



GRADUATE PROGRAM INSTITUTE

**FALSE PROMOTIONS:
A QUANTITATIVE STUDY ON DECEPTIVE PRICING
PRACTICES IN THE ONLINE RETAIL INDUSTRY**

Ali RASLAN

MASTER'S THESIS

Istanbul, August, 2023

**FALSE PROMOTIONS:
A QUANTITATIVE STUDY ON DECEPTIVE PRICING
PRACTICES IN THE ONLINE RETAIL INDUSTRY**

Ali RASLAN

**MASTER'S THESIS
BUSINESS ADMINISTRATION DEPARTMENT
BUSINESS ADMINISTRATION MASTER'S PROGRAM
WITH THESIS**

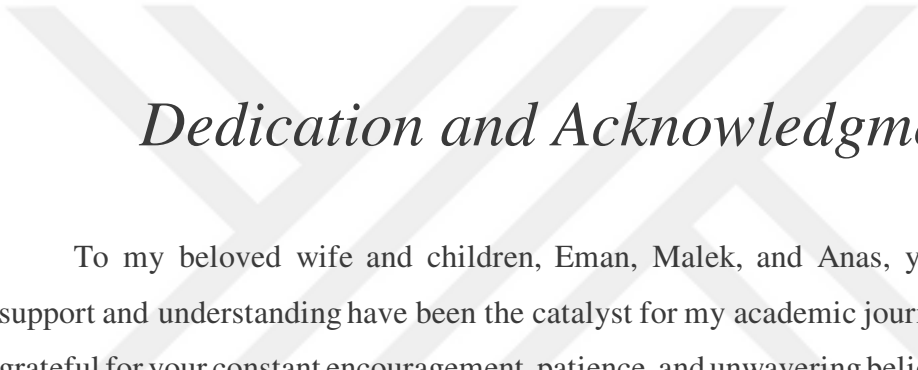
MASTER'S THESIS ADVISOR

Ass. Prof. Özgür BURÇAK GÜRSOY

MASTER'S THESIS JURY MEMBERS

Asst. Prof. Aslıhan BEKAROĞLU ÖZATAR

Asst. Prof. Anıl ZEKIYE GÖKER



Dedication and Acknowledgment

To my beloved wife and children, Eman, Malek, and Anas, your unwavering support and understanding have been the catalyst for my academic journey. I am deeply grateful for your constant encouragement, patience, and unwavering belief in my abilities. This thesis stands as a testament to the strength of our partnership and the sacrifices you have made alongside me. I wholeheartedly thank you for being my rock and eternal source of inspiration. With all my love and profound gratitude, I dedicate this work to each of you.

CONTENTS

ABSTRACT	vi
LIST OF FIGURES.....	vii
LIST OF ABBREVIATION	viii
1 INTRODUCTION	1
2 LITERATURE REVIEW	4
2.1 Pricing, Promotions and the Phycological Pricing Methods.....	4
2.2 The Dark Side of Marketing Strategies.....	5
2.3 The Effects of False Promotions on Customers and Businesses	7
2.4 The position of this study in relation to the previous literature	9
3 GLOBAL SITUATION OF SALES AND PROMOTIONS	11
3.1 Excessive sales and promotions.....	12
4 CURRENT PRACTICES AND LEGISLATIONS IN THE SAUDI MARKET	15
4.1 Legislative Framework	15
4.2 Consumer Protection and Rights and the Verification and Monitoring Mechanisms	16
5 METHODOLOGY	18
5.1 The research problem?.....	18
5.2 The main research objectives.....	18
5.3 The research approach and data needed.....	18
5.4 The sampling method.....	19
5.5 Data collection method	21
5.6 Data coding	22
5.7 The data processing methods	24
6 RESULTS AND FINDINGS	27
6.1 Findings.....	27

7	PROPOSED MODELS	30
7.1	The Average Anchored pricing equation (AAP)	30
7.2	The Weighted Average Anchored pricing equation (WAAP):	32
7.3	Verified Sale Price Tag	34
8	CONCLUSION	37
	References	39
	Appendices A.1 Data coding	45
	Appendices B.1 Samples screenshots.....	54
	Biography	Error! Bookmark not defined.

ABSTRACT

The rise of online retail has brought convenience and accessibility to consumers worldwide. However, it has also led to the proliferation of false promotions and deceptive pricing practices, which exploit cognitive biases and manipulate consumer perceptions. This thesis aims to investigate the prevalence, tactics, and impacts of these deceptive practices in the online retail industry. It utilizes an in-depth analysis of three prominent Saudi e-commerce platforms in terms of volume of sales and examines the price history of 100 items selected by non-probability stratified sampling method. The research uncovers the alarming extent of fake or misleading discounts, with a majority of items utilizing false anchoring tactics to create a false sense of value. The findings highlight a widespread issue with 94% of discounts recorded in the sample pool being fake or misleading. False anchoring strategies are utilized by 75% of analyzed items, and 73% of tested items are consistently on discount, raising concerns about the authenticity of these promotions. The findings underline the urgent need for consumer awareness and critical evaluation of pricing strategies in the online marketplace. The thesis proposes a new anchored price calculation method using two new equations to provide a fairer and more objective anchored price based on the historical pricing data and potential adjustments based on changes in consumer demand and supply chain disruptions. Furthermore, the introduction of the Verified Sale Price Tag offers a practical solution to identify false or deceptive sale tactics, enabling consumers to make informed purchasing decisions. This thesis has theoretical contribution to the literature by emphasizing the importance of a trustworthy and transparent marketplace that prioritize consumer trust and foster a more informed and ethical shopping experience. It also has practical policy suggestions for consumers, retailers and regulatory bodies not only in Saudi Arabia but also in other parts of the world.

Keywords: deceptive pricing, online retail, Saudi Arabia, discounts, anchoring, consumer behavior.

Date: 04/07/2023

LIST OF FIGURES

Figure 2 item webpage sample	23
Figure 3 Item price history webpage sample.....	23
Figure 4 Instant fall Shape graph example	28
Figure 5 Zigzag Shape graph example	28
Figure 6 Air Catcher Shape graph example.....	29
Figure 7 Price Tag Layout Example.....	35
Figure 8 Red Discount Tag, discounts ranging from 70% to 99%.....	35
Figure 9 Orange Discount Tag, discounts ranging from 50% to 69%	36
Figure 10 Green Discount Tag discounts ranging from 25% to 49%	36
Figure 11 Blue Discount Tag discounts ranging from 2% to 24%.....	36

LIST OF ABBREVIATION

CAGR	: Compound Annual Growth Rate
ZATCA	: The Zakat, Tax and Customs Authority in Saudi Arabia
E-Invoice	: Electronic invoicing
FATOORAH	: Is the electronic invoicing system introduced by ZATCA
UK	: United Kingdom (The country)
SA	: Saudi Arabia (The country)
AAP	: Average Anchored pricing equation
WAAP	: Weighted Average Anchored pricing equation

1 INTRODUCTION

Shopping from a consumer perspective has never been easier with the emerge of online shopping in the 21st century, consumers no longer need to walk or drive to stores, walk between shelves with shopping carts, and stand in waiting lines at cashiers' desks. Now with a few simple clicks, consumers have not only the ability to order almost anything to their doorstep without even leaving their couch, but also have the freedom to find and compare prices across many sellers, stores, and websites to find the best deals and products they need.

Sales promotion is a marketing tactic that aims to increase consumer demand by offering short-term incentives, such as discounts, coupons, contests, and sweepstakes (Philip Kotler, 2015). Sales promotions are a powerful tool that can help businesses increase sales, boost brand awareness and target specific consumer segments.

Anchoring, a psychological pricing strategy in which a higher price is used as a reference point, is a commonly used technique in sales promotions (STAFF, 2021). While being an effective way for businesses to increase sales and boost revenue, the misuse of this strategy can also have negative effects as shown in the previous literature discussed in the following section. Historically, businesses have used negotiation and bargaining techniques such as Anchoring to persuade customers to purchase an item by stating that it was previously sold at a higher price to create a sense of getting a good deal (Benjamin, 2012). However, monitoring and capturing misuse of these persuasive tactics was difficult before the advent of modern technologies and online sales.

Recent data shows that the emerge of online shopping in the last few years especially during and after the Covid19 epidemic has skyrocketed with over 2.64 billion online shoppers around the world (Cramer-Flood, 2022). this number of online shoppers counts for over 27.6% of the current world population 7.74 billion people. 842.1 million online shoppers in China only, and 266.7 million shoppers in the US (oberlo.com, 2022). The original results from Statista, the leading market and consumers data provider has showed the trend of market transformation towards online shopping with a steady approximate 10% growth in the last 8 years (statista.com, 2022) . In addition to that, recent data shows This year marks a significant milestone in the global ecommerce industry, as it is projected to surpass \$5 trillion in sales for the first time, constituting over 20% of the total retail sales (Cramer-Flood, 2022). Although the growth rate has been

moderating, the overall expenditure is expected to experience a substantial surge, reaching over \$7 trillion by the year 2025 (Cramer-Flood, 2022).

This rapid transformation has affected not only business and consumers, but also affected supply chains, logistics, governments and legislations around the world, recent statistics from Coresight Research shows that 10% of US malls has closed down due to the Covid19 epidemic and online shopping transformation (Research, 2020), in addition to that, estimates of 25% of shopping malls in the US to close by 2025 a CNBC report said commenting on the current statistics showed by Coresight Research (Thomas, 2020). These data show how strong the rapid transformation happening in the global market and economy towards shopping, marketing, distribution channels, and many other factors which all needs a tremendous effort from governments and legislations departments to follow and impose new governing roles to control this rapid transformation.

The shift for businesses from physical stores to online shopping has created a new space for business to strive and evolve in a new flourishing environment, at the same, it created another void for exploit and misconduct of the new platforms which can be challenging to control or have certain set of standards to follow. In this context, this rapid shift from physical to online shopping created a dark void for new generation of businesses competing in an environment with low legislation enforcement with high risk of threats to customers, businesses, and even national economy. With the advancements of social science, marketing strategies, and telecommunication technologies, consumers were pushed into a new universe of manipulated market with the advancement of marketing strategies which led to of shopping addiction, overconsumption and the development of a culture of disposability, this eventually increased overall economic inequality, social unrest, and erosion of community values. For this reason, it is important for governments to take practical steps to control the new business and shopping territories of online shopping.

In this research, the focus is to analyze the current factors and threats posed by the modern business models as in eCommerce sector and the advancements in marketing strategies across various platforms. The goal is to address these practices by proposing a practical solution. For this reason, the decision was to focus on the eCommerce market in the region of Saudi Arabia, which provides a suitable evaluation sample pool based on the evolving parameters between businesses and consumers happening in the eCommerce. The selection of Saudi Arabia is mainly based on the major growth and the

penetration of users using the eCommerce platforms like Amazon and Noon.com, data from eCommerce shows a significant projected increase in the user using online shopping platforms from 65.5% in 2023 to 73.0% in 2027. This is together with the considerable revenue potential showed in the latest estimated revenue of US\$10.13 billion in 2023 and a projected market volume of US\$16.82 billion by 2027 (eCommerce - Saudi Arabia , 2023).

Below, the following chapter reviews thoroughly the previous literature covering this topic, mainly the aspects related to false anchoring in business promotions, and the misleading marketing practices used to promote the false promotions and discounts. After that, a general overview of the global situation of sales and promotion in the current era showing the general worldwide trends of sales promotions and the excessive rates used in the ecommerce platforms around the world. The fourth chapter introduces the justification of the selected market and reviews the current practices and legislations applied in the Saudi Arabia and the current consumer protection and rights and the mechanisms used to verify and monitor discount and promotion campaigns in the Saudi market. Taking all in perspective, we then layout the proposed methodology to cover the research main objectives by defining the research problem and objectives, and then proposing the research approach and data needed for this study, followed by justifying the sampling method and the factors associated with our selection factors. Following this stage, we discuss the data collection methods and data coding practices used and the processing methods applied. Then we move forward with the results and findings chapter discussing revealing the primary attributes and practices employed within the present online retailers' industry. Proceeding this stage, a solution model using a more practical mathematical method for representing the anchored price, followed with a proposed “Verified Price Tag” concept, which gives the consumer a full preview of the product actual value to make an informative purchase decision. The final chapter concludes with a discussion of the results and findings, its contribution to the existing literature, limitations of the thesis and some suggestions for further research.

2 LITERATURE REVIEW

2.1. Pricing, Promotions and the Psychological Pricing Methods

In the intricate domain of consumer behavior and marketing strategies, the interplay between pricing strategies, promotion tactics, and psychological pricing methods takes the prominent role in shedding the light on the complex integrations that shape the modern online shopping environment.

Pricing strategies form the base of market positioning and revenue optimization, encompassing an array of approaches aimed at pricing products or services for maximum impact (Philip Kotler, 2015). Strategies like Cost-Based Pricing, Market-based, Penetration pricing, Bundle Pricing, to Value-Based Pricing, each strategy carries distinct implications for consumer behavior (Philip Kotler, 2015). Robert C. Blattberg's "Sales Promotion: Concepts, Methods, and Strategies" provides a comprehensive overview of pricing methodologies, emphasizing the need for strategic alignment with brand identity and market dynamics (Blattberg, 1995).

In the evolving landscape of the online shopping industry, promotion strategies play a pivotal role in attracting and engaging consumers. Online retailers deploy an array of tactics to entice potential buyers, ranging from limited-time offers and bundle deals to loyalty programs and flash sales. These strategies leverage the psychological mechanisms of urgency, scarcity, and exclusivity to nudge consumers towards making a purchase decision (Felix Septianto, 2021). With this in mind, previous literature has shown that shoppers make decisions based on a multitude of factors, including perceived value, price sensitivity, and emotional responses to promotions (Philip Kotler, 2015). On the other hand, as the e-commerce industry has intensified the competition for consumers' attention and dollars, prompting retailers to strategically manipulate pricing to influence purchasing decisions using new psychological pricing tactics.

