# Article information:

(PDF) Pricing strategy: A review of 22 years of marketing research  
<https://www.researchgate.net/publication/316861311_Pricing_strategy_A_review_of_22_years_of_marketing_research>

# Article summary:

1. Pricing strategy is a critical component of marketing and has become increasingly important in the current competitive environment.

2. The article reviews 22 years of pricing strategy research, focusing on market and offering focus, topic, theoretical foundation, research design, and respondent profile.

3. The review highlights developments in research focus and methodology, with recent research focusing more strongly on services and applying more rigorous research designs. The article also provides actionable takeaways for future pricing strategy research.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

作为一篇文献综述，本文对定价策略的研究进行了内容分析，并提出了一些理论和方法上的建议。然而，本文存在一些潜在的偏见和局限性。

首先，本文只关注了学术期刊中发表的文章，忽略了其他类型的出版物和非学术渠道。这可能导致样本不够全面和代表性，无法反映实际市场情况。

其次，本文强调了服务业在最近的研究中得到更多关注，并采用更严格的研究设计。然而，这种偏重可能会忽略其他行业或产品类型的定价策略研究。

此外，本文指出消费者市场和经济理论仍然是定价策略研究的主要焦点。然而，在现实商业环境中，供应商、竞争对手、政府监管等因素也会影响定价策略。因此，在未来的研究中需要更加全面地考虑这些因素。

最后，尽管本文提供了一些理论和方法上的建议，但并没有提供足够的证据来支持这些建议是否真正有效或可行。因此，在未来需要进一步开展实证研究来验证这些建议是否具有实际意义。

总之，虽然本文提供了一个有用的综述框架和一些启示性建议，但读者需要注意其潜在偏见和局限性，并结合其他来源进行深入思考和分析。

# Topics for further research:

* Other types of publications and non-academic channels
* Pricing strategies in other industries or product types
* Factors beyond consumer market and economic theory affecting pricing strategies
* Empirical research to validate theoretical and methodological suggestions
* Potential biases and limitations of the review
* Additional sources for further analysis and reflection

# Report location:

<https://www.fullpicture.app/item/b9364970f09019c4e39d01c54c4e9d21>