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BEHAVIORAL INSIGHTS INTO DIFFERENT MARKETING SCENARIOS & AN ANALYSIS ON ECONOMIC DECISIONS

Findings from a 39-respondent survey on tiers, pricing, and credibility cues

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ABSTRACT

This study explored how everyday consumers respond to common marketing cues such as pricing, discounts, reviews, and free offers. A total of 39 participants between the ages of 12 and 49 took part in a 20-question survey designed around behavioral economics concepts like anchoring, scarcity, the decoy effect, the endowment effect, default options, social proof, and the appeal of free products.

Results showed clear age and gender patterns. Teenagers were more impulsive and driven by emotional or visual cues, while adults made more deliberate and rational choices. Female participants placed higher importance on credibility signals such as reviews and perceived quality, whereas male participants reacted more strongly to prices and promotional deals. Across scenarios, respondents tended to prefer middle-to-high tiers, suggesting a desire for options that balance value and social standing rather than strictly minimizing cost. The findings confirm that subtle psychological cues continue to play a major role in consumer decisions, often overriding purely rational reasoning.

KEYWORDS: Cognitive Biases in Economic Choices, Price Anchoring and Reference Dependence, Decoy Effect, Consumer Perception Analysis and Scarcity & Urgency

INTRODUCTION

When people think of shopping, they usually imagine comparing prices and making choices based on logic. But in practice, decisions are shaped by how the options are shown. A high “original” price can make the discount seem bigger, a “limited time only” tag can push someone to act faster, and the sight of five-star reviews can outweigh personal judgment. These are not random quirks. They are patterns that behavioral economics studies, and businesses know how to use them.

Behavioral economics stands at the meeting point of psychology and economics. Traditional economics assumes buyers are rational: they measure costs, calculate benefits, and pick the best option. Real life proves otherwise. People take shortcuts, rely on feelings, and react to subtle cues. For



companies, this opens space to design strategies that lean on psychology as much as on product quality. That is why supermarkets frame “buy one get one free” deals in bold, or why tech firms introduce a costly “pro” version mainly to make the regular model look affordable.

This report looks at eight of these behavioral insights that appear again and again in marketing: price anchoring, scarcity and urgency, the decoy effect, the endowment effect, default settings in online shopping, social proof through reviews, pricing as a signal of quality, and the free effect. Each of these ideas shows how buyers respond to more than just the product itself. They respond to the way it is framed.

The research question guiding this paper is clear: Which behavioral marketing strategies have the strongest influence on consumer decisions, based on survey evidence? To explore this, a set of survey questions was designed around real-life shopping scenarios. The responses help reveal not only which strategies work the most on consumers but also how closely actual behavior matches what theory predicts.

This introduction sets the stage for the sections that follow. The next part reviews the background of behavioral economics and shows how it differs from classical thinking. Next sections explain the eight insights in detail, followed by the survey design, findings, and analysis. The conclusion sheds light on what these results mean for businesses and for consumers who often make choices without realizing how much they are being influenced.

BACKGROUND OF THE STUDY

In the past economics as a subject was mostly based on the belief that people act as rational decision makers. The model assumed that buyers would compare prices, weigh their options, and then choose whatever gave them the most benefit. In this view a rational person would not pay more than needed and would not be influenced by how a product was presented.

However, data from the real world indicates otherwise. Individuals frequently make decisions that defy common sense. People may choose a restaurant due of high wait times even when there are better alternatives next door, or they may pay more for expedited shipment even if they don't really need the item right away. Economists were perplexed by this behaviour until psychology was mentioned. Researchers started to understand why actual decisions differed so much from the "rational agent" model by examining how individuals actually thought and behave in situations of uncertainty.

When we discover that humans do not always behave logically as economics once believed, behavioural economics enters the picture. It attempts to explain decisions influenced by emotions and



habits by fusing concepts from economics and psychology. Back in the 1970s Daniel Kahneman and Amos Tversky studied how people act when faced with uncertain outcomes.

They found that people often fall back on shortcuts in thinking. These shortcuts can save time but they also cause mistakes that show up again and again. Later Richard Thaler used these ideas in markets and daily consumer settings. He explained patterns like loss aversion, framing, and the way default settings can change decisions without people even noticing. All this work gave a picture of consumers that was more realistic. People do not act like machines calculating costs and benefits. They are influenced by emotion and the way choices are framed. In my own survey I want to see if the same patterns appear in small examples like reviews, discounts, or a limited stock message.

The application of behavioural economics within marketing is clearly relevant. The success of a product usually relies more on how it is perceived by the consumer than on its actual attributes. Anchoring a high “original” price before showing a discount creates a perception of value.

Adding urgency with a limited-time deal sparks fear of missing out. Even free samples or trials can pull in customers who might never have considered the product otherwise. These strategies are not accidents; they are designed using principles uncovered by behavioral research.

The eight insights selected for this study (anchoring, scarcity, decoy effect, endowment, defaults, social proof, price–quality link, and the free effect) are among the most frequently discussed in both theory and practice. They represent a cross-section of how consumer psychology plays out in real markets, from supermarkets to e-commerce sites. Exploring them allows us to see how much of modern marketing depends not only on economic logic but also on psychological cues that shift decisions without buyers even realizing it.

By outlining this background, the paper situates the research question in context. The aim is not only to describe clever tricks used by companies but also to test how powerful these strategies actually feel to consumers when placed in everyday scenarios. The next section examines each of the eight insights in detail with definitions and examples, before turning to survey evidence that helps measure their relative impact.

THEORETICAL FRAMEWORK

Price Anchoring

Anchoring is when the first number shown sets the tone. Say you see a coat marked at 12000 and then cut to 7000. Most people think it is a bargain. But 7000 is still high. The first number does not go away; it stays in the mind. Later prices get judged against that first figure.



Shops and brands use this trick all the time. A luxury label might display one extremely expensive item. It is not really there to be sold. It is there so the rest looks cheaper. Real estate agents do the same. They show a house that is priced high first, and then the next house feels fair. Even restaurants do it. They put one costly dish on top of the menu so the others look okay.

In simple terms, anchoring changes what people believe value is. Buyers are not measuring on their own, they are measuring against what they saw first. This means sellers can guide demand just by setting the first price carefully.

Scarcity and Urgency

Scarcity plays on a basic human reaction. When something seems rare or temporary, people feel a stronger desire to get it. A sign that says “only two left in stock” or “offer ends tonight” can make buyers act quickly. Without that label, the very same item might not stand out at all. The draw is not really the product itself but the fear that it may no longer be available.

Shops and websites use this idea all the time. Travel booking pages often warn that “only 1 seat left at this price,” which pressures people to confirm without delay. Online stores add countdown clocks to sales. High-end fashion houses also build demand by releasing small runs of “limited editions” and by keeping supply restricted, which gives the product more status.

The effect on the market is clear. Scarcity pushes people to buy sooner and sometimes at higher prices. Urgency makes careful thinking less likely, so buyers focus more on speed than value. This does not just change individual behavior but also shapes the overall market, since demand gets pulled forward and willingness to spend increases.

Decoy Effect

The decoy effect happens when a less attractive option is added to change how the other options look. Think about a movie theater with small popcorn for 150 and large for 250. Many people would go for the small. But if a medium appears at 220, the large suddenly feels like a smarter choice because it gives more for only a little extra. That medium is not there to be picked; it is there to push people toward the large.

