal of Electronic Commerce*, 5(3). 63-83.
139. Karafakıoğlu, Mehmet, (1978). *Fiyatlandırma kararları*, (Yazarlar: Oluç vd.) Pazarlama yönetimi, İkinci Bası, İstanbul Üniversitesi İşletme Fakültesi Pazarlama Enstitüsü Yayını No: 10, 141-167, İstanbul.
140. Karalar, R. (2005). *İşletmelerde fiyat ve fiyat politikaları*, B. Tenekecioğlu (Ed.) Pazarlama yönetimi içinde. Anadolu Üniversitesi Yayın No: 1478, Eskişehir.
141. Kasavana, M.L. & Singh, A.J. (2001). Online auctions: Dynamic pricing and the lodging industry, *Journal of Hospitality & Leisure Marketing*, 9(3-4), 127-140.
142. Kellerman, Bert J., Gordon, Peter J. & Hekmat, Firooz (1995). Product and pricing courses are underrepresented in undergraduate marketing curricula, *Journal of Product & Brand Management*, 4(1), 18-25.
143. Kenning, P., Evanschitzky, H., Vogel, V. & Ahlert, D. (2007). Consumer price knowledge in the market for apparel, *International Journal of Retail & Distribution Management*, 35(2), 97-119.
144. Kimes, Sheryl E. & Wirtz, Jochen (2003). Has revenue management become acceptable? Findings from an international study on the perceived fairness of rate fences, *Journal of Service Research*, 6(2), 125-135.
145. Kopalle, P.K. & Lindsey-Mullikin, J. (2003). The impact of external reference price on consumer price expectations. *Journal of Retailing*, 79, 225-236.
146. Kotler, Philip & Armstrong, Gary (2014). *Principles of marketing* 15th Global Edition, Essex: Pearson Education Limited.
147. Kotler, P. (2003). *Kotler ve pazarlama* (çev.: Ayşe Özyağcılar). Üçüncü Basım, İstanbul: Sistem Yayıncılık.
148. Krishnamurthi, L., Mazumdar, T. & Raj, S. P. (1992). Asymmetric response to price in consumer brand choice and purchase quantity decisions. *The Journal of Consumer Research*, 19(3), 387-400.
149. Kurtuluş, Kemal (1978). *Tüketici davranışı modelleri*, Pazarlama yönetimi (Ed. M.Oluç vd.), İstanbul Üniversitesi İşletme Fakültesi Pazarlama Enstitüsü Yayını No: 10, 79-105.

150. Lal, Rajiv (1986). Technical note-delegating pricing responsibility to the salesforce, *Marketing Science*, 5(2), 159-168.
151. Lancaster, Geoff & Massingham, Lester (2011). *Essentials of marketing management*, New York: Routledge.
152. Lancioni, Richard (2005). Pricing issues in industrial marketing, *Industrial Marketing Management*, 34(2), 111-114.
153. Lawson, R. & Bhagat, P.S. (2002). The role of price knowledge in consumer product knowledge structures, *Psychology and Marketing*, 19(6), 551-568.
154. Lee, D. (1996). The relationship between price and objective apparel quality: A comparison between the United States market and Korean market. Unpublished Master's thesis, Texas Tech University, Texas, USA.
155. Lee, Min-Young, Kim, Youn-Kyung and Fairhurst, Ann (2009). Shopping value in online auctions: Their antecedents and outcomes, *Journal of Retailing and Consumer Services*, 16, 75-82.
156. Leone, R.P. Robinson, L.M., Bragge, J. & Somervuori, O. (2011). A citation and profiling analysis of pricing research from 1980 to 2010. *Journal of Business Research*, 65(7), 1010-1024.
157. Levy, M. & B. Weitz (2004). *Retailing management*, 5th ed., New York: McGraw-Hill.
158. Lichtenstein, Donald R., Bloch, Peter H. & Black, William C. (1988). Correlates of price acceptability, *Journal of Consumer Research*, 15(2), 243-252.
