

Not So Obvious: Consumers Don't Just Assume Bundled Products Are a Better Value

Written by Business News

Product bundling is a common marketing strategy. According to a new study in the Journal of Consumer Research, retailers need to draw attention to the value of a package deal since consumers prefer products that are packaged individually.

Read more <http://www.alphagalileo.org/ViewItem.aspx?ItemId=149011&CultureCode=en>