

MKTG 525 Week 5 Discussion

Share examples of two products you have recently purchased and why you selected each.

1. A product you purchased at the lowest available price for the value (e.g., bottled water and gasoline)
2. A product you purchased at a higher than necessary price because of your experience with the product or the company's, brand's, or product's reputation (e.g., fashion and food brands)

Greetings Professor and Class,

We learned this week that the price has a very significant effect on how buying decision.

My recent experience seeking lowest available price was buying baby diapers. Since my baby is very comfy using Pampers Pure Protection, I am not inclined to do brand switching. Still, I am willing to get