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Systematic Literatures Review on Marketing Pricing Strategies

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Abstract

The main purpose of this seminar paper was to reviewed the pricing strategies that have practiced in Business entities (organizations, Industries and farms), why, when and how the development of Appropriate pricing strategies can take place and its effects on desired objectives of Business entities. In reviewing this different researches that were done on the pricing strategies, price setting, the contributing factors and challenges during pricing and development of pricing strategies, examine the methods or approaches used to general pricing, change in price and its strategic decisions, price adjustment strategies and its implication on Business desired objectives were gathered based on secondary data source. Both Search Strategy and Study Selection methods were employed as a technique of review to identify the existing concepts of pricing process and empirical analysis of pricing strategies based on Systematic Review Approach's. As many related literatures reviewed on price were thought; as one of the four P's of the marketing mix, price is one of the most flexible and changed quickly. This helps to understood the necessity of effective pricing, the availability of a number of variables need to be considered when determining a price, challenges and complexity of price, and the effect of mismanagements during pricing process. Additionally, the review was also introduced pricing is an unfamiliar subject for most managers in Marketing and the gap they have as knowledge on pricing process. Therefore, appropriate pricing strategy is considered to be the most critical tools to overcome such challenges and complexity as in the business climate and Managers gaps; in which the first concern must has given to develop an appropriate pricing strategy for the reasons behind direct relationship's of both price and pricing strategy. Before deciding for selected appropriate pricing strategy in accordance to context of the business entities a serious of attention must has given to all affecting factors when setting a right price, the kind of Approaches and models used to identify pricing strategies and as marketers or managers having knowledge base of theory are a now days paramount concern to overcome challenges in dynamic environments. Since the price has a complex dynamics and quick changing behavior; in similar manner to price company's/organizations/business must pursue and adopt different price strategies in various markets or situations. Accordingly, when Companies/organizations/business are facing situations where they may need to reduce or increase their prices even after developing their organizations appropriate pricing strategies and structures; the company's need to be forced for choosing a new appropriated single pricing strategy or integrated pricing strategies that survive with the condition changed. Thus, at the time of this condition has happen, Price Change and Adaptation strategies will be helpful. Finally, based on this review proceeded the author's implicate for capacitating managers on the knowledge of pricing

process and adaptation of innovate pricing strategy by making improvements or adjust that quickly responding to dynamic change in environmental factors.

Keywords: *Price; Marketing-Mix; Setting Price; Pricing Process and Pricing Strategy*

1. Introduction

Today's many Companies or Organizations are facing a fierce and fast-changing pricing environment for their goods or services provided (Philip et.al. (2005). The advent of Globalization, fast changing in technology, growth in Economy like industrialization, the spreads of many Digital Medias as well as many types of social Medias as era of information, and social and cultural interactions across the worlds and regional levels are the main causes to challenge the success of firms or organizations; when couldn't wisely manageable in accordance to affecting factors at existing situation. Therefore, in order to overcome such challenges both the business climate and Managers are better to give the first concern to the ways of developing the accurate pricing strategy through identifying all factors that contributed to pricing. With an increased transparency in the market as well as an increased competitive pressure, and with more sophisticated and well-informed consumers, retail businesses find it hard to navigate the pricing jungle. Additionally, in order to find solution to the problems from the grounding root not only pricing strategy is important. But, also needed to frame various strategic business models that are relevant with current pricing strategy proposed and look into different integrated pricing techniques contextually to maintain a competitive edge in a cut throat business environment. Because, the use of the Strategic Business models and different methods when inaccurately assumed may impact businesses' prioritizing of resources or their overall business strategy. However, revenue optimization through pricing strategies which retains a loyal consumer base is not an easy task to execute (Victor et.al. 2019).

Price is one of the most flexible elements of the marketing mix, which interferes directly and in a short term over the profitability and cost effectiveness of a company (Simon, Bilstein, & Luby, 2008 as discussed that in Deonir De Toni A et.al, 2016). It is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service. However, the impact of price is not only in short term, but also in long term it is difficult to predict in simple or it is a very complicated task (Michael et.al. 2016). Therefore, the organizations or companies are need to use a strategy to determine their prices not only based on intuition and the manager's market experience as explained by Simon, 1992; must also be proactively administrating their prices in order to create favorable conditions that lead to profits or return (Deonir De Toni A et.al, 2016). Even though, the Price is very crucial in the survival of the business, and if the price is not determined correctly, this could negatively impact on the product or service and the company's profitability (Michael et.al. 2016). Consumers tend to use the price of a product to evaluate the perceived quality of the product offering therefore much thought needs to be placed on the pricing strategy and how goods are priced. Thus, to achieve the success need the organization or companies are better to practice the efficient management of resources in minimizing their cost and offering a product or service at the right price for their potential return. Because, as a result of this mismanagement many companies are make costly mistakes when incorrectly attempting to price a product or service.

Furthermore, setting a price for a product or service can be a challenge, as many variables factor considers into determination of a price. Pricing is the only elements of the marketing mix among the four 'P's (product, place, promotion, and price) that produces revenues for the firm, while all the others are related to expenses (Victor et.al. 2019). As it is understood from the above concepts, the price is the most flexible element of marketing strategy in that pricing decisions can be implemented proportionately quickly in comparison with the other elements of marketing strategy. Therefore, Pricing can be considered to be an important aspect that impacts on the success of an organizations or companies or firms (Michael et.al, 2016). According to Hinterhuber and Liozu (2014) that discussed in Ester et.al,

(2019) pricing of goods and services determines the level of profitability and the general liquidity experienced by firms. In addition, Sije and Oloko (2013) argue that companies which do not manage their prices lose control over them, impairing their profitability due to fading willingness to pay a higher price. Ester et.al, (2019) also revealed that pricing is a powerful force in attracting attention and increasing sales, and that it can also have a major influence on customer loyalty which determines the ability of the firm to consistently generate revenues to boost profitability and liquidity in the long run. Thus, planning to practice Pricing Strategy is the crucial task in enhance the success of the organizations or Firms.

According to Victor et.al, (2019) Pricing strategy plays a key role in maintaining a sustainable revenue management in any business arena. Strategic pricing is the proactive management of price to the market conditions. It is the coordination of interrelated marketing, competitive, and financial decisions to set prices profitably. For most companies, strategic pricing requires more than a change in attitude; it requires a change in when, how, and who makes pricing decisions. Before marketing and finance can attain this goal, however, they must discard the flawed thinking about pricing that leads them into conflict and that drives them to make unprofitable decisions. It is necessary to analyze these flawed paradigms and eliminate them once and for all. On the other hand, according to Wuollet (2013) as discussed in Ester et.al, (2019) different pricing strategies are acknowledged to be used as a problematic solution to different factors affecting at different situations or environments. Because, charging different prices is depending on individual customers and situations. Thus, adjusting the price has a profound impact on the Pricing strategy, and depending on the price elasticity of the product, often; it will affect the demand and sales as well. The setting of a price should therefore complement the other elements of the marketing mix (Bempah1et.al, 2013). Similarly, one of the most common and successfully practiced revenue management techniques in the Electronic Commerce segment by many multinationals including Amazon, Walmart etc. is the dynamic pricing strategy in which the price of a product is determined in accordance with its corresponding market demand and supply (Victor et.al. 2019). Therefore, the organizations or companies would implement different types of pricing strategy contextually depend on the objective that the pricing strategy aims to achieve success based on Situations or Environments.

Finally, the purpose of this seminar paper that based on systematic reviews was aimed to reviews the pricing strategies which available to find solution to the problem of price setting, the contributing factors and challenges during pricing and development of pricing strategies, type of pricing strategies, examine the methods or approaches used to general pricing, change in price and its strategic decisions, price adjustment strategies based on buyer/user and situational factors, and price reaction strategies. First, the introductory part of the issues concern would briefly have explained for the sake of a reader understanding, the seminar objectives, the Seminar questions, and data collection methods and analysis were discussed under chapter one. Next, the detail discussion of Literatures that are relevant to the above all concepts were discussed in chapter two of the Related Literature Reviews. Thirdly, the major finding of researches on the identified topics would analyze under chapter three (Discussion and Results), and while the Conclusion and its implications were given at the end respectively.

1.1. The Objective of Preparing the Seminar Manuscript.

The main objective of preparing this Seminar was pointed as follows:

- To review the pricing strategies that have practiced by different business entities, why, when and how the development of pricing strategies can take place,
- To make clarifications on the fundamental concepts of Marketing, Price and Pricing Strategies, and how to set pricing and factors affecting price decisions.
- To examining a mix of theoretical and empirical research, and different literatures thinking critically about the strengths and limitations, and creating test based on own conceptual ideas, and the effect of choosing accurate or appropriate price strategy on the general desired objectives/growths/price of the organizations/firms.
- To assess how accurate Pricing Strategy would contribute to minimize problems during Pricing Process.

1.2. The Questions of the Seminar on Subjected Topic's

The main questions for analysis of this Seminar that prepared on the topic Marketing Pricing Strategy was listed down as follows. All questions were raised by considering into Pricing Strategies in dynamic and complex environment. Furthermore, the relationships of Pricing Strategy and Price and the effect of choosing accurate or appropriate price strategy on the general desired objectives/growths/price of the organizations/firms were assessed.

- What kinds of the pricing strategies that have practiced by different business entities, why, when and how the development of pricing strategies can take place?
- How the Managers have understanding to the fundamental concepts of Marketing, Price and Pricing Strategies, and how to set pricing and factor those affecting price decisions?
- How accurate Pricing Strategy would contribute to minimize problems during Pricing Process?
- How theories, Approaches and models were served to developing the accurate Pricing Strategy?
- How theoretical and empirical researches were examining the practice of pricing strategy on the general desired objectives/growths/price of the organizations/firms and their implications?

