

THE UNDOING OF BEHAVIOURAL INTERVENTIONS: AN ANALYSIS INTO CONSUMER BEHAVIOUR

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Abstract

Over the past ten years, Nudge Theory has become an increasingly popular tool for marketing, especially online, which has led to it highly losing its efficacy. However, till now, there has been no extensive research of note done on the effect of overuse of the same on consumer choices and responses. Our paper aims to collect data from a random sample consisting of people from various age groups and use Inferential Statistics and Grounded Theory to identify their responses to Nudge Marketing concerning their levels of shopping online, while also analysing the effect of usage of such techniques on consumers' perception of the companies. Our research concludes that there exists a negative relationship between people's exposure to nudge and its success (measured by looking at the number of people who end up buying products). It highlights that majority of the customers are aware of the fact that such techniques are examples of sales pressure and that there exists a positive relationship between the level of shopping (and thus exposure to nudge) and negative perception of the company.

JEL Classification: M3, Z1

Keywords: Nudge, Behavioural Economics, Behaviour, Consumer Behaviour, Undoing, Wise to Nudge

1. INTRODUCTION

Behavioural Economics, sometimes referred to as Neuroeconomics, is based on the idea that a variety of agents (corporations, governments, organizations, etc.) end up providing "nudges" towards users' and targets' decision-making process to stimulate the rational-thinking part of their brain, which goes into auto-pilot sometimes due to the plurality and frequency of choice in the modern world. Behavioural Economics asserts that people are not always rational despite the assumptions that they are and always make optimal choices, and stresses a great deal on influencing and ushering the choices of consumers that are typically outside the utopian domain of the 'rational' economic thinker and decision-maker. The study of the effect of psychological, cognitive, emotional, cultural, and social factors on an individual's or an institution's economic decision-making tendencies is termed Behavioural Economics. It also studies the difference between the decisions taken and the implications of the Classical Economic Theory.

A nudge is a concept under the umbrella of Behavioural Economics that proposes positive reinforcement and indirect suggestions as methods to influence the behaviour and decision-making tendencies of individuals or groups. Nudge theory accepts that people have certain attitudes, knowledge, capabilities etc., and exploits the respective study to devise specific techniques for various groups accordingly. However, over time, people across the globe have developed immunity to common nudge techniques. Keeping these initial thoughts in mind, this study aims to embark upon the exploration of the levels of effectiveness and the rates of success achieved by the prevalence of nudges that are exercised by e-commerce platforms and other commercial services online. This exploration further stems from an observation that over time, as such behavioural interventions in marketing become increasingly prevalent, consumers are growing wary of their legitimacy and hence becoming immune to the desired effect that the interventions had set out to achieve.

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The paper also focuses on the study of such inefficient nudges, immunity and resistive tendencies, and details the long-term undoing effects of these over the historic existence of behaviour. The research would be a window into analysing how the consumer response to perceived scarcity and other commonly used tactics changes over time, and the frequency of consumers' tendencies, thus contributing immensely to the present understanding of how nudge works not only in marketing but also in public policy and government schemes. The expected findings would ideally make firms wary of spending on such programmes and the efficacy of the same and would ideally give birth to newer techniques of marketing or potential revisions in the pre-existing frameworks.

2. THEORETICAL CONTEXT

Having addressed and come to terms with 'counter' individualized responses to behavioural interventions, an establishment of the linkages between such behaviour and other commonly established neuroeconomic phenomenon is needed. This entails a few empirically evidenced behavioural effects that consumers may have aligned with, rather than responding to nudges in the manner envisioned by marketers or exerting agents. Hence, these effects go at great lengths to justify or explain the anomalous behaviour of the consumers in question. As established by behavioural economists and psychologists such as Amos Tversky and Daniel Kahneman, heuristics are rules of thumb: they are subject to learning effects - and are not alike to biases, which are more generally regarded as errors or patterns of errors in decision-making. It has also been observed and established that repeated exposure to any tactic over time educates people about its likely veracity in that context. Researchers at UK's Trinity McQueen write that the power of such tactics may diminish in certain contexts, owing to repeated exposure and the phenomenon of 'growing wise to a nudge'. More broadly, marketers should expect - and accept - what Rory Sutherland calls 'context-sensitive contradictions in human behaviour' to conclude that deploying a given tactic is unlikely to result in a simple, linear behavioural impact (Sutherland 2018).

