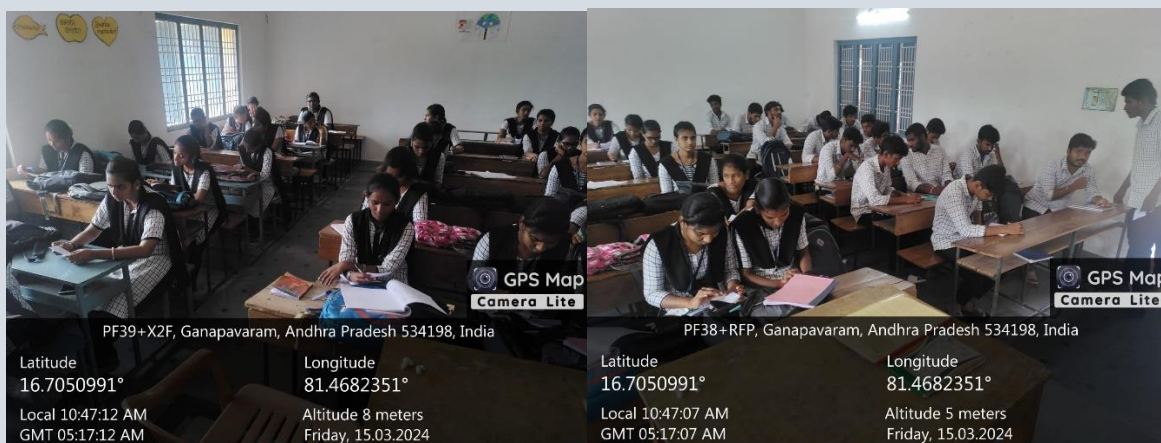
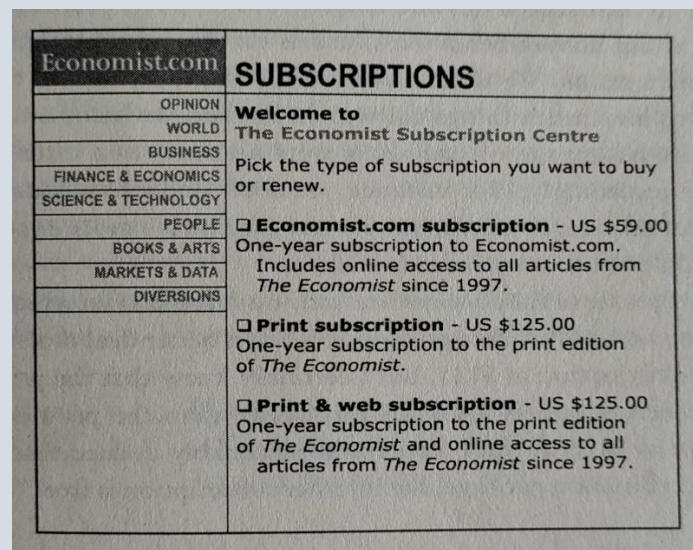


On the occasion of **International Consumer Rights Day (15.03.2024)**, the Department of Economics organized an experiment through simple questionnaire to test the rationality of the students as consumers. 116 students participated in the experiment. A questionnaire consists three options given to the students and they were asked to opt one based on their requirement. Actually, in the three options, there is one unnecessary option called **DECOY** which was included by the company to make consumers opt one particular option benefited to the company itself. Out of 116 students 53 (46%) trapped by the strategy. This experiment helps students to understand the marketing strategies and take purchasing decisions wisely.

**Questionnaire used for Experiment (Option 2 is the **DECOY**)**



**Students filling the Questionnaire**