1.3. Methods Used in Data Collections and Analysis

1.3.1. Methods of Data (Information) Collection

To review the related literatures that based on systematic reviewing Marketing Pricing Strategy Researches, knowledge and information were collected or gathered based on secondary data source. The collected data or information was used to describe different theoretical dimensions of Pricing Strategy and its effect on dynamic environment. The primary goal of the systematic review reported here was to identify and summarize empirical articles that demonstrate on Marketing Pricing Strategy in different type of organizations. However, as mentioned by Anderson, Herriot and Hodgkinson (2001) and others systematic reviews in social science is not like Natural science or medicine the Precise inclusion/exclusion criteria in reviewing are often not formally agreed, applied recorded or monitored.

Accordingly, this paper began by arguing that reviews of existing research evidence in the management field bases on relevance of literature to identified topics. By having the above concepts in mind the reviewer used the approach deciding on an appropriate question for a systematic review; and how to appraise the quality and relevance of qualitative and quantitative research. The reviewer will initially conduct a review of all potentially relevant citations identified in the search. Relevant sources will be retrieved for a more detailed evaluation of the full text and from these some will be chosen for the systematic review.

Additionally, systematic review is also made limited based on scope and map. Literature scoping aims to survey existing literature to determine the questions and objectives of a systematic review. The intent of this literature scoping and mapping section is to give a brief overview of the fields and where they "overlap," leading to a more detailed section on the focus of my research. (Tranfield et al., 2003). The main steps for carrying out a systematic review can be summarized as follows:

- Define the search terms.
- Identify the databases and search engines, as well as journals which may need to be hand searched, and query with the chosen search terms.
- screening and decide on relevance of literature
- Re-screening and selecting for review

1.3.2. Data Source

The source for this reviews or analysis is Secondary sources. They were collected from different books, journal articles, website, and published dissertation papers of the graduates, magazines, billboard, and different reports and manuals etc.

1.3.3. Search Strategy

The first step in the review was identifying the relevant literature on Marketing Pricing Strategy. The aim of the review was to identify the existing conceptual frameworks and empirical analysis of Pricing Strategy by using Systematic Literature Review as a review technique.

Search strategies for all data base were ("Pricing Strategy" OR "Pricing process" OR "price" OR "marketing-mix" OR "Approaches" OR "Model" OR "theory" OR "conceptual framework" [Title/Abstract]).

1.3.4. Methods of Data Analysis

The analysis for this both theoretical and empirical review was based on Meta-analysis that collected from different secondary sources of knowledge. Meta-analysis is a technique used by researchers to summarize what other researchers have found on a given topic. The advantage of Meta-Analysis is that it gives a more definitive answer to a question than a single study ever could. The downside is that meta-analysis is only possible if sufficient research has been done on the topic in question. Accordingly, this reviewing literatures is based its analysis from multiple number of Pricing Strategy related researches and different sources of knowledge for the subjected topics indirectly. Because, there is no such direct searching were seen on subjective topics from different publication sites'.

On the other hand, Studies in the field of Management are rarely address identical problems and share a research agenda or, more importantly, ask the same questions. Therefore, it is unlikely that aggregative approaches to research synthesis, such as meta-analysis will be appropriate in management research as the heterogeneity of studies prevents the pooling of results and the measurement of the net effectiveness of interventions (David T. et.el, 2003).

2. Related Literature Reviews

2.1. Theoretical Reviews, Approaches, Models and Concepts

2.1.1. Theoretical Reviews

The word "price" means different things to different people. Many business students think of the equation, "price equals cost plus profit,' while other people relate price to the quality of a product Kain et.al, (1992). Regardless of what perspective people have on the issue of price, it is an area that requires in-depth analysis by decision makers. Logically, there is not a unique way for defining prices. As discussed in chapter one Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service. Before setting a price, the company must decide what is going to be the strategy for the product in addition to what will be the proposed objectives, since the clearer these decisions, the easier it will be to establish prices (Hinterhuber & Liozu, 2013 that discussed in Deonir De Toni A. et.al, 2016). According to Deonir De Toni A. et.al, (2016) prices have a high impact on companies' profitability, and pricing strategies vary considerably between sectors and market situations.

According to neoclassical demand theory, a consumer, constrained by his budget, will choose a consumption bundle that maximizes his utility based on his preferences. Thus, the price is negatively correlated with the demanded quantity. As explained by Victor et.al, (2019) consumers in general are resistant to dynamic pricing if they are based on their past individual behavior or their ability to pay but are more accommodative where they are involved in the pricing process. It can be observed that auctions and group buys where price discrimination is inevitable, have a higher degree of acceptance because customers feel more under control. On other hand, Maxwell (1995) as that discussed in Victor et.al, (2019) is defined the concept of price fairness from a social and economic perspective. From the economic perspective, a price is considered as fair if it maximizes the utility and covers the cost of benefits that a consumer receives. A price is socially accepted as a fair price when it is presupposed as a tool that operates in accordance with the rules and regulations of the society. The introduction of unusual pricing strategies like dynamic pricing have already hurt the consumer fair price perceptions. Buyers pay different prices for essentially the same product. The extreme changes in prices as in airline industry where prices sometimes double in one day are still practiced (Victor et.al, 2019).

Furthermore, as showed in Lasoi M. Chepkemoi (2020) there are four different theories that used to determine the process of pricing. These are: The economic theory, Marketing view theory, Efficient-Structure theory and Capital Asset Pricing Theory. Accordingly, the details are discussed as follows.

2.1.1.1. The Economic Theory

The economic theory Adam Smith came up with the theory in 1759. It proposes that prices of product and services are highly dependent on their demand and supply. This theory is important in informing the study in that setting of prices is influenced by key factors such as competition, quality and development of new products (Yannelis, 2001 & Lasoi M. Chepkemoi 2020). The price has been a function of profit; the theory anchors the determination of price through equilibrium between demand and supply. The economic theory majorly assumes that organizations' main aim is to maximize on total profits in the long run. The firms are also aware of the amount of output and the price that each product or service will be charged. This therefore implies that optimum profit will be realized when marginal-revenue is equal to marginal-cost (Filippas & Gramstad, 2017 as that discussed in Lasoi M. Chepkemoi 2020).

Very few business men would accept these assumptions as being realistic for practical application. According to the theory of demand, a customer will buy more at a lower price than at a higher price. This makes it equally challenging due to impractical assumptions. Marketers are however supposed to know the elasticity of demand which is how the market would react to a price change (Yannelis 2001 & Lasoi M. Chepkemoi 2020). Modern theories on pricing recognize the fact that businesses are not only keen on deriving profits but also increasing their sales, customer loyalty, share of market and labor relationships. What the customer chooses highly depend on the status of the individual, tastes and preferences of age mates, the advertisements being carried out also the displays from various shops (Glautier 2001 & Lasoi M. Chepkemoi 2020). The theory is applicable in a perfect market concept however in competitive market other factors like quality, values, brand loyalty and customer satisfaction can affect the price. Therefore, critics claim that due to dynamic of the modern market the old classical economic theory may not hold where the customer is the key in pricing strategy. The theory forms the pillar of the study since it addresses the variables which are cost plus pricing strategy and competition-based strategy.

2.1.1.2. Marketing View Theory

The theory was formulated by Jerome McCarthy in 1960. He proposed that business institutions direct their efforts towards customer satisfaction and give more attention to their market penetration strategies. According to Bett (2018) marketing mix through pricing strategy has significant effect on the organizational performance. Market mix theory also explains products, promotion and place which are also considered. While the pricing theories may be valuable in understanding fundamental economic relationships, there are weighty reasons why they are not suitable for the solution of practical pricing problems. Entrepreneurs believe that price is critical in determining profitability of business firms and hence the need to carry out more research on the subject matter in order to give insight that would help in decision making with regard to pricing strategies. Market mix theory explains importance of price among the 4Ps' the products, promotion and place. This theory covers price as component of market mix but done not link it with performance. The theory is important in pointing out the importance of pricing as form of marketing concept.

2.1.1.3. Efficient-Structure Theory

Demsetz came up with this theory in 1973. He argued that most business entities put prices of goods and services based on perceived values attached to them. Demsetz (1973) identified that larger profits of banks were not as result of collusive behavior but it is because of high efficiency level that leads to higher market share influencing the profit share of the organization. In most cases, profitability of commercial institution is not only determined by concentration of market but also by the value of the services offered by the clients (Grygorenko and Lasoi M. Chepkemoi 2020). The theory is important in informing the study on value-based pricing strategy. The customers tend to compare prices of different services and their value. If the services or product has higher value, the prices are also expected to be higher. Efficient structure theory backs up value based pricing strategy in that when the product's or service's value increases, the price charged on it also increases. This theory enables the organization to structure there pricing model based on the value of the product to the customers.

2.1.1.4. Capital Asset Pricing Theory

The theory was developed by William Sharpe in 1964 and its main proponents include DeBont and Thaler (1987). The basic principle in this theory is that risks can be either systematic or unsystematic. The theory further points out those systematic risks are caused by external factors beyond organization's control. These factors include government regulations through policies, inflation and political environment. On the other hand, the unsystematic risks are caused by internal factors which can be within organization control and these factors include: quality management, public relations and entry of new competitors. The theory is critical to the study as it addresses the aspect of price skimming strategy which is applied to newly developed products (Bett, 2018 & Lasoi M. Chepkemoi 2020). The theory is applicable as means of determining pricing based on external factors for systematic risk and internal factors for unsystematic risk. This enables the organization to determine market force before setting their price. Some concepts are adopted in competition based pricing, value based pricing, skimming pricing and cost plus pricing.

