

# Thinking about price changes

## 2. How would you feel?

We are interested to find how intensely people feel when they experience a loss versus a gain. The following page would ask you to rate how much effect would either gaining or losing a specific amount of money have for you while purchasing products. Kindly do not perform any other task while completing this survey. In daily life, for the same situation, you might sometimes gain some money while at other times you might lose money. People often buy products for which there is a decrease in price (gain) or a increase in price (loss).

**Now imagine you going to purchase a product whose price was 5100 Rs.**

Your task is to think that for the amounts of money mentioned below, if you gained that amount because of a decrease in price, compared to you losing that amount because of an increase in price for the product whose price was 5100 Rs; what would have more effect on your feelings/emotions?

**\* 1. For a change in price of Rs. 5**

- Losing Rs. 5 would have more effect
- Gaining Rs. 5 would have more effect
- Gaining versus Losing Rs. 5 would have same effect

**\* 2. For a change in price of Rs. 10**

- Gaining Rs. 10 would have more effect
- Losing Rs. 10 would have more effect
- Gaining versus Losing Rs. 10 would have same effect

**\* 3. For a change in price of Rs. 25**

- Gaining Rs. 25 would have more effect
- Losing Rs. 25 would have more effect
- Gaining versus Losing Rs. 25 would have same effect