Businesses use this tactic a lot. Streaming or magazine subscriptions often add an overpriced “premium plus” plan so that the mid-level plan feels like the best deal. Airlines do something similar. A “basic” ticket is stripped down, the “business” ticket feels too expensive, so the middle “economy plus” looks like the right balance.



Economically this matters because people do not judge products on their own. They compare within the set of options in front of them. A product can gain more sales not because it is great, but because the decoy next to it makes it look better.

Endowment Effect

The endowment effect is the idea that people value something more once they own it. A free mug handed out at a seminar might seem cheap to anyone else, but the person who got it often refuses to sell it for a low price. Just the act of owning it raises its value in their mind.

Companies use this in smart ways. Music platforms offer free trials for a month. Once people make playlists and start to feel like the service belongs to them, they do not want to cancel. Car dealerships sometimes let customers keep a car for a weekend test drive, hoping that once it feels like “their” car, they will be willing to pay more to keep it.

In economics this effect challenges the idea that preferences stay stable. Value changes the moment an item moves into personal ownership. That means markets can be shifted simply by giving people a taste of ownership before they decide to buy.

Default Options

Defaults work because people often stick with the option presented to them, even if alternatives exist. In online shopping, if the box “add warranty” is already ticked, many buyers will leave it that way. The default signals a recommended choice and saves effort, so people go along with it.

This principle is especially powerful in areas like finance or healthcare. Retirement savings plans with automatic enrollment witness higher participation than those requiring active sign-up.

Organ donation rates are much higher in countries where the default is opt-in rather than opt-out.

For marketers, defaults act as a silent push to increase spending. Food delivery applications pre-select add-ons, streaming platforms automatically renew memberships, and e-commerce websites make pricier shipping alternatives the default. Defaults reveal how inertia and effort-avoidance shape markets as powerfully as conscious preference.

Social Proof and Reviews

When people feel unsure, they often look at what others are doing. This habit is called social proof, and it rests on a simple idea: if many people like something, then it must be good. You can see it everywhere online. Star ratings, long testimonial sections, or a “best seller” tag send the message that



a product is safe to choose. A pair of headphones with thousands of reviews feels more trustworthy than another pair with only ten, even if both show the same four stars.

Marketers rely heavily on this bias. Amazon highlights “most popular” items. Restaurants display long queues outside, even arranging wait times to signal popularity. Fashion brands use influencers to create a sense that “everyone” is wearing a product.

The economic consequence is that demand can snowball. Popularity creates more popularity, while lack of visible approval can sink even good products. Markets therefore reward not only quality but also perception, making social proof a crucial driver of sales.

Pricing and Perceived Quality

Many customers feel that greater prices indicate higher quality. Take two identical perfumes. If one is priced at 800 and the other at 3200, most customers will assume that the more expensive one is better. Even when there is barely any distinction between the two products, a greater price conveys a perception of superior quality.

This principle drives the luxury market: designer clothing, expensive wines, and gadgets frequently command prices that are far higher than production costs because the price becomes a core component of the brand identity. Even in the healthcare industry, larger fees are often taken as evidence of superior treatment.

In economics, this impact blurs the distinction between value and perception. Buyers pay more not only for what they receive but for what they believe the price implies. This keeps premium segments alive and allows companies to justify markups based on image rather than cost.

Free Effect

The power of zero can be seen by the free effect. People tend to overvalue free things, even when a somewhat more expensive option is objectively superior. For instance, some customers might be hesitant to purchase a chocolate if it costs ₹40 and another is available for ₹1. However, the offer seems too good to refuse if the second chocolate is free.

Free samples in supermarkets, buy-one-get-one-free offers, or “free shipping” on online platforms all rely on this tendency. Customers may spend more overall just to unlock the free item. In digital services, free trials or “freemium” models create huge user bases, even if most never pay.

Economically, the free effect demonstrates how zero changes decision-making. People treat it not as



a number but as a category of its own, with an outsized pull.

Survey Design & Methodology

The survey was created to understand how common behavioral marketing ideas influence real buying choices. It was shared online through a Google Form and designed to feel like normal shopping experiences instead of academic questions. The aim was to see how people actually respond when faced with small marketing cues rather than what theory says they should do.

The questionnaire had 20 short questions (please see Appendix). Each question described a familiar situation such as a discount, a product review, or a side by side comparison, then asked what the person would likely do. The topics were anchoring, scarcity and urgency, the decoy effect, the endowment effect, default options, social proof, how price signals quality, and the appeal of free. This made the responses more instinctive and realistic.

There were 39 participants, ages 12 to 49. They included students and adults from cities like Dehradun, Jaipur, Delhi, Shillong, Bangalore, and a few others. The sample was not limited by age or gender. This helped to capture a variety of reactions across everyday consumers.

Most of the questions were multiple choice and used prices or examples that people encounter in daily life. For instance, one question compared two identical perfumes priced differently, while another asked how people react when a website says “Only two left.” Such examples were chosen because they directly reflect behavioral economics in real situations.

After collecting the responses, all data was entered into a spreadsheet for analysis. The answers were grouped according to the behavioral concept they represented. The main focus was to see how often people followed the predicted behavioral pattern, such as being influenced by a higher price or reacting to urgency. The frequency of each type of response was then used to identify which psychological triggers seemed to have the strongest effect overall.

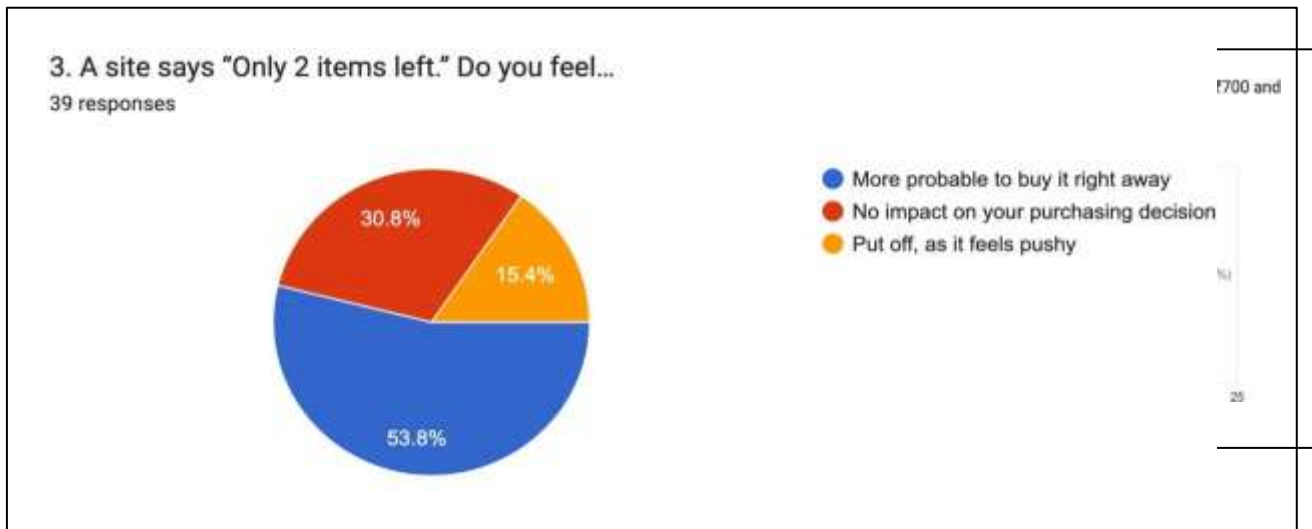
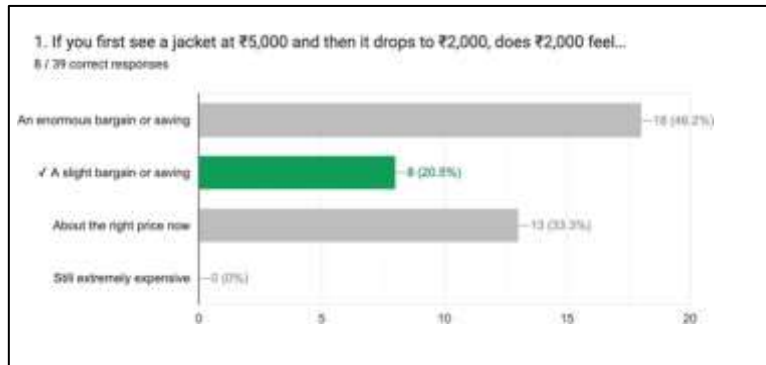
FINDINGS & RESULTS