2.1.2. Approaches

Price determination decisions can be based on a number of factors, including cost, demand, competition, value, or some combination of factors (John Burnett, 2010). However, while many marketers are aware that they should consider these factors, pricing remains somewhat of an art. As showed by……(14) approaches to determining price are grouped as cost-based pricing, competition-based pricing and customer value-based pricing. For more understanding on General Pricing Approach See Table1: in Appendix part. Nagle and Holden (2003) as that explained in Deonir De Toni A et.al, (2016) argue that there must be a balanced consideration of information, perception and intrinsic behavior of the 3C's of this process (Cost, Competition and Customers) as a way to reach the optimal price. The management of such information is a crucial factor for the success of the pricing definition strategy and the price settlement. In some cases, these practices have also been designated as pricing methods (Avlonitis, Indounas, Gounaris, and Deonir De Toni A et.al, 2016).

According to Deonir De Toni A et.al, (2016) Perceived value-based pricing is a pricing practice in which the managers take decisions based on the perception of benefits from the item being offered to the customer and how these benefits are perceived and weighted by the customers in relationship to the price they pay. Therefore, as a cultural orientation of businesses, value-based pricing is derived from a set of routine philosophies and organizational strategies that a specific company could use in order to focus on customer satisfaction and, as a result, increases their profitability (Cressman, 2012). Because of this, Deonir De Toni A et.al, (2016) highlights that using prices based on customer's perception of value is a more modern pricing approach, although sometimes it incites a profound organizational change on the established organizational structure, the current corporate structure or the pre-existing processes and systems.

Competition-based pricing uses as key information the competitors' price levels, as well as behavior expectations, observed in real competitors and/or potential primary sources to determine adequate pricing levels to be practiced by the company. The main advantage of this approach is considering the actual pricing situation of the competitors, and its main disadvantage is that the demand related aspects are not considered. Furthermore, a strong competitive focus among the competitors can increase the risk of starting a price war among competitors in the market (Heil & Helsen, 2001 as that showed in Deonir De Toni A. et.al, (2016).

Cost-based pricing is the most simple and popular method for setting prices. Historically, it is the most common pricing strategy because it carries a sense of financial prudence (Simon et al., Deonir De Toni A et.al, (2016). This involves adding a profit margin on costs, such as adding a standard percentage contribution margin to the products and services. First, the sales level (revenue) is determined, and then the unit and total costs are calculated, followed by checking the company's profit objectives and finally establishing the prices. Thus, for the professionals involved in this process, it is necessary to show to customers enough value on products and commercialized services in order to justify the prices charged by the company (Deonir De Toni A. et.al, 2016).

As it is understood from above three concepts of pricing approaches; Cost-based pricing derives from data from cost accounting. Competition-based pricing uses anticipated or observed price levels of competitors as primary source for setting prices and customer value-based pricing uses the value that a product or service delivers to a segment of customers as the main factor for setting prices. As showed by Andreas Hinterhuber (2008) Pricing strategies vary considerably across industries, countries and customers. Despite the fact that empirical research shows that value-based approaches are superior to other pricing approaches, it has not been widely adopted in practice Hinterhuber (2008). Clearly, only a small minority of companies actually adopt value-based approaches in practice despite the fact that academics and practitioners alike are increasingly asserting that such customer-oriented approaches possess significant advantages over conventional pricing methodologies.

2.1.3. Models

For the purpose of this seminar Model can be defined as tactical techniques' to reach the desired objectives or goals based on relevant theory from among many theories available. Most of time companies are practiced to reducing price with expectation of attracting new customers or increase price when revenue is more interested. However, such practices may Couse too many problems like unnecessary price cut, confusing customer and inviting aggressive response from competitors. Therefore, the use of effective technical model or guides is very important when the process of pricing is undertaken.

As discussed by Kain et.al, (1992) effective pricing techniques inculcate four components, the first of which is objectives. As he stated objectives should be quantifiable and measurable in order to be useful. Examples include achieving a target return on investment (ROI), increasing market share, encouraging sales growth, maximizing profit, generating volume, and discouraging competitors. The second component is strategy, deals with "comprehensive statements regarding how price will be used to accomplish the objectives." The pricing strategies are usually long-term and consist of one of two types: cost-based or market based. In a cost-based pricing strategy, a formula is developed in which costs are allocated to unit of production with a mark-up rate added. The cost-based strategy is more popular because it is "easy to implement and manage." One type of cost-based pricing strategy is mark-up pricing, in which the rate of return is multiplied by the capital invested in the product, and the result is divided by estimated sales. This amount is then added to the variable and fixed costs per unit to arrive at a price. Market-based pricing focuses on demand and competition. Firms using this strategy want price to reflect perceived value and image, and they examine price from a customer perspective. Examples of this strategy include floor pricing, in which prices just cover costs; penetration pricing, in which the firm prices low relative to the average prices of major competitors; price leadership, whereby a leading firm makes conservative pricing decisions, with other firms following. The third pricing component structure, concerns such issues as how the various aspects of each product or service will be priced, how prices will vary among customers and products, and what the timing and conditions of payment will be. Price discrimination, volume discounts, and other issues are analyzed. The fourth component concerns price levels and related tactics. Considerations with this component include the determination of acceptable ranges of prices, decisions regarding the charging of "odd prices" (for example, $99 instead of $100), amounts and types of discounts, and taxes. The important point with this component is that customers must perceive stability and consistency with any price changes. Common price level tactics include rebates, two-for-one discounts, and trade-in policies. The authors stress that these four components must work together and the pricing issue must be taken into account with other functions and activities of the company.

Additionally, for innovative product or service there is a case for the creation of a new product market or niche comes with a significant advantage in that born global firms with patented and innovative products have high price-setting power to set the reference price for their new product categories (Copeland & Shapiro, 2015; Geng & Saggi, 2015; Pauly, 2017; Neubert, M., 2017). During the start-up phase, they have to opt for the best pricing strategy, practices and models with often limited access to relevant information (Neubert, M., 2017).

A cost-plus pricing strategy is one where prices are determined by calculating all of the fixed, variable, direct and indirect costs associated with producing products. These costs are then converted to per unit price and a mark-up or profit is added on to arrive at the customer’s price. This mark-up can be a predetermined percentage in the case of the pursuit of a target return or a varying percentage in the case of profit maximization objective. Cost –plus pricing requires adding up all costs required to get the product to destination, plus shipping and ancillary charges, and a profit percentage (A. Dolgui & J.-M. Proth, 2010). It is relatively easy to arrive at a quote, assuming that accounting costs are available. In line to this the methods is Market analysis methods or a technique that based on the history of the item under consideration. This implies that the item (or a similar item) has a history (i.e., is not new in the market) and that the current market environment is the same as (or similar to) the environment when the data were collected (A. Dolgui & J.-M. Proth, 2010).

2.1.4. Concepts of Marketing, Price and Pricing Strategies

2.1.4.1. Marketing and Activities

The market can be viewed from many different perspectives and, consequently, is impossible to define precisely. As explained by John Burnett 2010 a basic definition of a market is given as a group of potential buyers with needs and wants and the purchasing power to satisfy them. Rather than attempting to cut through the many specialized uses of the term, it is more meaningful to describe several broad characteristics and use this somewhat ambiguous framework as the foundation for a general definition.

Similarly, it is difficult to define the term Marketing. While the general tasks of marketing are somewhat straightforward, attaching an acceptable definition to the concept has been difficult. No one has yet been able to formulate a clear, concise definition that finds universal acceptance (John Burnett, 2010). According to John Burnett, 2010 Marketing is advertising to advertising agencies, events to event marketers, knocking on doors to salespeople, direct mail to direct mailers. In other words, to a person with a hammer, everything looks like a nail. In reality, marketing is a way of thinking about business, rather than a bundle of techniques. It is much more than just selling stuff and collecting money. It is the connection between people and products, customers and companies. Like organic tissue, this kind of connection or relationship is always growing or dying. It can never be in a steady state. Like tissue paper, this kind of connection is fragile. Customer relationships, even long-standing ones, are contingent on the last thing that happened.

Furthermore, Marketing consists of the full range of activities involved in facilitating commercial exchanges and having all of these activities be guided by a concern for customer needs (Robert M. Schindler 2012). The central idea here is that of the commercial exchange. This is where a seller provides a product to a buyer in return for something in exchange (usually an amount of money). The product could be something tangible, which is referred to as a good, or the product could be the result of human or mechanical effort, which is referred to as a service. The buyer could be a consumer, an individual who purchases a product for his or her own use or the buyer could be a business customer, an individual or group who purchases the product in order to resell it or for other business purposes (Robert M. Schindler 2012).

Marketing activities are those actions an organization can take for the purpose of facilitating commercial exchanges. There are four categories of marketing activities that are particularly important, which are traditionally known as the four elements of the marketing mix (Robert M. Schindler 2012). According to the Philip et.al, (2005) the marketing mix is the set of controllable tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product. Figure 1 in Appendix part shows the marketing tools under each P's. Product means the totality of 'goods and services' that the company offers the target market. It is designing, naming, and packaging goods and/or services that satisfy customer needs. Price is what customers pay to get the product. Promotion means activities that communicate the merits of the product and persuade target customers to buy it. Place includes company activities that make the product available to target consumers. The marketing approach to business involves not only engaging in a variety of marketing activities but also having these marketing activities be guided by the marketing concept. The marketing concept can be expressed as follows: The key to business success is to focus on satisfying customer needs. What this means is that an organization that works toward satisfying customer needs in every feasible way when carrying out marketing activities is likely to see more long-run success than a company that does not have such a customer focus (Robert M. Schindler 2012). Sellers who rely only on their own opinions and ignore those of their customers or sellers who view their customers as "marks" to be tricked or manipulated may do well at a particular time but are unlikely to be able to sustain whatever short-term success they may have. The marketing concept is a modern form of the philosophical viewpoint known as "enlightened self-interest": One's self-interest is best served by focusing one's attention on the needs of others (Robert M. Schindler 2012).

