

Analysis of Binding Sales based on Contrastive Psychology

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Abstract: Bundling is a business marketing activity that is widely found in business activities. Businessmen always use the consumer's psychology, to the consumer bundled. This paper analyzes the behavior of consumers in bundled sales based on the psychological analysis of psychology, and puts forward some countermeasures and suggestions to protect the interests of consumers.

Keywords: Bundled sales, contrasting psychology, mixed bundles

1. INTRODUCTION

Bundled sales are widely used by both consumers and industry. But most of the current research on bundling sales is focused on the analysis of economics and marketing, and lacks the exploration of "consumer psychology". This paper briefly introduces the concept of bundling sales and contrast psychology, and then use the supply and demand curve analysis of business use of consumers "contrast psychology" to bundle the principle of sales.

2. THE CONNOTATION OF BUNDLED SALES

Adams and Yellen (1976) argue that bundling is "selling products in the form of packages". Gulitinan (1987) defines the bundling strategy as "selling two and more products and services at a special price". Yadov and Monroe (1993) define the bundling strategy as "selling two and more products and services at a price".

Stremersch and Tellis (2002) define the bundled sales more systematically and do a detailed classification: first, they will be "bundled" as "the overall sales of two and more independent products." Independent products means that each commodity has a separate, independent existence of the independent market. For example, travel packages will include airfare and hotel accommodation, but there are a large number of consumers will be purchased separately.

From the "bundled focus" point of view, bundled sales can be divided into product bundles and price bundles. Product bundling refers to the arbitrary price to integrate the sale of a variety of independent products. Independent products to be integrated and design optimization, service should be redefined and process reengineering. Product bundling can bring added value to consumers, such as personal PC and operating system bundles can solve user compatibility issues, but its pricing is often higher than the market price. Price bundling refers to the

"discount price" to the overall sale of a variety of independent products. Independent products are not necessarily linked between and can create additional value for consumers, so the need to "discount" to attract sales.

Price bundling and product bundling can be further divided into simple bundles and mixed bundles. Bundling is a combination of bundles of goods can only be bundled for sale, while the hybrid bundle is not only sell a single independent product, but also sell bundled goods. At present, the Western bundled sales have broken through the traditional concept. It is used in a wider range of business areas, such as car loans to manufacture products and financial products bundled, bank insurance to traditional products and services bundled products and so on.

In simple terms, bundling is the marketing behavior that the producer sells a product to other products at a price. In this paper, the car and auto parts between the two kinds of physical goods bundled sales, for example, to the economic supply and demand curve as a tool to analyze the use of consumers to compare the psychological use of the principle of bundling sales.

3. THE PSYCHOLOGICAL CONNOTATION OF CONTRAST

Human beings will have an instinctive cognitive principle, called "contrast principle". In a simple way, the two things will be displayed one after the other, if the second thing with the first thing is very different, then we tend to be more exaggerated between the two, even to us The impact of decision-making. From the psychological point of view, "contrast principle" embodied in the psychological person is "contrast psychology."

For example, we go to move a light thing, and then move a heavy thing, we will feel the second thing is actually more heavy than the actual. But if we start to move this thing directly from the beginning, there is no first thing set off, but will not feel the second thing is so heavy. Psychophysics has done a very classic perceptual contrast experiment, the experimenter allows participants to sit in front of three barrels of water: a bucket of water is cold water, a bucket of water is room temperature water, a bucket of water is hot water. The participants put one hand in the cold water, the other hand on the hot water inside, and then taught them to put both hands at the same time into the water tank filled with water. The face of the

participant immediately appeared funny and confused expression. The reason is that the participants, although both hands are placed in the same barrel of water at room temperature, but just put in the cold water that the hand that is hot water, the hands on the hot water is cold water. This phenomenon is in our daily life can be more or less experienced, which in psychology is called "contrast psychology."

4. THE COMPARISON OF PSYCHOLOGY IN THE APPLICATION OF BUNDLING

Sales staff always use the psychological comparison to influence the decision-making of consumers, so as to achieve the purpose of profit, and this marketing means in the bundled sales is very common. For example: Apple shop sales staff are also proficient in this road, when the customer spent thousands of dollars to buy Apple's electronic products, then compared to these things the price, the Apple mouse, protective cover, after the shell and other accessories prices will It is lower than its actual price. As long as the salesman said: "posted a film to buy a shell it." Or customers on the page Baidu to "80% of people bought this product also bought a certain brand of protective film", we are easy Will be affected.

