



## Discover what your consumers are willing to pay for a product or service and how it impacts their purchase decisions and buying behaviors.

While much of product research involves determining what features and capabilities customers most prefer, pricing research works differently. Pricing research is all about discovering consumers' willingness to pay for a product or service and their purchase sensitivity to varying, and potentially increasing, price points.

There isn't a magic point on a price sensitivity curve that defines the optimal price. In most cases, the higher the price the fewer will be sold. It's not until we consider profitability at each of these price points that we can answer this question.

Is it more profitable to sell of a product at a lower price, or fewer products at a higher price? Often, this question is tempered by a market share goal that must also be maintained.

Morpace offers a variety of pricing research approaches ranging from simple techniques to the more complex, including both traditional approaches and Morpace proprietary tools.

Our pricing research tools include...

- Techniques like Gabor Granger that can generate a simple demand curve, and exploratory techniques like Van Westendorp PSM that are appropriate for many survey research projects.
- The Morpace Valuation Metric - a tool we've developed to determine what price maximizes purchase intent for the largest number of consumers.
- Choice model approaches that measure price reactions in a branded and competitive context and include a pricing simulator tool as a deliverable.
- Advanced techniques used in Choice Model projects to identify price sensitivity and willingness to pay for upgraded levels of the features attributes tested.

Learn more about how the pricing of your products and services motivate your targeted consumers to make purchasing decisions. Please contact Morpace to better understand how you can develop profit maximizing pricing strategies.

**Morpace Inc - Headquarters**  
31700 Middlebelt Rd #200  
Farmington Hills, MI 48334  
T 248.737.5300  
F 248.737.5326

*For more information, please contact:*

Contact at **248.737.5300**

*or email us at [information@morpace.com](mailto:information@morpace.com)*