A total of **39 valid responses** were collected. Respondents ranged from 12 to 49 years of age.

- **Age groups:** 12–16 years (n = 26), 17–19 (n = 3), 20–29 (n = 1), 30–49 (n = 9)
- **Gender:** 28 male, 10 female, 1 other
- **Geographic spread:** Dehradun, Jaipur, Delhi, Shillong, Bengaluru, Kolkata, Chennai, and others

Anchoring and Menu Anchors

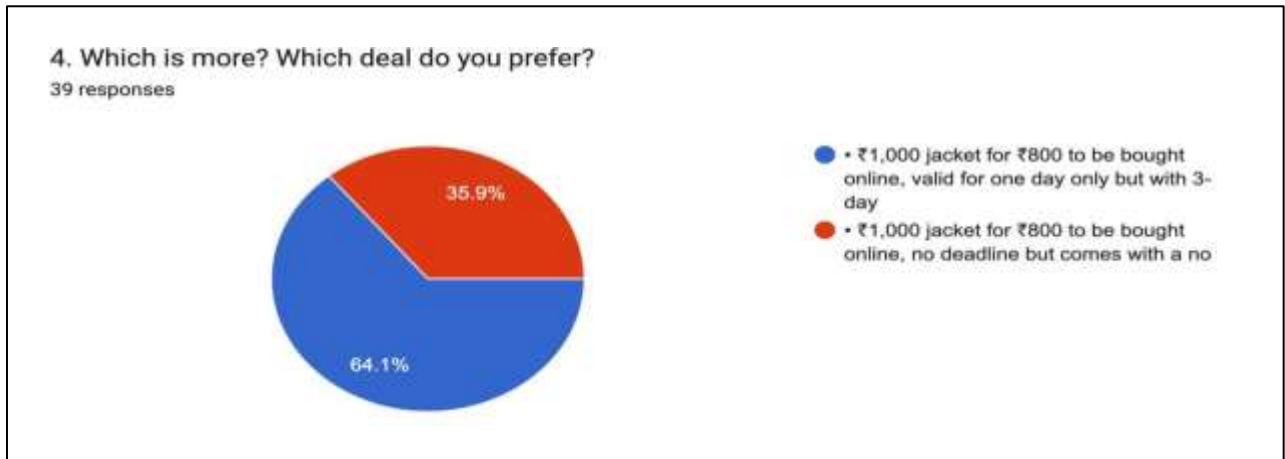
- **Price drop (Q1):** 46.2 % described ₹2,000 (down from ₹5,000) as “an enormous bargain.” The effect was stronger among 12–16-year-olds (53.8 %) than 30–49 (33.3 %).



Scarcity and Urgency

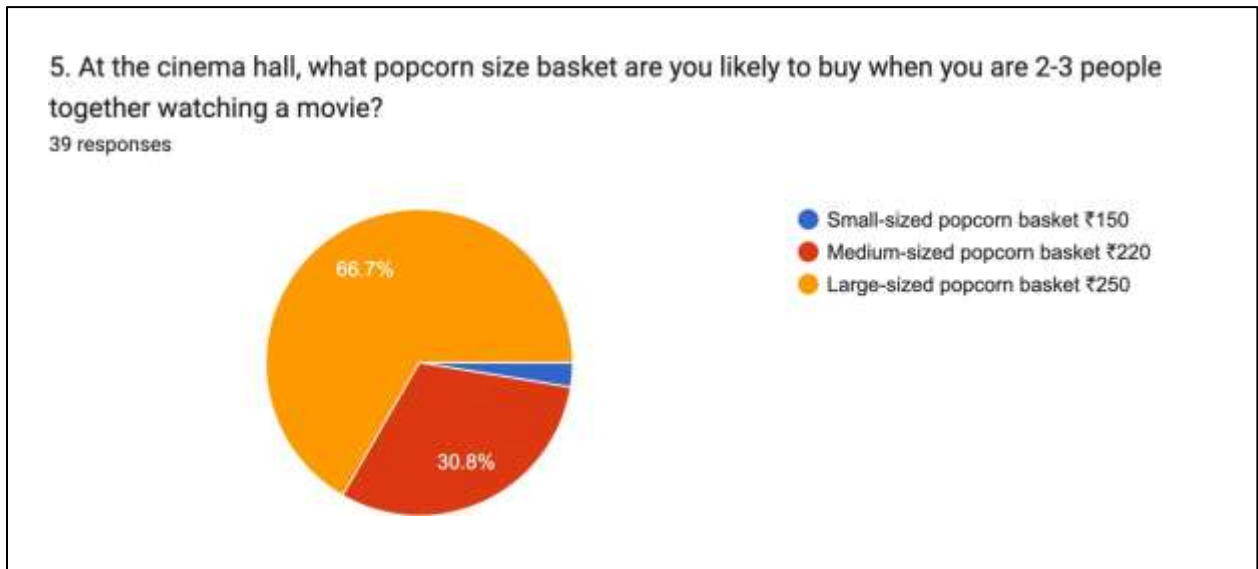
- **“Only 2 lefts” label (Q3):** 51.3 % reported being more likely to buy right away. This was highest among 12–16 (53.8 %) and lowest among 30–49 (22.2 %), where 33.3 % felt “put off.”

- **Limited-time deal (Q4):** The one-day-validity frame with free returns outperformed the no-deadline offer (48.7 %).

