

# Pricing Fairness

Marketing

Where pricing practice becomes exploitative.

*Perceived fairness.*

## Accepted

Off-peak and early-booking discounts

Volume discounts

Higher prices for genuine added service

Transparent dynamic pricing

## Resented

Surge pricing during an emergency

Higher prices inferred from a device or postcode

Fees revealed only at checkout

Charging existing customers more than new ones

Educational reference. Loyalty penalties and hidden fees are under active regulatory scrutiny in several markets.