The first and most common effect contributing to this understanding is that of loss aversion.

Loss aversion is a significant idea related to the prospect hypothesis and is epitomized in the articulation "losses loom larger than gains" (Kahneman and Tversky 1979). It is believed that the torment of losing is mentally about twice as powerful as the joy of gaining. Individuals are all the more ready to face challenges or take risks or behave dishonestly (Schindler and Pfattheicher 2017) to keep away from misfortune than to make a profit or gain.

Secondly, the idea of regret aversion also comes into the picture, as has been observed especially in consumers who shop online (Gerrard 2019). When people fear that their decision will turn out to be wrong in hindsight, they exhibit regret aversion. Regret-averse people may fear the consequences of both errors of omission (e.g. not buying the right investment property) and commission (e.g. buying the wrong investment property) (Seiler et al. 2008). The effect of anticipated regret is particularly well-studied in the domain of health, such as people's decisions about medical treatments. A meta-analysis in this area suggests that anticipated regret is a better predictor of intentions and behaviour than other kinds of anticipated negative emotions and evaluations of risk.

Lastly, the impact of myopic loss aversion may also come into play. Myopic loss aversion happens when decision-makers take a perspective on their speculations that is unequivocally centred around the present moment, driving them to respond too adversely to late losses, which might be to the detriment of long-term benefits (Thaler et al. 1997). This effect is impacted by restricted 'framing', which is the consequence of, for instance, speculators thinking about specific investments (for example, in an individual stock or an exchange) without considering the portfolio as a whole or a sequence of trades over time. (Kahneman and Lovallo 1993).

3. LITERATURE REVIEW

The evolution of economists' work around the grounds of neuroeconomics, and more typically, behavioural economics has led to a change in our perception towards economic decision-making. The same has also led to an acquaintance with the fact that such a science does not only affect an individual's decision-making capacity but also affects the

economic policy-making (Heukelom and Lenfant n.d. 2021) behind any and every product or service.

Chronologically speaking, as a discipline, Economics emerged way before Psychology did. Neuroeconomics overviews the correlation between various mechanisms in the human brain and that in modern-day corporate institutions. It has primarily challenged the school of thought which propagates that decision making is just a matter of integrated and coherent utility maximization. (Loewenstein et al. 2007). The economists' definition of the term 'preferences' is fundamentally different from the psychologists'. Behavioural Economics and Neuroeconomics serve as a bridge connecting the fields of Economics and Psychology. While Behavioural Economics looks at the reasoning behind a decision taken by an individual, neuroeconomics leaps forward by studying the correlation between economic decision-making and chemical phenomena that take place in the human brain.

For a large part of the 20th century, economic theories suggested that decision-making was dominated by rational choice and revealed preferences theory. They then determine the extent to which decision-making is affected by the maximization of the utility function. However, they ignored the chemical functioning of an individual's brain while making a choice or a decision.

Behavioural Economics takes into account insights from a rational consumer's economic decision-making as well as from psychology. It most essentially explains why an individual ends up making an irrational choice. It also tends to study the reasons behind why a particular choice was made, and why the other option(s) were not opted for. As a matter of fact, suggested by research, the human brain reacts more to losses than to gains. Emotions affect decision-making which sometimes leads to making decisions that might not align with one's original preference or even their best interests.