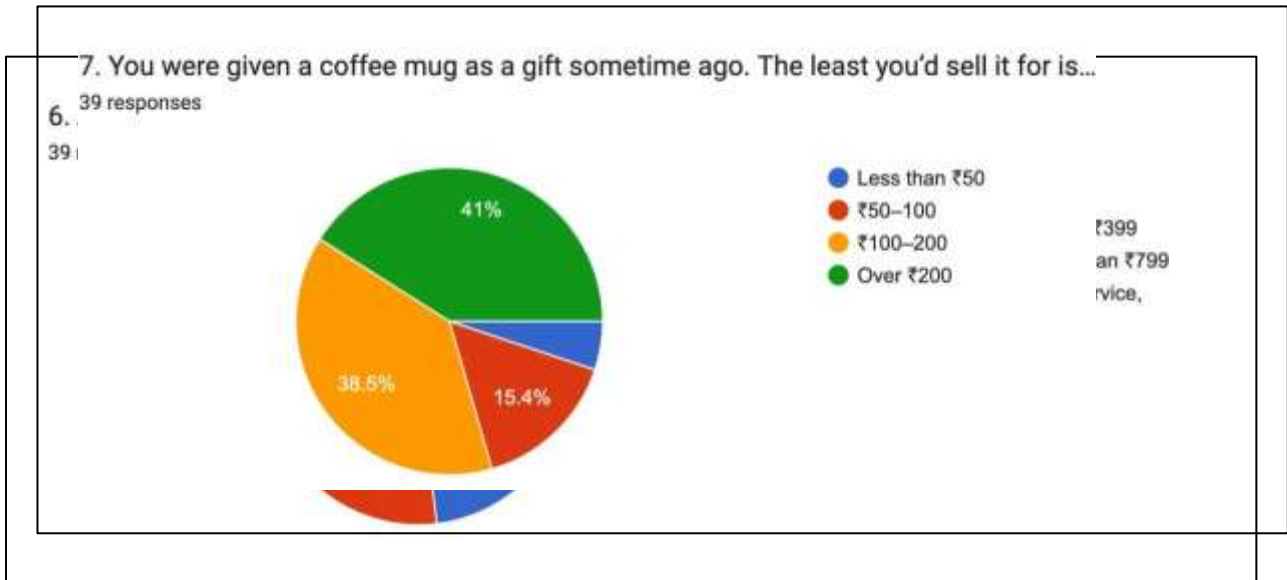


Decoy Effect in Sizing and Tiers

- **Popcorn size (Q5):** Large chosen by 64.1 %, medium by 35.9 %. Preference for large remained across all ages.



- **Streaming plans (Q6):** Premium ₹799 chosen by 56.4 %, Basic ₹399 by 23.1 %, Premium+ ₹999 by 20.5 %. Males preferred Premium slightly more (60.7 %) than females (50 %).



Endowment and Loss Aversion

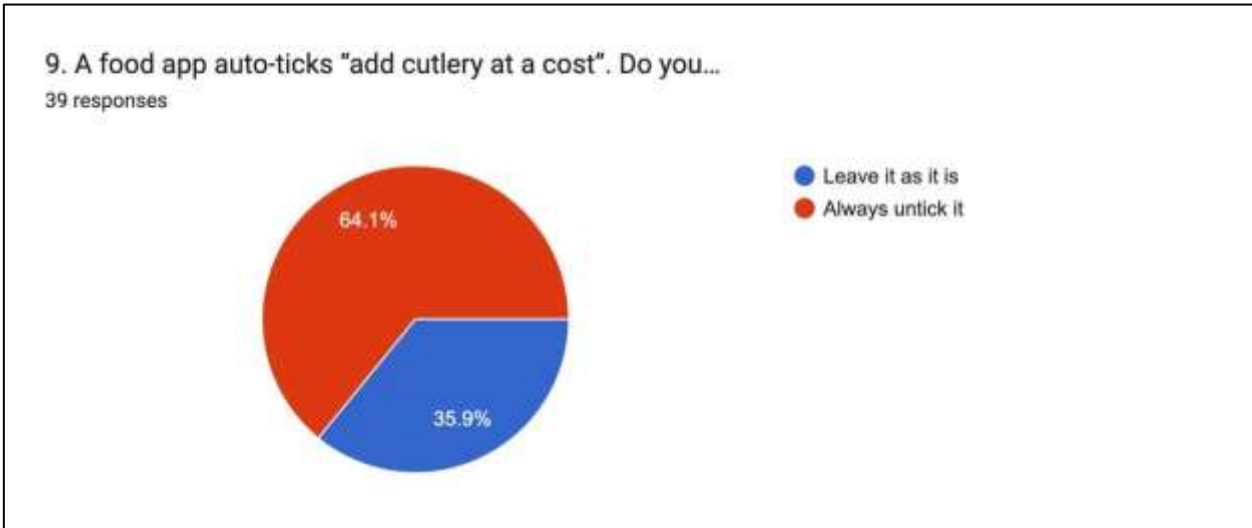
- **Gifted mug resale (Q7):** “Over ₹200” was the modal answer and increased with age (42.3 % in 12-16 → 55.6 % in 30-49).



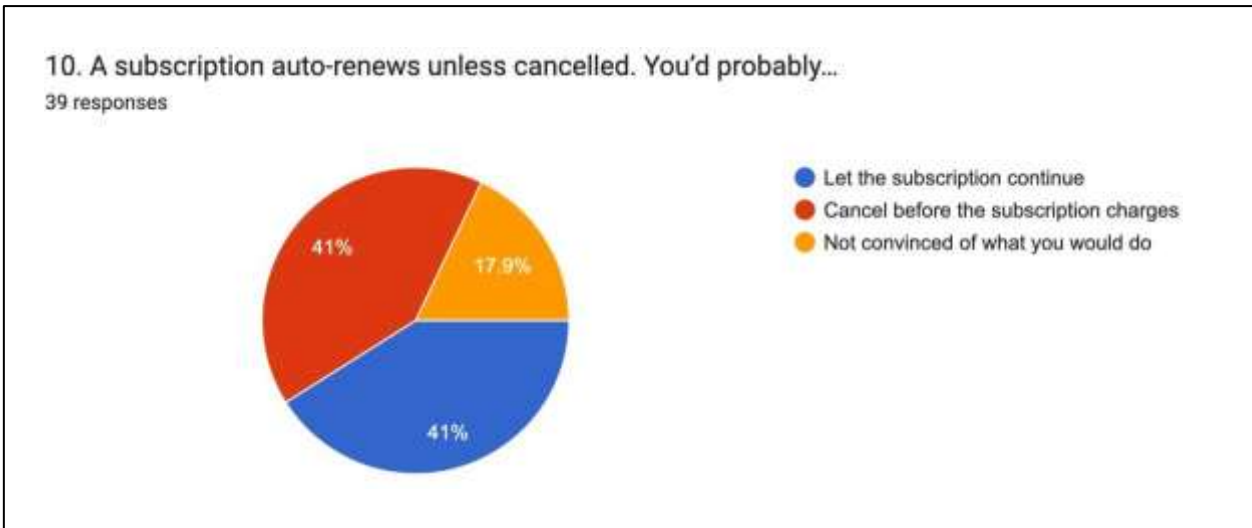
- **Pen repurchase (Q8):** 35.9 % said they’d “only return it if offered more,” 28.2 % would keep it, while immediate resale was rare.

Defaults and Inertia

- **Auto-ticked add-ons (Q9):** 64.1 % said they always untick. Slightly higher among males (67.9 %).

