



Seminar 1
Team 30

Economic and Consumer Behavior

A white anchor is the central focus, resting on a sandy beach. The anchor has a thick rope wrapped around its shank. In the foreground, a small, light-colored lizard is visible on the sand. The background shows the ocean and a blue sky with scattered white clouds. The entire image has a dark, semi-transparent overlay.

Anchoring

Customers rely too heavily on the information (for example, price) they see first

The value of the “anchor” influences buying decision of customers



0% or 33%
discount
during the
Black Friday?

Anchor

Same product in both cases



SAMSUNG

Samsung Galaxy S10, 6.1", 128GB, Dual Sim, melns (Prism Black), SM-G973FZKDSEB

890627114

749 €

Daudzums: 1

Piegāde 2 - 5 darba dienu laikā

Tiesības 14 dienu laikā atteikties n

Līzings maksājums mēnesī no 31.2€

Phones > Smartphones > Product code: SM-G973FZKDSEB

Smartphone Samsung Galaxy S10 Dual SIM (128 GB)



Extend a sense of confidence

Choose the right package

Period: 24 Months

Downpayment: 0% (0 €)

MONTHLY PAYMENT 44 €

Attention! Leasing calculation is approximate and may slightly vary from the final contract amount.

The best for you from Samsung

- Pro-grade Camera
- Wireless Power Share
- Infinity-O Display
- Dynamic AMOLED
- Ultrasonic Fingerprint

See availability in shops

Normal price 909.99 €

809 €

ADD TO CART

Price is valid from 01.05.2019 to 31.05.2019

- Delivery to address in Latvia (to front door) 3 - 7 w.d. 6.99 €
- Delivery indoors to address in Latvia 41 €
- Parcel delivery 3 - 7 w.d. 2.49 €
- Omniva postal terminal 3 - 7 w.d. 2.49 €
- Euronics shop delivery 3 - 7 w.d. 0 €
- Delivery to front door (Riga only) 3 - 7 w.d. 15 €
- Delivery indoors (Riga only) 2 - 4 w.d. 25 €
- Delivery indoors + old product removal (Riga only) 2 - 4 w.d. 35 €

Still better price without any discounts

Price anchoring

A man in a dark pinstriped suit, white shirt, and dark tie is sitting at a desk. He has a stressed expression, with his right hand pressed against his forehead and his eyes looking down. The background is a blurred office setting with shelves containing binders or files. The overall image has a dark, semi-transparent overlay.

Default options

Choosers will obtain this option unless they make another decision
Default effect can be seen – there is a high probability that choosers won't do anything

You have to
opt-out if you
don't want to
install Bing bar



Mixed opt-in and opt-out options

You have to tick only 2 boxes if you don't want to receive any information

How we will use your personal information: Prostate Cancer UK and Prostate Cancer Trading Ltd, Company Number 06157784, would like to keep you up to date with details of news, events, fundraising activities and products using the contact details you have supplied.

To receive information by email, please tick this box.

If you don't want this information by post, tick here.

If you don't want this information by phone, tick here.

By giving your name and contact details you are consenting to Prostate Cancer UK processing this data.

SUBMIT







Social proof

People most likely will follow the actions of masses

This can be associated with proper behavior

Many people would recommend this wine

	<p>? WE'RE NOT SURE W SWEET SPOT</p> <h3>Galodoro Reserva 10 Barricas 2017</h3> <p>by Hermano Veloso</p> <p>Portugal Touriga Nacional Blend ... More</p>	<p>94% of 47 would buy again</p>	<p>Normal Price £13.99 Angel Price £9.99 Angels Save £4.00</p> <p>1 Add to basket</p>
	<p>? WE'RE NOT SURE W SWEET SPOT</p> <h3>Arabella Reserve Shiraz Viognier 2018</h3> <p>by Stephen de Wet</p> <p>South Africa Syrah Shiraz Blend ... More</p>	<p>93% of 825 would buy again</p>	<p>Normal Price £11.99 Angel Price £8.99 Angels Save £3.00</p> <p>1 Add to basket</p>
	<p>? WE'RE NOT SURE W SWEET SPOT</p> <h3>Christian Patat Appassimento 2018</h3> <p>by Christian Patat</p> <p>Italy Merlot Blend ... More</p>	<p>95% of 240 would buy again</p>	<p>Normal Price £13.99 Angel Price £9.99 Angels Save £4.00</p> <p>1 Add to basket</p>
	<p>? WE'RE NOT SURE</p> <h3>Sam Plunkett The Butterfly Effect Shiraz 2017</h3> <p>by Sam Plunkett</p> <p>Australia Syrah Shiraz ... More</p>	<p>92% of 1,966 would buy again</p>	<p>Normal Price £11.99 Angel Price £8.99 Angels Save £3.00</p> <p>1 Add to basket</p>