Nudge theory is a branch under the field of Behavioural Economics which was mainly popularized by the works of American academics Richard H Thaler and Cass R Sunstein. Their work was mostly built on the grounds of the 'heuristics' work of Israeli-American psychologists Daniel

Kahneman and Amos Tversky. Thaler and Sunstein have claimed that essentially 'heuristics' equate to 'nudges' (BusinessBalls 2017). A 'nudge' is an external technique used by choice architects to influence the consumers into buying or trying what the former is marketing. Nudge theory studies the realm of nudges which are successful and effective-enough to mould or dictate one's choices for corporate benefits or large-scale welfare of the society, while also designing nudges that align with how the consumers think and make decisions rather than how the leaders or sellers might think or believe the former decides or thinks. This in turn is to ensure minimal resistance and direct confrontation or potential conflicts of interests.

Thaler and Sunstein coined the term 'libertarian paternalism' as the Nudge theory's underpinning philosophy. The authority or unit responsible to create nudges should observe maximal ethics, care, and intelligence while working on designing a potential nudge. A choice architect, as termed by Thaler and Sunstein, is the person responsible to design and use a nudge to achieve the desired behaviour change which most usually is both positive and helpful to the consumers. However, the choice and definition of a 'positive and helpful outcome' is essentially subjective and the final say rests with the consumers themselves. As a matter of fact, people are more open to getting 'nudged' or are amenable if they have had a positive image of the company or authority in question (nudge issuer).

The initial motivation behind the creation of nudges was to encourage positively impactful and helpful decisions. However, ever since the concept of nudge has been caught in the corporate world, it has served as a mechanism to drive higher sales alongside increasing productivity, improving efficiency, and enhancing decision-making in the respective companies. Corporate nudging is fundamental in 'creating a win-win situation for the company, employees and customers' (McKinsey 2019).

To address the research gap purposed by the above scenarios, it can be discerned that there is a fairly low amount of work on this particular project. The only major research that can be looked at is the United Kingdom-based firm Trinity McQueen's research published in 2019, which talks about the overuse of

nudge theory and consumers' reaction to it. They used hypothetical hotel booking website examples to conclude and their research showed that "two-thirds of the British public (65 per cent) interpreted examples of scarcity and social proof claims used by hotel booking websites as sales pressure. Half said they were likely to distrust the company as a result of seeing them (49 per cent). Just one in six (16 per cent) said they believed the claims.

4. METHODS

4.1 Aims and Objectives

1. To identify and quantify a relation between frequency of shopping and response to nudge marketing.
2. To understand the negative or the positive effect on consumers' perception of companies that utilise marketing techniques based on the nudge.
3. To identify whether consumers look at such marketing approaches of companies as genuine.

4.2 Research Type and General Approach

To achieve our objectives, a mixed research format was followed which focused on both a quantitative and a qualitative approach. To establish relations between factors such as age groups, shopping levels etc., and responses to nudge marketing along with identifying consumers' perceptions, the Likert scale was utilised. However, the survey takers had the option of justifying their choices through fields next to each question integral to the survey.

The quantitative approach assisted in establishing a concrete correlation between the findings and factors, while the qualitative approach assisted in giving the respondents room to justify their choices or opt for ones not mentioned since consumption choices are inherently subjective.

4.3 Population and Sample

A *Random Sample* was used, in which the surveyees were approached through various social media platforms such as WhatsApp, Facebook, Twitter, and LinkedIn. The platforms were chosen because of the presence of all concerned age groups and types of

consumers on these platforms- as is shown in the responses, where the response is equitably distributed in the initial three groups, though it diminishes in the 50+ group. However, with more than 160 people surveyed, the survey can be said to be fairly generalizable.

4.4 Method of Collection and Processing of Data

The data was collected through the online survey method, owing to resource constraints and with the objective of properly maximising the reach and diversity of the sample. Inferential Statistical techniques were used to come to conclusions for quantitative data, while Grounded Theory was used to make conclusions from qualitative data.

4.5 Survey

The survey was based on case studies which were followed by questions about people's responses to being nudged.

The case studies were linked to scarcity, social proof, and decor effect- three often used nudge marketing techniques. Using three different techniques also allows us to ascertain which technique is easier to identify as a marketing strategy and whether it is believable even if it can be identified as a strategy.

After the case studies, questions related to how the customer feels about the marketing being in their interests, and their perceptions of the company, were posed. These questions were asked to identify whether it is possible to strike a balance and see if there can be a point where nudging can be at its most effective.

