



## Does a Low Price Mean Good Value or Bad Quality?

While some shoppers pounce on rock-bottom prices without hesitation, others are tentative concerning “door busters” and eye-popping 80% off deals.

### After all, doesn't a cheap price equate to cheap quality?

Well, sometimes it does, and sometimes it doesn't. Whether a shopper views a low price as an indication of shoddy quality or good value depends on many factors. As the season of ubiquitous “bargains” nears, it's worth trying to understand why sometimes a low price causes shoppers to bite, and why other times consumers are scared off by an item because its price is just too-too cheap.

.” Basically, because consumers can't know everything about a product, we fill in the gaps with our own (naïve) theories to help us make decisions about whether the cheaply priced for a Bath tub or Tile Refinisher is a terrific.

How, then, do consumers come to one conclusion or another? Actually, sometimes they don't. “Most people simultaneously believe that low prices mean good value, and that low prices mean low quality,

Whatever is going on in our heads can impact how we perceive a price, and whether or not we decide to hire a Pro. “If a consumer has spent the morning struggling with finances, ‘value’ is likely to dominate that consumer's thoughts for the rest of the day, and low priced products will be attractive because the ‘low price = value’ belief is likely to guide decision making,” explained “In contrast, suppose a consumer has just had an experience with a contractor failing because of poor workmanship (e.g., a Refinisher, or a Painter). For this consumer, ‘quality’ is going to be top of mind, the belief that ‘low prices = poor quality’ will guide decision making, and this consumer will spend more on the purchase.

### When Cheap is Not a Bargain ! Cheap is not always the best choice?

I probably get more excited than most when I see something that is cheap but there are times when a more expensive choice may be more prudent.

I'm sure we have a services that turned out not to be the bargains we thought they were. What we need to learn from those experiences is not to avoid things that are cheap.

You would do well to heed this ages-old advice. When you see a bargain that you find hard to believe, check it out very thoroughly before you spend any money on it.

Professional Bathtub and Tile Refinisher will work hard to make sure that the research results and writing that they offer to you are the best they can be.

When selecting a professional refinisher, make sure that he or she has it special research skills needed to accomplish your goals.

You will find that professionals aren't afraid to have their professionalism reviewed. Professionals who  
**Check the feedback**

be sure to check the feedback of the company. Don't skimp when quality counts Especially, In matters where safety could be at risk, check things out very carefully before going for the lowest price. Extremely low prices can often mean that corners are being cut in order to still make a profit.

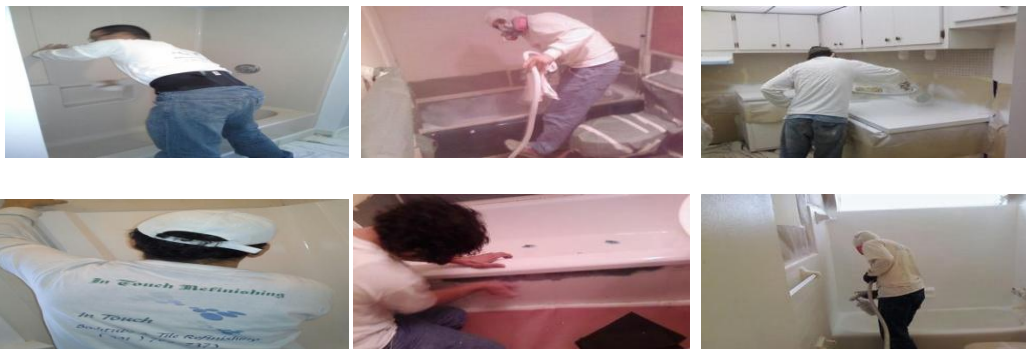
Another reason to select a professionals refinisher is because they are fully invested in their work.

In fact, professionals have to be invested in their work, in order to stay competitive among their peers and to earn a living. Successful a professional refinisher work hard to be well trained and educated.

You want to be able to understand what your professional refinisher has done for you, so you can enjoy the results. So, if possible, take the opportunity to read a few feedback reports,

the professionals you are considering these will tell you some important things about their skills and abilities.

regularly please their clientele will have a ready supply of references or referrals to present to you. So, you can always ask for referrals



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