

Fenómeno Low Cost

The Low Cost Phenomenon



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The phenomenon of low cost includes several aspects, where the main one is the variation in the historic concept of price. This ceases to be a key factor in the positioning of the product or service and in itself serves as a decisive element in the decision-making of many consumers. The chance the consumer has of finding cheaper than usual prices becomes the decisive factor in the purchase.

In this book, Josep-Francesc Valls and his collaborators have managed to analyse one of the behavioural phenomena of the most complex contemporary consumer, who is pursued by the productive sector and the middleman: a customer who has increasingly more power and lucidity when making a purchase; and a producer and a middleman who fight to discover his needs and how much they cost.

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