Psychological pricing methods delve into the psychological aspects of human cognitive processes and behavioral dynamics that significantly shape purchase decisions (Felix Septianto, 2021). Anchored in the foundations of cognitive psychology, this subset of pricing strategies probes how the visual and numerical presentation of prices intricately molds the perceived value of goods and services. Retailers frequently employ tactics like charm pricing (ending prices with the digit 9), price bundling, and decoy pricing to influence consumer decision-making. These methods tap into consumers' cognitive biases

and heuristics, often leading to subtle yet impactful shifts in purchasing behavior (Blattberg, 1995). False anchoring, as an exploitative psychological pricing method, takes advantage of consumers' anchoring bias – their tendency to rely heavily on the initial piece of information presented to them. By strategically manipulating anchor prices, online retailers can sway consumers towards purchasing products at higher prices than they might have otherwise considered reasonable (Itamar Simonson, 2004).

2.2. The Dark Side of Marketing Strategies

A study about "Anchoring Effects on Consumers' Willingness-to-Pay and Willingness-to-Accept" by Itamar Simonson and Aimee Drolet, aimed to explore how anchoring influences consumers' perception of value and their willingness to pay for a product or service. Through the study, they found a strong and definitive relationship between the consumers' willingness to pay and the anchored price stated. In their study, they found that consumers were willing to pay more for products having a high anchored price, contrarily, they found that consumers' willingness to pay decreases when the anchored price decreases. These results showed initial price plays a prime role in the decision-making process and will most likely affect the general consumer population in the same manner. The study examined other aspects of the anchoring principle concerning other forms of decision making rather than purchasing decisions, the results were consistent and the sample size was continuously forming their decision mainly around the first piece of information given about the original price or the original value in the experiments. (Itamar Simonson, 2004).

In another study "The Impact of Fake and Real Discounts on Consumer Behavior in India: A Case Study" (2019), Iqbal Hawaldar and his team investigate the impact of both fake and real discounts on buyer behavior in the Indian marketing environment. The study demonstrated a correlation between misleading discounts and purchases made under false price perceptions through an empirical study revealing that changes in prices, particularly through discounts, significantly influence consumer demand. While consumers consider the actual price as an indicator of product quality, the customers assess whether prices are informative or deceptive, with anchored prices having a significant impact on buying behavior. However, doubts arise when discounts approach or exceed half of the actual price (Iqbal Thonse Hawaldar, 2019).

Additionally, as the advancement of technology and the evolution of modern business models have significantly influenced the utilization of sales promotion techniques, including the anchoring principle (Smith, 2005). These advances represented two sides of positive and negative effects on business and marketing practices. Ethical and responsible implementation of sales promotion techniques can contribute positively to societal well-being and economic growth (Creyer, 1997). However, some businesses engage in unethical practices, misusing these techniques for their own gain, which can have adverse effects on consumers, the economy, and the environment.

This darker side of marketing strategies raises ethical concerns and highlights the potential negative consequences associated with the misuse of anchoring techniques. These tactics, which exploit persuasive language, scarcity, and other psychological factors, create a sense of urgency through limited-time offers, flash sales, and similar methods (Sang-Eun Byun, 2012). Such practices can lead to impulsive buying behavior and excessive consumption, fueling issues like shopping addiction and contributing to a culture of disposability (Kelly L. Haws, 2011).

In a paper titled "Judgment under uncertainty: Heuristics and biases" (1974), Tversky and Kahneman were the first to introduce the anchoring principle to the academic literature with their research about the underlying psychological processes involved in the decision-making process when the test subjects faced by uncertain information. The research proposed that individuals often rely on mental shortcuts called heuristics to make complex judgment tasks seem simpler. These heuristics included representativeness, availability of instances or scenarios, adjustment from an anchor. The study suggested that these heuristics help in efficient decision-making, but at the same time, they can also lead to systematic biases as in the third heuristics the "anchoring effect" which refers to the individuals' tendency to rely on the first piece of information they encounter, known as the anchor, when making judgments or estimates. (AMOS TVERSKY, 1974) In the context of this study about the pricing and discounts, the anchoring bias together with the other psychological mechanisms that shape decision-making suggests that consumers may be disproportionately influenced by the initial reference price, as mainly in the "anchored price" even it was misleading or deceptive, and subsequently influencing the final purchasing decisions.

Therefore, it is crucial to recognize the ethical implications and potential harm caused by the misuse of marketing techniques in sales promotions. Businesses should

strive to employ responsible and transparent marketing strategies, considering the long-term effects on consumers and society as a whole (Mosa, 2021). By doing so, they can contribute to a more sustainable and socially responsible marketplace, fostering consumer well-being and minimizing the negative impact on the environment.

2.3. The Effects of False Promotions on Customers and Businesses

Furthermore, a study by Rao and Monroe (1989) published in the *Journal of Marketing Research* conducted a comprehensive review that explored the complex relationship between price, brand name, store name, and consumers' perceptions of product quality. By integrate previous research, the authors provided valuable insights into how these factors collectively influence consumers' judgments of product quality. The study emphasized the influential role of price as a strong indicator that shapes consumers' evaluations of quality. It revealed a positive association between higher prices and higher perceived quality, highlighting a positive price-quality relationship. Moreover, the authors investigated the individual effects of brand name and store name on consumers' perceptions of quality, demonstrating that these factors impact product evaluations beyond price alone. The review emphasized the intricate nature of consumer decision-making processes and emphasized the importance for businesses to strategically manage price, brand name, and store name to effectively shape consumers' perceptions of quality. This seminal work significantly contributes to the understanding of consumer behavior and provides marketers with valuable insights for developing pricing and branding strategies that align with consumers' quality expectations. The study also suggests that initial price information can serve as an anchor for consumers' quality judgments, indicating that the initial price acts as a reference point influencing subsequent evaluations of product quality. Although not explicitly examining the anchoring principle, the study indirectly supports the idea that pricing information, especially the initial price presented to consumers, plays a significant role in shaping their perceptions of quality and subsequent decision-making processes (Monroe, 1989).

In addition to that, according to Kariyawasam and Wigley (2017) suggest that misleading and false advertising not only erodes trust in such advertisements but also makes consumers skeptical of all forms of advertising, including genuine ones (Kariyawasam, 2017). As a result, consumers go through a thorough purchasing process to verify information before making a decision. Moreover, Lamabadusuriya (2014)

asserts in his study on misleading advertisements that consumers encounter a multitude of misleading and false advertisements on various platforms, and these deceptive practices have a significant influence on their behavior (Lamabadusuriya, 2014). To address these issues, Nuseir in his paper “Impact of misleading/false advertisement to consumer behaviors” emphasis the need for a strong national and international regulations are recommended to limit consumers' exposure to misleading advertising, although enforcing these regulations on online platforms can be challenging. However, consumers cannot solely rely on regulations; they also have a responsibility to remain vigilant in their purchasing decisions (Nuseir, 2018).

In their 2003 paper titled "Coherent arbitrariness: Stable demand curves without stable preferences," Ariely, Loewenstein, and Prelec explore the concept of coherent arbitrariness, challenging the traditional belief that consumer preferences remain consistent and unchanging. By conducting a series of experiments to demonstrates how strategically manipulating the anchored price of a product can significantly impact individuals' willingness to make a purchase decision. The paper found that external factors, such as arbitrary reference points or contextual cues as in the “anchoring principle” can easily manipulate individuals' preferences. The finding of the study shows the major influential role these external factors has in shaping consumer decision-making and carry important implications for understanding consumer behavior, pricing strategies, and the potential for misuse in the online retail industry (Ariely, 2003). Considering the results of this study, we gain insight into the significant influence the anchoring principle wields over consumer preferences and purchasing behavior.

On the other hand, an empirical study conducted by Yi Zong and Xiaojie Guo in 2022, about the anchoring effect of consumers. The study found that coexistence of both external anchoring effect and internal anchoring effect when consumers evaluate prices in real-life situations. In other words, consumers tend to adjust prices either upwards or downwards based on the anchor values when external anchors are present. The study showed that factors such as gender, Big Five personality traits, expertise, early warning signs, cognitive needs, and self-confidence levels will significantly affect the anchoring effect. The study showed a particular impact especially when consumers try to make decisions regarding products they are familiar with, in such cases, emotions and cognitive needs play a significant role in the anchoring effect, whereas time pressure has a negligible impact (Yi Zong, 2022).

Additionally, a 2014 study by Guang-Xin Xie focusing on consumer behavior and decision-making in response to deceptive marketing tactics. Xie investigated how consumers perceive the effectiveness of deceptive advertising claims, both for themselves and others. The study carried two experiments to find that consumers tend to view advertising claims as more effective for others than for themselves, particularly when they recognize the claims as highly deceptive. However, when the perceived deceptiveness is moderate or low, the differences in perception between self and others is influenced by consumers' individual skepticism toward advertising. These effects are attributed to the relationship between generalized suspicion and specific suspicion, which had a greater impact on consumers' judgments regarding the impact of deceptive advertising on themselves in comparison to others. (Xie, 2014).

2.4. The position of this study in relation to the previous literature

Positioned within the context of existing literature, this study represents a new contribution by specifically targeting the spread of false promotional practices within the realm of contemporary online shopping business models. While previous research has extensively explored false promotions from both customer and business perspectives, employing diverse research methodologies, this study stands out by focusing on the comprehensive analysis and evaluation of these practices' prevalence. It builds upon the foundation of prior studies that have examined various aspects of false promotions, but it distinctively narrows its scope to the context of online shopping, recognizing the unique challenges and dynamics present in this digital landscape.

While previous research has already delved into the consequences of false promotions on businesses, this study seeks to enrich the current body of knowledge by shedding light on the spread of these deceptive practices in the online shopping sector. By analyzing the extent to which false promotions are present and widespread, the study aims to provide a comprehensive understanding of the magnitude of the issue and its implications for consumers, businesses, and the overall marketplace.

By occupying this distinct research position, this study fills an important gap in the literature and expands the understanding of false promotions in the context of online retail. It contributes valuable insights into the spread of deceptive marketing strategies and their potential consequences, thereby equipping governments, businesses, and

consumers with practical solutions and strategies to make informed purchasing decisions. The findings of this study have the potential to inform policy-making, guide industry practices, and empower consumers to navigate the online retail landscape with greater confidence and trust.



3 GLOBAL SITUATION OF SALES AND PROMOTIONS

Every year with the Black Friday's season approaching, reports from all over the world starts to swarm trying to warn people to be cautious when shopping through the mega discount season of the year as many customers and shopping enthusiasts wait for such sale promotion seasons like Black Friday and 11.11 Single's Day to buy their dreamed items at the very best discounted prices around the world, the "biggest sales day in the retail calendar" as they call it in almost every department or online store around the world (Shah, 2022). Data from which.co.uk investigated this phenomenon during the black Friday season of 2021, they analyzed the prices of 214 items through multiple online stores and department stores throughout the UK, and found that 98% of these products which were on sale during the Black Friday's season were actually cheaper or similar in price at other times of the year (Walsh, 2022), 86% of these items were sold at same price as the Black Friday's season during the six months prior to the black Friday's season, were businesses started raising the prices few weeks before the season to show a high discount tag on the item. Remaining percentage of items investigated were found to be sold cheaper at other times of the year the report says (Walsh, 2022).

On the same context, Sky News channel reported in 2021 that only one out of seven Black Friday's deals are real discount, with the worst deals found on Amazon and Very offering the worst dubious discounts (Baynes, 2022) in the same report, Baynes and Walsh talked about how these sites and department stores were trying to represents their items as good deals, the report stated an example which represents the same scenario with all items chosen in this report, an example of a Zanussi ZHB62670XA chimney cooker was on sale from £269 to £239 on the Black Friday season with a £30 discount, but through the records which has been gathered through the prior six month the same item was on sale for only £160 on the 9th of November of the same year's calendar, and was only increased to £269 on 13 October (Baynes, 2022) The marketing strategy tactic used in this example is called Anchoring which is a psychological pricing strategy in which a higher price is used as a reference point, or anchor, to make a lower price appear more attractive (STAFF, 2021). While the Anchoring strategy could be an effective way for businesses to strive and increase sales, there can also be negative effects associated with the use of this principle an in the examples represented in the report made by Which, as the businesses deliberately raised the prices of the items which were on sale days before

a sale date in order to make the sale prices appear more attractive by comparison, even if they are not actually lower than the regular prices. The report reconfirmed that all of the items selected had the same Anchoring strategy terminology across almost all the items which were on sale, and resulted in the final fact that none of the 214 items which were on the watch list were actually discounted as the websites claimed (Walsh, 2022).

A report from inews.com found that 6,100 shops raised prices on their products leading up to Black Friday, which is the 25th of November 2022. The data, gathered using a tracking tool called PriceSpy, revealed that over 31% of products monitored in these shops increased in price just a few weeks prior to the Black Friday season, making the discounts appear more appealing to customers during the promotion period. The PriceSpy website manager, Liisa Matinvesi-Bassett, stated that "Our data indicates that fake sales on Black Friday in 2022 may be much more widespread than in recent years" (Rob Hastings, 2022).

An article from the website boredpanda.com titled "30 Evil Black Friday Deals" collected evidence of businesses utilizing anchoring strategies to deceive customers into purchasing products at inflated prices during the discount season. The article provided documentation, including pictures, of businesses increasing prices on items 1 to 3 weeks prior to a promotion, then offering similar or even higher prices during the promotion. The cases documented in the article were from both online and physical stores (Akville Petraityte, 2022).

A report from MoneySavingExpert.com found that businesses with positive reputations tend to provide honest and credible promotions. Specifically, the report found that retailers with solid brand names such as Apple and Nintendo did offer real discounts on their most popular items, with discounts typically ranging from 10% or lower. This is likely due to these businesses maintaining a solid pricing strategy, which preserves the image of the company and does not allow for excessive discounts. (Berry, 2022).

