

Gender Differences in Customer Behaviour in the Aspect of Odd-Even Pricing

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Abstract— This paper describes the experiment conducted in order to support or reject the hypothesis that the effect of the odd pricing technique depends on the gender of the customer. Analysis of the recent studies in the field of customers' price perception and, more narrowly, the odd-even pricing, failed to formulate the mutually shared point of view on the problem: whether the odd pricing effect exists or not? Empirical evidence from one group of researches prove this effect is significant while other group of researches prove the opposite. This led scholars to the conclusion there are some individual and contextual factors impacting price perception by customers. So we assume one of these factors is gender. In this study, we have made 2 samples including 3 grocery shops each: initial settings and control settings. During all the experiment we were registering the gender of buyers who were purchasing goods from the predetermined list accounting 10 items (for the experiment there were chosen the goods which are well known by the customers, frequently bought, and normally bought in a similar amount by both genders). As a result of the experiment, we've found a significant difference in odd pricing effect among genders: female customers are more perceptive to it comparing to male customers.

Keywords— Pricing, price perception, odd pricing, odd-even pricing, price ending, gender differences in price perception.

1. Introduction

The cornerstone of any bargain is the price-value ratio, in which both, price and value of the product are perceived objects. Both these factors have objective external features and subjective internal ones that are derived from the perception of price and value by the consumer, as the result of which some opinion about the product is formed. The authors adheres to the generally accepted opinion that not the goods and prices are competing on the market, but rather customer's perception of the

benefits of products and their prices. Hence the growing role of research related to the perception of the price by the customer arises, on which it depends, whether the deal will be concluded or not, and if it does, what benefit it will bring for both parties.

Presentation of the price by the seller is playing an important role in the perception of the price by the customer. Presentation of the price is composed from various factors main aim of which is to attract the customer and to convince the buyer to give the higher rating to the product. Nowadays psychological tactics in pricing are used by sellers all over the world and consumers are facing psychologically priced products in their everyday life. More than 60% of prices used in US commercials have the figure 9 at their ending (Bray & Harris, 2006). Such method of pricing the products is called odd pricing technique.

2. Literature review

Despite the group of scientists [1], [2] disproved significant effect of odd pricing technique on consumers' price perception and on consumer behavior overall, practice of using such technique expands. Researches attempting to measure the effectiveness of this technique mostly demonstrate contradictory results: the demand for some goods has almost not changed after the introduction of the odd pricing technique, while demand for others has increased significantly after using the 9 digit price ending.

Many scholars have recognized that empirical evidence that would finally support or reject the idea that price endings significantly impact sales volume, are limited [3]–[6] concluded that the use of odd prices can lead to increase in sales volumes (affecting the decision how much pieces to buy rather the decision to buy or not to buy), but this effect is not guaranteed. In recent years, researchers

[2], [4], [7] are connecting such contradictory results to the different purchasing goals of the customers or to the different purchasing situations.

Some of the researches done in this field were conducted in United States of America and were made through catalogues [4], [6], [8]. Nevertheless, Bray & Harris [2] criticized catalogue-based approach to odd-even pricing effect study by several reasons: as amount of information regarding the product features in catalogue is limited and customer can not physically touch the product, the price amount becomes the main source of information for customers, and so its role is shifted. Other criticism refers the relatively small sample of such catalogue-based studies and their orientation on fashion related goods.

Moreover, in the majority of experiments done by researchers in the field of psychological pricing, tested goods with different price endings were demonstrated one by one for a certain period of time, which is not happening in everyday purchasing situations in the shops and supermarkets. Thereby, customers had enough time for paying full attention to each product and for evaluating of the price. As the result, customers were making rational assumptions regarding the price of the product. Experimental study, done by Launspach and Burmann [9], has included time pressure on the customers during the purchasing process. Nevertheless, in their experiment consumers were aware in advance that they are taking part in the experiment, moreover buyers were exactly knowing that researchers are studying the effect of odd pricing technique on their choice. This fact probably has increased customers' motivation to make "right" choices and concentrate their attention on each digit in the price more carefully.

A few studies were published, in which the influence of the price ending in the shop environment was experimentally tested. Although the first two researches [1], [10] conducted in the 1970s did not reveal a statistically significant difference in sales volumes among nine-ending prices and their even alternatives, a recent study [2] conducted in the UK in the children's toys store demonstrated that sales in most cases increased when prices for goods were replaced by prices ending by 9.

Despite the opposite results obtained by these studies, many scholars tried to explain the effect of different price endings. According to Simon [11],

who systematized these studies, the first group of authors suggests that customers analyze prices from left to right until the difference between the numbers of one order is found (for example [12]–[15]). All of these authors have supported the idea that analysis of the price endings effect was not sufficient yet. The second group of researchers argue that customers distinguish the value of the price depending on the last digits (for example, [16]–[19]).

Such a difference in results of studies devoted to the influence of the odd pricing on the demand for goods led to the emergence of various theories explaining this phenomena. We believe such a variety of results should be explained by additional factors influencing the price perception of the customer. Some scientists [4], [15], [20] are stating that effectiveness of the odd pricing technique for the seller is dependent on purchasing situation and motives of the customer. The research by Anderson and Simester [4] partly disclosed these factors, since the authors found that when the product was marked as a "new" or a "sales hit", the effect of the 9-ending price was increased.

So some factors affecting the customers' perception of the price endings should be explored more deeply. Although the customer behaviour has always been a complicated field of study, researchers [18], [21] have noticed differences in behaviour among genders. Nevertheless, the only research that evaluates the role of gender in price perception was conducted by Maxwell [21], still in this study, author was focusing on attitudes of the customers to changes in the price rather than on evaluation of the changes in the demand caused by changes in price endings. So we can see a gap in current knowledge, and resolving of this gap can help to understand the optimal price setting.

Most of researchers came to the conclusion that price endings influence decision-making by customers; but an analysis of this effect is difficult and so conclusions are contrary. We believe one of the reason is that in previous researches regarding the effect of odd pricing technique and perception of the price, all customers were perceived as a whole mass rather than different customer groups, or segments. However, we believe that different customer groups can behave differently toward odd prices, and the purpose of this research is to understand whether there is any difference in odd price perception among genders, and does it lead to different customer behaviour.

The differences between men and women are lying not only in physical structure of the body, scientists have long noticed psychological differences between genders. According to researchers in the field of gender psychology [22]–[26] differences between men and women lies in four psychological aspects, namely orientation in space, mathematical abilities, speech skills and aggressiveness. According to the literature, men, unlike women, are usually considered ambitious, rational, independent and non-emotional, whereas women are considered tender, sensual, emotional and sociable, in addition genders are perceiving information differently. The essence of the effect on the demand of odd pricing technique lies in the psychological trick and can possibly work only if customer is perceiving information from price labels irrationally.

The demand in experiment conducted by Bray and Harris [2] was not influenced by odd pricing technique, this experiment was held in male retail store. At the same time, the experiment of Holdershaw [27], conducted through the female magazine, have shown significant influence of odd pricing technique on the demand of the products. Psychological gender differences and contradictory results of the odd pricing technique experiments, which were done in different consumer environments, are forming the second hypothesis of the present study.

Therefore, the hypothesis of this study is that the effect of the odd pricing technique depends on the gender of the customer.

3. Materials and methods

In order to check the hypothesis, we have conducted the experiment. The challenge in designing the experiment on measuring effectiveness of odd pricing technique has been lying in the possible subjective influence by the researchers. In order to avoid subjectivity, it was decided not to inform customers regarding the experiment and to keep the experimental environment close to the usual for customers. In this regard, we have compared the sales amount for the same products of everyday use while they are priced with and without odd pricing technique. In order to create similar purchasing situations for the customers, while they are buying odd priced and even priced products, it was decided to conduct experiment in the same shops, but at different periods. During the first period of time all tested

products were priced with odd pricing technique, and during the second part of the experiment the same products at the same shops were priced in the normal way, without using odd pricing technique.

In order to check the formed hypothesis, that sounds: “The effectiveness of odd pricing technique depends on the gender of the customer” the differences in the demand for prices with and without odd pricing technique should be compared among genders. For this purpose, it was decided to register the gender of the customer each time he or she was purchasing one of the tested products. By doing this, it was possible to calculate with accuracy the changes in the demand caused by odd pricing technique for each gender separately.

The fact that consumers of different genders could respond differently on the same price amount is a main focus of our behavioural pricing research. Thus, by tracking and comparing changes in the amount of sold products priced with odd or even pricing techniques with respect to customers’ gender, we had possibility to notice the impact of odd pricing technique on customer behaviour in terms of amount of sold products.