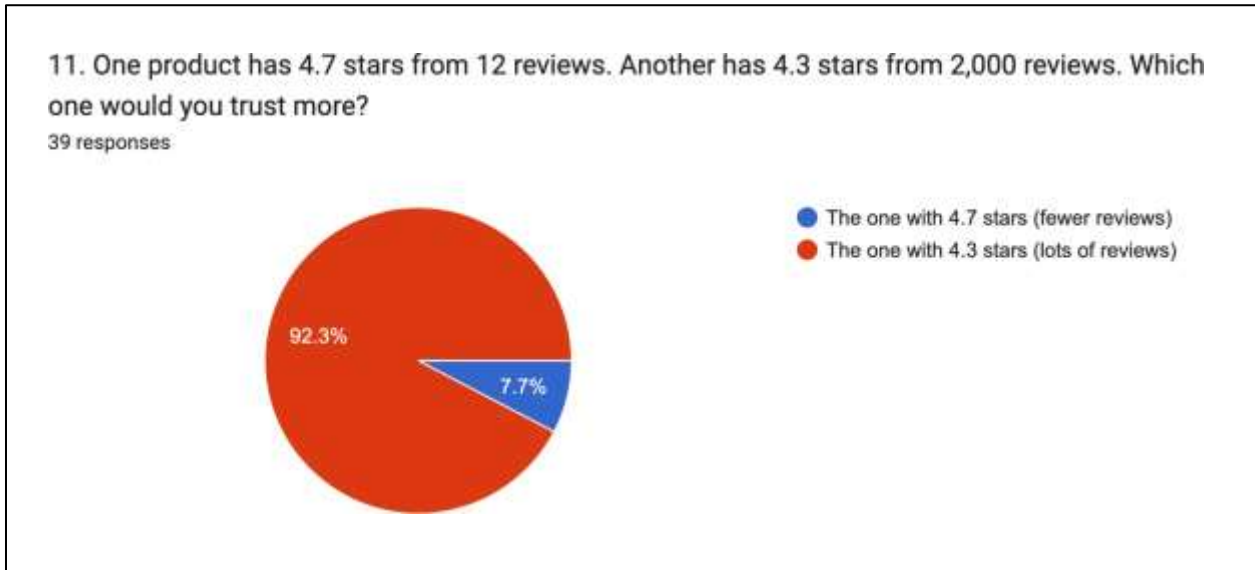


- **Auto-renew subscriptions (Q10):** Split evenly between “cancel before charges” and “let continue” (each 41 %).

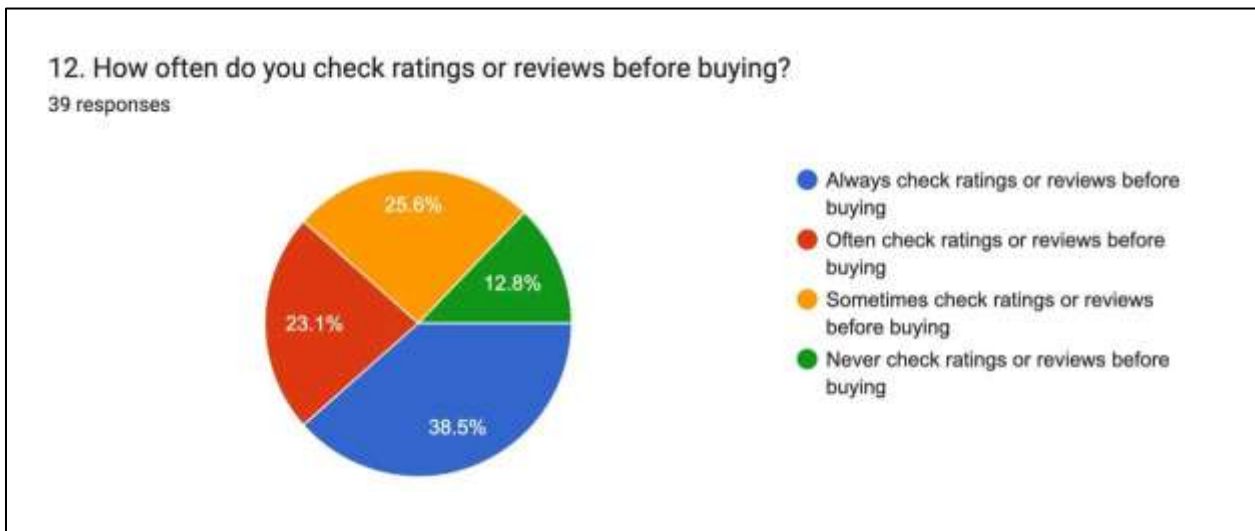


Social Proof

- **Star ratings (Q11):** 92.3 % trusted 4.3 stars (2,000 reviews) over 4.7 stars (12 reviews). All females chose the higher-volume option.

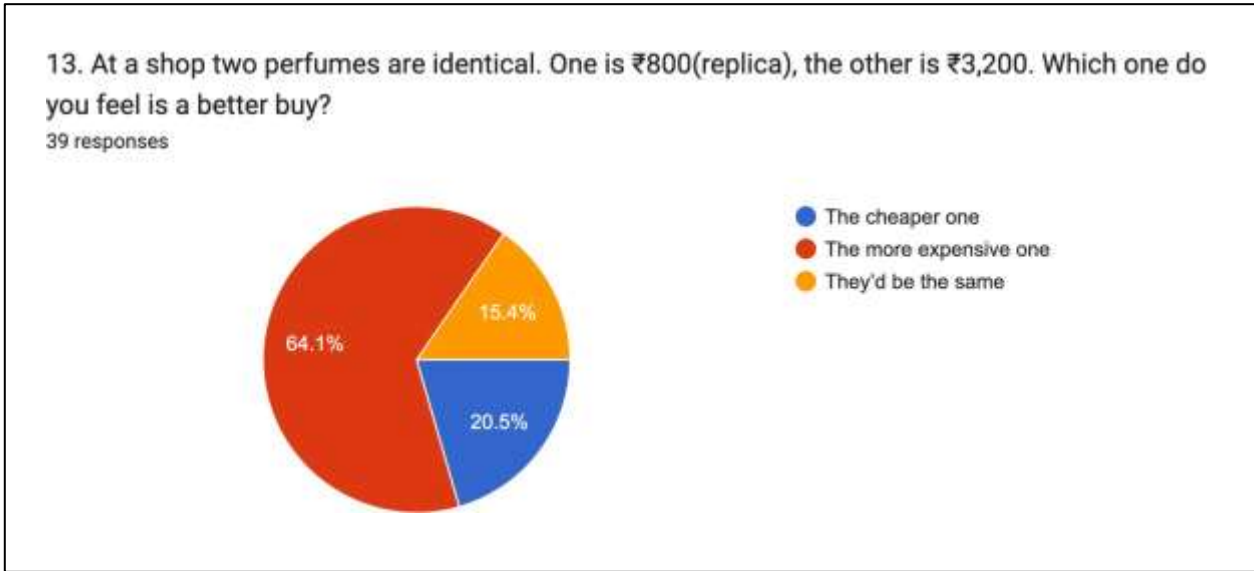


- **Review-checking habits (Q12):** 53.8 % always check, 7.7 % never. Older adults (30–49) had the highest “never” rate (22.2 %).