3.1. Excessive sales and promotions

Looking on the other side of the deceptive practices used in the promotion seasons, the excessive sales and promotions floods happening in today's modern shopping models such as online shopping, malls, department stores, we can see that most modern businesses models use a repetitive discount campaign once or twice every month in best cases, this is evident through sites like AliExpress and Amazon which offers a full year

calendar of promotion campaigns occurring approximately twice a month for Amazon, and a shocking average of 22 promotion campaigns occurring every month. These data are shown in below list stating the number of promotion campaigns occurring for each site across the Amazon platforms during the 2022-year calendar (amazon.com, 2022) and AliExpress in 2022 and 2023 calendar (promossale.com, 2022) & (promossale.com, 2023):

Amazon promotional campaigns through 2022-year calendar:

- Amazon UK, 19 promotion campaigns in year 2022
- Germany, 21 promotion campaigns in year 2022
- France & Italy & Spain, 20 promotion campaigns in year 2022
- Netherlands, 11 promotion campaigns in year 2022
- Sweden & Poland, 8 promotion campaigns in year 2022
- Turkey, 9 promotion campaigns in year 2022

AliExpress promotional campaigns through 2022-year calendar:

- AliExpress 2022 had 267 promotion campaigns was carried though the year with an average of 22 promotion campaigns every month.
- AliExpress 2023, the number of announced promotional campaigns was 55 promotion campaigns at the date of accessing the site, with an average of 5 campaigns every month.

Excessive sales and promotions can lead to overconsumption and the development of a culture of disposability, this can lead to financial strain on individuals and families as it can also lead to a decrease in consumer savings and an increase in debt, which can have a negative impact on overall economic stability and can lead to increased economic inequality, social unrest, and erosion of community values.

Excessive sales and promotions can lead to a shift away from long-term, sustainable economic growth and towards short-term, consumer-driven growth (Raturier, 2022). It is important for companies to use sales promotions in a responsible and sustainable way, considering the long-term impacts on consumers and the economy, as sales promotions can be luring and deceptive and aimed to manipulate customers using various psychological principles to direct them into buying more than they need or spending more than they had planned (Raturier, 2022). The type of consumer-driven society these

discount practices building can lead to the overconsumption of natural resources and contribute to environmental degradation and climate change and increase in waste and pollution, a 2017 report by The Guardian revealed that every 93 seconds a diesel truck departs from Amazon fulfillment centers in the UK alone (Laville, 2017), the estimates of 82,000 trucks on residential streets will have a severe negative impact on the environment. A Report from Oceana.org an ocean protection organization reported that shipping accounts for 3% to 4% of human-carbon emission (Rauturier, 2022), another report by the European Parliament titled “Emission Reduction Targets for International Aviation and Shipping” estimated that human-carbon emission caused by shipping could rise as high as 17% by the year of 2050 (Committee, 2015).

In another report from the Guardian, cheap plastic toys and games are among the most sought-after items in the Black Friday season and New Year's season (Butler, 2017), as excessive sales and promotions will lead to overconsumption and the development of a culture of disposability, consumers are encouraged to buy items they do not need and dispose of them quickly, while the production and disposal of such goods will be built on the consumption of large amounts of energy, water, and raw materials, environmentalists stated that these promotional practices together with the fast fashion industry will contribute the most to the mountains of plastic wastes and produce spikes in air pollution every year (Monbiot, 2017) as a result overconsumption can lead to pollution, deforestation, and climate change, as well as the depletion of natural resources.

4 CURRENT PRACTICES AND LEGISLATIONS IN THE SAUDI MARKET

Similar to global practices, promotions and discounts play a crucial role in the marketing strategies implemented by businesses operating in the Saudi retail market. These tactics are aimed at enticing customers and driving sales. Through this research on the Saudi market and the existing literature, we encountered limited academic resources. However, we were able to gather information primarily from government laws and legislation accessible to the public through the local authorities' websites. Through this research we noted a continuous effort by the Saudi government to update and revise these regulations to adapt to market transformations, regulate fair competition, and support consumer rights. In this chapter, we will provide an overview of the existing measures in place to regulate promotions and discounts.

4.1. Legislative Framework

The Ministry of Commerce have a number of regulations and guidelines, sets out the rules and requirements for retailers and businesses to conduct business in Saudi Arabia according to the Saudi law and international free trade laws. In this chapter we will focus on the regulations related to promotion and discount licenses, which aims to prevent misleading advertising practices and providing accurate pricing information to consumers.

In order to carry out promotional campaigns in Saudi Arabia, retailers and businesses are required to acquire a promotion campaign license from the Ministry of Commerce via an online application system. Each business is granted the opportunity to engage in up to six campaigns, with a cumulative duration not exceeding ninety days, for promotional endeavors throughout the year (Traders Handbook: Trade Discounts and Contests, 2020). Through the application process, businesses are required to provide a set of documentation, which includes the list of products intended for promotional purposes together with sample of five invoices to substantiate historical pricing information. During this stage, the Ministry of Commerce conducts a validation test to verify the authenticity of the anchored prices included in the item lists and the discount percentages suggested, determining their accuracy and legitimacy (Ministry of Commerce Staff, 2023). Through this procedure, the Ministry of Commerce endeavors to validate the precision of the advertised prices. If it is determined that the store has never sold a product

at the price stated as the anchored price, there is a possibility that the license may be denied or revoked (Ministry of Commerce, 2018).

Furthermore, it is noteworthy to acknowledge that the Saudi government differentiates between two types of licenses for promotions and discounts:

- The first type, known as a "promotion license", includes various promotional schemes such as "buy one, get one," "buy one, get a gift," "buy one, get a coupon," or when the store offers a fixed discount rate on all items, such as a 50% discount on the final invoice (Ministry of Commerce Staff, 2023).
- The second type of license is referred to as the "discount license", where such license allows stores to offer discounts on a selection of products, with a minimum requirement of 50% of the store's total products being eligible for discounts. To obtain this discount license, the store must provide invoices as proof of the anchored prices as mentioned earlier, which serve as evidence of the discounted prices (Ministry of Commerce Staff, 2023).

4.2. Consumer Protection and Rights and the Verification and Monitoring Mechanisms

The consumer protection measures in Saudi Arabia comprise the establishment of a structured complaint handling system and the implementation of systematic procedures for resolving disputes aiming to address consumer complaints in a timely manner and enforce suitable actions against retailers involved in deceptive promotions or false advertising (Ministry of Commerce Official Website Staff, 2022). Periodic random field checks and inspections are conducted to ensure the accuracy of pricing and adherence to the announced promotional activities. These inspections involve the verification of invoices to assess the consistency between the prices stated and the historical pricing records (Ministry of Commerce Media Center Staff, 2022).

On the other hand, the Saudi Arabian government initiated a comprehensive transformation of the Saudi market through the implementation of Electronic Invoicing "FATOORAH" on December 4th, 2021 on Roll-out phases until 2024 (ZATCA Staff, n.d.). These transformative aims to integrate all commercial activities into a unified platform provided by the government, directly linked to the Zakat, Tax, and Customs Authority "ZATCA" (Zakat, Tax and Customs Authority Staff, 2021). While this initiative encompasses various objectives, its impact on the control of discounts and

promotions is evident. Integration a monetary system by ZATCA into the internal accounting systems of companies and shops across Saudi Arabia will improve the issuance of discount licenses and make it more credible and reliable due to the fact invoices are already registered and closely monitored within the E-Invoicing “FATOORAH” system. Consequently, the ministry of commerce will gain the ability to examine the actual anchored prices and make informed decisions based on the historical records of the products. This integration represents a significant move towards streamlining control measures, towards fair and competitive business environment.



5 METHODOLOGY

5.1. The research problem?

Through the reports and articles discussed at the beginning of this study covering the current situation of the sales and promotions at global level, together with the previous literature discussed, it has been identified that the misuse of the anchoring strategy has become a leading cause of false promotions and discounts in the last two decades. This problem has been amplified with the emergence of online shopping and modern business models, such as malls and department stores.

5.2. The main research objectives

The objective of this study is to assess the prevalence of false promotions and discounts within modern online shopping business models in Saudi Arabia as an example. Specifically, the study aims to track and analyze the price changes of a selected sample of products across multiple major online shopping platforms over their product lifetime focusing over the course of the last year where data is available. By comparing these prices with the originally announced prices and sale season prices, the study aims to determine the percentage of false promotions and discounts, as well as to evaluate the accuracy of pricing and marketing strategies employed by online retailers.

For this reason, this study will also aim to introduce a proposed model as a potential solution for preventing false anchoring in online shopping promotions. The model will be developed through a series of steps to produce a controlled and fairer anchored price together with a visual color-coded price tag model which can effectively aid customers in identifying false promotions with ease. The practical implications and potential applications of the proposed model will also be discussed in the Result and Findings, and Proposed Model chapters of this study. Given the limitations of time and resources, it may not be feasible to fully validate the proposed solution model. However, the proposed model can serve as a starting point for future research, and the validation process can be carried out in future studies through a series of steps, including expert consultation, pilot testing, and statistical analysis.

5.3. The research approach and data needed

The research objective has been addressed through the utilization of quantitative data methods, with a primary focus on projecting the percentage of false promotions and

discounts within modern online shopping business models. This has been achieved by tracking the price changes of a specified number of products over their product lifetime, aiming to cover the course of a year where data is available. These prices are then compared with the originally anchored prices and the sale season prices offered, such as those during Black Friday.

5.4. The sampling method

To achieve the research objectives, a sample of 100 items was selected from three prominent online shopping platforms in Saudi Arabia: Amazon.sa, Noon.com, and Extra.com. Considering the fact that Amazon.sa and Noon.com are recognized as the leading online shopping sites in the country, with Amazon achieving a remarkable net sales revenue of \$514 billion globally and \$242 million locally, while Noon.com generated \$290.7 million in revenue in 2022. These platforms offer a wide range of items listed by the platforms themselves and third-party sellers.

Moreover, the inclusion of Extra.com in the sample is deliberate, as it is the premier department store for electronics, appliances, furniture, and technology in Saudi Arabia. By incorporating Extra.com, this study aims to capture the prevalence of false anchoring techniques used by physical stores transitioning to online sales while still maintaining their physical presence. This selection provides insights into how department store business models have co-evolved with the online shopping era and how their discount strategies have been influenced by this transition.

Sampling factors taken into consideration:

1. The sample size was determined based on research resources and other limiting factors.
2. The sample location was selected within the constraints of research resources and other limiting factors.
3. Non-probability stratified sampling method was used to select samples based on the following factors and reasons:
 - a) Seller types: Amazon and Noon offer various types of sellers with different features and conditions to conduct business on their platforms. In this research due to the limited resources, the main focus will be on the following types of sellers offered by both Amazon and Noon:

- Vendors Sellers: refers to the brands or manufacturers directly sell their products to Amazon, and Amazon subsequently resells them to customers. You can recognize them by the labels "sold by Amazon" and "sold by Noon."
- Marketplace Sellers: These sellers, known as third-party sellers, utilize Amazon or Noon as platforms to sell their products where the handling and shipping services are handled by amazon or noon itself. These types of sellers can be identified with the unique mark “fulfilled by amazon” for amazon sellers, and “shipped by noon” for noon sellers.

The selection of the seller types mentioned above for this study was based on their overall impact on the platform's promotional activities as they represent the majority of the products promoted during seasons and can represent a valuable insight into the promotional strategies used.

Remaining types of sellers including Professional Sellers and Individual Sellers, who creates and handles their own product listings and shipping will not be included in the study. While the initial observation has shown a higher rate of extreme false or deceptive offers the market-share they represent in these platforms still not comparable to the previous types which we chose to cover, even though the number of items which might be offered in these sites by these sellers might be comparable in number of listings but not comparable in term of representation and promotion done by the actual sites. Instead, the selected seller types of Vendors Sellers and Marketplace Sellers were deemed more relevant to the research question and objectives.

For Extra.com, being a department store business model, the products which are going to be selected are only offered and sold by the same department store extra.com

b) Type of products/items selected: Products were selected from the following categories:

- 24% Electronics (9 Amazon.sa, 9 Noon.com, 6 extra.com)
- 24% Home Appliances (9 Amazon.sa, 9 Noon.com, 6 extra.com)
- 12% Toys (6 Amazon.sa, 6 Noon.com)
- 12% Furniture & Household (6 Amazon.sa, 6 Noon.com)

- 10% Fashion (5 Amazon.sa, 5 Noon.com)
- 10% Groceries (5 Amazon.sa, 5 Noon.com)
- 8% Cosmetics (4 Amazon.sa, 4 Noon.com)

The selection of these categories was based on the most sold item categories on Amazon.sa between Thanksgiving and Cyber Monday of 2022 (Staff, 2022) , in addition to the categories Groceries, Furniture & Decoration to cover the wider range of categories from the other sites noon.com and extra.com.

- c) Following the above sampling constraints, the items selected are chosen through three main methods:
 - i. The first step is done by selecting the item with the highest discount on the store.
 - ii. The second step involves select the most popular items from this initial selection.
 - iii. During selection, any product with offering life less than 2 month is neglected as it does not represent a pattern data to rely on.

5.5. Data collection method

For this study, we used publicly available price tracking tools called kanbkam.com to collect data on the pricing behavior of selected products on online shopping platforms. These tools provide users with a detailed price history of the product they are interested in, including important changes events in price over time. The tracking tools selected offer a detailed view of price changes over specific time periods, with a linear graph displaying changes from the beginning of the product's listing until the inquiry moment. However, this approach has limitations as the recorded data may not represent daily data records, rather emphasizing important event markers to produce a more visually appealing linear graph. Moreover, some products may not be tracked as frequently as others based on their importance and search frequency. Despite these limitations, the price updates available through these sites provide sufficient detail to broadly understand the pricing behavior of selected products, given the study's time and resource constraints. Nonetheless, future research could develop a specialized tracking tool that fetches daily product prices for a year to provide more accurate analysis of the pricing strategies.

Focusing on the objective to determine the actual discount percentage offered for selected products, based on their original anchored price and the timeframe associated with it. To achieve this goal, we collected data over the entire lifespan of each product, which allowed us to observe the duration for which the product was actually offered at the anchored price for a true period of time to consider that anchoring price is true and represents the discount percentage mentioned by the site. Additionally, we compared the pricing behavior of the selected products with the sale seasons available in the data records.

