

The determination of the psychological price

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Abstract A short foray in mathematical, analytical and graphical modeling of the psychological price is being presented, that is of the price that the students would be able to pay for the paid master, a useful modeling in the stage of creating and testing the concept of a new product. Of course the comparison should theoretically be done with the dimension of financing that will be received from the budget, for a master student in the mentioned field.

Keywords Mathematical modeling; Psychological price

I. INTRODUCTION

Price is a variable complex of marketing, with which it may materialize the strategic objectives of the firm.

The price may be defined broadly as an effort to pay the company. Of the marketing mix, price is the only reality that the achievement of revenue, all other elements (product, distribution, promotion) comprising items of expenditure.

By price, companies pursue targets, which are most important, [3]: achieving a turnover corresponding targets on which they wish to achieve, the conquest of a certain segment of the market making activities, a better positioning of a product or service. Price psychological or acceptability in the market, the price is a reflection of the image and can be established only by knowing the maximum and minimum that buyers are willing to accept them. Another definition of psychological price is the price at which the rate is maximum potential consumers.

Psychological price calculation based on the survey table buyers can make a table set to include data collected from a representative sample, [15]. To determine the psychological price, we addressed two questions:

- What is the price (rate) at which minimum think you can buy the product, will not bend to its quality?
- What is the price (rate) maximum you're willing to pay for this?

The calculations made on the basis of responses given by students on the maximum price that would be willing to pay for the master, we have developed a simulation for determining the price (tariff) psychological.

Present paper is part of a broader marketing education, developed in the Technical University of Cluj-Napoca. This research has been achieved within the EU financed program that supports the development of the most important resource

in an organization, the people, the 4 'O' s, a program that has the well known slogan 'Invest in people'.

In the research has developed a questionnaire that was administered to 150 students of Department of Engineering Economic and Industrial Engineering Economic Construction of Technical University of Cluj-Napoca, in April 2009.

II. RESULTS AND DISCUSSIONS

Analyzing responses to the two questions to the students interviewed, I non consumer calculated for each particular case: minimum price, maximum price, respectively (table I, II), we combined non consumer percentages and subtracting from 100% we determined the percentage of potential consumers for a minimum price below that would bend the quality of service.

TABLE I
Maximum Price that students would be willing to pay

Price	Frecqency	Cumulate Frequency	Cumulate percent maximum price
500	0	0	0
750	0	0	0
1000	7	7	5,64516129
1250	0	7	5,64516129
1500	8	15	12,09677419
1750	0	15	12,09677419
2000	5	20	16,12903226
2250	0	20	16,12903226
2500	9	29	23,38709677
3000	6	35	28,22580645
3500	78	113	91,12903226
4000	5	118	95,16129032
4500	4	122	98,38709677
5000	1	123	99,19354839
>5000 lei	1	124	100

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TABLE II
Minimum price below which the subjects were interviewed doubted the quality of services offered

Price	Frecquency	Cumulate Frecquency	Cumulate percent minimum price	Difference
500	7	124	100	0
750	8	117	94,35483871	5,645161
1000	5	109	87,90322581	12,09677
1250	9	104	83,87096774	16,12903
1500	6	95	76,61290323	23,3871
1750	78	89	71,77419355	28,22581
2000	5	11	8,870967742	91,12903
2250	4	6	4,838709677	95,16129
2500	1	2	1,612903226	98,3871
3000	1	1	0,806451613	99,19355
3500	0	0	0	100
4000	0	0	0	100
4500	0	0	0	100
5000	0	0	0	100
>5000 lei	0	0	0	100

TABLE III
Determination psychological price

Price	Sum cumulate percent preț maximum and minimum price	Difference
500	100	0
750	94,35483871	5,64516129
1000	93,5483871	6,451612903
1250	89,51612903	10,48387097
1500	88,70967742	11,29032258
1750	83,87096774	16,12903226
2000	25	75
2250	20,96774194	79,03225806
2500	25	75
3000	29,03225806	70,96774194
3500	91,12903226	8,870967742
4000	95,16129032	4,838709677
4500	98,38709677	1,612903226
5000	99,19354839	0,806451613
>5000 lei	100	0

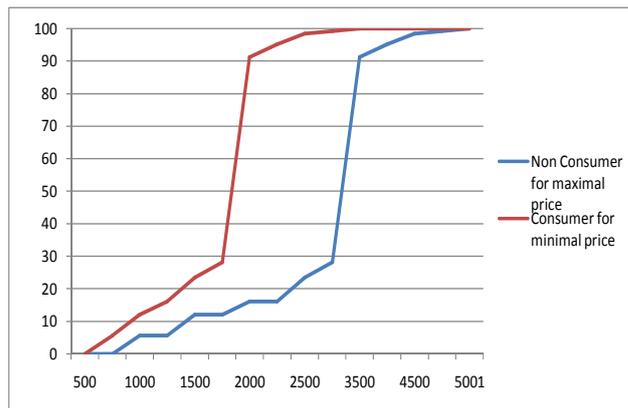


Fig 1. Distribution of consumers in light of the minimum price and maximum choice

In the case study, is the psychological price of 2250 lei, in which 79.03% of potential consumers would be willing to 'buy' educational services offered (table III, the graphic 1).

Is noteworthy that this value determined the psychological price is well below the funding Technical University will receive from the Ministry of Education, Research and Innovation (5100 Lei). Psychological price that, in our case is approximately to half of the funding received by the University for a budget, suggest a possible loss for the organizers, the psychological price being sufficient to cover estimated costs for a student.

Another important aspect to be considered in organizing master's would be that due to this differences between actual costs and the price for a psychological toll, the demand for this service could be very reduced.

III. CONCLUSIONS

1. Determining price is a psychological step required in a study of marketing in the launch phase of new product ,
2. Psychological pricing is an important step guiding service on consumer's view on potential new product and provides information on business profitability.
3. In the case study, is the psychological price of 2250 lei, the level to which 79.03% of Potential would be willing to 'buy' educational services offered.

IV. REFERENCES

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