This research had expected to conclude that the nudge theory has indeed been overused and thus consumers are growing wary of it while analysing the differences across various age groups and nudges used by different types of firms. It had also aimed to analyse the distrust in people due to nudge tactics used by different firms and attempted to gauge the changing perceptions of the people by utilising the opinions survey format - both of which have been undertaken in-depth.

5. RESULTS

From a total of 166 respondents, different categories (detailed below) were created for the purpose of response analysis to the opinion survey that these respondents had undertaken. The first and foremost level of analysis undertaken was to categorise respondents based on their cognisance of online nudge-based marketing techniques with respect to the frequency of their tendencies to shop online. As was expected, the level of cognisance of such techniques as sales pressures or nudges was greater amongst those who shopped online frequently as opposed to those who were occasional shoppers. However, an interesting observation here is that the difference between the level of cognisance of occasional shoppers and frequent ones is not all too much and varies only by a few percentage points.

As we write about these tactics that employ nudges and behavioural interventions online, we have acknowledged that their power can decrease due to repetitive exposure and the 'growing wise to the nudge' phenomenon. As Todd and Gigerenzer put it, however, "It is the interaction between a heuristic and its social, institutional, or physical environment that explains behaviour... in a coadaptation loop between mind and world."

More generally, marketers should expect – and embrace – what Rory Sutherland calls 'context-sensitive contradictions in human behaviour' to conclude that deploying a given strategy is unlikely to result in a clear, linear behavioural effect. (Sutherland 2018). This brings us to another dimension of the observed behaviour which can be attributed to and christened as, the Information Effect or the Information Paradox. We observed that in the population of the sample which is cognisant of the nudge, both -- the percentage of those who have considered buying the product despite the nudge, and the percentage of those who believe that these claims or nudges are used for mounting sales pressure on consumers -- are increasing with the increase in the frequency of the consumers' online shopping tendencies. Despite having the knowledge that they are being nudged and not liking it, a large section of the surveyees were still active buyers online. On one hand, this strengthens our hypotheses that consumers are getting increasingly cognisant of the behavioural

interventions that are being deployed by the firms and brands to drive up sales and influence consumer behaviour online. However, this also quite contrastingly gave way to the contradictory behaviour of consumers. They were aware of being nudged but were not doing anything in their power to restrict or curtail their nudge-induced behaviour. This again can be attributed to multiple non-linear behavioural phenomena, which have been touched upon in the due course of this paper.

Hence, it can be safely summarised that not only are people more aware of the fact that they are being nudged, but their perception of the companies that use nudge marketing techniques is also changing. Analysis of the surveyees' responses to the survey shows a direct relation between shopping frequency and people 'not liking' or 'immediately stopping the use of said product or service' if they can discern the employment of behavioural tactics by the platform or product. The second critical observation is that of a similar relation between the frequency of shopping online and the approximate ratio of those who have bought products due to nudges and are aware of this behaviour.

Table 1: Broad analysis of respondents to opinions survey on online nudge-based marketing techniques and their impact on consumer behaviour

Total number of respondents	166
Number of respondents who shop online	160
Number of respondents who shop offline	6

Source: Survey response

From those who shop offline, 50 per cent maintained that they have been exposed to messages of scarcity or scarcity claims or other nudges by brands and sellers.

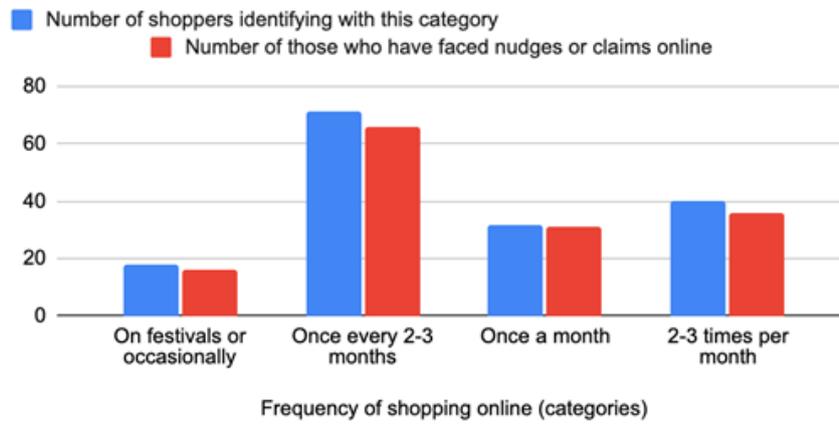
Table 2: Distribution of shoppers across categories

