

Challenge Activity

Unit Title

How We are Affected by Price

Activity Title

Spotting Price Anchors and Influences

Expected Duration

30–45 minutes

Can you find examples of prices influencing decisions?

Overview

In this challenge activity, you will be searching for examples of price influencing people's decisions. You will document them and answer the questions.

What You Need

- **Spotting Price Anchors and Influences** capture sheet

What You Do

1. Look for examples of price influencing people's decisions. The examples can be found in-person, online, or elsewhere.
2. Document at least three examples.
3. Answer the questions on the capture sheet.
4. Be prepared to discuss your findings with the class.

Spotting Price Anchors and Influences

Example 1:

Description:

Where you found it:

How it could influence consumer decisions:

Example 2:

Description:

Where you found it:

How it could influence consumer decisions:

Example 3:

Description:

Where you found it:

How it could influence consumer decisions: