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Why do Consumers prefer Static instead of Dynamic Pricing Plans?  
An Empirical Study for a better Understanding of the Low  
Preferences for Time-Variant Pricing Plans

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**Highlights**

- We study economic & price fairness reasons for low acceptance of dynamic pricing
- Our choice experiment innovatively handles four types of pricing plans
- We develop a Hierarchical Bayes covariate extended logit model for the estimation
- Economic antecedents are more important than price fairness antecedents
- Cost insurance is a promising instrument to smooth transition to new pricing plans

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