Frequency of shopping online (categories)	Number of shoppers identifying with this category	Number of those who have faced nudges or claims online	Percentage of exposure to scarcity claims
On festivals or occasionally	18	16	88%
Once every 2-3 months	70	66	94%
Once a month	32	31	96%
2-3 times per month	40	36	90%
Total	160	149	92%

Source: Survey response

Data sources and descriptions can be found in Table 2. Descriptive statistics of the variables can be found in Appendix A.2.

Figure 1: Broad Analysis of Respondents to Opinions Survey on Online Nudge Based Marketing Techniques



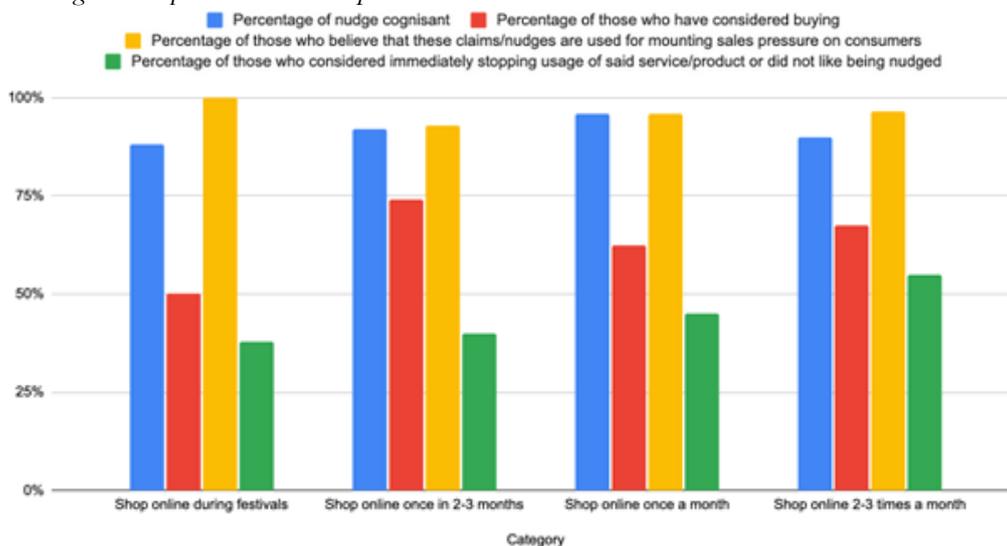
Source: Authors' calculations

Table 3: Categorical Analysis of Respondents to Opinions Survey on Online Nudge-Based Marketing Techniques and Their Impact on Consumer Behaviour

S. No	Category	Total No. of Shoppers	No. of Nudge Cognisant	Per cent of Nudge Cognisant	The ratio of those who have bought products due to nudges and are aware of this	Percentage of those who have considered buying	Percentage of those who believe that nudges are used for mounting sales pressure on consumers	Percentage of those who considered stopping usage of said product or did not like being nudged
1	Shop online during festivals	18	16	88%	1 in 6	50%	100%	38%
2	Shop online once in 2-3 months	70	66	94%	1 in 7	74%	93%	40%
3	Shop online once a month	32	31	96%	1 in 8	62.50%	96%	45%
4	Shop online 2-3 times a month	40	36	90%	1 in 8	67.50%	96.60%	55%

Source: Survey response

Figure 2: Categorical Analysis of Respondents to Opinions Survey on Online Nudge-Based Marketing Techniques and Their Impact on Consumer Behaviour



Source: Authors' calculations

Of all those who shop online, 93 per cent maintained that they have been exposed to messages of scarcity or scarcity claims or other nudges by brands and sellers. On an average across shopping frequencies, 92 per cent of consumers shopping online claimed to have come across claims of scarcity or other nudges and were cognizant of their nature.