Additionally, the marketing mix constitutes the company's tactical toolkit for establishing strong positioning in target markets. However, note that the four Ps represent the sellers' view of the marketing tools available for influencing buyers. From a consumer viewpoint, each marketing tool must deliver a customer benefit. One marketing expert suggests that companies should view the four Ps as the customer's four Cs (Philip et.al, (2005). See fig.2 in Appendix. Winning companies are those that meet customer needs economically and conveniently and with effective communication (3). In line to this Marketing activities must supported with marketing research which is an aid to decision making for marketers. There is no aspect of marketing to which research cannot be applied. Every concept presented in this marketing text and every element involved in the marketing management process can be subjected to a great deal of careful marketing research. One convenient way to focus attention on those matters that especially need researching is to consider the elements involved in marketing management (Robert M. Schindler, 2012).

2.1.4.2. Price and Decisions

Price is not just a number on a tag. It comes in many forms and performs many functions. Rent, tuition, fares, fees, rates, tolls, retainers, wages, and commissions are all the price you pay for some good or service (Kotler P. & Kevin L. Keller, 2012). In the narrowest sense, price is the amount of money charged for a product or service. More broadly, price is the sum of all the values that consumers exchange for the benefits of having or using the product or service. In the past, price has been the major factor affecting buyer choice (Philip et.al. 2005). This is still the case in poorer countries, among less affluent groups and with commodity products. However, non-price factors have become more important in buyer choice behavior in recent decades (Philip et.al. 2005). From a customer's point of view, value is the sole justification for price. Many times customers lack an understanding of the cost of materials and other costs that go into the making of a product. But those customers can understand what that product does for them in the way of providing value and basis that customers make decisions about the purchase of a product (John Burnett, 2010).

On the other side, Price is the only element in the marketing mix that produces revenue; all other elements represent costs. Price is also one of the most flexible elements of the marketing mix. Unlike product features and channel commitments, price can be changed quickly. At the same time, pricing and price competition is the number one problem facing many marketers (Philip et.al. 2005). However, many companies do not handle pricing well. According to Kotler P. (1995) as showed that in Bempah1et.al. (2013) pricing decisions can have important consequences for the marketing organization and the attention given by the marketer to pricing is just as important as the attention given to more recognizable marketing activities. Unlike product and distribution decisions, which can take months or years to change, or some forms of promotion which can be time consuming to alter (e.g., television advertisement), price can be changed very rapidly (Bempah1et.al. 2013).

The flexibility of pricing decisions is particularly important in times when the marketer seeks to quickly stimulate demand or respond to competitor price actions (Bempah1et.al. 2013). For instance, a marketer can agree to a field salesperson’s request to lower price for a potential prospect during a phone conversation. Likewise a marketer in charge of online operations can raise prices on hot selling products with the click of a few website buttons.

2.1.4.3. Considering Factors when Setting Price

Companies do their pricing in a variety of ways. In small companies, the boss often sets prices. Setting price will helps to determine a company’s profit margin as well as market share, the ease with which sales are made, or the difficulty in gaining adoption of a product or service Neubert, M., (2017). It is perceived as a profit opportunity invitation to future competition and a territorial grab to existing competitors. When setting the Right Price; pricing decisions made hastily without sufficient research, analysis, and strategic evaluation can lead to the marketing organization losing revenue (Bempah1et.al. 2013). Prices set too low may mean the company is missing out on additional profits that could be earned if the target market is willing to spend more to acquire the product. Additionally, attempts to raise an initially low priced product to a higher price may be met by customer resistance as they may feel the marketer is attempting to take advantage of their customers. Prices set too high can also impact revenue as it prevents interested customers from purchasing the product. Setting the right price level often takes considerable market knowledge and, especially with new products, testing of different pricing options (Bempah1et.al. 2013). The consequences of a poor pricing decision will be terrible.

Therefore, when Organizations or companies are developing their pricing strategies, they need to be aware of factors that can assist them in their pricing decisions Michael et.al, (2016). Before setting prices, the company must decide what it wants to accomplish with such a product or service (Feargal, 1990; Bempah1et.al. 2013). As most many related literatures are indicating every company’s pricing decisions are characterized by a number of internal and external factors. Thus, the two factors need to be Consider when Setting a Price are discussed as follows:

2.1.4.3.1. Internal Factors

As the name indicated the Internal Factors are factors affecting the organizations or Firms from within. Therefore, when setting price, marketers must take into consideration several factors which are the result of company decisions and actions. To a large extent these factors are controllable by the company and, if necessary, can be altered. However, while the organization may have control over these factors making a quick change is not always realistic (Bempah1et.al. 2013). For instance, product pricing may depend heavily on the productivity of a manufacturing facility (e.g., how much can be produced within a certain period of time).

The internal factors affecting pricing decisions include marketing objectives, the other marketing mix strategy, and costs.

2.1.4.3.1.1. Marketing Objectives

Before setting prices a company must know what it intends to accomplish with its products and services in the sense that the clearer a company is about its objectives, the easier it is to set prices. Such objectives might be for survival, maximize current profits, and dominate market share leadership or becoming the product quality leader in its product and service market (Kotler et al, 1997; Bempah1et.al. 2013). Accordingly, the four main marketing objectives affecting price include: **Return on Investment (ROI),** a firm may set as a marketing objective the requirement that all products attain a certain percentage return on the organization’s spending on marketing the product. **Cash Flow**, firms may seek to set prices at a level that will insure that sales revenue will at least cover product production and marketing costs. This is most likely to occur with new products where the organizational objectives allow a new product to simply meet its expenses while efforts are made to establish the product in the market. **Market Share**, the pricing decision may be important when the firm has an objective of gaining a hold in a new market or retaining a certain percent of an existing market. **Maximize Profits**, older products that appeal to a market that is no longer growing may have a company objective requiring the price be set at a level that optimizes profits. This is often the case when the marketer has little incentive to introduce improvements to the product (e.g., demand for product is declining) and will continue to sell the same product at a price premium for as long as some in the market is willing to buy.

2.1.4.3.1.2. Marketing Mix Strategy

It is always relevant that pricing decisions are coordinated with product design, distribution and promotional decisions to form a consistent and effective marketing program since decisions made for other marketing mix variables may affect pricing decisions e.g. companies who use many resellers and expect these resellers to support and promote their products/service may have to build longer reseller price margins into their prices. In other way too, a company often makes its pricing decision first and then bases other marketing mix decisions on the prices it wants to charge for its products and services.

2.1.4.3.1.3. Costs

Many companies before starting product’s price is to first determine how much it will cost to get the product to their customers. Obviously, whatever price customers’ pay must exceed the cost of producing a good or delivering a service otherwise the company will lose money. When analyzing cost, the marketer will consider all costs needed to get the product to market including those associated with production, marketing, distribution and company administration (e.g., office expense).

In addition to above three internal factors the Relationship between Price and Quality When setting a price for a particular product or service offering is very important. Marketers need to consider the value that consumers put on the price of a product at this hand.

2.1.4.3.2. External Factors

According to Gilboa and Schmeidler (1989) as showed that in Bempah1et.al. 2013, there are a number of factors that influence company pricing decisions. Understanding these factors requires the marketer conduct research to monitor what is happening in each market the company serves since the effect of these factors can vary by market. External factors affecting pricing decisions include the market and demand, and consumer perception.

The Market and Demand Understanding how price changes impact the market. Firms have to understand the concept “elasticity of demand”, which relates to how purchase quantity changes as prices change. Elasticity is evaluated under the assumption that no other changes are being made (i.e., “all things being equal”) and only price is adjusted. The logic is to see how price by itself will affect overall customers demand. Obviously, the chance of nothing else changing in the market but the price of one product is often unrealistic. For example, competitors may react to the marketer’s price change by changing the price on their product. Despite this, elasticity analysis does serve as a useful tool for estimating market reaction (Gilboa and Schmeidler, 1989; Bempah1et.al. 2013).

Consumer Perception of Price and Value Basically, the consumer will decide whether a product's price is right or not. In this sense, the marketer should in setting prices, consider the consumers perception of price and how these perceptions affect the consumers' buying decisions. This is true in the sense that, pricing decisions like all marketing mix decisions must be buyer oriented. When consumers buy a product, they exchange something of worth to them (price) to get something of value (benefits). Thus an effective buyer- oriented pricing involves understanding what value consumers place on the benefits they receive from the product and service, and setting a price consistent with such value. Marketers should also try to analyze the consumer's motivations for buying the product and set a price according to the consumer’s perceptions of the products value (Gilboa and Schmeidler, 1989; Bempah1et.al. 2013). On the other way that showed by Michael et.al. 2016 the external factors which are considered to influence an organization’s pricing strategy listed as follows:

2.1.4.3.2.1. Consumers

Consumers play a very important role in the success of a business. The main focus of organizations is to satisfy the identified needs to consumers. In the same light, consumers need to be considered when determining a suitable pricing strategy. Setting prices too low, although it may attract customers initially, it will not keep them in the long run as they will simply go elsewhere when lower prices are available.

2.1.4.3.2.2. Demand curve

This involves analyzing the relationship between price and demand for the product or service offering that the organization is putting in the market. According to Kotler, Armstrong, Ang, Leong, & Hon-Ming as discussed that in Michael et.al. (2016), demand and price is normally inversely correlated whereby in cases where prices are high, demand for the product or service is relatively low. However, in cases where the product is seen as a luxury product, consumers may use the price as an indicator of the quality of the product. The higher price can therefore increase the demand for the product and result in a positive demand curve.

2.1.4.3.2.3. Competitors

Organizations need to be aware of what their competitors are doing when setting their prices. In the case whereby a product is new on the market, high introductory prices may encourage competitors to enter the market with a similar product at a lower price.

