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**TITLE:** THE FOREIGN TOURISTS' PERCEPTIONS ABOUT THE  
PSYCHOLOGICAL PRICING PRACTICES IN FOOD AND BEVERAGE  
ESTABLISHMENTS: A STUDY ON BRITISH TOURISTS

### **ABSTRACT**

In order to maintain their market share and to increase their market, establishments are in the pursuit of influencing the customers through some strategies based on marketing. Strategies on pricing gain importance for establishments, for prices are of great factors that affect the perception of customers when there is no enough information on the establishments and the product. As it is known, food and beverage service products are the ones that are affected by the interests of the staff, design, atmosphere and the ambience of the establishment only when the customers can get insight and information into the nature of the product on benefiting from the product besides their tangible nature. The products of food and beverage aside from their intangible nature and considering the effect of the price on the perception of the customers, the importance of price-based strategies will be understood. In this regard, in the fierce competitive environment, psychological pricing strategies developed out of the effect of pricing on the perception of customers will be required to be used in food and beverage establishments.

This study aims to put forward position of psychological pricing strategies in terms of behavior of consumer purchasing in food and beverage establishment and to explain the strategies of psychological pricing strategies in detail. To serve his purpose, the effect of psychological pricing strategies on foreign tourists will be examined and concrete findings which were obtained through this study will be tried to be presented.

**KEY WORDS:** Psychological pricing, value, quality, perception, consumer behavior