6. DISCUSSION

Over the years, marketing techniques based on nudge theory have become prevalent, especially in e-commerce. However, due to the overuse of these techniques and a larger number of people shopping online being exposed to them, the efficacy of the same has reduced of late. Not only are people more aware of the fact that they are being nudged, their perception of the companies that use nudge marketing techniques is also changing.

A random sample of 166 people filled the questionnaire circulated online. The findings were as follows:

In General

50 per cent of the people sampled said that they had seen nudge marketing techniques in offline stores. And, 92 per cent said that they had seen nudge marketing techniques on online platforms.

Out of these:

1. 88 per cent of the people surveyed who shopped online only during festivals noticed nudges.
2. 94 per cent of the people surveyed who shopped online once every 2-3 months noticed nudges.
3. 96 per cent of people surveyed who shopped online once a month noticed nudges.
4. 90 per cent of people surveyed who shopped online 2-3 times a month noticed nudges.

From the group of people *who shop online during festivals*, 88 per cent of people surveyed have observed nudges while shopping. 1 out of 6 people said that nudge techniques have forced them to buy products. 50 per cent of people surveyed said that these techniques have made them consider buying. 100 per cent of people surveyed agreed that such techniques are examples of sales pressure exerted by selling companies. 38 per cent of people surveyed said that they do not like it or have considered not buying the goods at all.

From the group of people who shop online once every 2-3 months, 94 per cent of people surveyed have observed nudges while shopping. 1 out of 7 people said that nudge techniques have forced them to buy products. 74 per cent of people surveyed said that these techniques have made them consider buying. 93 per cent of people surveyed agreed that such techniques are examples of sales pressure exerted by selling companies. 40 per cent of people surveyed said that they do not like it or have considered not buying the goods at all.

From the group of people *who shop online once a month*, 96 per cent of people surveyed have observed nudges while shopping. 1 out of 8 people said that nudge techniques have forced them to buy products. 62.5 per cent of people surveyed said that these techniques have made them consider buying. 96 per cent of people surveyed agreed that such techniques are examples of sales pressure exerted by selling companies. 45 per cent of people surveyed said that they do not like it or have considered not buying the goods at all.

From the group of people *who shop online 2-3 times a month*, 90 per cent of people surveyed have observed nudges while shopping. 1 out of 8 people said that nudge techniques have forced them to buy products. 67.5 per cent of people surveyed said that these techniques have made them consider buying. 96.6 per cent of people surveyed agreed that such techniques are examples of sales pressure exerted by selling companies. 55 per cent of people surveyed said that they do not like it or have considered not buying the goods at all.

7. CONCLUSION

This data and the implications derived from it give us some intriguing results:

1. The majority of the customers have observed that they are being nudged.
2. As people are more exposed to nudge techniques, it becomes less effective- while one out of every six people who shop less end up buying goods because of the nudge, the number drops to one out of eight in the case of active shoppers.
3. However, the data concerning people who consider buying is not consistent with the above point and will be expanded on.

4. The majority of the customers agree that messages such as display of scarcity are not genuine and are examples of sales pressure.

5. There exists a positive relationship between exposure to nudge and negative perception of the company.

Thus, as people are more exposed to nudge marketing techniques, they are less likely to support such companies.

8. SCOPE FOR FURTHER RESEARCH

There is no clear relation that exists between levels of shopping activity and moderate response to being nudged. While people are less likely to buy goods when they are exposed to nudge, the data also throws up inconsistencies with respect to people who do not actively buy but consider buying.