In the case of existing products or Services, Organizations need to consider the effect of a price change on other companies. An anticipation of what the competitor might do in response to the company's price change can assist in determining what changes the company can withstand.

2.1.4.3.2.4. Channels of distribution

Channels of distribution are generally seen to affect the price determined by an organization. Depending on the size of the Industries, the distribution chain may flow from the manufacturer to the customer. If channel members exist, their needs and expectations must be clearly identified as each channel member will have their own desired level of profit margin and requirement to cover the costs involved in the management and distribution of the product.

2.1.4.3.2.5. Legal and regulatory

Some countries may following the restrict regulations and legal control to business. The price may do fixed for some products/services or limit on competition. Therefore, the organizations need to carefully scrutinize the competition Act and ensure that they are lawful in their conduct.

2.1.4.4. Pricing Strategies

For any organization, effectively designing and implementing pricing strategies requires a thorough understanding of consumer pricing psychology and a systematic approach to setting, adapting, and changing prices Kotler P. & Kevin L. Keller, (2012). An effective pricing strategy ought to mirror a cohesive pricing structure that facilitates the achievement of business objectives by ensuring the value of a product/service offering compared to the value offered by competitors (Meehan, Simonetto, Montan and Goodin, 2011; Michael et.al. (2016). A good pricing strategy should therefore direct an organization's core behavior as well as its peripheral communiqué to the market for all pricing-related activities (Meehan et al., 2011; Michael et.al. 2016).

Furthermore, as explained by Simon (2015) as showed that in Neubert, M. 2017 of his global pricing study with more than 2,186 companies from 40 countries that 87% of companies plan to improve their pricings strategies, practices and methods due to decreasing pricing power and increasing pricing pressure. Thus, it implies that the importance pricing on strategic pricing manner. Since the Price is has complex behavior and quick changing factors, similarly a companies or organizations must pursue and adopt different price strategies in various markets. Regardless the strategy followed, price has to reflect the right value to its customers and potential customers. When it comes to pricing in international marketing, certain variables must be taken into consideration such as environmental factors.

These environmental factors can be classified: Customers, Competition, Economic trend, Government laws and policies.

2.1.4.4.1. Product-Mix Pricing Strategies

The strategy for setting a product's price often has to be changed when the product is part of a product mix. In this case, the firm looks for a set of prices that maximizes the profits on the total product mix. Pricing is difficult because the various products have related demand and costs, and face different degrees of competition Philip et.al. 2005 showed that 5 product-mix pricing situations which discussed as follows:

Product line pricing: Setting the price steps between various products in a product line based on cost differences between the products, customer evaluations of different features, and competitors' prices.

Optional-product pricing: The pricing of optional or accessory products along with a main product.

Captive-product pricing: Setting a price for products that must be used along with a main product, such as blades for a razor and film for a camera. In the case of services, this strategy is called two-part pricing. The price of the service is broken into a fixed fee plus a variable usage rate.

By-product pricing: first By-products Items produced as a result of the main factory process, such as waste and reject items. Then By-product pricing, Setting a price for by-products in order to make the main product's price more competitive.

Product-bundle pricing: Setting pricing, sellers often combine several of their products and offer the bundle at a reduced price. In other cases, product-bundle pricing is used to sell more than the customer really wants.

On the other way in line to the above pricing strategies giving attention to factors those are affecting **Future Pricing Strategy** is a now days issues of innovative organizations. For too long, pricing decisions have been dominated by economists, discounters, and financial analysts. While making a reasonable profit remains a necessity, pricing must become a more strategic element of marketing. Smarter pricing, as portrayed by the value-based strategy, appears to represent the future John Burnett (2010). A case in point is the Ford Motor Company, which managed to earn USD 7.2 billion in 2000, more than any automaker in history (John Burnett, 2010). Ford cut prices on its most profitable vehicles enough to spur demand, but not so much that they ceased to have attractive margins (John Burnett, 2010).

2.1.4.4.2. New Products or Services Pricing Strategies

Pricing of new products is an especially challenging decision, given its critical strategic importance and complexity. Contributing to the complexity are the uncertainty faced by the firm on both demand and supply sides, the dynamic (changing) environment and operating conditions, and the need for a long-term decision-making perspective, given that the firm's pricing decision in the current period is likely to impact future outcomes. A somewhat different pricing situation relates to new product pricing (John Burnett, 2010). With a totally new product, competition does not exist or is minimal (John Burnett, 2010). What price level should be set in such cases? For this event as discussed by John Burnett, (2010), two general strategies are most common: penetration and skimming. Penetration pricing in the introductory stage of a new product's life cycle means accepting a lower profit margin and to price relatively low. Such a strategy should generate greater sales and establish the new product in the market more quickly. Price skimming involves the top part of the demand curve. Price is set relatively high to generate a high profit margin and sales are limited to those buyers willing to pay a premium to get the new product. Which strategy is best depends on a number of factors.

A penetration strategy would generally be supported by the following conditions: price-sensitive consumers, opportunity to keep costs low, the anticipation of quick market entry by competitors, a high likelihood for rapid acceptance by potential buyers, and an adequate resource base for the firm to meet the new demand and sales. See fig. 3 in appendix part. Skimming generates a higher profit margin while penetration generates greater volume.

A skimming strategy is most appropriate when the opposite conditions exist. A premium product generally supports a skimming strategy. In this case, "premium" does not just denote high cost of production and materials; it also suggests that the product may be rare or that the demand is unusually high. An example would be a USD 500 ticket for the World Series or an USD 80,000 price tag for a limited-production sports car. Having legal protection via a patent or copyright may also allow for an excessively high price. Intel and their Pentium chip possessed this advantage for a long period of time. In most cases, the initial high price is gradually reduced to match new competition and allow new customers access to the product.

Furthermore, as showed in Tanya Sammut-Bonnici and Derek F., Channon (2014) Penetration pricing is the form of pricing strategy, also known as promotional pricing, involves temporarily setting prices below the market price or even lower than cost price. This is often used to maximize rapid market entry into new markets, or the market entry of new products into existing markets. The strategy was used effectively in the early days of mobile telephony for telecommunications providers to gain sufficient subscribers to sustain their networks. However, Skimming pricing is the type of strategy which is used to maximize profits by maintaining the highest price possible of new products that face a high demand from specific market segments (Tanya Sammut-Bonnici and Derek F., Channon, 2014). Examples would be the high cost of the latest versions of Samsung, Nokia, and Huawei smart phones, which would appeal to a market that is ready to pay a premium for the most recent technologies.

2.1.4.4.3. Price Change and Adaptation

These aspects are the most important when pricing is concerned and not exclusive. As mentioned in (Talluri & Van Ryzin, 2004; A. Dolgui & J.-M. Proth, 2010), pricing strategy is beneficial when: Customers are heterogeneous, which means that their purchasing behavior over time varies, their willingness to pay varies from customer to customer, and they are attracted by different benefits offered by the same type of products. Demand variability and uncertainty are high, which guarantees flourishing revenue to those who master pricing. Production is rigid, which encourages playing with prices when demand varies (A. Dolgui & J.-M. Proth, 2010).

According to Tanya Sammut-Bonnici and Derek F., Channon, 2014 the Pricing strategy has been affected by changes in the market structure through retail consolidation, changes in manufacturers' selling policies, advances in technology, and the rapid emergence of internet retailing. Through retail consolidation, large-scale retailers have centralized their purchasing function to reduce the cost of handling intermediaries. For large chains such as McDonalds and Nordstrom, it is standard practice to buy through a central office. As a consequence of retail consolidation, manufacturers are focusing on selling direct to corporate buyers. The cost of selling is reduced when they deal with larger chain stores and fewer independent retailers. Another change from the manufacturing side is the reduction of trade promotions. Manufacturers pay as much as 50% in trade allowances or promotional discounts to stores. Through technological advances, more companies are adopting price optimization techniques through statistical modeling and data mining. The mathematical models used to determine optimum pricing are sensitive to changes in the market and provide decision support for merchandising and revenue management. So far, online price disparity is as high as offline price disparity. Multichannel retailers (with online and traditional outlets) have higher prices than e-retailers since they have to show consistency in pricing across all their channels. The growth in online shopping is leading to a faster availability of price information, resulting in pressure from consumers for retail prices to converge.

Future trends in pricing policies are likely to focus on information-based optimization through cost reduction of inefficiencies in the supply chain, the reduction of trade allowances, an increase in responsiveness to changes in market conditions, greater pricing flexibility, and a reduction of pricing disparity across different retails channels (Tanya Sammut-Bonnici and Derek F., Channon, 2014).

As the product becomes outdated, the company may make changes in keeping with changing consumer preferences, but usually not as rapidly as in the earlier stages of the life of a product (Stephen J. Skripak, 2016). Branding becomes a key aspect of success in the maturity stage, particularly for those companies seeking to differentiate their products as their source of competitive advantage. Also during the maturity stage, industry consolidation is high; in other words, larger competitors will buy up smaller competitors in order to find synergies and build share and scale economies. Some models of the product life cycle reflect a stage called "shakeout", which occurs towards the end of the growth and the beginning of the maturity stages. The term shakeout reflects this trend towards industry consolidation (Stephen J. Skripak, 2016). Some competitors survive and others get “shaken out,” either by going out of business or by being acquired by a stronger competitor (Stephen J. Skripak, 2016). When a product with the same brand name is sold in different countries, it can be difficult and sometimes impossible to sell them at different prices. According to Levitt 1983 as discussed in Victor Stamate, (2014) this indicates that price is probably the marketing mix element that is most difficult to standardize because of the firm’s long-term need to recover full costs. While mandatory adaptation may be needed to comply with local marketplace realities such as government regulations and legislation, international pricing strategy customization should involve a thorough analysis of these and other differences between home and host markets confirmed by Hill & Still in 1984. Success in international markets and revenue maximization can be achieved through pricing adaptation including premium pricing when market conditions are favorable (i.e., demand is strong and competition is weak) or competitive pricing when market conditions are unfavorable (i.e., demand is weak and competition is intense) Victor Stamate, (2014). Firms can also use uniform pricing across markets as a defensive measure against gray market imports and unauthorized intermediaries that are out of their control according to Cavusgil & Zao (1994), Theodosiou & Katsikeas (2001) and Victor Stamate, (2014). Managers, however, may miss the optimal point between adaptation/standardization because they are making decisions in uncertain environments where there is imperfect information. In international contexts, where uncertainty is present, even small adaptations will involve transaction costs. The uncertainty and transaction costs perceived by managers in international markets may compel them to adopt non-optimal adaption choices.

