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| Related image | ENG211 Note-taking & synthesizing task:  **“Price tag and feel-good effect”** |



Source: <https://www.youtube.com/watch?v=gig_NtTnWHU>

* **Listen to a presentation on a study conducted to investigate the relation between the price of a good and the feel-good effect that product has on us. Take notes under the following prompts.**

**Note-taking Headings**

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| **Purpose of the study:** |
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| **Methodology:** |
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| **Results:** |
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|  |

* **Using the notes you have taken on the presentation and the information given in the excerpt on page 66 of the textbook, compare and/or contrast marketing professor Baba Shiv’s opinions on the effect of price tags on consumers with the findings of the study reported in the presentation:**

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