In order to eliminate the subjective factor of time difference between the two parts of the experiment, control setting was introduced. Control setting was constituted from the similar shops to the initially tested ones. All procedures and features of the experimental setting and control setting were the same accept time of experimental periods. In this way, during the period of testing effect of odd pricing technique on the demand in the shops from the initial setting, in the shops from control setting the prices were priced in the standard way. And during the period of measuring demand for products that were priced in the normal way in the initial setting group of shops, products in the shops from control group were priced with the odd pricing technique. Each of the settings constituted from 3 shops. Further, the shops from the initial setting will be recorded with the letter “A”, namely A1, A2, A3; and the shops from control setting will be recorded with the letter “B”, namely B1, B2, B3.

For conducting the experiment for the present study, company “Hazar” has kindly provided opportunity to conduct empirical investigation in their shops. Company “Hazar” is the family owned enterprise that was established in 1993 in Kharkiv. Company is employing over 500 employees and is operating in the different business directions, namely: export of food products; import of food

products and household products; construction services for governmental institutions; delivery of food products to such governmental institutions as kindergartens, schools, universities and hospitals; sale of food products and household products through own chain of shops.

For the needs of the experiment, enterprise “Hazar” has provided researchers with the 6 grocery shops on the period of 14 days. Thereby, during the first week of the experiment, tested products in the shops A1, A2 and A3 were priced with the odd pricing technique and in the shops B1, B2 and B3 the price on the tested products remained the same as it was before the experiment. And during the second part of the experiment, prices for tested products in the shops A1, A2 and A3 were changed back to the original ones, and in the shops B1, B2 and B3 were priced with the odd pricing technique.

All 6 shops, in which the experiment was held, are branded with the name of the company (“Hazar”), and are located in the Kharkiv city. Shops are realizing the wide range of food products and household products for everyday use. Supply of the merchandise to the chain of shops is centralized, that means assortment of the products and prices on them are the same in all shops.

Detailed information regarding the location of the shops, average amount of sales and average number of customers per day is given in the table 1.

According to the table 1, an average amount of customers in the shop per day is equal to 217. Average pay check of the customer and amount of customers is varying across the shops due to their location. For example shop B3 is located near the university and students are constituting main part of the customers. Such amount of customer-students are causing high amount of total customers, and at the same time students are not buying wide range of products, which is causing small amount of an average customer receipt. The highest average pay check is in the shop A3 with 132 UAH per customer. It is caused by the fact that shop is located in the yard of one of the residential areas of the city, and main customers of the shop are adults and families who are living nearby. Authors have divided the shops into two groups, initial setting of the experiment and control setting, in the way, that average amount of the customers in the shops of each groups is alike. Thereby, the average amount of customers per shop in group A is equal to 216 customers per day, and in the group B is equal to 218.

Table 1. Shops characteristics

Shop	Location	Sales per month, UAH*	Average receipt, UAH	Average amount of customers per day
A1	Kharkiv, Proskura street, 4	728852	113	215
A2	Kharkiv, Kurchatova avenue, 9	732461	95	257
A3	Kharkiv, Chkalova street, 29	693075	132	175
B1	Kharkiv, Starova street, 73	495369	128	129
B2	Kharkiv, Alchevska street, 25	672218	97	231
B3	Kharkiv, Nauki avenue, 77	747153	85	293

*UAH stands for Ukrainian Hryvnia, the Ukrainian national currency

For the needs of the experiment authors have chosen 10 products, prices on which were changed. The requirements for the products consisted by four parameters:

1. Product should be well known by the customers;
2. Product should be frequently bought;
3. Product should be bought in similar amount by both gender;
4. Each tested product should represent different category of products.

In the process of experiment, the demand of 10

products with different price endings was compared. First type of compared prices were the historic, or initial prices of the products, by which the products were sold in the “Hazar” shops before the experiment has taken place. The second type of prices were set by the author with the usage of odd pricing technique. Information regarding the prices on the tested products is given in the table 2.

For checking the hypothesis, the gender of each customer who has purchased tested products during the period of experiment was noticed. For this reason, all sellers in the shops were instructed and

provided with the blank form.