This can happen due to the following factors:

a. People who shop very rarely or once a month have shown to be relatively less prone to being nudged moderately. This can be because of the reason that these people are not active online shoppers- they are more likely to go on the internet to buy things they need. Thus, as a result, nudge marketing is unable to force them to buy more or less than what they require.

b. People who are very active shoppers or shop during festivals are relatively more prone to being nudged moderately. For active shoppers, this can be because online shopping becomes more of a want and less of a need, and thus, the desire to act on those wants leads to moderate nudges working more.

Secondly, for festive shoppers- it can be because festivals are often characterized as periods when buyers are competing against each other to buy goods since goods sell out relatively faster. At that time, they may be more prone to being nudged.

Information Paradox

Despite having the knowledge that they are being nudged and not liking it, a large section of the surveyees were still active buyers online. The reason for this can be traced back to why people shop online in the first place. Three major determinants are *price, convenience, and product availability* (Chaffey 2017). In the trade-off that the consumer faces between being made to feel manipulated and having cheap products

available easily, it is likely that the latter triumphs, although further research can be done to determine the extent of this happening and whether or not this supposition is true in the first place.

9. SIGNIFICANCE AND PROSPECTIVE FUTURE ACTIONS

The findings of this paper should force marketing agencies and large corporations to reconsider how they promote their products and treat the consumer, especially in the virtual domain. It further sheds light on the changes in the behaviour of consumers over time. Future policy explorations and market researches can specifically delve into the factoring in of behavioural effects - loss aversion, regret aversion, and myopic loss aversion, which can go to great lengths to explain the behaviour of consumers in the marketplace and further utilise them to tailor their marketing tactics. This research has provided a small window into analysing how the consumer response changes towards perceived scarcity and other commonly used tactics, thus contributing to the present understanding of how nudge works not only in marketing but also in public policy and government schemes. However, this approach, far from being exhaustive, is only preliminary and more often than not, highlights the non-linearity of human behaviour as underlined by Todd, Peter M. and Gigerenzer (2017). Since nudge has been one of the most overused techniques in marketing over the past ten years, the expected findings would ideally make firms wary of spending on such programmes and the efficacy of the same and would ideally give birth to newer techniques of marketing or maybe revisions in the pre-existing frameworks. There is a fairly low amount of research work on this particular project, and the only major research that can be looked at is the United Kingdom-based firm Trinity McQueen's research published in 2019, which talks about the overuse of the nudge theory and the consumers' reaction to it (Güntner, Konstantin and Sperling-Magro 2019). They used hypothetical hotel booking website examples to conclude and their research showed that "two-thirds of the British public (65 per cent) interpreted examples of scarcity and social proof claims used by hotel booking websites as sales pressure. The example of this study and Trinity McQueen's research can further pave the way for a great deal of specialised exploration into consumer-oriented branding, marketing, and behavioural intervention.

APPENDIX

A.1. Questionnaire

Section 1

Name, Email ID and Age

Section 2

1. How much do you shop online?

- Not at all
- On Festivals/Once a Year
- Once Every 2-3 Months
- Once Every Month
- 2-3 Times a Month

2. How much do you shop offline?

- Not at all
- On Festivals/Once a Year
- Once Every 2-3 Months
- Once Every Month
- 2-3 Times a Month

3. Have you come across messages that hint that a particular product is scarce?

For example, 'Just two left in stock' being shown under a book on Amazon.

- Yes
- No

Section 3: Case Studies

Kindly go through the next few images and select the most appropriate options.

Please try and keep your choices independent of any past experiences, making judgements solely on the basis of the provided information -

1. At a Movie



Case 1

Imagine you're at a movie theatre. During the intermission, you feel hungry- the person watching the movie with you is hungry too. Please note that the small popcorn is for one person only.

Which popcorn size do you opt for?

