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Bentornati a **PharmaTermInology**, la newsletter mensile di P.T.I. - Pharmaceutical Training International – della Divisione Training di Istituto Internazionale di Ricerca.

Il termine di questo mese è molto corposo per cui andiamo subito al “dunque”:

PSM

PSM (Price Sensitivity Measurement)

PSM was devised in the 1970's by the Dutch psychologist, Peter van Westendorp. This technique uses four questions about a product or service and requires the respondent to rate each price on a scale from too cheap to too expensive.

The respondent is asked the following four questions concerning a product or service they could receive at various different price rotations:

1. At what price would you consider this product/service to be cheap?
2. At what price would you consider this product/service to be too expensive?
3. At what price on the scale would you consider this product/service to be priced so cheaply that you would worry about its quality?
4. At what price would you consider this product/service to be too expensive to consider buying it?

Using this estimate of demand, the price elasticity (or expected revenue) can be calculated and so the optimum price-point in the market established.

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Cordiali saluti.

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