

# **Malaysian entrepreneurs' strategies on product pricing during COVID-19 outbreaks**

## **Abstract**

The outbreaks of Covid-19 have had a significant effect on the economy. Therefore, they may affect the companies' decision to determine prices for goods and services to sustain and be competitive. During this recession period, customers focus on product value and prices, suppliers are concerned about cash, and workers are concerned about their jobs. Therefore, this study provides an understanding of the price-setting strategies used by entrepreneurs during this pandemic. In addition, an online survey has been distributed by using the snowballing method to reach out to entrepreneurs for a duration from May to June 2020. The outcomes of this study showed instead of using a price promotion strategy to remain competitive, most of the respondents prefer to create product values on customers.