The Hustle: Why turkey gets cheaper around Thankgiving

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Chris Hydock, assistant professor of marketing, was interviewed by the Hustle for a story about why retailers reduce the price of turkey around peak demand times like

Thanksgiving when traditional economics would suggest that they charge more.

> “The idea is these customers will stop in a Target, buy a turkey, and then also get a new couch or new TV or something,” says **Chris Hydock**, a Tulane University professor who studies retail pricing. “Or, in general, next time they go shopping they think, ‘Hey last time I shopped at Target it was cheap. And I should go back to Target in the future.’”

To read the story in its entirety, visit thehustle.co:

https://thehustle.co/originals/why-turkey-gets-cheaper-around-thanksgiving?