
Chapter 25 Price Planning

Section 25.2 Price-Planning Factors

Green Marketer Activity: Eco-Luxury at a Premium Price

Directions Manufacturers of eco-luxury cosmetics, shampoos, and cleansers often use beautiful packaging, aromatic botanical ingredients, and green marketing claims to convince customers that the product is worth an extra cost. The USDA regulates the use of the word “organic,” but not the use of many other words found on packaging, such as “natural,” “pure,” “healthy,” “fresh,” or “gentle.” Select a household or personal care product that is marketed as both high in quality and environmentally friendly. Analyze the marketing claims made about the product on the label and answer the following questions.

1. Scrutinize the list of ingredients. Do the ingredients support the marketing claims?

2. What is the price premium for this product compared to similar items?

3. What is your overall assessment of this eco-luxury item? Write a paragraph with your observations.
