



EDLP versus Hi-Lo Pricing Strategies in Retailing: Literature Review and Empirical Examinations in the German Retail Market (Schriften zu Marketing und Handel)

Sabine El Husseini

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Retail pricing strategy is seen as one of the priorities in retail management. There exist two main pricing strategies in retailing: the *Every Day Low Price* (EDLP) strategy and the *High-Low* (Hi-Lo) pricing strategy. Despite the importance of this topic, it has been given little attention in academic research. The author fills this gap in academic literature and examines the topic both from a theoretical and an empirical perspective. Based on a comprehensive conceptual examination of pricing strategies in retailing, the author conducted two large-scale empirical studies about the impact of the retailer's pricing strategy and the price promotion activity on store performance and derives fruitful implications both for future research and for managerial action.

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