To ensure research credibility, As can be seen in the appendix B.1 we recorded a screenshot of every item page included in this study as example figure (2), which shows the product name, product section, current price, original anchored price, discount rate, seller name, product pictures, and other relevant information. Additionally, we recorded a screenshot of all products price history page on the price tracking sites as example figure (3), which shows the product name, latest recorded price, highest price sold, lowest price sold, a linear graph that represents the price change history, product images, and other data that may not be necessary for this study.

5.6. Data coding

Through the data collection, data including the following is coded into an excel sheet, stating the details of the product details and price history. From the product page, name of item, item link, current price, original price (anchored price), discount rate, sale condition (on promotion or not). From the price history tracker page, highest price, lowest price, graph general pattern, graph pattern around a visible known sale season.

extra.com/en-sa/white-goods/air-conditioner/split-air-conditioner/classpro-split-ac-17800-btu-r...

Discount Reserch Google Docs Online Beykoz OLS https://translate.g... WhatsApp Pixel Surplus | Re... Other Bookmarks

Don't Wait For Delivery, Collect From Nearest Store in 2 Hours! [Learn more](#)

Saudi Arabia | الموقع العربي | Stores | Track Order | Shopping Guides | BlogSign in / Register | Gift card | Cart (0)

اكسترا extra What are you looking for? City Not Selected Please Select Your City →

Mobiles & Tablets Computing TVs & Entertainment Large Appliances ACs Small Appliances Gaming Home Improvement Smart Home & Gadgets **Eid Offer** Extra Services

Price Match Policy Free delivery on orders above 99 SR Collect from store Buy on Installments

Home / White-Goods / Air Conditioner / Split Air Conditioner / ClassPro Split AC, 17800 BTU, Rotary Compressor,Wifi, 4 Ways Swing, Cold

38.72% Off ClassPro Split AC, 17800 BTU, Rotary Compressor,Wifi, 4 Ways Swing, Cold

1899 SR ~~3099 SR~~ Save 1200 SR Inclusive of VAT

TAS'HEEL finance Pay 91 SR for 36 months

Price Alert Add To Cart

Include 1 free Gift(s) worth 179 SR

Figure 1 item webpage sample

hankam Egypt Kuwait Saudi Arabia UAE Supermarket Home العربية Register Log in

Categories Live Deals Top Drops Hot Deals Search by product URL or any keyword

Home > Fans, Cooling & Heating > ClassPro Split AC, 17800 BTU, Rotary Compressor,Wifi, 4...

ClassPro Split AC, 17800 BTU, Rotary Compressor,Wifi, 4 Ways Swing, Cold

Current Price **Very Good** 1,899 SAR ~~3,999~~ Buy Now Extra Stores

Lowest Price	Highest Price	Recent Price Drop
1,899	3,099	-5.0%

Ask For Better Price

Prices

Date	Price
26-12-22	3099
27-12-22	1999
08-01-23	3099
09-01-23	1999
06-02-23	3099
07-02-23	1999
09-04-23	1899

Figure 2 Item price history webpage sample

5.7. The data processing methods

As discussed in the previous sections, the study aims to determine the percentage of false promotions and discounts that utilize the anchoring principle, either by stating a false original price or by raising the item price before sale seasons to make the products appear more appealing to customers. To get the results needed to show the items which apply one or both of these two conditions, a set of simple equations have been built and performed both mathematical and visual analysis to the data set which have been recorded from the price tracking sites. Thus, the data processing is divided into two sections:

First: Items used false anchored price

To determine if an item has used a false anchored price, we compare the stated anchored price to the highest price the item was sold at. If the anchored price was equal to the highest price the item was sold at previously, this will point that the highest price is actually the real anchored price and the seller have actually sold the item at that price before for a reasonable period of time. However, if the original price was higher than the highest price, the logical evaluation will be that the anchored price was inflated to create an impression of a bargain during a sale. On the other hand, if the original price was lower than the highest price, it may suggest a genuine representation of the anchored price during the product life time, this can be explained as every product has its own life cycle and anchored price is supposed to be changing overtime as new models, new technologies might have evolved over the lifetime of the product (Philip Kotler, 2015). Thus, in such case the item most likely to represents a fair anchored price.

Moving to the next step, testing the credibility of the anchored price is to examine the periods during in which the item was offered at the stated anchored price. For example, if an item the item was always on discount at compared to the anchored price for most of the price history, such data will suggest an inflated anchored price misleading the true market value of the item, especially if the item was never actually sold at the mentioned anchored price. This information can be obtained through a visual inspection of the price history linear graph provided by the price tracking tool mentioned in the previous section, and the results of this inspection can be recorded in a special field called "Always on Discount." As “true” or “false”.

Second: Items raised prices just before the sale season

The purpose of this step is to analyze items that have shown a pattern of increasing prices shortly before a sale seasons, which appears as an "Air Catcher" shape in the price history graph, only then the seller will offer a discounted price that is similar or slightly lower (in some cases even higher) than the price before the sale season. After the sale, the seller often raises the price once again, creating a zigzag pattern, trying to represents a true offer finishing theme to the discount. The idea behind this pattern relies on the actual deceptive motives the businesses are having during the sale seasons, where companies are supposed to be offering most ridicules prices at the sale seasons like Black Friday's but in reality, the products are mostly sold at similar prices.

To identify this pattern, we examine the price history data and look for the time period during which the product was on sale or offered at a discount. We then visually analyze the pricing pattern for the product around that time period. If the price of the product has increased in the two weeks leading up to the sale season, and then the product is offered at a discounted price that is similar or only slightly different from the previous period, and then increased again after the sale season, then the visual analysis suggests that the discount is likely fake. This is because the price increase prior to the sale season indicates that the original price may have been inflated to make the discounted price appear more attractive to customers, rather than being a genuine sale or promotion. Therefore, by analyzing these "Air Catcher" patterns, we can identify instances where sellers may be using deceptive pricing strategies.

For this study, focusing on the Saudi Arabian market, the main sale events throughout the year have been identified. These events, based on the sale calendar provided by amazon.com for the Saudi market, include (Staff, Amazon, 2022):

- Ramadan Sale Season, March 22 - April 21
- Eid Al Fitr Sale season, April 21 - April 22
- Hajj Sale Season, June 21 – July 1
- Singles Day, November 11
- White Friday, November 24 - November 27
- End of year holidays, December 24 - January 1

While other events may occur throughout the year, the analysis will primarily focus on these sale seasons for visually analyzing the pricing patterns of the selected items.



6 RESULTS AND FINDINGS

From the previous literature, it is clear that anchoring principle represents a major cognitive bias where people rely too heavily on the first piece of information they receive when making decisions. Data recording, processing, and analysis stages can be seen in Table 1 in the appendix A.1. Here, results and findings reached will be presented.

Firstly, it was discovered that a staggering 94% of the discounts observed in the sample pool were determined to be fake or misleading. This indicates a prevalent trend of deceptive pricing strategies employed by online retailers. Furthermore, a substantial majority of the items 75% utilized false anchoring strategies, deliberately creating an illusion of higher prices to deceive customers. This deceptive tactic aims to manipulate consumer perceptions and create a false sense of value.

Additionally, the study found that 59% of the item promotions analyzed were identified as fraudulent, with the extent of deception varying based on air-catching techniques. These tactics are designed to captivate customers' attention and entice them to make purchases under the guise of attractive discounts. Moreover, an alarming 73% of the tested items consistently remained on discount, raising questions about the authenticity and genuineness of these purported sales or promotions.

Furthermore, a significant proportion of the items 38% exhibited a zigzag pattern in their pricing history, characterized by frequent price fluctuations. This volatile pricing behavior can confuse and mislead customers, undermining trust and transparency in the online retail market. Lastly, 58% of the items showed an initial anchored price that swiftly dropped to the discounted price, potentially misleading customers into believing they are getting a substantial discount.

6.1. Findings

During the data recording, processing, and analysis stages, we identified a possible approach to categorize the false discount strategies observed in the real-life examples. By analyzing changes in the graphs and their trends, we found that certain behaviors could be linked and categorized based on the shape of the graph. This allowed us to understand how false discounts were created and how businesses incorporated these deliberate tactics. The price history associated with the false anchoring mostly showed the following shapes:

- 1- **Instant fall Shape:** is characterized by an item that is listed at a certain price but is never sold at that price figure (4). Alternatively, the item may be listed at the anchored price for a brief period but is then immediately sold at a much lower price for the remainder of the product's selling time. This creates a pattern in which the item's price drops rapidly and consistently.



Figure 3 Instant fall Shape graph example

- 2- **Zigzag Shape:** refers to a pricing pattern in which an item's price constantly fluctuates between highs and lows before and after sale seasons or promotional periods figure (5). This results in a monthly graph that shows the price of the item rising and falling repeatedly, as depicted in the figure.

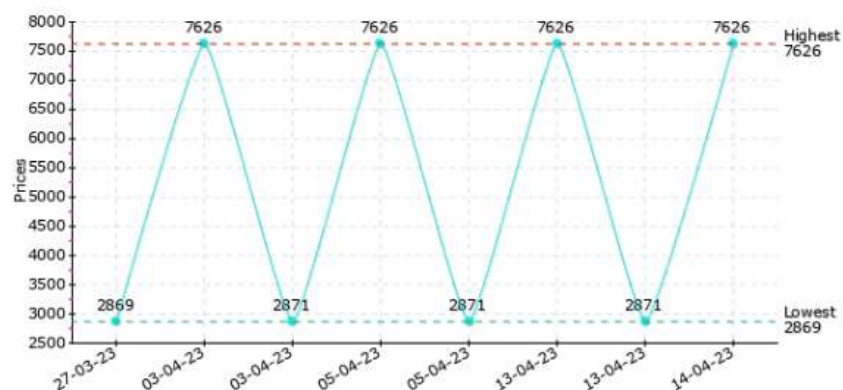


Figure 4 Zigzag Shape graph example

- 3- **Air Catcher Shape or Rollercoaster Shape:** refers to a pricing strategy in which a seller raises the price of a product a few days before a promotion, only to then offer a discounted price that is similar or slightly lower (or, in some cases, even higher) than the price before the sale figure (6). After the sale, sellers often raise the price once again, creating a zigzag pattern of pricing that was previously mentioned.

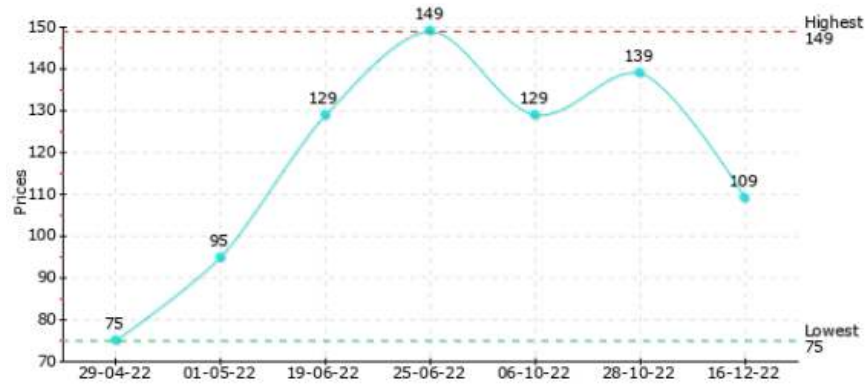


Figure 5 Air Catcher Shape graph example

In this investigation, we observed that despite the inflated anchored price, certain items exhibited favorable sale value when the influence of the anchored price was disregarded. However, the presence of an inflated anchored price created a deceptive perception when analyzing the item's price history. This discrepancy in pricing could potentially deter experienced buyers who are adept at recognizing genuine discounts. On the other hand, it may attract fewer discerning buyers who are more influenced by the perceived discount. Therefore, understanding the dynamics between the anchored price, perceived value, and buyer behavior is crucial for both sellers and consumers in the online marketplace. By delving deeper into these factors, we can gain insights into the psychological and economic aspects of pricing strategies and their impact on consumer decision-making processes.

These findings highlight the urgent need for consumer awareness and critical evaluation of pricing strategies in the online retail landscape. Customers should exercise caution and skepticism while making purchasing decisions, considering the prevalence of deceptive pricing practices. By understanding and recognizing these manipulative tactics, consumers can make informed choices and protect themselves from falling victim to misleading discounts or inflated prices.

7 PROPOSED MODELS

In the methodology chapter, our primary objective was to address the prevalent issue of false anchoring in the online shopping industry and propose viable solution models to combat this problem effectively. To tackle this issue, we devised a set of solution models that can serve as potential remedies for preventing false anchoring practices. These models are specifically designed to empower legislative authorities and policymakers in formulating effective regulations and guidelines that can govern the retail industry and curb deceptive pricing tactics.

7.1. The Average Anchored pricing equation (AAP)

As demonstrated in previous sections, false discounts primarily rely on false anchoring pricing tactics. To solve this, by calculating and enforcing the anchored price in an organized manner could offer a possible solution to the false discount dilemma. We introduced an equation for calculating the anchored price in a more valid and fair representation to reduce the effects of cognitive biases, provide an accurate representation of the item's true value, and ensure consistency in pricing strategy. The “Average Anchored Pricing Equation” calculates the sum of each daily price multiplied by the number of consecutive days it was sold at that price. Then, it divides the sum by the total number of days the item has been sold. This way, the algorithm calculates the anchored price based on the history of the item's pricing, giving more weight to the prices that were sold for longer periods. This approach follows the anchoring principle, where the initial prices set the reference point for future prices.

Starting by defining the main variables:

- Let P_i be the price of the item on day i .
- Let t_i be the number of consecutive days that the item was sold at price P_i .
- Let n be the total number of days that the item has been sold.