Table 2. Prices on the products during the process of the experiment

Product	Product description	Initial price, UAH	Tested price, UAH
Milk	Pack of milk, "Burenka", 1 l, 3,5% fatness	22,4	19,90
Bread	Bread, "Break", 675 gram	7	6,99
Chocolate	Chocolate, "Milka", 90 gram	20	19,90
Potato	Potato, 1 kg	5,40	5,39
Chicken wings	Chicken wings, "Nasha Ryaba", 1 kg	42,65	39,90
Water	Bottle of water, "Morshinska", 0,5 l	7,85	7,79
Battery	Battery, "GP", AA size	10,46	9,90
Fish	Fish, sturgeon, 1 kg	215	199
Coffee	Coffee, "Jacobs Monarch", 400 gram	143	139
Cat food	Cat food, "Kitekat", with beef, 100 gram	5	4,90

According to the instructions, sellers were marking the gender of the customer on the blank each time one of the tested products was purchased. During the open hours of the shop from 3 to 4 sellers were continuously serving customers. During the process of the experiment, every day eight blank forms were delivered in each of the shops and in the evening, when the shop was closing, authors have been collecting marked blanks. For motivational reasons, two times, before

and after experiment was conducted, bonuses were given to the sellers. The size of the bonuses was not dependent on the results of the experiment.

4. Results and discussion

Amount of purchases of products with standard and odd pricing technique for first setting, classified by gender, is given in the table 3.

Table 3. Demand of the products by gender in the first setting

Shop	A1		A2		A3		A1*		A2*		A3*	
	M	F	M	F	M	F	M	F	M	F	M	F
Product	Sales, units											
Milk	26	31	32	38	21	23	29	43	32	49	22	29
Bread	43	48	51	64	36	34	44	44	53	64	36	37
Chocolate	21	22	24	29	13	21	23	28	25	34	14	27
Potato	49	46	59	65	32	39	51	62	58	71	31	42
Chicken wings	22	24	29	25	19	16	26	35	31	33	22	24
Water	28	23	34	29	20	19	27	23	33	28	22	19
Battery	17	11	25	12	13	7	18	16	24	11	14	11
Fish	10	6	13	7	8	5	12	14	16	16	11	8
Coffee	13	15	15	20	10	12	14	13	16	23	12	12
Cat food	31	47	36	60	26	33	32	49	35	59	25	31

According to the data provided in the table 3, the most popular products in the first setting of the experiment are the same for both gender, namely bread and potato. Only in the shop A1 for female customers the highest demanded products were bread and cat food during the standard pricing method; and potato and cat food during odd pricing technique.

For standard priced products during the first

setting the lowest demand was on fish and coffee for male; and on fish and battery for female customers. During the period of odd pricing technique for the initial setting, the products with lowest demand remained the same for both genders, except the demand of female customers in the shop A1, here the lowest demanded products were fish and coffee.

Amount of purchases of products with standard

and odd pricing technique for second setting, classified by gender, is given in the table 4.

Table 4. Demand of the products by gender in the second setting

Shop	B1		B2		B3		B1*		B2*		B3*	
	M	F	M	F	M	F	M	F	M	F	M	F
Product	Sales, units											
Milk	27	31	31	34	34	37	31	40	34	44	39	57
Bread	34	38	53	51	62	58	32	37	52	50	62	63
Chocolate	49	64	18	24	12	16	54	78	20	29	14	18
Potato	34	34	41	44	42	50	33	38	42	50	41	45
Chicken wings	29	25	25	21	28	26	35	38	28	29	31	34
Water	55	59	27	26	36	30	57	59	25	27	36	31
Battery	23	14	8	5	9	6	21	14	8	6	8	5
Fish	15	8	17	12	18	14	19	17	22	29	21	20
Coffee	26	28	15	17	15	14	27	31	16	17	16	15
Cat food	9	17	43	55	49	63	9	17	42	54	51	76

According to the table 4, in the shops B2 and B3 the highest demand for both settings and for both genders had the products bread and cat food, while in the shop B1 the highest amount of purchases for both genders were chocolate and water.

During the standard pricing method, the lowest amount of purchases for shop B1 were fish and cat food for both genders; during the odd pricing method fish and cat food for male customers, and battery, fish and cat food for female. For the shop

B2, lowest demand for male were battery and coffee during both periods and for female battery and fish during initial pricing and battery with coffee for odd pricing method. For the shop B3 the lowest amount of purchases remained the same after changes in pricing technique, namely battery with chocolate for male customers and battery with coffee for female.

