The effect of nine-ending prices on customers’ behavior on necessity goods

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Abstract

The effect of nine-ending prices on customers’ behavior on necessity goods was tested in Tuga Company where 120 people attended in the research. This study is going to find if the nine-ending prices can affect the customers’ perception of products quality and the desire to purchase; on the other hand, the research is going to calculate the degree to which the customers are certain in remembering the prices. Results indicate that Iranian customers are not affected by the nine-ending prices, and there is no impact on the quality and desire of purchasing and they forget products prices and finally, the degree of certainty in remembered prices are even as less than the average.

Keywords

Price, Nine-ending, Customer behavior, Quality, Desire to purchase.
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