Impressive
number of
Telegram users



A photograph of two women in business attire sitting at a table, smiling and talking. The woman on the left is blonde and wearing a dark blazer over a white collared shirt. The woman on the right has dark hair and is wearing a dark top. They are both holding white coffee cups. The background is a blurred outdoor setting with greenery.

Reciprocity

People tend to give something back when something is received
They would likely to purchase something if free sample is given



Choose the country/region that matches your country/region of residence



Australia



België (Nederlands)



Belgique (Français)



Canada



Deutschland & Österreich



España



France



Italia



日本



Luxemburg



México



Nederland



Singapore



United Kingdom



United States



Brasil



Continue

7-day free trial, then USD\$2.99 for the first 6 months, USD\$5.99 thereafter.

7-day free trial, then USD 2.99 for the first 6 months, USD 5.99 thereafter (unless you stop a subscription, of course)



TRY BIC® RAZORS FREE!*

REDEEM NOW



*ON ANY ONE BIC® SOLEIL, BIC® FLEX, COMFORT 3 HYBRID™ OR BIC COMFORT 3® ADVANCE® RAZOR PACK.
AFTER MAIL-IN REBATE (UP TO \$10, LESS COUPONS USED AND TAXES PAID)
VALID ONLY FROM JANUARY 15, 2019 - MARCH 9, 2019
FULL TERMS BELOW

You can get up to \$10 back by mail on Bic razors!



Scarcity

When goods or services are limited, they are more attractive to the customers

Customers may be afraid of losing the opportunity to choose

High demand for these hotels in Moscow is very valuable both for tourists and hotels

Moscow: 2,857 properties found – including 424 with great value today!

- Top Picks for Solo Travelers
- Price (lowest first)
- Review Score & Price
- Stars ▼
- Star rating and price
- ...



Taganka Hotel Moscow ★★★★★

Exceptional **9.8**
17 reviews
Guest Favorite

📍 [Tagansky, Moscow](#) – [Show on map](#) 🗺️ (2.8 km from center)

Budget Double Room – 🧑🧑
Only 2 rooms left!

€5+ ⓘ **€ 49**

includes taxes and charges

[See our last available rooms >](#)



The Rooms Boutique Hotel ★★★★★ 🏠

Very Good **8.3**
501 reviews

📍 [Tagansky, Moscow](#) – [Show on map](#) 🗺️ (2.8 km from center)

Getaway Deal

Superior Twin Room – 🧑🧑
Only 3 rooms left!

€8+ ⓘ **€ 75**

includes taxes and charges

[See our last available rooms >](#)



Mercure Arbat Moscow ★★★★★ 🏠

Wonderful **9.2**
1,249 reviews
Location **9.6**

📍 [Arbat, Moscow](#) – [Show on map](#) – Subway Access

🕒 **You missed it!**
Your dates are popular – we've run out of rooms at this property! Check out more below.

Buy Grand Theft Auto V

SPECIAL PROMOTION! Offer ends 15 May

-50%

~~29,99€~~
14,99€

Add to Cart

SHARK CASH CARDS

Buy Shark Cash Cards

Cash is king in this town. Solve your money problem and help get what you want across Los Santos and Blaine County with the occasional purchase of cash packs for Grand Theft Auto Online. All purchased cash is automatically deposited into your character's bank account. Spend wisely, cash therapy is fleeting. Grand Theft Auto V required to play and sold separately.

Select a purchase option

Add to Cart

Buy Grand Theft Auto V: Premium Online Edition

Includes 2 items: Grand Theft Auto V, Grand Theft Auto V - Criminal Enterprise Starter Pack

Bundle info

-42%

-67%

~~59,98€~~
19,99€

Add to Cart

Single-player

Multi-player

Steam Achievements

Full controller support

Requires 3rd-Party Account: Rockstar Social Club

Languages:

	Interface	Full Audio
English	✓	✓
French	✓	
Italian	✓	
German	✓	
Spanish	✓	
See all 12 supported languages		

Limited offer will end very soon!



Violence
Online Play,
Strong Language