2.2. Empirical Reviews

As the study conducted in service sector of Ghana is indicated Price is the most important factor of marketing mix. Even though all the marketing mix tools are important, it can be seen that in the service sector of Ghana, the relative importance of the variables occur in the following order: Price, People, Product, Promotion, Place, and Physical evidence and processes according to (Bempah1et.al. 2013). It’s the most flexible element of the marketing mix, the only element which produces revenue and it can be changed quickly is price. Chintagunta and Desiraju, (2005) on a study found out that the price charged by the seller ought to be matching the product.

Ester et.al, (2019) showed that some studies were investigated on the relation of pricing strategies and financial performance of the organizations. The studies were revealed a positive relationship between pricing strategies and financial performance. These results are consistent with De Toni, et al (2013) that highlighted that strategic pricing is necessary to enhance financial performance. Hence, the price should continuously change with the changes in market conditions such as, economic conditions and degree of competition for the firm to remain profitable. Similarly, Hinterhuber and Liozu (2014) who noted that pricing of goods and services determines the level of profitability and the general liquidity experienced by firms. On the other hand, the findings also signalized that adopting wrong pricing strategies would result in the decline in financial performance. The findings further observed that unlike competitive based pricing strategy, cost-based pricing and perceived value-based pricing were positively related with financial performance. The study emphasized the positive relationship between cost-based pricing and perceived value-based pricing towards determining financial performance. The exploration indicated that when institutions adopt cost based pricing strategy and the perceived value-based pricing strategy, then they would be able to generate more profits and boost their liquidity. On the other hand, Wuollet (2013) focused on the competitive advantage indicating that it enables the firm to become flexible in the market and undertake innovative decisions to boost revenue in the process. Hence, these findings portray a new pool of knowledge by affirming the relevance of both pricing strategies and competitive advantage.

Furthermore, As showed by Dragomir Popov & Femi Odebiyi, (2017) many studies were done in Hospitality Industry and found that the importance of price as a trigger point and reasoning of pricing strategy in this industry. According to this investigation the Tourist for Hotel service prefer bundled pricing over partitioned pricing. Similar findings are reached by Bambauer and Gierl (2008) as Showed in

Dragomir Popov & Femi Odebiyi, (2017) a study about purchasing decisions in commerce. They state that "The overall effect of price partitioning on product evaluation proved to be negative compared to using total prices." They sum up their results by advising marketers to avoid partitioned prices because the disadvantages of this technique outweigh the advantages.

On the other hand, psychological processing is the other factor to bundled pricing. The study finds out that consumers prefer "to integrate losses, in the form of price information, into a single bundled price (Dragomir Popov & Femi Odebiyi, 2017). The other reasons for the selection of bundle pricing are the expectation of customer. According to a study by Repetti et al. (2015), customers prefer bundled pricing strategies in the hospitality industry. A possible explanation for this behavior is the "inferred bundled saving effect" which states that consumers generally believe that bundles involve a discount (Heeler, 2008). However, all-inclusive packages do not always imply a discount. This represents a paradox from the standard economic model, which assumes that people behave rationally and selfishly. Yet, the same research concludes that this effect does not apply for repeat guests because they have the knowledge to pick the bundle that fits best their needs and expectations (Naylor, 2001 as discussed that in Dragomir Popov & Femi Odebiyi, 2017). In the hotel industry, price determines the destination's competition with other destinations and includes costs of transportation to and from a given destination, food, accommodation and attractions. Devashish (2011) on a study in India concluded that the price strategy not only includes the real price that the organization charges but also includes discounted price as well as volume discounts as for bundled products.

As the several studies conducted in central European countries as general and Poland a particular were indicated the practice of online dynamic pricing is a promising future for the E-Commerce sector (Victor et.al. 2019). This study proposes to extend the results by taking into account of the behavior of consumers in the E-Commerce segment of one of the fastest growing Central European Countries. In line to this across country there are several different forms of regulation in determining price. Specially, for international markets of drugs they are reacted in different way to price. In decision of Pricing, The United Kingdom and Germany are not highly regulated, whereas France and Italy are (Chintagunta and Desiraju, 2005). France, Italy, and Spain use direct price regulation, where government approval is required for the pricing of new products. France sets a manufacturer-specific budget or revenue growth limit that the government negotiates with each manufacturer. Germany, Holland, and Denmark use reference price limits, where a single reimbursement price is set on drugs grouped into a therapeutic cluster. In the United Kingdom, there is rate of return regulation. Governments also use cross-market reference pricing based on prices charged in other countries.

In line to this several studies were proposed for adjustment of pricing when changes in markets by considering different factors (Wangui et.al. 2018). Griffith (2004), in his study about the marketing strategy in Korea concluded that adjustment of prices to market situation have positive influence on the market share and adaption of pricing strategy would increase the market share. Mwangulu (2014), the study found out when firms want to stimulate short term pricing strategies there is increase in sales. Howard and James (2013) found out that there was strong positive correlation between penetration pricing strategy and market performance of a company. The business will tend to have a larger market share, loyal customers and some technological edge, thus the case currently with Coke; it was first the follower but through effective management has now become the leader of the market and is working towards achieving the marketing objectives of the Coca Cola (Zhang and Hnatko, (2014), Keegan (2008) as showed that in Wangui et.al. (2018) cautioned that if one company enters an industry in which prices are already low, setting the lowest price is usually unrealistic. He recommended that when customers already trust a competitor with low prices, a new company should focus on carving out a niche for itself instead of beating that company's prices.

Finally, as the other study that conducted in Nyeri County, Kenya on the effects of pricing strategy on the growth of hotels was indicated pricing strategy was found to be one of the major factors affecting growth of hotels in Nyeri County (Wangui et.al. 2018). The finding of the study revealed that there is positive correlation between pricing strategy and hotels growth in Nyeri County (R=0.377). This indicates that changes in pricing depending on market analysis and competitors intelligent can play a major role in fostering growth of Hotels in Nyeri County. Further, pricing strategy had positive and significant effect on hotels growth in Nyeri County with $\beta = 0.399$ at p value 0.007 which is less than 0.05. The finding that pricing strategy is a factor that effect hotels growth in Nyeri County supports Griffith (2004), who concluded that adjustment of prices to market situation have positive influence on the market share and adaption of pricing strategy would increase the market share (Wangui et.al. 2018).

3. Discussion Results

The purpose of this seminar paper that based on systematic review of related literatures was used to assessing Pricing Strategy and creating fundamental understanding on the concepts of Marketing, Price and Pricing Strategies, and how to set pricing and factors affecting price decisions. Additionally, the challenges of pricing, the reaction of pricing in dynamic environment that based on different pricing strategy, the practice of Approaches and tactics during pricing and in line to this how pricing strategies are affecting the growth or performance of any product or service of firms or organizations when not effectively priced.

3.1. Price, Pricing and Pricing Strategies

As many research literatures were indicated price can comes in many forms and performs many functions, and it is not just a number on a tag. More broadly, price is the sum of all the values that consumers exchange for the benefits of having or using the product or service. In the past, price has been the major factor affecting buyer choice (Philip et.al. 2005). On the other side, Price is the only element in the marketing mix that produces revenue; all other elements represent costs (Philip et.al. 2005). As it is understood price has much influential power than three remain marketing mix by determining companies or organizations the performance, profits and sells. Price also has considerable symbolic value, conveying information about the company to potential buyers. Additionally, Price is one of the most flexible elements of the marketing mix and can be changed quickly. Therefore, as a number of different authors have underlined the importance of pricing decisions for every company's profitability and long-term survival is the issues need attention of all. Kotler P. (1995) as showed in Bempah1et.al. (2013) pricing decisions can have important consequences for the marketing organization and the attention given by the marketer to pricing is just as important as the attention given to more recognizable marketing activities. If there is no first effective pricing, impossible to see effective product development, promotion and distribution sow the seeds of business success. Thus, the key to effective pricing is the same as the key to effective product, distribution, and promotion strategies.

Price seems to be simple, but pricing is challenging. It is the number one problem facing many businesses and marketing executives. Therefore, setting the effective price is must and Effective pricing will meets the needs of consumers and facilitates the exchange process. When setting the Right Price; pricing decisions made hastily without sufficient research, analysis, and strategic evaluation can lead to the marketing organization losing revenue (Bempah1et.al. 2013). Pricing is not only part of marketing, but also part of finance and competitive strategy. Done correctly, pricing is the interface between those activities the glue that holds them together. Superior profitability is achievable only by finding and exploiting synergies between customer needs and seller capabilities synergies that produce high value for both parties. Therefore, when Organizations or companies are developing their pricing strategies, they need to be aware of factors that can assist them in their pricing decisions (Michael et.al, 2016). As most many related literatures are indicating every company's pricing decisions are characterized by a number of internal and external factors. These are listed as follows:

- Internal factors

The internal factors affecting pricing decisions include marketing objectives, the other marketing mix strategy, and costs. To a large extent these factors are controllable by the company and, if necessary, can be altered. But, doing such is not always realistic.

