Dynamic Pricing.

You charge different price in different markets for the same product.
Ex: Movie tickets, Air tickets
This is because businesses feel that customers have different paying capacities

Price Elasticity of Demand.

Price Elasticity of Demand relates price ~~with~~ & demand
↓
% change in demand in relation to % % change in price

$$\text{Price elasticity of demand} = \frac{\Delta D\%}{\Delta P\%} \quad eg \rightarrow \frac{-20\%}{10\%} = \boxed{2}$$

→ idle/prefered scenario; demand

- ★ 0-1 → The product is pricein eleastic
- 1 → The product is unitary elastic; which means the price & demand change in same proportion
- more than 1 → Price of product is elastic
- Positively Elastic → Both, price & demand increase.

(Because people think it would be better, because it is expensive. Some people buy it for status purpose as well)