159. Lichtenstein, D.R., Ridgway, N.M. & Netemeyer, R.G. (1993). Price perceptions and consumer shopping behavior: A field study. *Journal of Marketing Research*, 30(2), 234-245.
160. Lovelock, Christopher H. (1996). *Services marketing*, Third Edition, Upper Saddle River, NJ: Prentice Hall.
161. Lovelock, Christopher H. (1983). Classifying services to gain strategic marketing insights, *Journal of Marketing*, 47(3), 9-20.
162. Lowe, Ben, Yee, Fanny Chan Fong & Yeow, Pamela (2014). Price promotions and their effect upon reference prices, *Journal of Product & Brand Management*, 23(4/5), 349-361.
163. Lowengart, O. & Mizrahi, S. (2000). Applying international reference price market structure, information seeking and consumer welfare. *International Marketing Review*, 17(6), 525-537.
164. Lowengart, O. (2002). Reference price conceptualisations: An integrative framework of analysis. *Journal of Marketing Management*, 18(1/2), 145-171.

165. Malhotra, Naresh K. (1996). The Impact of the academy of marketing science on marketing scholarship: An analysis of the research published in JAMS, *Journal of the Academy of Marketing Science*, 24(4), 291-298.
166. Marn, Michael V. (2000). *Virtual pricing*, The McKinsey Quarterly, No. 4, 128-130.
167. Marn, M. & Rosiello, R. (1992). Managing price, gaining profit, *Harvard Business Review*, September-October, 84-94.
168. Martin-Consuegra, D., Molina, A. & Esteban, A. (2007). An integrated model of price, satisfaction and loyalty: an empirical analysis in the service sector. *Journal of Product & Brand Management*, 16(7), 459-468.
169. Martínez, María-Encarnación Andrés, Borja, Miguel-Ángel Gómez & Jiménez, Juan-Antonio Mondéjar (2011). Yield management as a pricing mechanism, *Review of Business Information Systems – Special Edition*, 15(5), 51-60.
170. Maxwell, S. (2002). Rule-based price fairness and its effect on willingness to purchase, *Journal of Economic Psychology*, 23, 191-212.
171. Mayhew, G. E. & Winer, R. S. (1992). An empirical analysis of internal and external reference prices using scanner data, *The Journal of Consumer Research*, 19(1), 62-70.
172. Mazumdar, T., Raj, S.P. & Sinha, I. (2005). Reference price research: Review and propositions. *Journal of Marketing*, 69, 84-102.
173. Mazumdar, T. & Papatla, P. (2000). An investigation of reference price segments. *Journal of Marketing Research*, 37(2), 246-258.
174. Mazumdar, T. & Papatla, P. (1995). Loyalty differences in the use of internal and external reference prices. *Marketing Letters*, 6(2), 111-122.
175. McCarthy, E.J. (1964). *Basic marketing: A managerial approach*, Homewood, III: Richard D. Irwin, Inc.
176. Miljkovic, D. & Effertz, C. (2010). Consumer behavior in food consumption: reference price approach. *British Food Journal*, 112(1), 32-43.
177. Miller, L. T. and Huggins, E. L. (2010). Service sector pricing decisions: A real options approach. *IUP Journal of Applied Finance*, 16(2), 52-69.
178. Miracle, Gordon E. (1965). Product Characteristics and Marketing Strategy, *Journal of Marketing*, Vol. 29, No. 1, pp. 18-24.
179. Mitchell, Eric G. (1985). *Profitable pricing strategies*, New York: Alexander Hamilton Institute.
180. Miyazaki, A.D. (2003). Guest editorial: the psychology of pricing on the internet, *Psychology and Marketing*, 20(6), 471-476.

181. Mondéjar Jiménez, J. A., Carricano, M. & Mondéjar Jiménez, J. (2008). Measuring reference price formation: Analysis in a virtual experimental context. *Journal of Business & Economics Research*, 6(12), 51-54.
