

instead of⁴⁴ a budget option, a free option is made available to users who create a digital account. Naturally, going down this road comes with limited functionality, or, alternatively with full functionality but for a limited trial period⁴⁵. But now the business has an opportunity to demonstrate its value, and companies are free to follow up with clients via⁴⁶ email marketing programmes in order to offer enticing⁴⁷ discounts and imperatives for users to sign up permanently. Ever felt like you're being sucked into⁴⁸ a product's clutches when using a freemium version of a product or a free trial? That's because you are.

Price Reframing

When selling costly items, or trying to get clients to sign up for a long term regular payment plan, it typically pays dividends to try and help customers think less catastrophically about the money they will end up spending. When marketing their Up! city car in 2013, Volkswagen pioneered the now-familiar concept of framing a spending commitment⁴⁹ in the context of a person's daily coffee habit.

Adverts for the car allowed⁵⁰ customers to imagine the \$8 a day they might typically spend on lattes, and used that as a mental placeholder⁵¹ for the \$8 a day that you would be expected to spend paying down the finance on your brand new⁵² car. By redirecting consumer attention away from the negative story of having to fork out on⁵³ a large expenditure⁵⁴ plus interest⁵⁵, and packaging that cost within the positive framework of an easily manageable⁵⁶, routine purchase rooted in self-care, customers immediately feel much safer signing on the dotted line.

Dynamic Pricing

Otherwise known as "surge pricing" or "demand pricing", this flexible pricing strategy is often deployed by businesses where market demand ebbs and flows⁵⁷. It helps to explain why flight tickets, for example, can vary⁵⁸ so wildly and dramatically in price from one day to the next,

or depending on the time of year; or why amusement park tickets might be cheaper during wet weather days than on dry.

For some customers, the prospect of being offered cheaper prices at certain periods creates a bond of trust⁵⁹ with a business. It is felt that by endeavouring⁶⁰ to offer affordability⁶¹ where they can, companies prioritise the public's economic needs in a reasonable trade-off⁶² against their own. For others however, dynamic pricing methods are seen as a highly controversial practice, tantamount even to⁶³ price gouging⁶⁴ in certain circumstances.

The most controversial example of dynamic pricing probably involves Uber, the ride-sharing app. At peak⁶⁵ periods, the price of a journey increases⁶⁶, which has meant that the kinds of prices travellers can expect to pay for the same journey will be unpredictable when compared with a traditional fixed⁶⁷ taxi fare. After a 2013 incident in which prices surged during a flooding event in New York City, Uber were forced to place a cap on the amount that surge pricing can rise to in the event of an emergency.

Food for Thought

So, the next time you find yourself toying with⁶⁸ the idea of making a purchase, stop and take a moment to think about the psychology at play and the marketers attempting to sway⁶⁹ you. Are you still willing to pay the price? ■

⁴⁴ instead of sth in'stəd əv 'sʌmθɪŋ zamiast czegoś

⁴⁵ trial period 'traɪəl 'piəriəd okres próbny

⁴⁶ via 'vaɪə/'vi:ə po/przez, za pośrednictwem

⁴⁷ enticing in'taɪsɪŋ kuszący

⁴⁸ to suck sb into sth tə sʌk 'sʌmbədi 'ɪntə

'sʌmθɪŋ wciągnąć kogoś w coś, wykiwać

⁴⁹ commitment kə'mɪtmənt zobowiązanie

⁵⁰ to allow tu ə'laʊ pozwalać

⁵¹ placeholder 'pleɪshəʊldə(r) tu: symbol zastępczy

⁵² brand new 'brænd 'nju: nowiutki, nowiuteńki

⁵³ to fork out on sth tə fɔ:k aʊt ɒn 'sʌmθɪŋ

wybulić (pieniądze) na coś, wyrzucać (pieniądze) w błoto

⁵⁴ expenditure ɪk'spendɪtʃə(r) wydatki

⁵⁵ interest 'ɪntrəst rata

⁵⁶ manageable 'mænɪdʒəbl tu: wykonalny, możliwy do wykonania

⁵⁷ to ebb and flow tu eb and fləʊ być zmiennym, wahać się

⁵⁸ to vary tə 'veəri różnić się, zmieniać się

⁵⁹ bond of trust bɒnd əv trʌst więź oparta na zaufaniu

⁶⁰ to endeavour tu ɪn'devə(r) starać się, próbować

⁶¹ affordability ə'fɔ:də'bɪləti przystępność (ceny, cenowa)

⁶² trade-off 'treɪd ɒf kompromis, wymiana

⁶³ tantamount to sth 'tæntəmaʊnt tə 'sʌmθɪŋ równoznaczny z czymś

⁶⁴ to gouge tə ɡəʊdʒ tu: zawyżać cenę

⁶⁵ peak pi:k szczyt

⁶⁶ to increase tu ɪn'kri:s wzrastać, rosnać

⁶⁷ fixed fɪkst ustalony, stały, niezmienny

⁶⁸ to toy with sth tə tɔɪ wɪð 'sʌmθɪŋ tu: krótko i powierzchownie coś rozważać

⁶⁹ to sway sb tə swer 'sʌmbədi wywierać wpływ na kogoś

