

## FUNDACIÓN DE ALTOS ESTUDIOS EN CIENCIAS COMERCIALES



# CLASE 8

- Carrera: COMERCIALIZACIÓN
- Asignatura: POLÍTICA DE PRECIOS
- Cátedra: PROFESOR ARTURO FERNÁNDEZ

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### Professional Pricing Society

12.138 miembros

Miembro

Debates Promociones Empleos Buscar

#### Van Westendorp Analysis original paper



**Karan Sood**  
Data Analysis, Strategy, Pricing, Execution, and Tracking  
Contribuidor principal

Where can I find Peter Van Westendorp's original paper on "NSS – Price Sensitivity Meter (PSM) NSS – Price Sensitivity Meter (PSM) – A New Approach to Consumer Perception of Prices" ? There are plenty of references and explanation of Van Westendorp analysis but no link to original source. I am willing to pay for the article, if I can find a credible source.

+ Seguir a Karan

Recomendar (1) • Comentar (15) • Seguir • Responder en privado • Hace 5 días

#### Comentarios

Steven Forth recomienda esto  
15 comentarios • Pasar a los comentarios más recientes



**Per Sjöfors (per at atenga dot com)**  
CEO Atenga Inc  
Contribuidor principal

Per That would be interesting - I never seen the original paper either.  
Recomendar • Responder en privado • Marcar como no adecuado • Hace 4 días



**Steven Forth**  
Consultant at Rocket Builders

Steven The PPS should try to collect all of the classic pricing papers for us!  
Recomendar (1) • Responder en privado • Marcar como no adecuado • Hace 4 días  
Beth Y. recomienda esto



**Karan Sood**  
Data Analysis, Strategy, Pricing, Execution, and Tracking  
Contribuidor principal

Karan I agree with you. However, there's gotta be some place I can find it. I have researched most standard journal databases with no luck.  
Recomendar • Responder en privado • Marcar como no adecuado • Hace 4 días



**Per Sjöfors (per at atenga dot com)**  
CEO Atenga Inc  
Contribuidor principal

Per Maybe it does not exist and we have all been chasing a mirage all these years :-)  
Recomendar (1) • Responder en privado • Marcar como no adecuado • Hace 4 días  
Davide B. recomienda esto



**Patrick Merrill**  
Founder, Merrill Research LLC (custom marketing research)

Patrick Not an original article but a decent read,  
[http://www.stoweshoemaker.net/images/price\\_sensitivity\\_-\\_comell.pdf](http://www.stoweshoemaker.net/images/price_sensitivity_-_comell.pdf)  
Recomendar (2) • Responder en privado • Marcar como no adecuado • Hace 4 días

#### Contribuyentes principales de este grupo



Per Sjöfors (per at atenga dot com)  
CEO Atenga Inc  
Seguir a Per

Ver todos los miembros

#### Tu nivel de contribución en el grupo

Para empezar, haz un comentario en un debate. Las personas que participan en un grupo obtienen 4 veces más visualizaciones de perfil.



Comenzando

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Anuncios que podrían interesarte

#### Última actividad



Camila Santos commented on a discussion in Professional Pricing Society. Estamos contratando. Talvez você ou alguém que conheça se interesse por esta vaga de emprego. Não hesite em encaminhá-la para outras pessoas. - Camila Analista de Importação e



Exportação

96/Bis

Vema C. y Steven F. recomiendan esto



Amit

**Amit Vedhara**  
Exec & Consultant | Strategy & Marketing | Pricing & Propositions Expert | Online & Offline

It does exist. I found it a few years back, though no longer have a copy or recall where I saw it. If I recall correctly, it was quite a dry piece of lengthy academia. The many synopses and articles are more helpful in understanding the whys and wherefore's as well as the most difficult question - how do you do one and get it right.

Recomendar • Responder en privado • Marcar como no adecuado • Hace 3 días

Inicio Perfil Red Empleos Intereses

Buscar gente, empleos, empresas y demás

the theory is intuitive.....

Recomendar • Responder en privado • Marcar como no adecuado • Hace 3 días



Manu

**Manu Carricano, PhD**  
Pricing Expert

The paper was released at one ESOMAR (Market Research) Conference. The full reference is the following:

Van Westendorp P. (1976), NSS- price sensitivity meter: a new approach to the study of consumer perception of prices, Proceedings of the ESOMAR Congress, 139-76. The paper was in the proceedings, but when googling the full reference, you can find a lot of useful resources as previously shared by Amit.