182. Monroe, Kent B. (1971). Psychophysics of prices: A reappraisal. *Journal of Marketing Research*, 8(2), 248-250.
183. Monroe, Kent B. (1973). Buyers' Subjective Perceptions of Price, *Journal of Marketing Research*, Vol. 10, No. 1, pp. 70-80.
184. Monroe, Kent B. (1976). The influence of price differences and brand familiarity on brand preferences. *Journal of Consumer Research*, 3(1), 42-49.
185. Monroe, Kent B. (1990). Pricing: Making Profitable Decisions, Second Edition, New York, NY: McGraw-Hill.
186. Monroe, Kent B. & Della Bitta, Albert J. (1978). Models for pricing decisions. *Journal of Marketing Research*, 15(3), 413-428.
187. Monroe, Kent B. & Lee, Angela Y. (1999). Remembering versus Knowing: Issues in Buyers' Processing of Price Information, *Journal of the Academy of Marketing Science*, 27; 207-225.
188. Monroe, Kent B. & Petroschius, S.M. (1981). Buyers' Perceptions of Price: An Update of the Evidence, in Perspectives in Consumer Behavior, eds. Harold Kassarian ve Thomas S. Robertson, Glenview, IL: Scott, Foresman, 43-55.
189. Moon, S., Russell, G. J. & Duvvuri, S. D. (2006). Profiling The Reference Price Consumer, *Journal of Retailing*, 82(1), 1-11.
190. Moore, M. & MCGowan, K.M. (2001). The polish consumer's concept of price as a marketplace cue, *Journal of Textile and Apparel, Technology and Management*, 2(1), 1-10.
191. Morris, Michael H. & Calantone, Roger J. (1990). Four components of effective pricing, *Industrial Marketing Management*, 19, 321-329.
192. Morris, Michael H. & Morris, Gene (1995). *Market oriented pricing: Strategies for management*, NTC Business Books.
193. Morris, M., Avila, R., & Pitt, L. (1996). Pricing under conditions of environmental turbulence: a conceptual and empirical assessment, *Journal of Marketing Management*, 6(2), 1-16.
194. Möller, Kristian (2006). The marketing mix revisited: Towards the 21st century marketing by E. Constantinides, *Journal of Marketing Management*, 22(3-4), 439-450.
195. Mucuk, İ. (2010). *Pazarlama ilkeleri*. 18. Basım, İstanbul: Türkmen Kitabevi.

196. Murphy, Patrick E. & Enis, Ben M. (1986). Classifying products strategically, *Journal of Marketing*, 50 (3), 24-42.
197. Nagle, Thomas (1984). Economic foundations for pricing, *The Journal of Business*, 57(1), Part 2: Pricing Strategy, S3-S26.
198. Nagle, T.T. & Holden, R. K. (2002). *The strategy and tactics of pricing: A guide to profitable decision making*. Upper Saddle River, NJ: Prentice Hall.
199. Narayandas, D. (2005). Building loyalty in business markets. *Harvard Business Review*, 83 (9), 131-139.
200. Nickerson C.B. (1940). The cost element in pricing, *Harvard Business Review*, 8 (summer), 417-426
201. Nicosia, F.M (1966). *Consumer decision process*, Eaglewood Cliff, NJ: Prentice- Hall.
202. Noble, Peter M. & Gruca, Thomas S. (1999). Industrial pricing: Theory and managerial practice, *Marketing Science*, 18(3), Special Issue on Managerial Decision Making, 435-454.
203. Nyström, H. (1970), *Retail pricing: An integrated economic and psychological approach*, Stockholm, Sweden: EFI.
204. Odabaşı, Y. ve Barış, G. (2007). *Tüketici davranışı*, 7. Basım, İstanbul: MediaCat Yayınevi.
205. Odabaşı, Y. ve Oyman, M. (2002). *Pazarlama iletişimi yönetimi*. Birinci Basım, İstanbul: MediaCat Yayınları.
206. Ofir, C. & Winer, R. S. (2002). *Pricing: Economic and behavioral models*. *Handbook of Marketing*, Weitz, B. & Wensley, R. Eds., London: Sage Publications Ltd, 267-281.