The analysis of the sales changes separately by gender across all tested products of the shops is given in the table 5.

Table 5. Sales changes by gender

Setting	First						Second						Total					
	A1		A2		A3		B1		B2		B3		A		B		A+B	
Shop	M	F	M	F	M	F	M	F	M	M	F	M	M	F	M	F	M	F
Gender	Sales changes, %																	
Product	Sales changes, %																	
Milk	12	39	0	29	5	26	15	29	10	29	15	54	5	32	13	38	9	35
Bread	2	-8	4	0	0	9	-6	-3	-2	-2	0	9	2	-1	-2	2	0	1
Chocolate	10	27	4	17	8	29	10	22	11	21	17	13	7	24	11	20	9	22
Potato	4	35	-2	9	-3	8	-3	12	2	14	-2	-10	0	17	-1	4	0	11
Chicken wings	18	46	7	32	16	50	21	52	12	38	11	31	13	42	15	40	14	41
Water	-4	0	-3	-3	10	0	4	0	-7	4	0	3	0	-1	0	2	0	1
Battery	6	45	-4	-8	8	57	-9	0	0	20	-11	-17	2	27	-7	0	-2	15
Fish	20	133	23	129	38	60	27	113	29	142	17	73	26	111	24	94	25	100
Coffee	8	-13	7	15	20	0	4	11	7	0	7	7	11	2	5	7	7	5
Cat food	3	4	-3	-2	-4	-6	0	0	-2	-2	4	21	-1	-1	1	9	0	4

As it is seen in the table 5, the odd pricing technique had higher effect mostly for all tested products across all tested shops in the first setting on the female customers. Only for the products: bread in the shops A1 and A2; coffee in the shop A1; water in the shop A3; and battery in the shop A2 the effect of the odd pricing technique on the

demand for male customers was higher.

In addition, it is impossible not to mention the effect of odd pricing technique on the demand of fish for female customers: in the shop A1 increase of which has reached 133%.

Sales changes by gender in the shops from the second setting are showing the same tendencies as

in the first setting. The demand on all products was increased mostly in all shops, some discrepancies to the first setting are caused by the statistical deviation, for example the decrease of the demand on the battery in shop B3 on one unit had caused the decrease on 17%.

In order to research the odd pricing technique effect on the demand by gender more accurately sales changes for the products should be analyzed for all shops together. As it can be seen, male customers are less perceptive to the odd pricing effect than female customers are. The demand on such products as bread, potato, water and battery was not changed at all in spite of changes in the pricing technique of the products. Moderate increase in the demand for male customers was

noticed on such products as milk, chicken wings, chocolate, and coffee; and only the demand on the fish had increased significantly, on 25%.

At the same time, significant increase in the demand among female customers was noticed among milk, chicken wings, chocolate, and fish. These products are the same, demand on which was significantly increased among all customers in total. In order to understand the reason of different effect of odd pricing technique for both genders on different products, author sorted effect on the demand according to the classifications proposed in the previous chapter.

Classification of the effect of odd pricing technique on the demand of customers is given in the table 6.

Table 6. Classification of the effect on the demand

Product	Effect on the demand, %		Changes in the digit	Price, UAH	Group
	Male	Female			
Fish	25	100	First order	199	Fourth
Chicken wings	14	41	First order	39,90	Fourth
Milk	9	35	First order	19,90	Fourth
Chocolate	9	22	First order	19,90	Fourth
Coffee	7	5	First order	139	Second
Bread	0	1	First order	6,99	First
Potato	0	11	Second order	5,39	Fourth
Water	0	1	Second order	7,79	First
Cat food	0	4	First order	4,90	Second
Battery	-2	15	First order	9,90	Third

According to the table 6, results of the experiment have shown that male customers are affected by the odd pricing technique in two cases:

1) The products of the fourth group (well known products that are not bought every day and have various alternatives and substitutes), changes in the price of which have influenced the decrease of the digit of the first order in the price;

2) The expensive products of the second group (that are oriented on the stable customer segment), changes in the price of which have influenced the decrease of the digit of the first order in the price.

Despite the quantitative difference of the effect of odd pricing technique between genders, underlying reasons for such effect appears to be similar. For female customers, odd pricing technique has effected demand in the following product categories:

1) The products of the fourth group (well known

products that are not bought every day and have various alternatives and substitutes), changes in the price of which have influenced the decrease of the digit of the first order in the price;

2) The expensive product of the second group (that are oriented on the stable customer segment), changes in the price of which have influenced the decrease of the digit of the first order in the price.