- External factors.

As showed by Michael et.al. (2016) the external factors which are considered to influence an organization's pricing strategy are Consumers, Demand curve, Competitors, Channels of distribution and Legal and regulatory. Understanding these factors requires the marketer conduct research to monitor what is happening in each market the company serves since the effect of these factors can vary by market. The Market and Demand Understanding how price changes impact the market. Firms have to understand the concept "elasticity of demand", which relates to how purchase quantity changes as prices change. Marketers should also try to analyze the consumer's motivations for buying the product and set a price according to the consumer's perceptions of the products value (Gilboa and Schmeidler, 1989; Bempah1et.al. 2013).

Despite the critical function prices play in corporate profitability and performance, it found that managers with pricing responsibilities do not usually think systematically about their pricing strategies Kevin J. Clancy and Robert S. Shulman (1991). Most pricing decision makers never look for a strategy that could yield their products or services maximum value. Furthermore, as explained by Simon (2015) as that showed in Neubert, M. (2017) of his global pricing study with more than 2,186 companies from 40 countries that 87% of companies plan to improve their pricings strategies, practices and methods due to decreasing pricing power and increasing pricing pressure. Thus, it is important for firms or organizations to support their product or service through both a pricing strategy and research. To increase profitability, many are abandoning traditional reactive pricing procedures in favor of proactive strategies. More than ever before, successful companies are building products and marketing strategies to support pricing objectives, rather than the other way around (Adrian Micu & Angela M. Luiza, 2006).

There are several pricing strategies appropriate for different products or services at different situation based on different affecting environmental factors (both internal and external factors). However, before deciding to select pricing strategy, the businesses should look into both, the pros as well as cons of each price strategy. Pricing strategies may be seen as a complex activity that requires a good understanding of the internal structure of the company, a good knowledge of the market, and a good knowledge of the diverse variables that comprise it and their interfaces (Milan et al., 2013). Since the Price is has complex behavior and quick changing factors, similarly a companies or organizations must pursue and adopt different price strategies in various markets or situations. Once the pricing strategy has been implemented, it should be allowed to continue for a while so that it can deliver the desired results. An effective pricing strategy ought to mirror a cohesive pricing structure that facilitates the achievement of business objectives by ensuring the value of a product/service offering compared to the value offered by competitors (Meehan, Simonetto, Montan and Goodin, 2011; Michael et.al., 2016). A good pricing strategy should therefore direct an organization's core behavior as well as its peripheral communiqué to the market for all pricing-related activities (Meehan et al., 2011; Michael et.al, 2016). Regardless the strategy followed, price has to reflect the right value to its customers and potential customers. When it comes to pricing in international marketing, certain variables must be taken into consideration such as environmental factors. These environmental factors can be classified: Customers, Competition, Economic trend, Government laws and policies.

Finally, as many literatures were introduced the pricing strategies that can be used by different organizations were divided into three. These are:

- Product-Mix Pricing Strategies,
- New Products/ Services Pricing Strategies and
- Price Change and Adaptation strategies.

Each pricing strategies are implemented in different ways based on time factors, production life cycle and environmental factors.

3.2. Pricing Challenges and Reaction in Dynamic Environment

As the findings of many researches were suggested pricing is one of the most complex and sensitive areas for the marketing executive. Pricing is the very challenging among all marketing mix (price, place, product and promotion). It is very difficult to set price, particularly when the product is launched in the market for the first time. The complexities of pricing can be seen in the way consumers perceive the price of the product. Consumers may view a price as high or low, denoting superior or inferior quality, or reflecting prestige or low status. As a result, a variety of factors go into developing a finite price. The price set today by a company is not, however, static. It may have to change the price with the elapse of time to meet varying circumstances and opportunities. No price, how carefully established will be appropriate throughout the product's life. Competitors may engage in price war with the company. Therefore, when companies or organizations need to achieve their desired goals, overcome the challenges of pricing and reacting to now days Dynamic Environment it is better to select appropriate pricing strategy. A good pricing strategy should therefore direct an organization's core behavior as well as its peripheral communiqué to the market for all pricing-related activities (Meehan et al., 2011; Michael et.al, 2016). Since the Price is has complex behavior and quick changing factors, similarly a companies or organizations must pursue and adopt different price strategies in various markets.

As discussed in the literatures part there are three broad divisions pricing strategies' (Product-Mix Pricing Strategies, New Products/ Services Pricing Strategies, and Price Change and Adaptation strategies) in which each strategy is reacted differently to Dynamic Environment. All are used as a different response to affecting factors in Dynamic Environment. But, it is better to use sub-division of each broad pricing strategy in integration manner for effective pricing and to resolve challenges as a factor of pricing and Environments (both internal factor and External factor when setting price). Company or organization should, therefore, respond to the price changes of the competitors and this move should be a well-thought one.

In Product-Mix Pricing Strategies, the strategy is settled for a product's price, it price can be changed when the product is part of a product mix. At this moment, the firm looks for a set of prices that maximizes the profits on the total product mix. Pricing in this strategy can also base on methods considering products demand and costs, and face different degrees of competition. In according to Philip et.al, (2005) there are 5 product-mix pricing strategies to use at different situations. These are Product-bundle pricing, Optional-product pricing, Captive-product pricing, By-product pricing and Product line pricing. With which techniques or approaches each strategy most appropriate before selecting or applying is the other issues need attention of all company or organizations stakeholders or actors. See table 1 in Appendix part. On the other way in line to the above pricing strategies giving attention to factors those are affecting Future Pricing Strategy is a now days issues of innovative organizations. For too long, pricing decisions have been dominated by economists, discounters, and financial analysts. Smarter pricing, as portrayed by the value-based strategy, appears to represent the future (John Burnett, 2010). Additionally, before introducing such strategies of product-mix pricing the organization need to considers other factors like psychological pricing, influences of other marketing mix elements on price, company pricing policies, time of production, production cycle, and the impact of price on other parties.

Furthermore, setting price for the first time is a real challenge to a firm and it faces this situation when it plans to launch a new product, or introduce an existing one into a new distribution channel, or area, or participates in a bid. At this moment when pricing for new products introduced; it is important to identify which strategic pricing critically help and the depth of its complexity must be concern. Contributing to the complexity are the uncertainty faced by the firm on both demand and supply sides, the dynamic (changing) environment and operating conditions, and the need for a long-term decision-making perspective, given that the firm's pricing decision in the current period is likely to impact future outcomes. Thus, a somewhat different pricing situation relates to new product pricing (John Burnett, 2010). Even though, with a totally for new product when competition does not exist or is minimal (John Burnett, 2010).

As suggested by John Burnett, (2010), most commonly two general strategies penetration and skimming are used. Penetration pricing in the introductory stage of a new product's life cycle means accepting a lower profit margin and to price relatively low. In doing this the company must considers many conditions like price-sensitive consumers, opportunity to keep costs low, the anticipation of quick market entry by competitors, a high likelihood for rapid acceptance by potential buyers, and an adequate resource base for the firm to meet the new demand and sales. At its implementation Penetration pricing strategy should generate greater sales and establish the new product in the market more quickly. Opposite to Penetration pricing, Skimming pricing is the type of strategy which is used to maximize profits by maintaining the highest price possible of new products that face a high demand from specific market segments (Tanya Sammut-Bonnici and Derek F. Channon, 2014). Examples would be the high cost of the latest versions of Samsung, Nokia, and Huawei smart phones, which would appeal to a market that is ready to pay a premium for the most recent technologies. A premium product generally supports a skimming strategy. Having legal protection via a patent or copyright may also allow for an excessively high price.

Finally, in a dynamic business world, price administration cannot end with the setting of an initial price. Changing marketplace conditions often require the organization to cut or increase prices to stop making changes. As many related literatures were thought mostly Companies face situations where they may need to reduce or increase their prices even after the development of pricing strategies and structures. Thus, at the time of this condition has happen, Price Change and Adaptation strategies will be helpful. As mentioned in (Talluri & Van Ryzin, 2004; A. Dolgui & J.-M. Proth, 2010), pricing Price Change and Adaptation strategies is beneficial when: Customers are heterogeneous, which means that their purchasing behavior over time varies, their willingness to pay varies from customer to customer, and they are attracted by different benefits offered by the same type of products. When Demand variability and uncertainty are high, the guarantees flourishing revenue is to those who master pricing. Production is rigid, which encourages playing with prices when demand varies (A. Dolgui & J.-M. Proth, 2010). According to Tanya Sammut-Bonnici and Derek F. Channon (2014), the Pricing strategy has been affected by changes in the market structure through retail consolidation, changes in manufacturers' selling policies, advances in technology, and the rapid emergence of internet retailing. Thus, when products/services produced may assumed to be affected dynamic environment; before decide to alter or cut or increase price a firms or organizations are ought to assess; how customers, competitors, distributors, suppliers, and government react to price changes; and, how to respond to competitors' price changes. The marketing executive will find it necessary to change the product's price several times during the course of its life cycle. They are changed or adapted depending on the needs or situations. A company's pricing decisions are also affected by both internal company factors and external environment factors. Thus, the managers of companies are changed or adapted price depending on the needs or situations. As the product becomes outdated, the company may make changes in keeping with changing consumer preferences, but usually not as rapidly as in the earlier stages of the life of a product (Stephen J. Skripak, 2016). Branding becomes a key aspect of success in the maturity stage, particularly for those companies seeking to differentiate their products as their source of competitive advantage. On the other hand, when a product with the same brand name is sold in different countries, it can be difficult and sometimes impossible to sell them at different prices. According to Levitt 1983 as that discussed in Victor Stamate, (2014) this indicates that price is probably the marketing mix element that is most difficult to standardize because of the firm's long-term need to recover full costs. Geographical pricing; price discounts, allowances, and promotional pricing; discriminatory pricing; and product-mix pricing are different type of price change and adaptation strategies used.

