

# PREȚUL PSIHOLOGIC

## THE PSYCHOLOGICAL PRICE

**Drd.ing. Carmen Maria TRIF**

**Prof.dr.ing., ec. Laura BACALI**  
Universitatea Tehnică din Cluj-Napoca

**Abstract:** The paper makes a short theoretical introduction on the notion of psychological price and the way in which it is calculated. It also presents some results of a bigger study which includes marketing researches and the cost-benefits analyses for an objective of major investments in Cluj-Napoca.

**Keywords:** psychological price, demand, offer, consumers, non-consumers.