



Activity 2a Answers

Task Answers

1. **Conduct your own experiment! Pick 5 brands of the same product (e.g. 5 different brands of cereals). Ask your friends and family how much they like each product (e.g. let them rate products on a scale from 1-10). Then ask them to recall as many adverts as they can for each product (e.g. how many adverts for Kellogg's do you remember?). What pattern of data did you observe? Did people recall more adverts for products they liked more? Can you explain your results using the liking principle?**

Answer: Science is not perfect, so you might not get the exact results you were hoping for. This is normal! If you want to get more reliable data, ask more people to take part in your little study. What you should be observing is that the more someone is familiar with a brand, the more they like it. This is explained by the mere exposure effect, as simply seeing a brand logo several times might increase someone's liking of the product.

Activity 2b Answers

Task Answers

1. **Imagine a coffee shop would like to start selling artisanal doughnuts. They hire someone who makes doughnuts with interesting flavours to get more customers. They estimated that they will need to make 300 doughnuts, but these were sold in the first hour of opening. The next day they made 2000 doughnuts, the maximum number of the sweet treats they could make with the resources they had. These too were sold out within a few hours of opening (all gone by 10am!). The owners started to realise that their reviews are going down, lots of people are leaving them 1* ratings! People said that they were angry because they couldn't buy the doughnuts, as they were all gone early in the morning. Those who tried the doughnuts said they weren't even *that* good. Using the principle of scarcity explain why people began buying so many doughnuts, even though the reviews suggested they were not the best.**

Answer: The article in the [link](#) explains this pretty clearly, but the main point is that because the doughnuts were selling fast, people started to perceive them as more scarce and therefore more valuable. The fact that the doughnuts were selling out made them angry, as they felt that a valuable thing *just* missed them (even though a doughnut is not *that* valuable). Therefore, the doughnuts started selling fast as the demand for them increased.