Car dealers are also using the psychological comparison of bundled sales, they wait until the customer negotiated the price of a car, and then one by one on the optional accessories. Hundreds of thousands of business will soon be traded, and then spend hundreds or even thousands of dollars to upgrade the CD player such gadgets, it seems too insignificant. Sales staff then suggested to the window film, for better tires, or do some special car decoration, the reason is the same, the results of these do not seem expensive expensive accessories together, the vehicle price As if the water poured into the pork up.

5. THE SIMPLE ECONOMIC ANALYSIS OF SALES BEHAVIOR

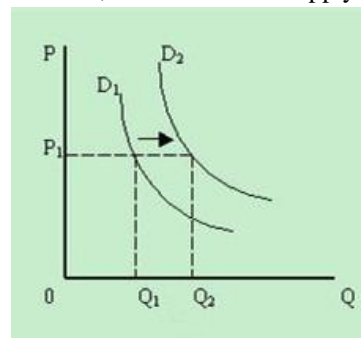
On the above mentioned car marketing, for economic analysis. Because the car sales are one-on-one sales model, so we can make the following assumptions: First, the consumer's information is incomplete; Second, the dealer - consumer trading process can be seen as a closed small market, the market There is only one supplier and one demander; third, the consumer has determined to buy a car. According to the theory of supply and demand of economics, any change in the price of a commodity, such as income, related commodity prices, consumer preferences, demographic structure, etc., will cause the demand curve to move. For example, when the individual's income increases, his purchase of any kind of goods will generally increase.

So, when consumers determine to buy a car, the dealer recommended accessories, including insurance and other car prices, consumers become more likely to accept the price of accessories, consumers will increase the preferences of the accessories. With the

theory of supply and demand in economics to analyze and establish the coordinate system and draw the consumer demand curve, as shown in Figure 1, the horizontal axis Q represents the consumer demand for accessories, vertical axis P said accessories prices, demand curve D1 The demand curve for the auto parts in the general market, the consumer's preference for the accessories, causes the demand curve to move to the demand curve D2, and the demand curve D2 is the consumer demand curve for the bundled auto parts. Therefore, in the dealer given the price of a certain auto parts, bundled sales will enable consumers to buy auto parts more likely, the number will be more.

Figure 1 Auto parts demand curve to move to the right

At the same time, the car dealer's supply curve is the



same, to draw a balance of supply and demand curve for analysis, as shown in Figure 2, the horizontal axis Q shows the demand for accessories, vertical axis P said accessories prices, The demand curve D1 represents the general market auto parts demand curve, the demand curve D2 represents the bundled auto parts demand curve, S is the dealer's supply curve for the auto parts, so that after the bundled sales of auto parts supply and demand to achieve a balanced state , The equilibrium price P2 is higher than the equilibrium price P1 before the demand curve changes, so dealers tend to raise the price of the accessories to be higher than the average market to profit.

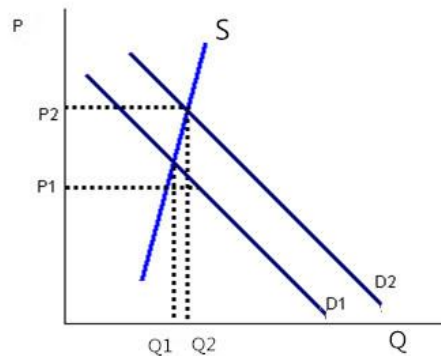


Figure 2 auto parts supply and demand curve changes map

Through the above analysis, consumers want to keep

a clear mind, see through the dealer's tricks, to protect their rights from infringement, there are two countermeasures:

One is to understand the psychological comparison, in the dealer's sales, to keep a clear head. The face of manufacturers marketing, consumers should always remind themselves whether they really need this product. If you do not need to maintain the attitude of refusal. Can not because the map "discount price" cheap, buy some things do not have to return.

Second, master the complete information, the goods have internal reference price. Consumers should be on the manufacturers dumped the goods "market" to understand. In the case of the same quality of goods, take the "market" price compared with the dumping price, if the consumer within the scope of the consumer can consider buying the goods. If not, then the consumer can go to the price of some other stores to buy.

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