- Small
- Medium
- Large

(Optional) Please tell us why you made that choice and reject the other option(s)

2. New Phone



Redmi 8A Dual (Sea Blue, 3GB RAM, 32GB Storage)
 – Dual Cameras & 5,000 mAh Battery
 Brand: Redmi
 ★★★★★ 26,827 ratings | 1000+ answered questions
 Amazon's Choice for "Redmi 8A"
 Price: ₹ 7,999.00 **FREE** Delivery. Details
 Inclusive of all taxes
 Delivery by: Sunday, Nov 8 Details
 EMI starts at ₹377. No Cost EMI available EMI options -
 No-Contact Delivery 7 Days Replacement Amazon Delivered 1 Year Warranty
In stock.
 Sold by Appario Retail Private Ltd and Fulfilled by Amazon.
 Colour: Sea Blue
 Size name: 3GB RAM + 32GB Storage
 2GB RAM + 32GB Storage **3GB RAM + 32GB Storage**
 3GB RAM + 64GB Storage
 Style name: Dual Cameras & 5,000 mAh battery
 Pattern name: Redmi 8A Dual



Redmi 8A Dual (Sea Blue, 3GB RAM, 32GB Storage)
 – Dual Cameras & 5,000 mAh Battery
 Brand: Redmi
 ★★★★★ 26,827 ratings | 1000+ answered questions
 Amazon's Choice for "Redmi 8A"
 Price: ₹ 7,999.00 **FREE** Delivery. Details
 Inclusive of all taxes
 Delivery by: Sunday, Nov 8 Details
 EMI starts at ₹377. No Cost EMI available EMI options -
 No-Contact Delivery 7 Days Replacement Amazon Delivered 1 Year Warranty
Only one left in stock!
 Sold by Appario Retail Private Ltd and Fulfilled by Amazon.
 Colour: Sea Blue
 Size name: 3GB RAM + 32GB Storage
 2GB RAM + 32GB Storage **3GB RAM + 32GB Storage**
 3GB RAM + 64GB Storage
 Style name: Dual Cameras & 5,000 mAh battery

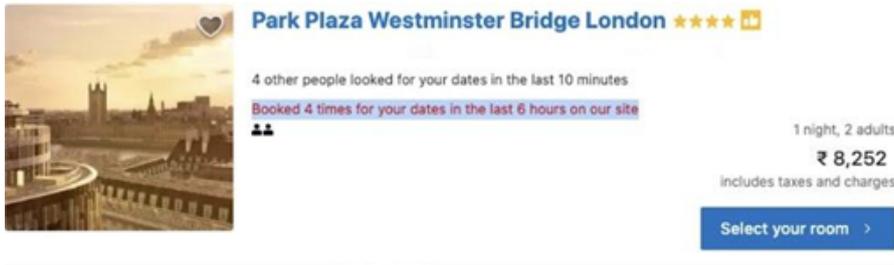
Case 2

You have been waiting to buy a new phone- and are looking at this when the highlighted notification appears. You liked this phone much more than others but were gonna check other options again. You have sufficient funds. How do you respond?

- I order this phone right now, I like it too much to let it go.
- I will accept the risk and evaluate other options, then buy- this one may go if it does.
- I will not buy

(Optional) Please tell us why you made that choice

3. Trip to London



Park Plaza Westminster Bridge London ★★★★★

4 other people looked for your dates in the last 10 minutes
Booked 4 times for your dates in the last 6 hours on our site

1 night, 2 adults
₹ 8,252
Includes taxes and charges

Select your room >



Leonardo Royal London Tower Bridge ★★★★★

- 22

1 night, 2 adults
₹ 8,252
Includes taxes and charges

Select your room >

Case 3

Three months from now, you will be visiting London. You do not have any friends who may guide you where to stay and thus are relying solely on reviews or people on the internet. You have shortlisted the following two hotels- which one do you choose?

How do you respond?

- Park Plaza (the first one)
- Leonardo Royal (the second one)

(Optional) Please tell us why you made that choice and reject the other hotel

Section 4

1. In the cases above, do you think all the statements were true or in your best interests?

- Yes
- No
- Sometimes

2. Do you think examples of scarcity and social proof claims used by online and offline stores can be deemed for the purpose of sales pressure?

- Yes
- No
- Sometimes

3. What is the impact of such methods on your perception of the company?

- I immediately stop using their services or products
- I do not like it
- I don't care/haven't noticed it
- I admire the company for its witty marketing
- Other:

Any other comments you may like to make

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