207. Oh, H. (2003). Price fairness and its asymmetric effects on overall price, quality, and value judgments: the case of an upscale hotel, *Tourism Management*, 24(4), 387-399.
208. Okyay, Engin (1978). *Mamul kavramı ve mal politikası*, Pazarlama yönetimi (Ed. M.Oluç vd.), İstanbul Üniversitesi İşletme Fakültesi Pazarlama Enstitüsü Yayını No: 10, 107-139.
209. Oliver, R. L., & Swan, J. E. (1989). Consumer perceptions of interpersonal equity and satisfaction in transactions: A field survey approach, *Journal of Marketing*, 53(2), 21-35.
210. Oluç, Mehmet (1988a). Fiyatlandırma, *Pazarlama Dünyası*, Yıl 2, Sayı 10, 3-15.
211. Oluç, Mehmet (1988b). Fiyatlandırma, *Pazarlama Dünyası*, Yıl 2, Sayı 12, 3-21.

212. Oren, Shmuel S. (1984). Comments on “pricing research in marketing: the state of the art”, *The Journal of Business*, 57(1), Part 2: Pricing Strategy, S61-S64.
213. Oxenfeldt, A.R. (1960). Multi-stage approach to pricing, *Harvard Business Review*, 38, 125-133.
214. Oxenfeldt, A. R. (1973). A decision making structure for price decisions, *Journal of Marketing*, 37(1), 48-53.
215. Oxenfeldt, A.R. (1975). *Pricing strategies*, New York: AMACOM.
216. Owusu-Manu, D. G., Badu, E., Edwards, D. J., Adesi, M. & Holt, G. D. (2012). Conceptualisation of the consultancy pricing paradox. *Structural Survey*, 30(4), 357-378.
217. Özer, Ö & Zheng, Y. (2012). *Behavioral issues in pricing management*, in The Oxford Handbook of Pricing Management, Ö. Özer, R. Phillips, eds., Oxford University Press, Oxford, United Kingdom, 415-464.
218. Özkale, L., Sezgin, S., Uray, N. ve Ülengin, F. (1995). *Pazarlama stratejileri ve karar alma mekanizması*. 2. Basım, İstanbul: İletişim Yayınları.
219. Öztürk, S.A. (2009). *Hizmet pazarlaması*, 9. Baskı, Bursa: Ekin Yayınevi.
220. Parsa, H. G. & Njite, D. (2008). *Psychology of pricing: A review and suggestions*, Chapter 13, Handbook of Hospitality Marketing Management, 353-380.
221. Peterson, R. A. & Wilson, R. W. (1985). *Perceived risk and price-reliance schema as price-perceived-quality mediators*, in Perceived quality: How consumers view stores and merchandise. Eds.: Jacoby, J. & Olson, J.C., Lexington, MA: Lexington Books, 247-268.
222. Phillips, L. R. (2011). *Fiyatlandırma ve gelir optimizasyonu* (Çev. Ayhan Demiriz ve Neslihan Demiriz). İstanbul: Scala Yayıncılık.
223. Pitt, L. F., Berthon, P., Watson, R.T., & Ewing, M. (2001). Pricing strategy and the net. *Business Horizons*, 44(2), 45-54.
224. Putler, D. S. (1992). Incorporating reference price effects into a theory of consumer choice. *Marketing Science*, 11(3), 287-309.
225. Rajendran, K.N. (2009). Is reference price a fair price or an expected price?. *Innovative Marketing*, 5(2), 18-29.
226. Rajendran, K. N. & Tellis, G. J. (1994). Contextual and temporal components of reference price, *The Journal of Marketing*, 58(1), 22-34.
227. Rao, Vithala R. (1984). Pricing research in marketing: The state of the art, *The Journal of Business*, 57(1), Part 2: Pricing Strategy, S39-S60.
