

1. What do image interactions and product interactions have in common? What makes them different?
2. What is prestige pricing? How does this practice constrain the price setting of a retailer or manufacturer? What price endings are most consistent with prestige pricing?
3. What is magnitude and frequency cues? Which is more important in the formation of a retailer's price image?
4. Describe consumption or purchasing behavior that is likely to produce substitutes. Give an example of a product that is a substitute of another.