

# 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: