

























- [14]. Ralph-C. Bayer, Changxia Ke., (2013), "Discounts and consumer search behavior: the role of framing", Vol.39, P215-224.
- [15]. Stigler, G. (1970). "The Theory of Price". *New York: Macmillan.*
- [16]. Sweeney, J C., Soutar, G. N., & Johnson, L. W. (1999). "The role of perceived risk in the quality –value relationship: A study in a retail environment". *Journal of Retailing*, Vol.75(1), 77-105.
- [17]. Thaler, Richard (1985), "Mental Accounting and Consumer Choice," *Marketing Science*, Vol 4 issue, 3, P199-214.
- [18]. Tversky, A. and Kahneman, D. (1979). "Prospect theory: An analysis of decision under risk". *Econometrica*, Vol. 47, 263–291
- [19]. Tversky, A. and Kahneman, D. (1981), "The framing of decisions and the psychology of choice", *Science*, Vol. 211 No. 4481, pp. 453-8.