

The Hustle: Why turkey gets cheaper around Thanksgiving

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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?>