228. Rao, Akshay R. & Monroe, Kent B. (1989). The effect of price, brand

- name, and store name on buyers' perceptions of product quality: An integrative review, *Journal of Marketing Research*, 26 (3), 351-357.
229. Rau, Pradeep & Samiee, Saeed (1981), Models of consumer behavior: The state of the art, *Journal of the Academy of Marketing Science*, 9(3), 300-316.
230. Rosa-Díaz, I. M. (2004). Price knowledge: effects of consumers' attitudes towards prices, demographics, and socio-cultural characteristics. *Journal of Product & Brand Management*, 13(6), 406-428.
231. Rosch, E. (1975). Cognitive reference points. *Cognitive Psychology*, 7(4), 532-547.
232. Sakolski, A. M. (1925). Price-making and price stability, *Harvard Business Review*, (January), 204-209.
233. Salop, S. (1977). The noisy monopolist: Imperfect information, price dispersion and price discrimination, *The Review of Economic Studies*, 44(3), 393-406.
234. Saxena, R. (2009). *Marketing management*. 4th edition, New Delhi: Tata McGraw-Hill.
235. Sawyer, A. G. & Dickson, P. (1984). Psychological perspectives on consumer response to sales promotion. In Katherine Jocz (Ed.) *Research on Sales Promotion: Collected Papers*, Cambridge, MA: Marketing Science Institute.
236. Schindler, Robert M. (2012). *Pricing strategies: A marketing approach*, Thousand Oaks, CA: Sage Publications.
237. Schlissel, Martin R. & Chasin, Joseph (1991). Pricing of services: An interdisciplinary review, *The Service Industries Journal*, 11(3), 271-286
238. Shankar, Venkatesh & Bolton, Ruth N. (2004). An empirical analysis of determinants of retailer pricing strategy, *Marketing Science*, 23(1), 28-49.
239. Shapiro, Benson (1968). The psychology of pricing, *Harvard Business Review*, 46(July-August), 14-18.
240. Shapiro, Benson P. & Jackson, Barbara B. (1978). Industrial pricing to meet customer needs, *Harvard Business Review*, 56(6), 119-127.
241. Sherif, M. & Hovland, C.I. (1961). *Social judgment: Assimilation and contrast effects in communication and attitude change*. Oxford, England: Yale University Press.
242. Sheth, J.N., Gardner, D.M. & Garrett, D.E. (1988). *Marketing theory: evolution and evaluation*, New York: John Wiley and Sons.
243. Shipley, D. & Jobber, D. (2001). Integrative pricing via the pricing wheel, *Industrial Marketing Management*, 30(3), 301-314.

244. Shocker, Allan D., Ben-Akiva, Moshe, Boccara, Bruno & Nedungadi, Prakash (1991). Consideration set influences on consumer decision-making and choice: Issues, models, and suggestions, *Marketing Letters*, 2(3), 181-197.
245. Shoemaker, Stowe (2003). The future of pricing in services, *Journal of Revenue and Pricing Management*, 2(3), 271-279.
246. Shugan, S.M. (1988). *Pricing when different outlets offer different assortments of brands*, In *Issues in Pricing: Theory and Research*, Timothy Devinney, ed. Lexington, MA: Lexington Books. 219-238.
247. Sinha, Indrajit (2000). Cost transparency: The net's real threat to prices and brands, *Harvard Business Review*, 78(2), 43-50.
248. Sinha, I. & Batra, R. (1999). The effect of consumer price consciousness on private label purchase, *International Journal of Research in Marketing*, 16(3), 237-251.
249. Sirgy, M. Joseph (1985). A conceptualization of the consumer behavior discipline, *Journal of the Academy of Marketing Science*, 13(1), 104-121.
250. Skouras, T., Avlonitis, G. & Indounas, K. (2005). Economics and marketing on pricing: How and why do they differ, *Journal of Product and Brand Management*, 14(6), 362-374.
