



Seminar 1  
Team 30

# Economic and Consumer Behavior



A large white anchor is partially buried in the sand on a beach. In the foreground, a small lizard is visible on the sand. The background shows the ocean and a rocky coastline under a blue sky with white clouds. The entire image has a dark 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

The image compares two online product listings for the Samsung Galaxy S10. The left listing is from a Latvian retailer, showing the phone's name, model number (SM-G973FZKDSEB), and a price of 749 € circled in green. It includes a 'Pirkt' (Buy) button and a monthly installment option of 31.2 €. The right listing is from another retailer, showing the same phone with a 'MONTHLY PAYMENT 44 €' offer. It features a 'Normal price 909.99 €' and a current price of 809 € circled in red, with an 'ADD TO CART' button. Both pages include product images, specifications, and delivery information. Blue arrows point from the text 'Same product in both cases' to the product names and from 'Price anchoring' to the 809 € price. Another blue arrow points from 'Still better price without any discounts' to the 749 € price.

**Samsung Galaxy S10, 6.1", 128GB, Dual Sim, melns (Prism Black), SM-G973FZKDSEB**  
890627114  
**749 €**  
Daudzums: 1  
**Pirkt**  
Piegāde 2 - 5 darba dienu laikā  
Tiesības 14 dienu laikā atteikties n  
Līzings maksājums mēnesī no 31.2€  
Bez malām, bez traucējumiem Pilnīgi pārveidots, lai novērstu traucējumus no

Phones > Smartphones > Product code: SM-G973FZKDSEB  
**Smartphone Samsung Galaxy S10 Dual SIM (128 GB)**  
337 BONUS POINTS  
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



# 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**







A group of approximately ten diverse women are posed together against a geometric, diamond-patterned background. They are dressed in professional or semi-formal attire. Several women are holding large, colorful folders (light blue, red, and pink). The overall image has a dark, semi-transparent overlay, which serves as a background for the text.

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

Impressive  
number of  
Telegram users





A background image showing two women in business attire. The woman on the left is blonde and wearing a dark blazer over a white collared shirt, smiling and looking towards the right. The woman on the right is dark-haired and wearing a dark top, also smiling and looking towards the left. They appear to be in a professional setting, possibly a meeting or a presentation.

# 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 ★★★★★

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

Budget Double Room – 2 people

Only 2 rooms left!

Exceptional **9.8**  
17 reviews  
Guest Favorite

€51+ €49

includes taxes and charges

[See our last available rooms >](#)



### The Rooms Boutique Hotel ★★★★★

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

Getaway Deal

Superior Twin Room – 2 people

Only 3 rooms left!

Very Good **8.3**  
501 reviews

€81+ €75

includes taxes and charges

[See our last available rooms >](#)



### Mercure Arbat Moscow ★★★★★

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

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



**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		



Violence  
Online Play,  
Strong Language

Limited offer will  
end very soon!