

Why the 99c pricing policy?

Since the demise of the 1 and 2 cent coins, why do retailers still advertise goods with 99c tagged on the end?

Last night a Pep Stores ad really got to me. A pair of boys' jeans advertised at R39.99. When the goods are rung up the till rounds it down to R39.95 anyway, so why not just advertise the damned things at R39.95 anyway? Are the powers that be so dumb that they can't figure out that R39.95 is lower than R39.99? Surely the real selling price being lower than the advertised price is more attractive to consumers?

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