

Car Pricing Psychology

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Consumerism breeds many services that promote and protect consumers. Though the power of consumers must not be underestimated, services such as the car pricing service in the case study helps consumers become critical aware of the pricing industry on cars. There are two possible psychologies behind reactions to car pricing service that elicits the effect on consumers whether they really end up getting a better deal or they just are tricked into thinking that they just got a better deal.

One aspect of consumer trust is consumer information. With information, consumers become better equipped with options to help them maximize their buying capacities. Trust is one psychological component that the car pricing service breeds. With more information given to the consumer, the consumer would think that they can trust their decisions better because their decision is information laden compared to decisions made based on sheer wants and whims.

The car pricing service takes advantage of this consumer need to demand integrity from their suppliers. Integrity comes from the soundness, logic and honesty of the advertisement. If Ferrari claims that their cars are hand made, the average consumer cannot go to the factories and see for themselves, the cars being hand made. It is the Ferrari advertisement compared with the car pricing and car critics that the car consumers begin to trust the car manufacturer that what they advertise is the truth.

Calling the pricing service adds the people getting a better deal. Feedback is very important in any endeavor. One way for the car pricing service agent to know and measure

the success of their service is by getting feedback from the people who actually use their service and are able to actually experience getting a better deal versus if they did not consult their services.

Unfortunately, there are car pricing services that can be affected by pressures from car manufacturers. This is where consumers get fooled by the seeming truth the car pricing services deliver. First, it is impossible to get all car dealers' prices. Maybe it is possible to print all of these car dealers telephone numbers but to have a complete set of characteristics set against each car dealer's own ratings is a magnanimous task. The car pricing service eventually zooms in to look into the more popular car dealers and the ones they have easy access to.

Credibility of car pricing services does not come overnight. They need to get credibility by getting car consultants known in the industry to be credible or work towards getting sound car pricing work over a couple of years before they can get loyal clients who would recommend their service to other possible car buyers. Credibility is an important element that consumers look for in car pricing service. These kinds of services need to be unbiased in writing their analysis towards the car and prices. In a very competitive environment, staying unbiased, objective and diligent in delivering analysis is hard to sustain. Car pricing has its own costs and expenses. Depending on the depth of analysis, car pricing consultants would go through lengths just to get the truth in the car's cost efficiency in terms of fuel, tire and speed effectiveness. Knowing the psychology of car buyers, car pricing services would be able to form their pricing analysis to suit what their readers want to see and hear regarding their favorite automobiles.

Claims backed up by credentials earned through well respected consultants will help the car pricing service in getting a stable core of clientele that would eventually support the sustained service of the car pricing team.

