**List of figures and tables**

**Figures**

Figure 1 Rational and Behavioral economics .....................................................................................

Figure 2 Perception and pricing ...........................................................................................................

Figure 3 Top-Down Processing ...........................................................................................................

Figure 4 Bottom-Up Processing...........................................................................................................

Figure 6 Factors affecting Pricing Decision ........................................................................................

Figure 7 Subscriptions .........................................................................................................................

Figure 9 Market prices in Malaysia .....................................................................................................

Figure 10Market prices in Germany ....................................................................................................

Figure 11Market prices in Czech Republic .........................................................................................

Figure 12IT pricing principles .............................................................................................................

**Tables**

Table 1Pricing methods based on behavioral economics ....................................................................

Table 2 Benefit Matrix .........................................................................................................................

Table 3 End digit preference: Pelmerston North study 1995 ...............................................................

Table 4 Market prices in Malaysia.......................................................................................................

Table 5Market prices in Germany .......................................................................................................

Table 6Market prices in Czech Republic .............................................................................................