Recomendar (1) • Responder en privado • Marcar como no adecuado • Hace 2 días

Amit V. recomienda esto



Patrick

**Patrick Merrill**  
Founder, Merrill Research LLC (custom marketing research)

We have used the VW PPM method for 20+ years across a very wide range of product and services categories. We 1st used it on behalf of Apple when they wanted to confirm their intended prices for 3 new Macs were on target with consumers' mind set. I must say it's stood the test of time with us. Of course, it isn't well suited to meet all pricing questions, but is often a useful tool - even when pricing is a secondary objective. Thanks all,

Recomendar • Responder en privado • Marcar como no adecuado • Hace 2 días



Karan

**Karan Sood**  
Data Analysis, Strategy, Pricing, Execution, and Tracking  
Contribuidor principal

So we did a VW test recently on a product. I feel that customer has to have a bare minimum product quality and willingness to pay understanding. Because, we saw a lot of respondents just answer 0 for 'Too cheap' question. Now technically it should not be zero because the product has some value and 0 just skews the analysis. Alos, people who answered 0 to any of the 4 questions were either not engaged or had no idea about the product. I ended up taking all the 0 responses out. Was it right to do that ?

Recomendar • Responder en privado • Marcar como no adecuado • Hace 2 días



Patrick

**Patrick Merrill**  
Founder, Merrill Research LLC (custom marketing research)

Karan: I'd not exclude the "0" folks. Due to the cumulative frequency nature of the VW model, it doesn't matter if someone is a "0" or a \$1. I suggest using other methods to weed out "bad" respondents (e.g., speeders, anyone who gives a price point for "too cheap" that is greater than their "too expensive" response, etc.).

No recomendar • Responder

Arturo N. Fernandez recom



Florian

**Florian Bauer**  
Vorstand at Berufsverband Deutscher Markt- und Sozialforscher (BVM e.V.)

Hi Karan, send me your email, I will send you the paper.  
Cheers,  
Florian

Geodis - São Paulo e Região, Brasil  
Hace 30 seg.



**Michael Calogridis, Pricing Expert - Retail** commented on a discussion in Professional Pricing Society. Price Training for Marketing in order to obtain consistency in both pricing strategy and methodology, a great deal of tools, procedures and processes, and analytics have been discussed in this book so far. That's exactly what you... más  
Hace 46 seg.



Service... y... I... was...  
...nd...  
...just...  
ask customers what price they would pay... As a community we still seem to be struggling to get out our core messages to people who do market research and even market strategy work. I was in a strategy meeting with a relatively sophisticated... más  
Hace 2 h

Ver toda la actividad

### Subgrupos

**Professional Pricing Society - Asia Pacific**  
334 miembros

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# PRECIO ÓPTIMO DE MAYOR ACEPTACIÓN

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## Cuadro 1 PRECIO MÁXIMO - MUY CARO

Precio	Frecuencia
40	02
50	03
60	04
70	05
80	03
90	02
100	01
TOTAL	(q20)

# PRECIO ÓPTIMO DE MAYOR ACEPTACIÓN

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## Cuadro 2 PRECIO MÍNIMO - MUY BARATO

Precio	Frecuencia
10	01
20	03
30	07
40	08
50	01
TOTAL	(q20)

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# PRECIO ÓPTIMO DE MAYOR ACEPTACIÓN

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## Cuadro 3 ANÁLISIS PRECIO MÁXIMO - MUY CARO

Los porcentuales de RECHAZO se ubican en forma ASCENDENTE y los de ACEPTACIÓN en forma DESCENDENTE, los mismos surgen del diferencial entre 100% y el porcentaje de RECHAZO para cada nivel de precio.

Precio	Frecuencia acumulada	% Rechazo	% Aceptación
40	02	10	90
50	05	25	75
60	09	45	55
70	14	70	30
80	17	85	15
90	19	95	05
100	20	100	0

# PRECIO ÓPTIMO DE MAYOR ACEPTACIÓN

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## Cuadro 4 ANÁLISIS PRECIO MÍNIMO - MUY BARATO

Calculamos los porcentajes acumulados de aceptación y rechazo para cada nivel de precio. Los porcentuales de ACEPTACIÓN se ubican en forma ASCENDENTE y los de RECHAZO en forma DESCENDENTE, los mismos surgen del diferencial entre 100% y el porcentaje ACEPTACIÓN para cada nivel de precio.

Precio	Frecuencia acumulada	% Aceptación	% Rechazo
10	01	05	95
20	04	20	80
30	11	55	45
40	19	95	05
50	20	100	0

# PRECIO ÓPTIMO DE MAYOR ACEPTACIÓN

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## Cuadro 5 ANÁLISIS PRECIO ÓPTIMO

Precio	Precio máximo	% Índice de Aceptación	Precio mínimo
10	Sin evaluar	05	= 05
20	Sin evaluar	20	= 20
30	Sin evaluar	55	= 55
40	90-5 =	85	= 95-10
50	75 =	75	= 100-25
60	55 =	55	Sin evaluar
70	30 =	30	Sin evaluar
80	15 =	15	Sin evaluar
90	05 =	05	Sin evaluar
100	00 =	00	Sin evaluar