**Article Comment (An Instance of Price Discrimination)**

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Price discrimination can be described as a selling strategy in economics. Companies charge consumers different prices for similar commodities, depending on how the sellers think they can make the customer accept it. In the article by Robins (2015), there is an instance of price discrimination by the Apple industry. As stated in the article, price discrimination involves third-degree price discrimination, and Apple uses it due to its extensive market powers. However, in the article, a 64GB iPhone 5S has different pricing, whereby in Australia, the Apple site charged US$ 1,129, but in the US Apple site, the same iPhone was charged US$ 399. This is a very classic instance of price discrimination. Apple Company charges different prices for the exact iPhone in different countries due to its strong market power, and at the same time, challenging for Australians to acquire goods from other countries. Also, due to the lower demand elasticity in Australia, customers are charged higher prices for the iPhones by Apple.

**References**

Robins, O. (2015). Price Discrimination and the Expanding Retail Market in Australia. Retrieved from <http://economicstudents.com/2015/03/price-discrimination-and-the-expanding-retail-market-in-australia/>