To calculate the anchored price, we can use the following equation:

$$\text{Average Anchored Price} = (P_1 * t_1 + P_2 * t_2 + \dots + P_n * t_n) / n$$

Or by its short form:

$$\text{Average Anchored Price} = \frac{\sum(\text{price} \times \text{days})}{\text{total days}}$$

Example:

A product that has been on the market for 100 days, with the following pricing history:

- Days 1-20: \$100
- Days 21-30: \$80
- Days 31-50: \$90
- Days 51-55: \$75
- Days 56-75: \$85
- Days 76-85: \$95
- Days 86-100: \$100

Using the AAP equation, the Average anchored price calculation will be as the following:

$$\text{Average Anchored Price} = \frac{\sum(\text{price} \times \text{days})}{\text{total days}}$$

$$\begin{aligned} \text{Average Anchored Price} = & \\ & \frac{(\$100 \times 20) + (\$80 \times 10) + (\$90 \times 20) + (\$75 \times 5) + (\$85 \times 20) + (\$95 \times 10) + (\$100 \times 15)}{100} \end{aligned}$$

$$\text{Average Anchored Price} = \$89.50$$

Based on the information presented, a new concept of calculating the anchored price can be achieved using the equation which gives more weight to the actual prices that the item was sold at for longer periods of times thus, a more objective and fairer anchored price gets calculated on real data, reducing biases resulted by subjective pricing methods. However, while the equation price has several benefits, there are also some potential negative effects to consider as in the following points:

- I. Over-reliance on historical data: The equation relies heavily on historical data, which may not always be reflective of current market conditions or changes in consumer demand, as this may result in the anchored price not reflecting the current market value of the item.
- II. Limited Flexibility: The equation assumes a linear relationship between the length of time an item is sold at a particular price and its impact on the anchored price, as this assumption may be applicable for all types of items, and may limit the flexibility of the pricing strategy.

- III. Potential conflict with the fair-trade practices: as the AAP equation relies mainly on historical prices, this practice may not directly consider the underlying factors related to fair trade, such as labor conditions, sustainability, or social responsibility.

7.2. The Weighted Average Anchored pricing equation (WAAP):

Taking the above arguments in account, in some cases the Average Anchored pricing equation might not reflect special occasions where the actual value of the product might increase or decrease based on special factors like market demands and disruptions in raw material or production costs, in such cases calculating the fair anchored price could be more challenging using the Average Anchored pricing equation, for this reason a better but more challenging approach would be by introducing one or two variables which represents a combination of historical data and current market conditions multipliers. These variables could incorporate dynamic pricing techniques, where prices are adjusted in real-time based on market conditions and consumer behavior.

The Weighted Average Anchored pricing multipliers:

- Demand multiplier (DM): based on live changes in consumer demand
- Supply chain multiplier (SCM): based on changes in disruptions to the supply chain, changes in production costs, or changes in import/export regulations

The demand multiplier incorporating real-time consumer demand changes into the calculation of the anchored price by leveraging data from website order counts directly. The explanation for this multiplier is justified when the demands for an items are high, the demand multiplier adjusts the anchored price by multiplying it with the percentage of demand changes employing the Demand, Supply, and Equilibrium principles of economics (Mankiw, 2011). This dynamic multiplier ensures a fair calculation of the anchored price, preserving the accurate representation of the product's value while upholding fair trade practices for the product supplier. It is important to highlight that the demand multiplier can only increase the anchored price of a product, and does not have the ability to reduce it. In situations where the demand multiplier would result in decreasing the calculated anchored price, the multiplier should be set to a value of 1, this to maintain the average anchored price without any adjustments.

On the other hand, as mentioned earlier, other factors might disturb the anchored price depending on external factors which are not associated with the item actual price history or initial anchored price set by the seller when adding or offering the product for sale. These factors include the supply chain disruptions, changes in production costs, or changes in import/export regulations etc. The answer to these factors is covered with the Supply Chain Multiplier which represents the second multiplier in this equation. As an example, if new changes to the import-export regulations happens to the product category, the Supply Chain Multiplier could increase the anchored price according to the percentages related to the product. Similarly, the Supply Chain Multiplier can only increase the final value of the equation, any factors which might result in reducing the anchored value will result in the supply chain multiplier to be set to value of 1.

After incorporating one or both of the new multipliers to the original AAP equation which we have discussed in the previous section, we will have the following new equation:

$$\text{Weighted Average Anchored Price} = \frac{\sum(\text{price} \times \text{days})}{\text{total days}} \times DM \times SCM$$

Example:

Starting from the previous example which resulted in the Average Anchored Price to be = \$89.50

Employing the new WAAP equation will be as follow:

$$\text{Weighted Average Anchored Price} = \frac{\sum(\text{price} \times \text{days})}{\text{total days}} \times DM \times SCM$$

Now, if we assume that due to changes in market conditions, there is a higher demand for the product. To account for this, we introduce the demand multiplier of 1.2, which will increase the anchored price by 20%.

The total value of the Adjusted Average Anchored Price with the first Demand Multiplier will be = \$89.50 x 1.2 = \$107.40

On the other hand, if there was disruption in the supply chain costs like the changes in fuel costs, which is was causing production costs to increase. To account for this general market change, we introduce the supply chain multiplier, assuming the changes in the

fuel costs has introduced an increase in the product original value of 1.1, which would increase the anchored price by 10%.

Employing the second multiplier to the Average Anchored Price with the new Demand and Supply Chain Multipliers will be = $\$89.50 \times 1.2 \times 1.1 = \118.26

Therefore, the anchored price for this product would be \$118.26 with both the demand and supply chain multipliers applied.

As previously discussed, the demand multiplier can be dynamically updated based on actual sales data from the website, serving as a fair and adjustable variable to incorporate into the equation. However, the supply multiplier poses greater challenges as it relies on subjective human input regarding factors influencing the supply chain. Despite the aforementioned suggestions and constraints, the supply multiplier remains susceptible to manipulation. Therefore, further research is recommended to identify and implement control measures that mitigate the potential unethical manipulation of these factors.

7.3. Verified Sale Price Tag

As the study has shown, a significant portion (94%) of promotions utilize what we call "zigzag" or "air-catching" tactics. This strategy involves raising the price of a product shortly before a sale season, and then offering a discount during the sale period that may be only slightly lower or even higher than the original price. This creates the illusion of a large discount, and after the sale period ends, the seller may temporarily raise the price again to maintain credibility before lowering it back down. We found that this tactic is especially prevalent on sites such as noon.com and extra.com, with the latter using it extensively across all of its product offerings. To help identify this type of false or deceptive sale tactics, we introduced a new product sale price tag, which shows a minimalist design of the price history next to the sale price, highest price, lowest price, and together with product details and barcode. In addition to the layout, incorporating a color-coded design can enhance the user's understanding of the discount rates and their credibility. The design associates the color temperature with different discount rates, and the colors used in the design are as follows:

- 1- Red Discount Tag: This tag is used for discounts ranging from 70% to 99%. These discounts are significant and indicate that the item is likely to be sold at a heavily reduced-price figure (8).
- 2- Orange Discount Tag: This tag is used for discounts ranging from 50% to 69%. These discounts are considerable and can still be considered a good deal for the consumer Figure (9).
- 3- Green Discount Tag: This tag is used for discounts ranging from 25% to 49%. These discounts are moderate and can be considered a fair deal for the consumer figure (10).
- 4- Blue Discount Tag: This tag will represent the discounts ranging from 2% to 24%. Such discounts are minor and may not be very significant to the consumer figure (11), thus choosing the blue color will represent the slight changes in price without manipulating the phycological parts of the brain.

The introduction of these color-coded designs, the consumers can easily determine the level of discount being offered to them and make an informed decision.

Product Name and Specs		
Highest Price	3 Months Price History Graph	Discount Rate
Lowest Price		Discount Sale Price
Product Barcode		

Figure 6 Price Tag Layout Example

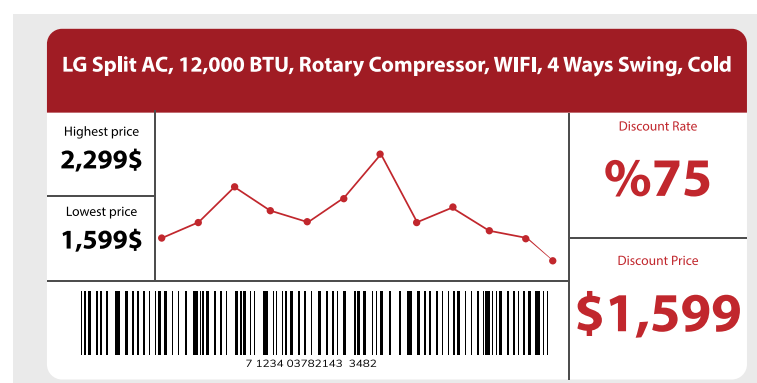


Figure 7 Red Discount Tag, discounts ranging from 70% to 99%

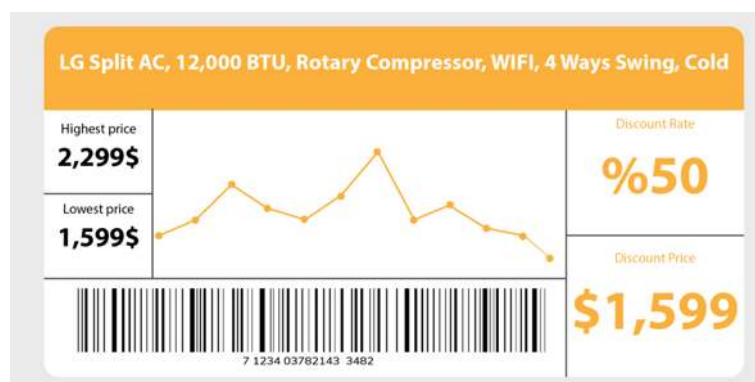


Figure 8 Orange Discount Tag, discounts ranging from 50% to 69%

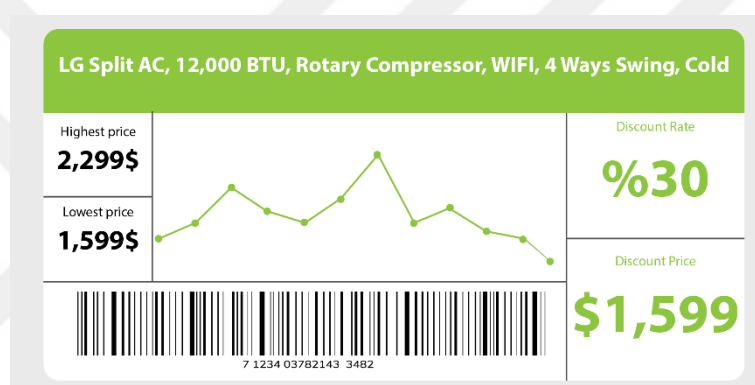


Figure 9 Green Discount Tag discounts ranging from 25% to 49%

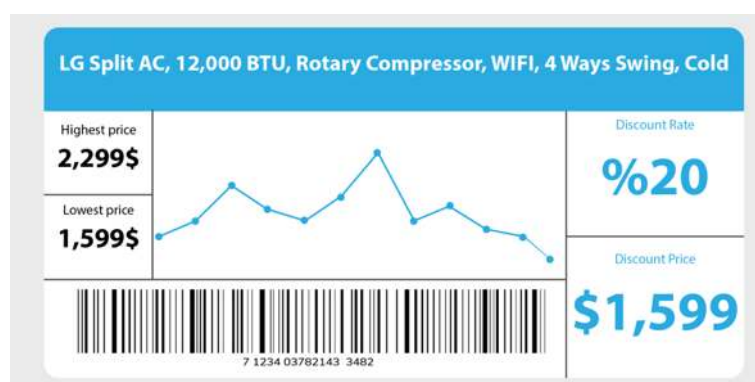


Figure 10 Blue Discount Tag discounts ranging from 2% to 24%

8 CONCLUSION

This study aims to investigate the phenomenon of false promotion and deceptive pricing practices dominating the online retail industry in today's market. Through the work which has been conducted, an extensive overview of the previous literature is performed covering the titles related to the subject. In addition to that, a quantitative study about the actual presence of false promotion and the tactics used by businesses to introduce convincing false promotions is conducted. This includes a sample size of 100 items which have been tracked over the lifetime of the item offering through the main online retail stores in Saudi Arabia being the targeted market for this study. Building on the previous literature and research findings, a set of solutions to target these negative trends dominating the online retail industry are introduced.

The preview of the previous literature shows a prime highlight over the significant role of cognitive biases based on the anchoring principle, which is considered to be the main consumer perceptions and decision-making motive. The studies also highlight the fact consumers often rely too heavily on the initial information they receive, allowing retailers to exploit this bias and employ deceptive pricing strategies as the majority of businesses utilizing false anchoring tactics to create a false sense of value for the customers to alter their purchase decision.

The quantitative study conducted in this study aims to examine the level of penetration related to the misuse of false promotion using the false anchoring tactics in the platforms targeted in this study, which were Amazon.sa and Noon.com, and Extra.com, all being the main retail platforms in Saudi Arabia. The sample size includes 100 products selected by non-probability stratified sampling method. The findings show a staggering 94% of the observed items discounts were determined to be fake or misleading using a set of tests covering five types of tactics the businesses were using to make their misleading promotions seem real or legitimate for consumers. These findings emphasize the importance of consumers' awareness when assessing prices, so they can avoid being tricked by unfair practices.

To address the research problem, building on the findings of the quantitative study and the highlights from the previous literature, the thesis introduces a new approach to calculate the anchored price. It uses two equations, the Average Anchored Pricing Equation, and the Weighted Average Anchored Pricing Equation, which aims to present

a fair and unbiased representation of a product's true value by incorporating historical pricing data and other adjustments based on consumer demand and supply chain disruptions. Building on price history of the item weighted by duration of time the item was offered at, a fairer and more accurate anchored price can be determined.

Moreover, the introduction of a new visual representation, incorporating color-coded design, to form the Verified Sale Price Tag presents a practical solution to identify false or deceptive sale tactics by consumers. Using a set of minimal design attributes the Verified Sale Price Tag allows consumers to quickly assess the level of discount being offered and make informed purchasing decisions, being able to spot the price history of the product eliminating false anchoring, and color coded layout to give the consumer the ability to spot good deals from bad ones.