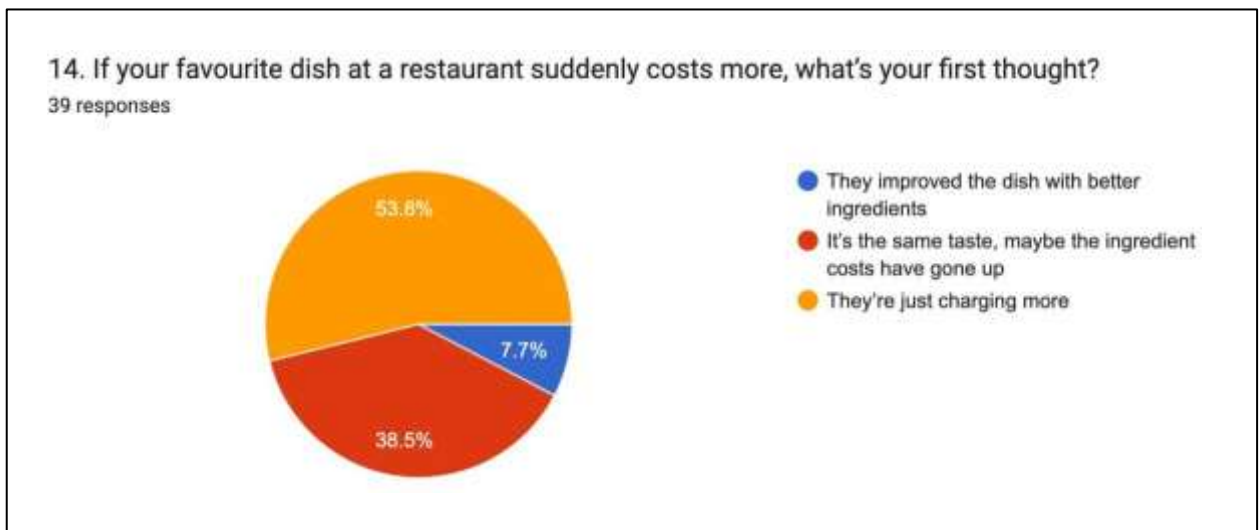


Price as a Quality Cue

- **Perfume comparison (Q13):** 64.1 % rated the ₹3,200 option as a better buy. The gender gap was large—females 90 %, males 53.6 %. Adults (30–49) 88.9 %.



- **Dish price hike (Q14):** 74.4 % attributed it to “just charging more.” Very few assumed quality improvements.



The “Free” Effect

- **Deal framing (Q15):** “Buy 1 for ₹41 + 1 free” beat “₹40 + ₹1 for second” by 76.9 % to 23.1 %. Teens (12–16) were most swayed (84.6 %).

15. Which deal are you more likely to indulge in?

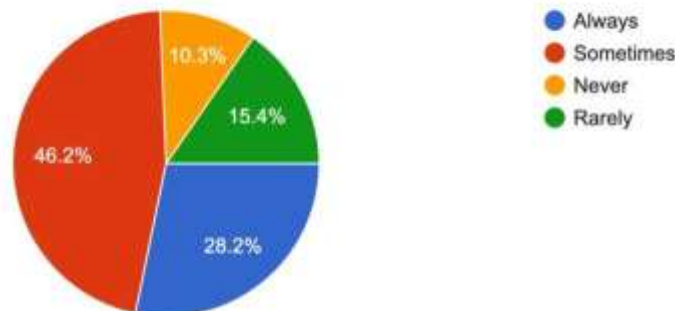
39 responses



• **Unneeded free sample (Q16):** 33.3 % always accept, 51.3 % sometimes, 15.4 % never. Teens (42.3 %) were far more receptive than adults (11.1 %).

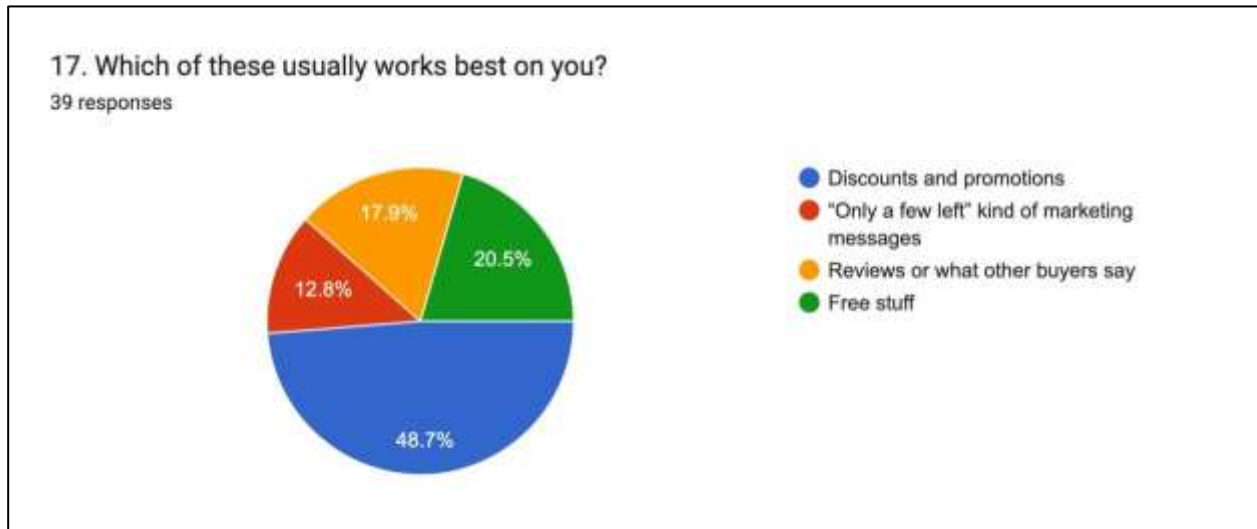
16. Would you take a free sample of something you don't really need?

