



## The Relationship between Product Market Power and Exclusive Pricing in Holding Industries in Listed Firms in Stock Exchange

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### **ABSTRACT**

Business units increase their products market power to survive in market. This matter can reduce financial supplement costs such as exclusive pricing. Therefore, the objective of this research was study the relationship between product market power and executive pricing in holding industries in listed firms in stock exchange. The used data includes combined sample by 4 listed firms in stock exchange in holding industries. Methodology of this research is correlational, and multivariate regression model based on definite data was used to analyze data. Results of this research showed that product market power and exclusive pricing had significant and reverse relationship. In other words, increasing product market power reduces product pricing. In addition, debt ratio has positive and significant relationship and firm size has reverse and significant relationship with exclusive pricing.

### *Keyword:*

product market power,  
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