In conclusion, this thesis highlights the dominating presence and negative consequences of false promotions and deceptive pricing practices in online retail industry. It emphasizes the significance of consumer awareness, critical evaluation, and skepticism when encountering discounted offers. The proposed models and tools offer potential starting points to address false promotions and enhance transparency in the online marketplace. Overall, the findings of this study encourage consumers, retailers, and regulators to collaborate in building a reliable and transparent online retail environment that promotes fair trade practices and safeguards consumer rights.

This thesis has certain theoretical and practical limitations. First, the study focused specifically on the Saudi Arabian market, which may limit the generalizability of the findings to other contexts or regions. The research primarily examines false anchoring in business promotions and misleading marketing practices related to promotions and discounts, but it does not extensively explore other factors that may influence consumer behavior in the purchasing process. Additionally, the proposed mathematical model and verified price tag approach, although practical and innovative, may require further validation and testing to assess their effectiveness and feasibility in real-world implementation. Furthermore, due to resource constraints and time limitations, the sample size for data collection and analysis may have been relatively small, which could impact the representativeness and statistical power of the results. Despite these limitations, the study provides valuable insights and lays the groundwork for further research and exploration in the field of consumer behavior and pricing strategies.

REFERENCES

- oberlo.com. (2022, 12 24). *HOW MANY PEOPLE SHOP ONLINE IN 2022?* Retrieved from oberlo.com: <https://www.oberlo.com/statistics/how-many-people-shop-online#:~:text=How%20Many%20People%20Shop%20Online%20in%20the%20United%20States%3F,increase%20from%20the%20previous%20year.>
- statista.com. (2022, 12 15). *Number of online shoppers in China from 2011 to 2021.* Retrieved from Statista.com: <https://www.statista.com/statistics/277391/number-of-online-buyers-in-china/>
- Thomas, L. (2020, 8 27). *25% of U.S. malls are expected to shut within 5 years. Giving them a new life won't be easy.* Retrieved from cnbc.com: <https://www.cnbc.com/2020/08/27/25percent-of-us-malls-are-set-to-shut-within-5-years-what-comes-next.html>
- Research, C. (2020, 8 25). *US Mall Closures: Impact of Covid-19 Likely To Accelerate Mall Consolidation.* Retrieved from coresight.com: <https://coresight.com/research/us-mall-closures-impact-of-covid-19-likely-to-accelerate-mall-consolidation/>
- Philip Kotler, G. A. (2015). *Principles of Marketing, Global Edition.* Pearson Education.
- Walsh, H. (2022, 11 22). *How to avoid fake Black Friday deals.* Retrieved from which.co.uk: <https://www.which.co.uk/reviews/black-friday/article/black-friday-deals-how-to-check-if-a-black-friday-deal-is-real-aKtJD2L0zJEt>
- Shah, S. (2022, 11 18). *Black Friday shopping tips: How to spot bad deals and scams.* Retrieved from Evening standard: <https://www.standard.co.uk/tech/black-friday-shopping-tips-scams-deals-b1040710.html>
- STAFF, P. (2021, 06 17). *The Anchoring Heuristic: Anchoring for Maximum Effect.* Retrieved from harvard University: <https://www.pon.harvard.edu/daily/negotiation-skills-daily/anchoring-for-maximum-effect-nb/>
- Baynes, M. (2022, 11 22). *'Just one in seven' Black Friday deals are real discounts - as worst offenders exposed.* Retrieved from Sky News:

<https://news.sky.com/story/just-one-in-seven-black-friday-deals-are-real-discounts-as-worst-offenders-exposed-12752569>

Rob Hastings, K. G. (2022, 11 19). *Black Friday's rise and fall: Fake deals and warehouse chaos leave consumers cynical and retailers broken*. Retrieved from iNews UK: <https://inews.co.uk/news/consumer/black-friday-rise-fall-fake-deals-1976988>

Berry, L. (2022, 11 15). *When is it best to buy – on Black Friday or in pre-Christmas sales?* Retrieved from moneysavingexpert.com: <https://www.moneysavingexpert.com/news/2022/11/black-friday-christmas-presents-buy/>

promossale.com. (2022). *AliExpress Sale Dates 2023*. Retrieved from promossale.com: <https://promossale.com/aliexpress-sale-dates-2022/>

promossale.com. (2023, 1 15). *AliExpress Sale Dates 2023*. Retrieved from promossale.com: <https://promossale.com/aliexpress-sale-dates-2023/>

amazon.com. (2022). *European shopping events calendar for 2022*. Retrieved from amazon.com: <https://advertising.amazon.com/library/guides/european-peak-shopping-events-2022#tr>

Rauturier, S. (2022, 11 25). *Stop Before You Shop: The Issues With Black Friday and Cyber Monday*. Retrieved from Good On You : <https://goodonyou.eco/issues-with-black-friday/>

Laville, S. (2017, 11 24). *Black Friday to cause spikes in air pollution and plastic waste, warn environmentalists*. Retrieved from the guardian: <https://www.theguardian.com/environment/2017/nov/24/black-friday-to-cause-spikes-in-air-pollution-and-plastic-waste-warn-environmentalists>

Butler, S. (2017, 11 17). *UK shoppers forecast to spend £10bn in Black Friday sales*. Retrieved from the guardian: <https://www.theguardian.com/business/2017/nov/17/uk-shoppers-forecast-to-spend-10bn-in-black-friday-sales>

Monbiot, G. (2017, 11 22). *Too right it's Black Friday: our relentless consumption is trashing the planet*. Retrieved from the guardian:

<https://www.theguardian.com/commentisfree/2017/nov/22/black-friday-consumption-killing-planet-growth>

Committee, E. (2015). *Emission reduction targets for international aviation and shipping*. Brussels: European Parliament.

Akvile Petraityte, I. G. (2022, 11). *30 Times People Were So Annoyed With Evil Black Friday "Deals", They Just Had To Expose Them Online*. Retrieved from boredpanda.com: https://www.boredpanda.com/black-friday-pics/?utm_source=google&utm_medium=organic&utm_campaign=organic

Cramer-Flood, E. (2022, 2 2). *Global Ecommerce Forecast 2022*. Retrieved from Insider Intelligence: <https://www.insiderintelligence.com/content/global-ecommerce-forecast-2022>

eCommerce - Saudi Arabia. (2023, 6 1). Retrieved from Statista.com: <https://www.statista.com/outlook/dmo/ecommerce/saudi-arabia>

Staff, A. (2022, 11 30). *Amazon announces its biggest holiday shopping weekend ever: Top sellers included the Nintendo Switch and the Echo Dot*. Retrieved from amazon.com: <https://www.aboutamazon.com/news/retail/amazon-best-sellers-black-friday-cyber-monday#:~:text=The%20best%2Dselling%20categories%20were,TV%20Stick%2C%20and%20Apple%20AirPods>.

Staff, Amazon. (2022, 12 1). *Retail holiday calendar: Key global shopping events*. Retrieved from Amazon Ads: <https://advertising.amazon.com/library/guides/global-shopping-events>

AMOS TVERSKY, D. K. (1974). Judgment under uncertainty: Heuristics and biases. *Science*.

Ariely, L. a. (2003). Coherent arbitrariness: Stable demand curves without stable preferences. *The Quarterly Journal of Economics*.

Ministry of Commerce Staff. (2023, 5). *Electronic discount system*. Retrieved from Electronic discount system: <https://sales.mc.gov.sa/>

The Unified National Platform Staff. (2023, 5). *Issuance of the Electronic Discounts License*. Retrieved from The Unified National Platform:

https://www.my.gov.sa/wps/portal/snp/servicesDirectory/servicedetails/13930/!ut/p/z0/04_Sj9CPykssy0xPLMnMz0vMAfIjo8zivQIsTAwdDQz9LQwNzQwCnS0tXPwMvYwN3A30g1Pz9L30o_ArAppiVOTr7JuuH1WQWJKhm5mXlq8fYWhsaWygX5DtHg4A--QTBQ!!/

Ministry of Commerce. (2018). *Discounts and promotions licensing system*. Riyadh: Ministry of Commerce.

Ministry of Commerce Official Website Staff. (2022, 12). *RECEIVING A COMMERCIAL COMPLAINT* . Retrieved from Ministry of Commerce Official Website: <https://mc.gov.sa/en/eservices/Pages/ServiceDetails.aspx?sID=55>

Ministry of Commerce Media Center Staff. (2022, 5). *MC: INTENSIVE INSPECTION ROUNDS TO MONITOR COMMODITY PRICES KINGDOM-WIDE* . Retrieved from Ministry of Commerce: <https://mc.gov.sa/en/mediacenter/News/Pages/05-07-22-01.aspx>

Zakat, Tax and Customs Authority Staff. (2021, 7 6). *Introduction to E-Invoicing* . Retrieved from Zakat, Tax and Customs Authority: <https://zatca.gov.sa/en/E-Invoicing/Introduction/Pages/What-is-e-invoicing.aspx>

ZATCA Staff. (n.d.). *Roll-out phases E-INVOCING (FATOORAH) IMPLEMETATION IN KSA* . Retrieved from Zakat, Tax and Customs Authority Official Website: <https://zatca.gov.sa/en/E-Invoicing/Introduction/Pages/Roll-out-phases.aspx>

Mankiw, N. G. (2011). *Principles of Economics Sixth Edition*. South-Western College Pub.

Itamar Simonson, A. D. (2004). Anchoring Effects on Consumers' Willingness-to-Pay and Willingness-to-Accept. *Journal of Consumer Research*, 681-690 .

Iqbal Thonse Hawaldar, M. S. (2019). Trapping Fake Discounts as Drivers of Real Revenuesand Their Impact on Consumer's Behavior in India: A Case Study. *Sustainability*, <https://doi.org/10.3390/su11174637>.

Smith, D. M. (2005). Online Peer and Editorial Recommendations, Trust, and Choice in Virtual Markets. *Journal of Interactive Marketing*.

Creyer, E. H. (1997). The influence of firm behavior on purchase intention: Do consumers really care about business ethics? *Journal of Consumer Marketing*,

<https://www.emerald.com/insight/content/doi/10.1108/07363769710185999/full/html>.

Sang-Eun Byun, B. S. (2012). HERE TODAY, GONE TOMORROW: CONSUMER REACTIONS TO PERCEIVED LIMITED AVAILABILITY. *Journal of Marketing Theory and Practice*.

Kelly L. Haws, W. O. (2011). Consumer spending self-control effectiveness and outcome elaboration prompts . *Journal of the Academy of Marketing Science*, 40.

Mosa, R. A. (2021). The Impact of Advertising Credibility on Purchase Intentions: An Empirical Study among Iraqi Facebook Users. *European Journal of Business and Management Research*.

Monroe, A. R. (1989). The Effect of Price, Brand Name, and Store Name on Buyers' Perceptions of Product Quality: An Integrative Review. *Journal of Marketing Research*.

Kariyawasam, K. a. (2017). Online shopping, misleading advertising and consumer protection. Information & Communications Technology Law,. *Information & Communications Technology Law*, Vol. 26, No. 2, pp.73 89.

Lamabadusuriya, S. (2014). Misleading advertisements . *Ceylon Medical Journal*, Vol. 46, No.2, p.77.

Nuseir, M. T. (2018). *Impact of misleading/false advertisement to consumer behaviour* . Int. J. Economics and Business Research.

Yi Zong, X. G. (2022). An Experimental Study on Anchoring Effect of Consumers' Price Judgment Based on Consumers' Experiencing Scenes . *Journal of Consumer Research*.

Xie, G.-X. (2014). Deceptive advertising and third-person perception: The interplay of generalized and specific suspicion . *Journal of Marketing*.

Traders Handbook: Trade Discounts and Contests. (2020, 3 15). Retrieved from Ministry of Commerce Official Website:
<https://mc.gov.sa/ar/guides/MerchantGuide/Pages/Discounts.aspx#:~:text=%D9%D9%88%20%D8%AA%D8%B1%D8%AE%D9%8A%D8%B5%20%D8%AA%D9%85%D9%86%D8%AD%D9%87%20%D9%88%D8%B2%D8%A7>

%D8%B1%D8%A9%20%D8%A7%D9%84%D8%AA%D8%AC%D8%A7%D
8%B1%D8%A9,%D8%B0%D9%84%D9%83%203%20%D

Benjamin, R. (2012, 09 06). *The Natural History of Negotiation and Mediation: The Evolution of Negotiative Behaviors, Rituals, and Approaches*. Retrieved from mediate.com: <https://mediate.com/the-natural-history-of-negotiation-and-mediation-the-evolution-of-negotiative-behaviors-rituals-and-approaches/>

Felix Septianto, M. S. (2021). Everyday “low price” or everyday “value”? The interactive effects of framing and construal level on consumer purchase intentions . *Journal of Retailing and Consumer Services*, 58.

Blattberg, R. C. (1995). *Sales Promotion: Concepts, Methods, and Strategies*. Facsimile.

