



Decode the Hidden Price Tag

An interactive training module for identifying psychological marketing traps.

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 **LIVEWORKSHEETS**
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Instructor: Dr. M

You may think you are a smart shopper, but invisible marketing strategies are constantly influencing your decisions. Learning to spot them is your best defense.

Mission Briefing



Your Task:

Review the three incoming Case Files.



The Mechanism:

Read the analysis on the left side of your screen.



The Action:

Drag and Drop the correct terminology from the WORD BANK on the right to complete the missing data (_____).



Junho



Case File 01: Junho's Race Against the Clock

Junho is rushing to buy sneakers because the sale ends in two hours. He is falling for a hunger marketing strategy. When shoppers realize they can buy a product only for a _____, they often feel artificially "hungry" for it. They panic that they will _____ and be forced to buy the item at a _____ later.



Dr. M's advice: Don't worry, you will soon see a similar sale again.

WORD BANK

miss the sale

higher price

limited time



Yuna



Case File 02: Yuna's Digital Obsession

Yuna wants the "hottest dress" primarily because she has seen it over and over again on _____.

Information about a trendy product can _____ and _____ widely across the Internet, infecting the minds of buyers just like a _____.



Dr. M's advice: Just remember that a popular product isn't always right for you.

WORD BANK

virus

social media

spread quickly



Somi



Case File 03: Somi's Shifting Budget

Somi's budget was \$30. The store assistant showed her a \$50 lipstick, followed by a \$40 lipstick. Now, the \$40 lipstick sounds cheap! This happens because the _____ becomes an invisible _____ that heavily _____ the shopper's final decision.



Dr. M's advice: Do not just rely on the initial number given to you!

WORD BANK

first piece of information

anchor

influences

The Master Matrix: System Override

Shopper	Psychological Trigger	Marketing Strategy
Junho	<input type="text"/>	<input type="text"/>
Yuna	<input type="text"/>	<input type="text"/>
Somi	<input type="text"/>	<input type="text"/>

WORD BANK

- limited time
- Hunger Marketing
- social media
- Viral Marketing
- first piece of information
- Anchoring Effect



Module Complete: Smart Shopper Status Unlocked

You have successfully decoded the hidden price tags. By understanding how these marketing strategies operate, you reclaim the power to make your own decisions.

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“Awareness is your ultimate currency. Spend it wisely.”

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