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Effectiveness of Price Bundling in an Entertainment Setting Raj Arora, Charles R Stoner

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Abstract

This study examined the effectiveness of price bundling and whether that effectiveness varied by the discount format utilized. Exploring a movie-dining bundle in the entertainment setting, the studied revealed that the bundle was preferred over inididual item purchases. Mixed results were noted for the format preferences, and these are addressed in the discussion.

Keywords

Pricing; price bundling