39 responses

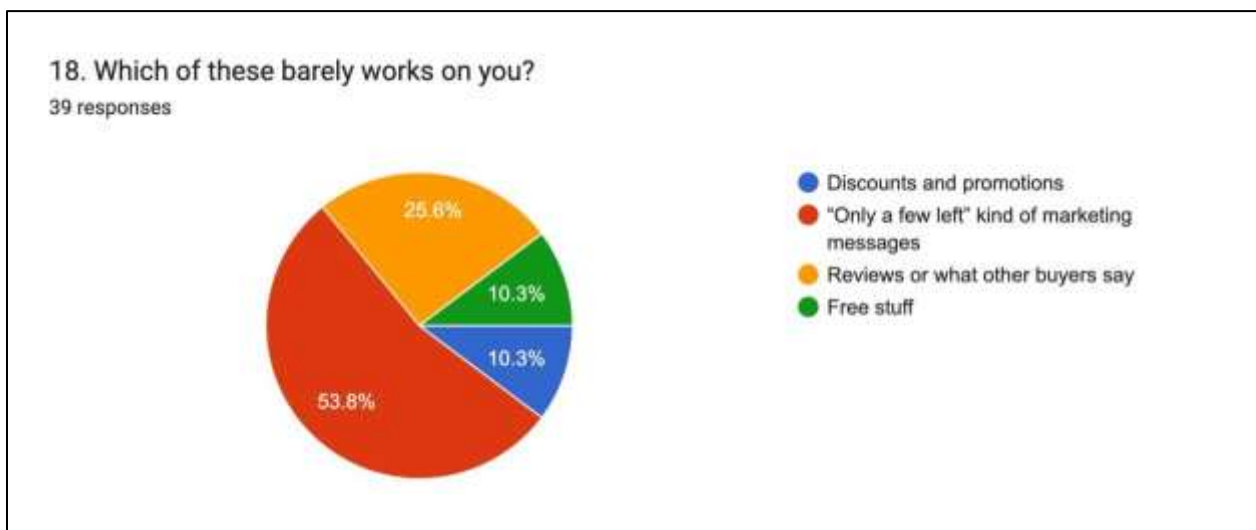


Self-Reported Triggers and Resistance

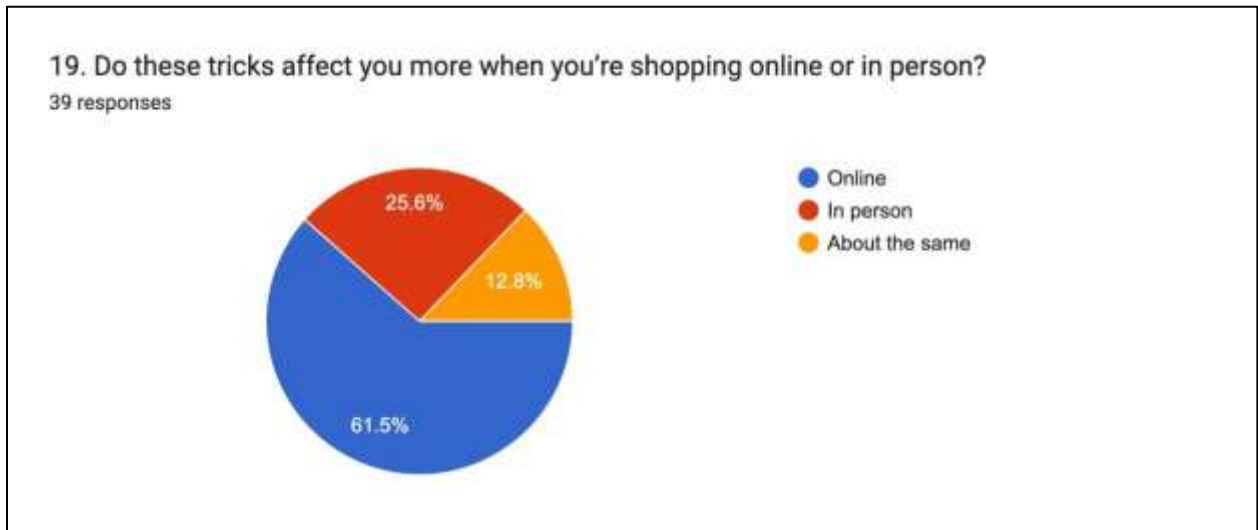
- **Most effective nudge (Q17):** Discounts (33.3 %), Reviews (30.8 %), Free offers (23.1 %). Adults favored Reviews (55.6 %), teens Discounts (38.5 %).



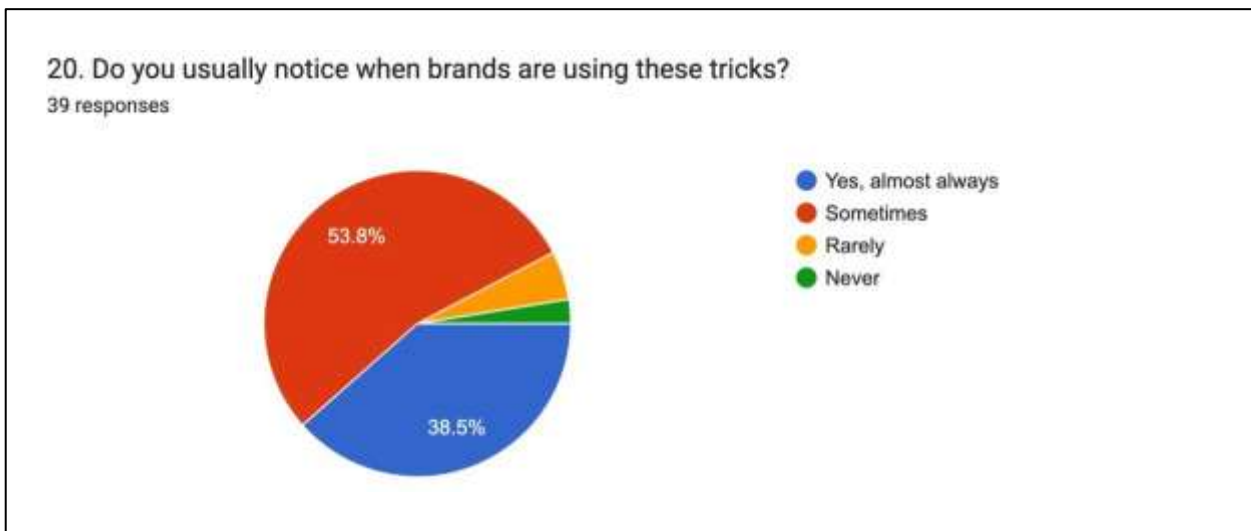
- **Least effective (Q18):** “Only a few left” ranked weakest (51.3 %). Adults showed higher resistance to reviews (33.3 %).



- **Where nudges work (Q19):** Online (56.4 %), In-person (23.1 %), Neutral (20.5 %). Teens leaned online (57.7 %), adults in-person (55.6 %).



- **Awareness (Q20):** High overall—46.2 % “always,” 46.2 % “sometimes,” 2.6 % “never.” Awareness was highest among adults (55.6 %) and females (60 %).



Summary of Observed Patterns

Across the eight tested behavioral levers:

- **Social proof dominates**, with review volume driving near-universal trust.
- **“Free” framing consistently outperforms** equivalent small-price offers.



- **Decoy structures** push consumers toward higher tiers or larger sizes.
- **Scarcity appeals** energize teens but alienate older adults.
- **Price cues quality** most for adult women.
- **Defaults are spotted and resisted**, yet subscription inertia persists.

- **High awareness doesn't prevent bias**; respondents recognize nudges but still respond predictably.

ANALYSIS AND DISCUSSION

Teenagers were generally more impulsive and responsive to emotional or visual cues. Adults showed more cautious and rational decision-making. Female respondents leaned more toward credibility-based factors such as reviews and quality, whereas males showed greater sensitivity to pricing and deals.

Anchoring and Price Perception

Anchoring significantly influenced how respondents perceived value. When a jacket's price dropped from ₹5,000 to ₹2,000, 46.2% described it as an "enormous bargain." The response was higher among younger participants (53.8%) than adults (33.3%). The "Chef's Special" pricing example had a similar effect. In total, 41.0% found the regular dishes "priced well" and another 38.5% called them "extremely economical."

These results show that younger consumers are more influenced by contextual price framing, while older respondents evaluate price more independently.

Scarcity and Urgency

When presented with the message "Only 2 lefts," 51.3% said they were more likely to buy immediately. The response was strongest among teenagers (53.8%) and lowest among adults (22.2%), with a higher share of adults (33.3%) saying they felt "put off" by the pressure.

This pattern highlights how urgency triggers excitement in younger audiences but caution in older ones. Scarcity can therefore be effective when directed toward younger or first-time buyers, but it risks creating distrust among mature consumers.

Decoy Choices and Tier Preferences

The decoy effect appeared clearly in the choice-related questions. For popcorn sizes, 64.1% selected the large option while 35.9% chose medium. For streaming plans, 56.4% chose the ₹799 premium plan compared to 23.1% for basic and 20.5% for premium plus.



This reflects a consistent preference for middle-high tiers, confirming that consumers often choose options that appear to balance value and status rather than those that are purely economic.

Endowment and Inertia

Ownership raised perceived value across age groups. Forty-one percent valued a gifted mug above ₹200, with higher valuations among adults. In the pen buyback question, 35.9% said they would only sell if offered more, and 28.2% said they would keep it regardless. These findings confirm the endowment effect, where possession increases subjective value.

In the defaults section, 64.1% said they always untick pre-selected add-ons, but 41.0% still allowed auto-renewals to continue. This shows that visible nudges trigger active resistance, while hidden defaults go unnoticed and lead to passive continuation.

Social Proof and Trust

Social proof emerged as the strongest behavioral driver. A total of 92.3% trusted a product with 4.3 stars from 2,000 reviews over one with 4.7 stars from 12 reviews. All female respondents made this choice. More than half (53.8%) said they always check reviews before purchase, while only 7.7% said they never do.

