

Price Discrimination

Marketing

Charging different prices to different customers, legitimately.

Fences that separate segments.

Fence	Example
Time	Early booking, off-peak rates
Volume	Bulk discounts
Version	Standard against professional tier
Channel	Online against in-store
Identity	Student and senior rates
Effort	Coupons and rebate claims

Educational reference. Pricing by protected characteristic, or by inferred ability to pay, raises legal and ethical issues.