The product of the third group (customers emotionally are not attached to this product and are spending less cognitive resources in the process of calculating required amount of purchase of this product).

Odd pricing technique is effecting the demand in the same products categories for both male and female customers. The only dissimilarity was noticed in the changes of the demand on potato and battery. Thereby, author is stating that the effect of odd pricing technique is effecting the demand in

the same purchasing situations for both genders, nevertheless the effect is manifested in different numbers for male and female customers.

Our hypothesis have sounded: "The effectiveness of odd pricing technique depends on the gender of the customer." In order to prove or disprove this hypothesis, and to find out is there any statistically significant difference between

sales volumes of products being charged odd and even prices, we have used the one-way analysis of variance.

For conducting such analysis changes in the demand by gender across all six tested shops were analyzed. Results are represented in the table 7 and table 8.

Table 7. Description of ANOVA on changes in sales, by gender

Groups	Count	Sum	Average	Variance
Column 1	60	63,86694	1,064449	0,009562
Column 2	60	74,40128	1,240021	0,121829

As it is shown in the table 7, analysis of variation very conducted between two columns. First column represents the increase of demand on all ten products with odd pricing technique for male customers across all 6 shops. The second column

represent the same data for female customers. The average (not weighted) increase of the demand for male customer is equal to 6,45% and 24% for female customers.

Table 8. ANOVA results on changes in sales, by gender

Source of Variation	SS	DF	MS	F	P-value	F crit.
Between Groups	0,924768	1	0,92477	14,0765	0,000274	3,921478
Within Groups	7,752099	118	0,0657	-	-	-
Total	8,676868	119	-	-	-	-

According to the table 8, the P-value is equal to 0,000274, which means that with the probability of 99,9% effect of odd pricing technique on the demand is dependent on the gender of the customers.

During the first setting of the experiment, by the introduction of odd pricing technique, the demand of the male customers have increased from 776 units to 808 units, or on 4%; while demand of the

female customers have increased from 831 units to 955 units, or on 15%. At the same time, during the second setting of the experiment the demand of the male customers have increased from 884 units to 926 units, or on 5%; and from 921 units to 1068, or on 16%, for female customers.

The information regarding the changes in the demand by gender is given in the table 9.

Table 9. Total sales during the experiment, by gender

Setting	First		Second		Total	
	M	F	M	F	M	F
Sales with standard pricing, units	776	831	884	921	1660	1752
Sales with odd pricing, units	808	955	926	1068	1734	2023
Changes in the demand, %	4	15	5	16	4	15,5

As the experiment have shown, the demand on the product categories, that were not influenced by the introduction of odd pricing technique (bread, water, cat food), remained the same across both genders. Nevertheless, the demand on the products, which had increased after the introduction of odd

pricing technique (milk, chicken wings, fish), changed differently across male and female customers. As it is seen in the table 9, after the introduction of odd pricing technique the demand among male customers have increased on 4,5%, while among female customers the increase is

equal to 15,5%.

ANOVA results and difference in three times in the increase of the demand between genders are allowing to prove the tested hypothesis and state, that: "Effect of odd pricing technique on the demand is higher among female customers".

5. Conclusion

Experiment has shown that introduce of odd pricing technique has significantly increased the demand of the next products: milk "Burenka", chocolate "Milka", chicken wings "Nasha Ryaba" and sturgeon. It is logical to expect the similar effect of psychological pricing technique among this products in the corresponded product categories. Thereby, authors recommend to change the pricing method to odd pricing technique among the next product categories:

- dairy;
- chocolate;
- meat;
- fish.

Experiment has shown that effect of odd pricing technique is higher among female customers. Thus wise authors propose the algorithm of selection the products to be priced with odd pricing technique, demanded mainly by women customers. Such algorithm has the next steps:

1. Identification of merchandise, that more than in 80% of cases is sold to female customers;
2. Screening the merchandise that corresponds to the fourth (well known products that are not bought every day and have various alternatives and substitutes) and third (customers emotionally are not attached to this product and are spending less cognitive resources in the process of calculating required amount of purchase of this product) groups of products;
3. Selection the products, decrease in profit margin of which will be fully covered by increase in the demand.

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