APPENDICES A.1 DATA CODING

Item Number	item section	Item Name	Hyperlinks	Anchored price	Sale price	Discount rate	Highest price	Lowest price	False Anchor	Always on discount	Zigzag Shape	Instant Fall Shape	Air Catcher Shape	Assessment
1	Electronics	Apple 20W USB-C Power Adapter	Click	89	69	22.0%	89	45	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
2	Electronics	Apple EarPods with Lightning Connector, White	Click	89	60.48	32.0%	99	43	Yes	Yes	No	Yes	No	Deceptive Discount
3	Electronics	Echo Dot (3rd Gen) smart Bluetooth speaker with Alexa Use your voice to play the Quran or Music, control your Smart Home devices, and more	Click	200	99.99	50.0%	199	99	Yes	Yes	No	Yes	No	Deceptive Discount
4	Electronics	Ezviz c6n, 1080p wifi smart home security camera, intelligent surveillance camera with night vision, smart tracking, two-way audio, white, cs-c6n	Click	129	127	17.0%	539	76	Yes	Yes	No	Yes	No	Deceptive Discount
5	Electronics	ASUS Vivobook GO Flip TP1400KA-EC075WS 14"FHD TOUCH, Intel Celeron N4050, 4GB RAM, 128G eMMC, AR-EN Keyboard, W Stylus pen, Win 11, Blue, 2Y International Warranty	Click	1799	1099	39.0%	1799	1099	No	No	Yes	No	Yes	Deceptive Discount
6	Electronics	ASUS FA506IHRB-HN080W TUF Gaming F15 AMD R5 4600H /8 GB RAM DDR4 /512 GB SSD/Win 11/4 GB Nvidia GTX 1650 DDR6 /15.6 FHD 144 Hz/Black, 2.3 KG/AR-EN Keyboard / 2Y International Warranty	Click	3049	2399	21.0%	4366	2399	Yes	No	Yes	Yes	Yes	Deceptive Discount
7	Electronics	Apple 2020 MacBook Air Laptop: Apple M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD Storage, Backlit Keyboard, FaceTime HD Camera, Touch ID. Works with iPhone/iPad; Gold; Arabic/English	Click	4696	3699	21.0%	4699	3699	Yes	Yes	No	Yes	Yes	Deceptive Discount

8	Electronics	Samsung Galaxy Tab A7 Lite Tablet - 32GB, 3GB RAM, Wifi, Silver (KSA Version)	Click	549	489	11.0%	757	469	Yes	Yes	No	Yes	No	Deceptive Discount
9	Electronics	eufy Security eufyCam 2 Wireless Home Security Camera System, 365-Day Battery Life, HD 1080p, IP67 Weatherproof, Night Vision, Compatible with Amazon Alexa, 2-Cam Kit, No Monthly Fee	Click	1020	799	22.0%	2199	798	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
10	Electronics	Hero10 Black Action Camera	Click	2999	1559	48.0%	2490	1399	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
11	Electronics	iPhone 14 Pro Max 256GB Deep Purple 5G With FaceTime - Middle East Version	Click	5799	4949	14.0%	6999	4899	Yes	Yes	No	Yes	Yes	Deceptive Discount
12	Electronics	C6N Wi-Fi 2MP 1080P Smart Home Security Camera White	Click	199	109	45.0%	148	89	Yes	Yes	No	Yes	Yes	Deceptive Discount
13	Electronics	PlayStation 5 Console (Disc Version) With Controller	Click	3999	2379	40.0%	4400	2194	Yes	Yes	No	Yes	No	Deceptive Discount
14	Electronics	Airpods 2nd Gen With Charging Case White	Click	599	439	26.0%	769	410	Yes	Yes	No	Yes	No	Deceptive Discount
15	Electronics	Galaxy S21 FE Dual SIM Olive 8GB RAM 256GB 5G - Middle East Version	Click	2999	1609	46.0%	2299	1589	Yes	Yes	No	Yes	No	Deceptive Discount
16	Electronics	N1 laptop With 14.1-Inch Display, 11th Gen Intel Dual Core Celeron N3350 processor/4GB RAM/128GB SSD/Win 10 English/Arabic Black	Click	2499	599	76.0%	699	599	Yes	Yes	Yes	No	Yes	Deceptive Discount
17	Electronics	MateBook D15 With 15.6-Inch Display, Core i3 1115G4 Processor/8GB RAM/256GB SSD/8GB Intel Iris XE Graphics/Windows 11 English/Arabic Mystic Silver	Click	2599	1845	29.0%	2099	1699	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
18	Electronics	FitPro Series 6 Full Screen Smart Watch Black	Click	149	69	53.0%	104	69	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
19	Electronics	Vertux RADIANCE, Backlit Wired Gaming PC Keyboard, Black	Click	139	59	57.5%	139	59	No	No	Yes	Yes	Yes	Deceptive Discount
20	Electronics	SAMSUNG LED Gaming Flat Monitor, 24 inch, Black	Click	1279	799	37.5%	1279	679	Yes	No	Yes	Yes	Yes	Deceptive Discount

21	Electronics	Huawei MatePad , LTE, Wi-Fi, 10.4 inch, IPS, 64GB, Matte Grey	Click	1249	849	32.0%	1249	849	No	No	Yes	Yes	Yes	Deceptive Discount
22	Electronics	Samsung Galaxy Tab A7 Lite, 4G, 32GB, Gray	Click	659	579	12.1%	659	579	No	No	Yes	Yes	Yes	Deceptive Discount
23	Electronics	APPLE MacBook Air, M2, 8GB, 512GB SSD, 13.6 inch, Space Grey	Click	7099	6699	5.6%	7099	6299	No	No	Yes	Yes	Yes	Deceptive Discount
24	Electronics	APPLE MacBook Air, M1, 8GB, 256GB, 13 inch, S.Grey	Click	4699	3699	21.3%	4899	3399	Yes	Yes	No	Yes	Yes	Deceptive Discount
25	Appliances	Philips Electric Kettle With Spring Lid and Indicator Light Pirouette Base, Stainless Steel, 1.7L Capacity (HD9350/92)	Click	159	129	19.0%	240	98	Yes	No	Yes	Yes	Yes	Deceptive Discount
26	Appliances	Panasonic 50 Inch TV 4K UHD HDR Android TV Chromecast Built-in Shahid APP DTS Studio Sound Hexa Chroma Drive - TH-50HX650MF (2021 Model), Black	Click	2099	1399	33.0%	3499	1399	Yes	Yes	No	Yes	No	Deceptive Discount
27	Appliances	Nikai 85 liters 3 Cuft Mini Refrigerator, Silver Model No NRF110N23S Two Years Warranty	Click	569	449	21.0%	664	299	Yes	Yes	No	Yes	Yes	Deceptive Discount
28	Appliances	Haas Gas Cooker with 5 Burners Model No HC960FE1 with 2 Years Warranty	Click	1893	1499	21.0%	1893	1499	No	No	Yes	Yes	Yes	Deceptive Discount
29	Appliances	Midea Free Standing Dishwasher with 12 Place Setting and 7 Programs Model No WQP125201CS with 2 Years Warranty	Click	1114	1058	5.0%	1429	933	Yes	No	No	Yes	No	Deceptive Discount
30	Appliances	Nikai Electric Table Fan With High Performance Copper Motor Model No Nf755N2 Two Years Warranty	Click	159	89	44.0%	159	69	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
31	Appliances	Witforms Split Ac Air Flow Deflector, Transparent And White, Made in Turkey	Click	80	75	5.0%	299	50	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
32	Appliances	Delonghi Dedicca Pump Espresso Coffee Machine, 15 Bar, 1350W, Black - Ec685M	Click	1199	699	42.0%	1199	678	Yes	Yes	No	Yes	No	Deceptive Discount

33	Appliances	Philips Air Fryer 0.8Kg/4.1L Capacity to Fry, Bake, Grill, Roast Or Reheat - 60Hz Only - HD9200/90	Click	389	289	26.0%	846	220	Yes	No	Yes	Yes	Yes	Deceptive Discount
34	Appliances	Refrigerator Single Door Fridge - (7 Cu.Ft. 190 Liter Gross) With In-Built Stabilizer White	Click	1899	529	72.0%	999	529	Yes	Yes	No	No	Yes	Deceptive Discount
35	Appliances	Refrigerator Double Door Fridge - (20 Cu. Ft 570 Liter Gross) 535 Liter Inverter Frost Free	Click	4489	1929	57.0%	2399	1799	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
36	Appliances	CANDY Washer And Dryer 14 kg 220 W ROW41496DWMCRZ19 Anthracite	Click	4599	2299	50.0%	4999	2299	No	No	Yes	Yes	Yes	Deceptive Discount
37	Appliances	Panasonic Vacumm Cleaner 2000W 18 L 2000 W MC-YL669G747 Green/Black	Click	799	579	27.0%	800	4477	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
38	Appliances	Drum Vacuum Cleaner With Wet And Dry Function 10 L 1200 W WDBD10-B5 Orange/Black	Click	399	229	42.0%	249	199	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
39	Appliances	Stainless Steel Cordless Kettle With 2 Slice Non-Stick Grill Plate 1.8 L 1500 W SKT-1804 + SGT-853 Silver/Black	Click	199	88	55.0%	88	115	Yes	Yes	No	Yes	No	Deceptive Discount
40	Appliances	XXL Air Fryer Oven and Rotisserie- Digital 10 in 1 Multi-Function Stainless Steel with Air Convection Technology, used for Frying, Grilling, Broiling, Roasting, Baking, Toasting, Heating Dehydrating & Defrosting (Suitable for 4-6 people) 12 L 1500 W AOF100-B5 Silver/Grey	Click	1300	579	55.0%	688	549	Yes	Yes	No	Yes	No	Deceptive Discount
41	Appliances	Espresso Coffee Machine - 15 Bar 850 W With High Pressure 1.5 Liter Black/Silver	Click	679	208	69.0%	279	184	Yes	Yes	Yes	Yes	Yes	Deceptive Discount

42	Appliances	Washing Machine 7 Kg - Front Loading Fully Automatic- White Washing Mashine With Washing, Rinse And Spinning Function Without Clothes Dryer	Click	2139	939	56.0%	1129	699	Yes	Yes	No	Yes	Yes	Deceptive Discount
43	Appliances	Philips Essential Healthy Fryer XL, 1.2Kg, 6.2L,Black	Click	899	599	33.4%	999	449	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
44	Appliances	ClassPro, Bottom Loading Water Dispenser	Click	1099	659	40.0%	1099	539	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
45	Appliances	Midea Window AC, Wonder, 18,000 BTU, Inverter Compressor, WiFi, Cool	Click	2999	1999	33.3%	2999	1999	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
46	Appliances	Samsung Front Load Washer Dryer Combo 16kg/10kg, 1100 RPM, WIFI, White	Click	9999	4399	56.0%	9999	4399	No	Yes	Yes	Yes	Yes	Deceptive Discount
47	Appliances	ClassPro Split AC, 17800 BTU, Rotary Compressor,Wifi, 4 Ways Swing, Cold	Click	3099	1899	38.7%	3099	1899	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
48	Appliances	Samsung Refrigerator 16.3 Cu.ft, Multi Flow, Inverter, Elegant Inox	Click	4999	2499	50.0%	4999	2499	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
49	Toys	Xiaomi Electric Scooter 3, Black	Click	2249	1999	11.0%	2249	1515	No	Yes	Yes	Yes	Yes	Deceptive Discount
50	Toys	Fisher-Price Baby's First Blocks, set of 10 blocks for classic stacking and sorting play FFC84	Click	66.6	58	13.0%	94	57	No	No	No	No	Yes	Deceptive Discount
51	Toys	Barbie Dreamhouse (3.75-ft) Dollhouse Playset with Pool & Slide, Party Room, Elevator with Lights & Sounds, 75+ Pieces for 3 to 7 Year Olds GRG93, Multi-color	Click	1890	1479	22.0%	3466	726	Yes	Yes	No	Yes	No	Deceptive Discount
52	Toys	Mega Bloks Big Building Bag 60Pc Classic	Click	158	109	31.0%	168	58	Yes	No	No	No	Yes	Deceptive Discount
53	Toys	LEGO® ICONS Bonsai Tree 10281 Building Kit (878 Pieces)	Click	335	237	29.0%	699	182	Yes	Yes	No	Yes	Yes	Deceptive Discount
54	Toys	RC Stunt Cars Remote Control Car 4WD 2.4Ghz Double Sided Driving 360° Tumbles Rotating Car Toy Gifts Presents for Boys/Girls Ages 6+ (Blue)	Click	130	103.9	20.0%	130	104	No	No	No	No	No	Legitimate Offer

55	Toys	MACHO RIDER 2 Wheels Electric Scooter	Click	1500	746	50.0%	1099	745	Yes	Yes	No	Yes	No	Deceptive Discount
56	Toys	Rectangular Frame Pool 220x150x60cm	Click	1034	349	66.0%	449	321	Yes	Yes	No	Yes	No	Deceptive Discount
57	Toys	Portable Double Sided Rotating Vehicles Tumbling Flips Rc Remote Control Car- Assorted	Click	189	56.4	70.0%	105	42	Yes	Yes	No	No	Yes	Deceptive Discount
58	Toys	High-Speed Off-Road Bigfoot Climbing Remote Control Toy Car For Ages 8+ Years 27x17x12cm	Click	180	57.5	68.0%	129	57.5	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
59	Toys	6-Piece Cloth Book Set Digital Printed Filled With Light Soft Filler For Kids 11x10x3cm	Click	45	22	51.0%	23	17.8	Yes	Yes	No	No	No	Deceptive Discount
60	Toys	Non-Toxic Musical Piano Play Indoor Mat Center With Melodies Rattle For Kids Multicolour	Click	209	49	76.0%	85	47	Yes	Yes	No	Yes	No	Deceptive Discount
61	Furniture & Household	REGAL IN HOUSE Montella 2 In 1 Sofabed Linen Upholstered - Burgundy	Click	1500	999	33.0%	1425	999	Yes	No	No	No	Yes	Deceptive Discount
62	Furniture & Household	REGAL IN HOUSE Montella 2 In 1 Sofabed Linen Upholstered - Dark Green	Click	1500	999	33.0%	1425	999	No	No	No	No	No	Legitimate Offer
63	Furniture & Household	Bosch 33pc. X-Line Drill and Screwdriver Bit Set (for Wood, Masonary and Metal, Accessories Drill and Screwdriver)	Click	44.8	38	15.0%	199	29	No	No	No	No	No	Legitimate Offer
64	Furniture & Household	Ford 120 Bar 1500 Watt Compact Electric Pressure Washer For Home,Garden,And Car With 5 Meter Hose, F2.1	Click	378	299	21.0%	472	259	No	No	Yes	Yes	Yes	Deceptive Discount
65	Furniture & Household	LED Desk Lamp with Clamp, Eocean Eye- Caring Table Lamp for Home Office,3 Lighting 10 Brightness,360 Degree Spin Reading Light with Memory Function(Black)	Click	87	69.6	20.0%	110	69.3	No	No	Yes	yes	Yes	Deceptive Discount
66	Furniture & Household	HORSE MATTRESS City Mattress 200 * 200	Click	690	448	35.0%	690	448	No	No	No	No	Yes	Deceptive Discount

