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Arora, Raj and Stoner, Charles R., "Effectiveness of Price Bundling in an Entertainment Setting" (2010). *Association of Marketing Theory and Practice Proceedings 2010*. 77.
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Effectiveness of Price Bundling in an Entertainment Setting
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Building: Hilton Ocean Front Resort
Room: Promenade 7
Date: 03-25-2010 - 08:00 AM – 09:15 AM
Last modified: 02-02-2010

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 study revealed that the bundle was preferred over individual item purchases. Mixed results were noted for the format preferences, and these are addressed in the discussion.

Keywords

Pricing; price bundling