

Given that it has an impact on a company's product positioning, pricing is a crucial aspect of marketing a good or service. Consumers are shaping a sense of a reasonable price for the good or service through psychological pricing. As a result, when compared to those of its rivals, the pricing of Etisalat UAE's products are considerably high. The idea of psychological pricing has also been adopted by Etisalat UAE, particularly in the promotion of its iPhones. Several pricing schemes have been incorporated by Etisalat UAE. Products with value-added features typically use the value-added pricing strategy to set themselves apart from similar products from rival companies. 4).