3.3. Theories, Approaches, Models and Empirical Finding of Pricing Strategies, and Its Effects on Products/Services of Firms or Organizations

As discussed in related Literatures pricing is the most challenging factor for the reason of complex and fast change behaviors of price, and finding appropriate pricing strategy is the paramount concern to problem solving at differed situations. This means deciding for effective price and choosing efficient pricing strategy is the must. Occasionally, we get the more profound-sounding answer that “the invisible hand” sets the price a misapplication of the famous macroeconomic observation of Adam Smith, the great Eighteenth Century Scottish economist and philosopher, on micro-economic circumstance. Thinking of price-setting as being similar to time or the tide is a comforting idea, given how many company activities require conscious thought. But it’s not actually true. When you take a closer look, the hands that set the price are almost always visible. Thus, Before setting a price, the company must decide what is going to be the strategy for the product in addition to what will be the proposed objectives, since the clearer these decisions, the easier it will be to establish prices (Hinterhuber & Liozu, 2013 as discussed that in Deonir De Toni A et.al, 2016). At now days we live in ever changing environment that directly matter to our life; and similarly affect the stability of price in day to days human activities. The global impact, information era, dynamic change in Economy, social and cultural perspectives, budgets, perceptions, market type, market demand and supply are among many Dynamic environments which are affecting our Business decision. By having this concept in mind, it is impossible to decide on how pricing and selecting appropriated pricing strategies without considering from many perspectives. Therefore, different theories, Approaches, and Models are employed to decide which pricing strategy when used more appropriate. As showed in Victor Stamate (2014), there are four different theories that used to determine the process of pricing. These are: The economic theory, Marketing view theory, Efficient-Structure theory and Capital Asset Pricing Theory. As Suggested in many literatures, rather than using each theory in alone; it makes more advantageous when utilized in integrated manner.

On the other hand, based on theories selected different approaches or methods will be implemented during pricing process to identifying the appropriate strategy. As showed by Deonir De Toni A. et.al, (2016) approaches to determining price was grouped as cost-based pricing, competition-based pricing and customer value-based pricing. Nagle and Holden (2003) as explained in Deonir De Toni A et.al, (2016) argue that there must be a balanced consideration of information, perception and intrinsic behavior of the 3C’s of this process (Cost, Competition and Customers) as a way to reach the optimal price. The management of such information is a crucial factor for the success of the pricing definition strategy and the price settlement. At this hand, price determination decisions can be based on a number of factors, including cost, demand, competition, value, or some combination of factors (John Burnett, 2010).

For the purpose of this seminar Model can be defined as tactical techniques’ to reach the desired objectives or goals based on relevant theory from among many theories available. Most of time companies are practiced to reducing price with expectation of attracting new customers or increase price when revenue is more interested. However such practices may Couse too many problems like unnecessary price cut, confusing customer and inviting aggressive response from competitors. Therefore, the use of effective technical model or guides is very important when the process of pricing is undertaken. For example, some models of the product life cycle reflect a stage called “shakeout”, which occurs towards the end of the growth and the beginning of the maturity stages. The term shakeout reflects this trend towards industry consolidation (Stephen J. Skripak, 2016). Some competitors survive and others get “shaken out,” either by going out of business or by being acquired by a stronger competitor (Stephen J. Skripak, 2016). Thus, to choose models seeing factor like time, product life cycle and relevant approaches is very important. As discussed by Kain et.al, (1992) effective pricing techniques inculcate four components, the first of which is objectives, the second strategy, the third is pricing component structure and the fourth component concerns price levels and related tactics. For more clarification see chapter two and table 1: in appendixes.

Finally, as many Empirical finding were indicated selected appropriate pricing strategy has effects on performance of Product/Service, and also to growth of Firms or Organizations. In the service sector of Ghana, the relative importance of the variables occurs in the following order: Price, People, Product, Promotion, Place, and Physical evidence and processes according to Bempah1et.al. (2013). Ester et.al, (2019) showed that some studies were investigated on the relation of pricing strategies and financial performance of the organizations. The studies were revealed a positive relationship between pricing strategies and financial performance.

Furthermore, as showed by Dragomir Popov & Femi Odebiyi, (2017) many studies were done in Hospitality Industry and found that the importance of price as a trigger point and reasoning of pricing strategy in this industry. In line with this study that conducted in Nyeri County, Kenya proofed, the effects of pricing strategy on the growth of hotels was indicated pricing strategy was found to be one of the major factors affecting growth of hotels in Nyeri County (Wangui et.al. 2018).

As the several studies conducted in central European countries as general and Poland a particular were indicated the practice of online dynamic pricing is a promising future for the E-Commerce sector (Victor et.al. 2019). In line to this several studies were proposed for adjustment of pricing when changes in markets by considering different factors (Wangui et.al. 2018). Griffith (2004), in his study about the marketing strategy in Korea concluded that adjustment of prices to market situation have positive influence on the market share and adaption of pricing strategy would increase the market share.

Finally, Pricing decisions in an uncertain and dynamic environment have received considerable research attention in recent years (den Boer, 2015), but the international dimension of new product pricing and how high-tech start-up firms manage their pricing strategies, practices and models still requires further research (Deonir De Toni A et.al, 2016)

Conclusions and Implications

Conclusion's

The main purpose of this seminar paper was to review the pricing strategies that have practiced by different business entities (organizations, Industries and farms), why, when and how the development of pricing strategies can take place and the effect of choosing accurate or appropriate price strategy on the general desired objectives/growths/price of the organizations/firms. As many related literatures on price are thought; as one of the four Ps of the marketing mix, price is one of the most flexible and changed quickly. This pave way to recap the necessity of effective price and a number of many variables as a factor need to be considered into determination of a price, and challenges and complexity of price, and if the price is not determined correctly or effectively, this could negatively impact on the product or service and the company's profitability or performance (Michael et.al. 2016). While a price is not determined by itself; if we think about pricing process the immediate word's that may come to our minds is pricing strategy. However, as many Related Literatures were introduced pricing is an unfamiliar subject for most managers and the gap they have as knowledge on pricing process.

Therefore, pricing strategy is considered to be the most critical tools to overcome such challenges as in the business climate and Managers gaps; the first concern must give to developing the accurate pricing strategy for the reasons of price direct relationships. Selecting appropriate pricing strategy will serve to determine effective price that has positive outcome toward organizational functioning, while the pricing objectives must conform to the company's or organization's overall goals.

However, the organizations or companies would implement different types of pricing strategy contextually depend on the objective that the pricing strategy aims to achieve based on existing Situations. According to Wuollet (2013) as showed that in Ester et.al. (2019) different pricing strategies are acknowledged to be used as a problematic solution to different factors affecting (like internal factors and external factor) at different situations or environments. Because, charging different prices is depending on individual customers and situations which base an appropriate pricing strategy that relevant to objective of price setting. It is necessary to analyze these flawed paradigms and eliminate them once and for all. Strategic pricing is the proactive management of price to the market conditions. It is the coordination of interrelated marketing, competitive, and financial decisions to set prices profitably.

Furthermore, before determining appropriate pricing strategy of a company a serious attention has must give to factors used when setting price, Approaches and models to pricing strategies and knowledge on base of theory benefited to developing pricing strategy is a now days paramount concern. Because, the use of the Strategic Business models and different methods when inaccurately assumed may impact businesses' prioritizing of resources or their overall business strategy. But, also needed to frame various strategic business models that are relevant with current pricing strategy proposed and look into different integrated pricing techniques or methods or approaches contextually to maintain a competitive edge in a cut throat business environment. This, means on other ways for each pricing strategy there are the appropriate methods (approaches) and techniques (models) which relevantly used. Additionally, other environmental factors like economic conditions, government actions, and social concerns are also need to choose effective pricing strategy decision that conforms to organizations pricing objectives. As showed by Deonir De Toni A et.al, 2016 approaches to determining price are grouped as cost-based pricing, competition-based pricing and customer value-based pricing. For each different technique may employ and, the approaches can be used as a single or in integration when the large performance desired.

Finally, as it is understood from the concepts of many literatures for this seminar paper; all types of pricing strategies' are used reacting differently to dynamic environments or situations when setting a price. For a company or organization not only setting one or more pricing strategy is important, but also how do these companies adapt their strategies to different industries and different markets or situations. Thus, strategic pricing requires more than a change in attitude; it requires a change in when, how, and who makes pricing decisions. Additionally, it is ought to considers factors like time, product type, product life cycle (when product is new, matured or old), company's desired goals, competitors price change and adaptation of price to change adjustment when selecting appropriate strategy.

Implication's

Todays' Many Companies or Organizations are facing a fierce and fast-changing pricing environment for their goods or services provided according to Philip et.al. (2005). The advent of Globalization, fast changing in technology, and fast and huge availability of information on time can have positive or negative effect on goods or services that we use to facilitate condition in our life. Therefore, the managers must capacitate themselves to knowledge about what pricing can do, how they can price for their goods or services, and how consumers and their competition might react to their pricing decisions. Not only for managers both for policy makers and the authorized body can also be reacted and balances the effect of price that surviving with changing environment. Because, the possibilities of pricing are endless, limited only by the need to retain some value for future harvest and the bounds of creativity or innovation price may appropriate to go with future challenging environments. Additionally, it is better to support with Research and development for proactive management of challenges and dynamic environments that affect price.

Finally, the author's also argued with views of Deonir De Toni A et.al, (2016) and den Boer, (2015) that implicate considerable research attention that have received in recent years on pricing decisions in an uncertain and dynamic environment, but the international dimension of new product pricing and how high-tech start-up firms manage their pricing strategies, practices and models still requires further research in future by scholars/Researchers.

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