The results indicate that review volume is a powerful credibility cue, often overriding differences in ratings or price. This effect held steady across gender and age, though it was slightly stronger among females and adults.

Price and the Power of “Free”

The price–quality link was strong throughout the data. Sixty-four percent believed the higher-priced perfume was the better option, with stronger responses among women (90.0%) and adults (88.9%). The zero-price effect was equally clear. Seventy-six point nine percent chose the “Buy 1, get 1 free” frame over “Buy 1 for ₹40, get another for ₹1.” The preference was especially strong among teenagers (84.6%) compared to adults (55.6%). Over 33% said they always accept free samples, and 51.3% said they sometimes do, confirming that free offers retain high emotional appeal even for low-need products.

Perceived Triggers and Awareness

Discounts were the most effective trigger, selected by 33.3% of respondents, followed by reviews (30.8%) and free offers (23.1%). Scarcity messages were considered least effective by 51.3%.

Awareness of marketing tactics was high, with 46.2% saying they always notice them and another



46.2% saying sometimes. Despite this, the earlier data showed that behavioral biases continued to shape actual choices. This means that awareness creates recognition but not immunity to influence.

CONCLUSION

The research demonstrates that behavioral biases have a measurable impact on consumer decision-making across different age and gender groups. Respondents did not make choices solely on product value but reacted strongly to contextual cues such as discounts, review numbers, and framing of free offers.

Anchoring influenced value perception significantly. A majority described a large price drop as an enormous bargain, with stronger reactions among younger participants. Scarcity cues such as “only two left” encouraged quick purchase decisions in teenagers but produced resistance among adults, showing that urgency appeals work selectively.

The decoy effect was clearly visible in tiered options. Most respondents selected middle-high categories, such as large popcorn or the ₹799 streaming plan, indicating that consumers prefer options that seem balanced between price and perceived value. The endowment effect was also evident, as ownership increased the value placed on small items such as a gifted mug.

Defaults triggered mixed behavior. While most respondents actively unticked visible add-ons, a similar share allowed subscription renewals to continue, confirming that hidden defaults sustain inertia. Social proof emerged as the strongest influence overall. A near-universal preference for high review volume, even with lower star ratings, shows that credibility often outweighs quality scores.

Price continued to signal quality, particularly for women and older adults who associated higher cost with reliability. The free effect remained one of the most powerful motivators, as the “buy one get one free” framing outperformed equivalent low-cost alternatives across all age groups.

Although 92 percent of respondents reported being aware of marketing techniques, their choices still reflected bias. This indicates that awareness alone does not prevent influence. Behavioral marketing remains effective because it aligns with how people naturally assess trust, value, and fairness.

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Appendix

Link to Questionnaire

Q. No.	Theme	Question	Behavioral Bias
1	Anchoring Effect (Price Drop)	If you first see a jacket at ₹5,000 and then it drops to ₹2,000, does ₹2,000 feel... <ul style="list-style-type: none"> • An enormous bargain or saving • A slight bargain • About right • Still expensive • Too cheap 	Tests anchoring bias how an initial reference price alters perceived value.
2	Menu Anchor (Reference Pricing)	A restaurant menu has a "Chef's Special" for ₹4,500, while most dishes are ₹700–₹1,200. The regular dishes now feel... <ul style="list-style-type: none"> • Extremely economical • Relatively priced well • About right • Still expensive 	Measures whether a high anchor makes other prices seem cheaper by contrast.
3	Scarcity Cue	A site says "Only 2 items left." Do you feel...	Assesses impulsive purchase behavior driven by scarcity

		<ul style="list-style-type: none"> • More probable to buy right away • No change • Put off, as it feels pushy 	messages.
4	Urgency + Risk Framing	<p>Which is more attractive?</p> <ul style="list-style-type: none"> • ₹1,000 jacket for ₹800 (online, valid for one day only, free return) 	Examines how urgency and safety framing (return assurance) affect
Q. No.	Theme	Question	Behavioral Bias
7	Endowment Effect	<p>You were given a coffee mug as a gift sometime ago. The least you'd sell it for is...</p> <ul style="list-style-type: none"> • Less than ₹50 • ₹50–₹100 • ₹100–₹200 • Over ₹200 	Measures the endowment effect: valuing owned items above their market price.
8	Loss Aversion	<p>You buy a simple pen for ₹20. The next day the shopkeeper offers ₹21 to repurchase it. What would you do?</p> <ul style="list-style-type: none"> • Keep it regardless • Return only if offered more • Sell it back immediately 	Tests loss aversion and reluctance to part with owned goods.
9	Defaults and Control	<p>A food app auto-ticks “Add cutlery (at a small cost).” Do you...</p> <ul style="list-style-type: none"> • Always untick it • Leave it as is • Sometimes untick it 	Measures sensitivity toward manipulative defaults and consumer assertiveness.
10	Inertia / Effort Bias	<p>A subscription auto-renews unless cancelled. You would probably...</p> <ul style="list-style-type: none"> • Let it continue • Cancel before renewal 	Gauges inertia bias: tendency to accept default renewals.

- Not sure

11	Social Proof – Review Weighting	One product has 4.7 stars from 12 reviews. Another has 4.3 stars from 2,000 reviews. Which do you trust more?	Tests social proof: whether review volume outweighs rating average.
		<ul style="list-style-type: none"> • The one with 4.7 (few reviews) • The one with 4.3 (many reviews) 	
12	Review Dependence	How often do you check ratings or reviews before buying something?	Measures reliance on social proof during purchasing.
		<ul style="list-style-type: none"> • Always • Often • Sometimes • Rarely • Never 	
Q. No.	Theme	Question	Behavioral Bias
13	Price-Quality Inference	Two perfumes are identical. One costs ₹800 (replica) and the other ₹3,200 (branded). Which feels like the better buy?	Tests price-quality heuristic: higher price as a proxy for quality.
		<ul style="list-style-type: none"> • ₹800 option • ₹3,200 option • Both same • Not sure 	
14	Price Hike Attribution	If your favourite dish suddenly costs more, what’s your first thought?• They’re just charging more• Ingredients improved• It’s the same taste, inflation only	Measures attribution bias toward price increases.
15	Framing Effect (Free vs ₹1)	Which deal are you more likely to indulge in?	Demonstrates zero-price bias and emotional impact of free.
		<ul style="list-style-type: none"> • Buy one pen for ₹41, get another free • Buy one pen for ₹40, get another for ₹1 	
16	Zero-Price Effect	Would you take a free sample of something	Captures



	(Sampling)	you don't really need?	willingness to accept freebies despite lack of need.
		<ul style="list-style-type: none"> • Always • Sometimes • Never 	
17	Persuasion Drivers (Self-Reported)	Which of these usually works best on you?	Identifies consciously perceived influence tactics.
		<ul style="list-style-type: none"> • Discounts and promotions • Reviews and ratings • Free offers • Scarcity messages 	
18	Persuasion Resistance (Self-Reported)	Which of these barely works on you?	Captures claimed immunity vs actual behavioral susceptibility.
		<ul style="list-style-type: none"> • Discounts and promotions • Reviews or ratings • "Only a few left" messages • Free offers 	
19	Channel Sensitivity	Do these tricks affect you more when shopping online or in person?	Compares behavioral bias strength across mediums.
		<ul style="list-style-type: none"> • Online 	