

Psychology Tactics to Influence Consumer

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Awesummly



Money Can be Rotated

Positive Free Cash Flow (FCF) is everything for Growth

paytm

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159*

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Decoy Effect can bring change in Human Behaviour





Profitability is over-rated.
Focus on creating habit in people to use your product more often.
Your Competitors will face huge losses.
Will eventually lose their market share drastically.





“Our Brain is wired to compare things.”

“If you give people option to compare your product to which are slightly worse, they will pick your product more often.”

Example: **UTS mobile app** (Booking Unreserved Ticket Online)



DAY 1

French Fries – INR 5
Pepsi – INR 40

Sale per day - INR 120

DAY 2

French Fries – FREE
Pepsi – INR 45

Sale per day - INR 340

“Free is a powerful emotional trigger”





Little Rewards can make employees
More happy and productive



Thank You