

Seeing past the retail illusion

There are various marketing strategies which influence your decisions. Learning about them will make you a smarter shopper.

DIAGNOSTIC OVERLAY: 001-A



You probably believe you are a highly rational consumer



Do you think you are a smart shopper?



Well, you may think you are, but hold on!

Every purchase decision is influenced by invisible strategies operating below your conscious radar.

Entering the behavioral diagnostic clinic

Meet Dr. M: Your Behavioral Diagnostic Expert.

To become a truly smart shopper, we must isolate and deconstruct three distinct cognitive vulnerabilities:



1. Time & Scarcity
The Panic Response



2. Social Proof
The Contagion Response



3. Price Relativity
The Value Distortion

Let's review the clinical evidence.

LIVEWORKSHEETS

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Case File 01 | The illusion of disappearing time

Patient Profile: Junho

Target Asset: Sneakers

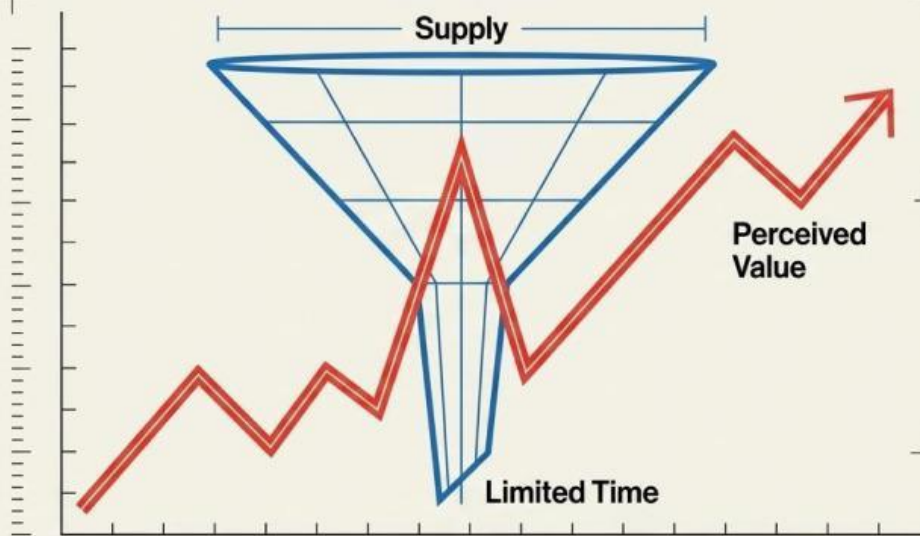
The Symptom

What? The sale ends in two hours?
If I don't buy the sneakers now, I will
have to buy them at a higher price.

System Alert: Immediate action required.
Fear of Missing Out (FOMO) detected.



Reality | Hunger marketing manufactures artificial scarcity



Dr. M's Diagnosis:

Stop, Junho! You're buying the sneakers just because you don't want to miss the sale.

The Mechanism:

Hunger Marketing.

If people can buy a product only for a limited time, they often feel "hungry" for it and want to buy it.

The X-Ray Truth:

The scarcity is an illusion. About missing the sale, don't worry. You'll soon see a similar sale again.