251. Smith, T. J. (2012). *Pricing strategy: Setting price levels, managing price discounts and establishing price structures*, Mason, OH: Cengage Learning.
252. Sodhi, ManMohan S. & Sodhi, Navdeep S. (2005). Six sigma pricing, *Harvard Business Review*, 83(5), 135-142.
253. Solomon, Michael R. (2004). *Consumer behavior: Buying, having, and being*, Sixth Edition, New Jersey: Pearson Prentice Hall.
254. Somervuori, Outi (2014). Profiling behavioral pricing research in marketing, *Journal of Product & Brand Management*, 23(6), 462-474.
255. Sözer Oran, Jale (2008). Açık artırma: Tarihçe, genel bilgiler ve bir araştırma, *Marmara Üniversitesi İ.İ.B.F. Dergisi*, Sayı 1. Cilt 24, 125-135.
256. Stigler, G.J. (1961). The economics of information, *The Journal of Political Economy*, 69(3), 213-225.
257. Ströbel, M. (2000). Effects of electronic markets on negotiation processes. In *Proceedings of 8th European Conference on Information Systems, Trends in Information and Communication Systems for the 21st Century, ECIS 2000*, Vienna, Austria.

258. Sun-Young, Hong (2012). Smart pricing strategies for services, *SERI Quarterly*, 5(4), 100-105.
259. Symonds, Curtis W. (1982). *Pricing for profit*, New York: AMACOM, American Management Associations.
260. Şireli, A. (1974). *Firmalarda fiyatlandırma*, İstanbul: İstanbul Üniversitesi.
261. Talluri, Kalyan & van Ryzin, Garrett (2004). Revenue management under a general discrete choice model of consumer behavior, *Management Science*, 50(1), 15-33.
262. Tatzel, M. (2002). Money worlds' and well-being: An integration of money dispositions, materialism and price-related behavior, *Journal of Economic Psychology*, 23(1), 103-126.
263. Tek, Ö. B. (1999). *Pazarlama ilkeleri: Türkiye uygulamaları, global, yönetsel yaklaşım* (8. baskı). İstanbul: Beta Yayınevi.
264. Tellis, G. J. (1986). Beyond the many faces of price: An integration of pricing strategies, *Journal of Marketing*, 50(4), 146-160.
265. Tellis, G. & B. Wernerfelt (1987). Competitive price and quality under asymmetric information, *Marketing Science*, 6(3), 240-253.
266. Thaler, R. H. (1985). Mental accounting and consumer choice. *Marketing Science*, 4(3), 199-214.
267. Torlak, Ömer (2004). İnternette pazarlamada fiyatlandırma stratejileri: Kavramsal bir çalışma, *Pazarlama Dünyası*, Yıl 18 Sayı 104, 22-27.
268. Tversky, Amos & Kahneman, Daniel (1992). Advances in prospect theory: Cumulative representation of uncertainty, *Journal of Risk and Uncertainty*, 5(4), 297-323.
269. Udell, Jon G. (1964). How important is pricing in competitive strategy?, *Journal of Marketing*, 28(1), 44-48.
270. Uhl, J. N. & Brown, H. L. (1971). Consumer perception of experimental retail food price changes, *The Journal of Consumer Affairs*, 5(2), 174-185.
271. Uhl, Kenneth P. & Gregory D. Upah. (1983). *The marketing of services: Why and how is it different?*, In Research in Marketing, Vol. 6. Ed. Jagdish N. Sheth. Greenwich, CT: JAI Press, 231-257.
272. Ural, T. (2009). *Markalamada yol haritası*. 1. Basım, Ankara: Nobel Yayın Dağıtım.
273. Urbany, J. E., Madden, T. J. & Dickson, P. R. (1989). All's not fair in pricing: An initial look at the dual entitlement principle, *Marketing Letters*, 1(1), 17-25.

274. Ülken, Y. (1984). *Fiyat Teorisi*, Filiz Kitapevi, İstanbul.
275. Vanhuele, M. & Drèze, X. (2002). Measuring the price knowledge shoppers bring to the store, *Journal of Marketing*, 66(4), 72-85.
276. van Waterschoot, Walter & van den Bulte, Christophe (1992). The 4P classification of the marketing mix revisited, *Journal of Marketing*, 56(4), 83-93.
277. Viglia, Giampaolo (2014). *Pricing, online marketing behavior, and analytics*, Chapter 6 (pp. 76-86), New York: Palgrave Macmillan.
278. Völckner F. (2008). The dual role of price: decomposing consumers' reactions to price, *Journal of the Academy of Marketing Science*, 36(3), 359-377.
279. Walker, A.W. (1967). How to price industrial products, *Harvard Business Review*, 56, 125-132.
280. Weatherford, Lawrence R. & Bodily, Samuel E. (1992). A taxonomy and research overview of perishable-asset revenue management: Yield management, overbooking, and pricing, *Operations Research*, 40(5), 831-844.
281. Webster, Frederick E. & Wind, Yoram Jr. (1972). A general model for understanding organizational buying behavior, *Journal of Marketing*, 36(2), 12-19.
282. Welsh, Stephen. (1961). *A planned approach to new product pricing*, in AMA Management Report No. 66, Pricing: The Critical Decision. Chicago: American Management Association, 45-57.
283. Wilson, Richard M.S. & Gilligan, Colin (1997). *Strategic marketing management: Planning, implementation and control*, Oxford: Butterworth-Heinemann.
284. Wind, Yoram & Robertson, Thomas S. (1983). Marketing strategy: New directions for theory and research, *Journal of Marketing*, 47(2), 12-25.
285. Winer, R. S. (1986). A reference price model of brand choice for frequently purchased products. *The Journal of Consumer Research*, 13(2), 250-256.
286. Woodruff, R. B. (1997). Customer value: The next source for competitive advantage, *Journal of the Academy of Marketing Science*, 25(2), 139-153.
287. Yıldıztekin, İ. (2009). Konaklama hizmetlerinde maliyete dayalı fiyatlandırma ve fiyat değişiminin bölüm karlılığına etkileri, *Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi*, 23(4), 215-240.
288. Yin, T. & Paswan, A. K. (2007). Antecedents to consumer reference price orientation: An exploratory investigation, *Journal of Product & Brand Management*, 16(4), 269-279.

289. Yükselen, Cemal (2003). *Pazarlama: İlkeler-yönetim*, 4. Baskı. Ankara: Detay Yayıncılık.
290. Zeithaml, V.A. (1982). Consumer response to in-store price information environments, *Journal of Consumer Research*, 8(4), 357-369.
291. Zeithaml, V.A. (1984). *Issues in conceptualizing and measuring consumer response to price*, in NA-Advances in Consumer Research, Vol. 11, eds. Thomas C. Kinnear, Provo, UT: Association for Consumer Research, 612-616.
292. Zeithaml, Valarie A. & Fuerst, William L. (1983). Age differences in response to grocery store price information, *The Journal of Consumer Affairs*, 17(2), 402-420.
293. Zeithaml, Valarie A., Parasuraman, A. & Berry, Leonard L. (1985). Problems and strategies in services marketing, *Journal of Marketing*, 49(2), 33-46.
294. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *The Journal of Marketing*, 52(3), 2-22.
295. Zhongcheng, Liu & Hongyu, Li (2013). Research on pricing strategy of online reverse auction based on complete information, *International Business and Management*, 6(2), 71-76.
296. Zielke, S. (2006). Measurement of retailers' price images with a multiple-item scale, *The International Review of Retail, Distribution and Consumer Research*, 16(3), 297-316.
297. Zielke, S. (2010). How price image dimensions influence shopping intentions for different store formats, *European Journal of Marketing*, 44(6), 748-770.
298. Zielke, S. (2011). Integrating emotions in the analysis of retail price images, *Psychology & Marketing*, 28(4), 330-359.