67	Furniture & Household	3-Piece ABS Hardside Spinner Iron Rod Luggage Trolley Set With TSA Lock 20/24/28 Inch Black	Click	549	329	40.0%	359	189	Yes	Yes	Yes	Yes	Yes	Deceptive Discount
68	Furniture & Household	Warm Luxurious Modern Printed Rectangular Anti-Slip Carpet Beige/Black 140x200cm	Click	246	99	59.0%	155	100	Yes	Yes	No	No	No	Deceptive Discount
69	Furniture & Household	Portable Bedroom Wardrobe Black 130x175x45centimeter	Click	333	92	72.0%	118	75	Yes	Yes	No	Yes	No	Deceptive Discount
70	Furniture & Household	Round Steel Table Black 45x53x45cm	Click	76	50	34.0%	95	50	No	No	No	No	No	Legitimate Offer
71	Furniture & Household	L-Shaped Desk Computer Corner Table 51 inch Home Gaming Desk Office Writing Workstation with Large Monitor Stand Space-Saving Easy to Assemble	Click	699	299	57.0%	399	299	Yes	Yes	No	No	No	Deceptive Discount
72	Furniture & Household	Adjustable Office Chair Black 25x55x50 CMcm	Click	340	125	63.0%	210	124	Yes	Yes	No	Yes	No	Deceptive Discount
73	Groceries	AL-EMLAQ Powder Detergent - Automatic - 5 Kg - Pearl - BAG	Click	41	28.95	29.0%	41	29	No	No	No	No	No	Legitimate Offer
74	Groceries	AL EMLAQ BOWL DISINFECTANT 1 LTR(Pack of 1)	Click	7.08	2.95	44.0%	7.08	2.95	No	Yes	No	No	No	Deceptive Discount
75	Groceries	Fine Sterilized Kitchen Towel Mega Roll, 1000 Sheets - Pack of 1 Big kitchen tissue roll, Highly absorbent and sterilized paper towel	Click	18	11.5	36.0%	35	7	Yes	Yes	Yes	No	Yes	Deceptive Discount
76	Groceries	Coca Cola Regular Carbonated Soft Drink, Cans, 12 x 150 ml, Red, 1193301	Click	28.3	19.6	31.0%	28.3	19	No	No	No	No	No	Legitimate Offer
77	Groceries	Tang orange flavoured juice, 2 kg	Click	73	44	38.0%	67	30	Yes	Yes	No	No	Yes	Deceptive Discount
78	Groceries	Johnson's Baby Shampoo, 750ml	Click	58	20.5	64.0%	23.5	14.8	Yes	Yes	No	No	No	Deceptive Discount
79	Groceries	Finish All in One Dishwasher 100 Tablet	Click	150	88	41.0%	95	80	Yes	Yes	No	No	Yes	Deceptive Discount
80	Groceries	Lemon Cream Cleaner With Micro Crystals Yellow 500ml	Click	18	12	33.0%	17.2	9.35	Yes	No	No	No	No	Deceptive Discount
81	Groceries	Aloe And Hydration Body Lotion, Normal To Dry Skin 400ml	Click	34	20	41.0%	24	15.7	Yes	Yes	No	No	No	Deceptive Discount

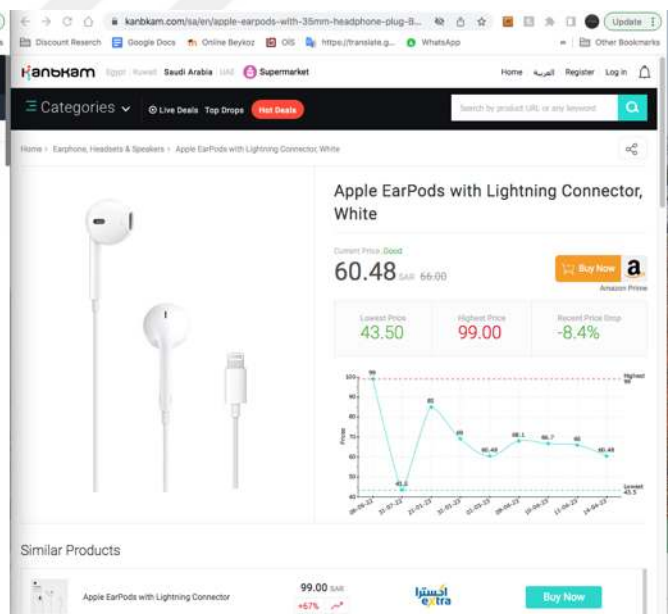
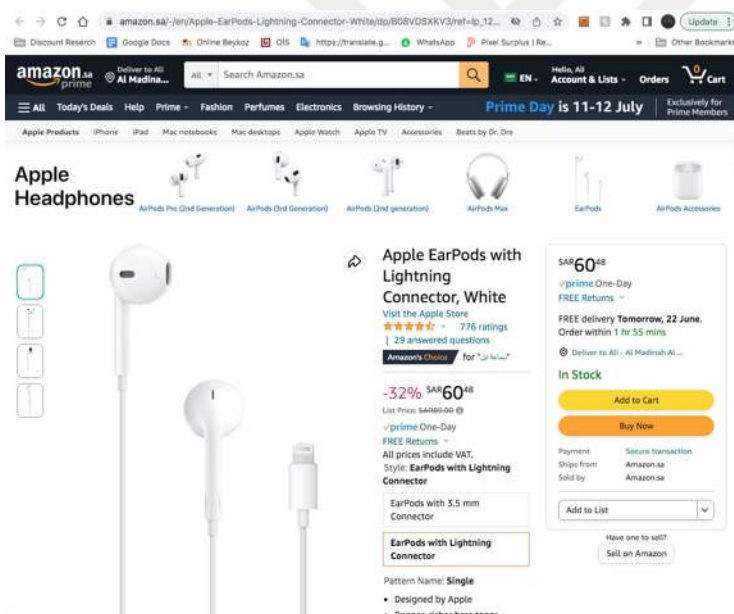
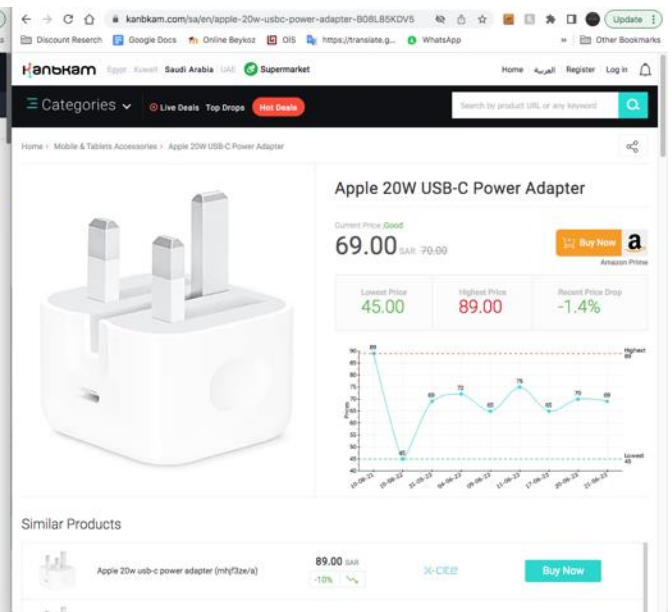
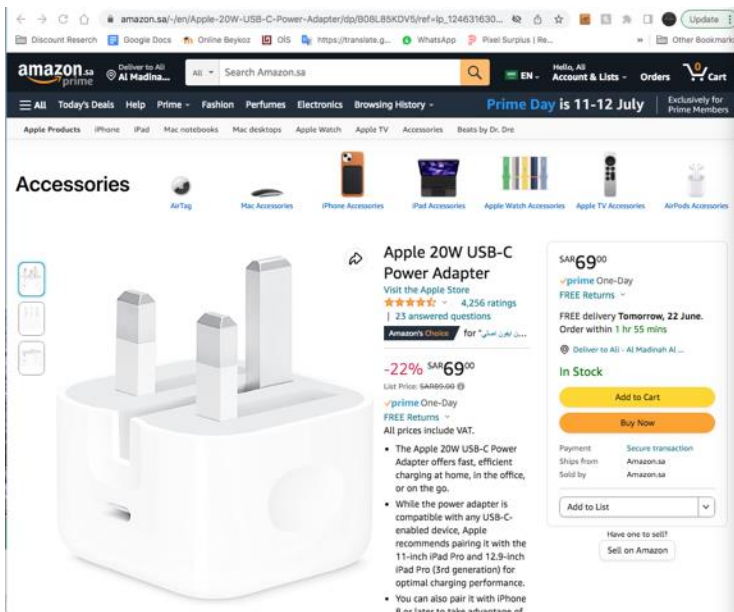
82	Groceries	Moisturising Natural Healing Jelly For Dry Skin With Cocoa Butter To Heal Dry And Damaged Skin 250ml	Click	26	14.95	42.0%	20	10	Yes	Yes	No	No	No	Deceptive Discount
83	Fashion	American Eagle Womens Fleece Skater Wide Leg Pant	Click	220	45	80.0%	54	45	Yes	Yes	No	No	No	Deceptive Discount
84	Fashion	Necomi 10 colors mix and match, solid color sports women's socks breathable, casual boat socks comfortable cotton ankle socks	Click	39	35.99	8.0%	50	32	No	No	No	No	Yes	Deceptive Discount
85	Fashion	GUESS Women Analog Quartz Watch with Silicone Strap GW0362G2	Click	490	237	52.0%	343	183	Yes	Yes	Yes	No	Yes	Deceptive Discount
86	Fashion	Columbia Women's Switchback Iii Jacket	Click	229	142	38.0%	229	122	No	Yes	No	No	Yes	Deceptive Discount
87	Fashion	Calvin Klein Womens Ck Must Camera Bag CK MUST CAMERA BAG W, BAX, OS	Click	603	270	55.0%	460	196	Yes	Yes	No	No	Yes	Deceptive Discount
88	Fashion	SKMEI Mens Analog Digital Waterproof And Sport Wrist Watch - 56 mm - Black	Click	999	29	9.0%	70	29	Yes	Yes	No	No	Yes	Deceptive Discount
89	Fashion	CURREN Mens Quartz Wrist Watch Leather Strap - 48 mm - Blue	Click	999	42.25	95.0%	76	42	Yes	Yes	No	No	No	Deceptive Discount
90	Fashion	Seventy Five 3 Pack Crew Neck Plain T-Shirt White	Click	87	51	41.0%	87	50	No	Yes	No	No	No	Deceptive Discount
91	Fashion	Nike Revolution 6 Next Nature Road Running Shoes Black	Click	349	276	20.0%	297	226	Yes	Yes	No	No	No	Deceptive Discount
92	Fashion	Bathrobe - 380 GSM 100% Cotton Terry Silky Soft Spa Quality Comfort - Shawl Collar & Pocket - Mountain Grey Color - 1 Piece	Click	99	48	51.0%	82	48	Yes	Yes	No	No	No	Deceptive Discount
93	Cosmetics	Eucerin oil control sun gel-cream dry touch spf50, 50ml	Click	152	53	64.0%	140	47	Yes	Yes	No	No	No	Deceptive Discount
94	Cosmetics	Avalon Avogain 5% Minoxidil Solution Prevents Hair Loss And Improve Regrowth (1 pack 1 month)	Click	66	29.05	56.0%	49	29.1	Yes	No	No	Yes	No	Deceptive Discount
95	Cosmetics	Green Wealth, Neo Hair Lotion, 120 ml	Click	125	92.98	26.0%	162	71	Yes	Yes	No	No	No	Deceptive Discount
96	Cosmetics	Cetaphil Moisturizing Cream 450 g	Click	80	69	13.0%	93	65.9	No	Yes	No	No	Yes	Deceptive Discount

97	Cosmetics	Yardley London Gentleman Elite perfumed gift set, For fiercely independent man, sandalwood, dry amber and Patchouli, EDP Perfume 100ml + Body Spray 150ml	Click	81.7	56	31.0%	81	38.4	No	Yes	Yes	No	Yes	Deceptive Discount
98	Cosmetics	CYThERIA 14-Piece Makeup Multi Use Brush Set Rose Gold/Black	Click	79	24	69.0%	47	16	Yes	Yes	No	No	No	Deceptive Discount
99	Cosmetics	roberto cavalli Paradiso EDP 75ml	Click	550	130.2	76.0%	199	120	Yes	Yes	Yes	No	Yes	Deceptive Discount
100	Cosmetics	Bioderma Sebium Foaming Gel Blue 200ml	Click	108	55	49.0%	99	47	Yes	Yes	No	No	Yes	Deceptive Discount
Count									75	73	38	58	59	94



APPENDICES B.1

SAMPLES SCREENSHOTS



amazon.sa/en/%C2%A0echo-dot-international-version%C2%A03rd-generation-%C2%A0...
 Discount Research Google Docs Online Beykoz DIS https://translate.g... WhatsApp Pixel Surplus | Re...
 amazon.sa prime Deliver to All AI Madina... Search Amazon.sa EN Hello, All Account & Lists Orders Cart
 All Today's Deals Help Prime Fashion Perfumes Electronics Browsing History Prime Day is 11-12 July Exclusively for Prime Members
 Amazon Devices Echo & Alexa Kindle E-Reader Home Security Accessories Content and eBooks Amazon Device Support

echo dot
 Add Alexa to more rooms
 تصميم أنيق، وتجربة صوتية متكاملة

Echo Dot (3rd Gen) smart bluetooth speaker with Alexa | Use your voice to play the Quran or Music, control your Smart Home devices, and more (now available in Khaleeji Arabic) | Charcoal
 Brand: Amazon
 4.81 ratings | 16 answered questions
 Amazon's Choice for "تتبع"

SAR 99.99
 prime One-Day FREE Returns
 FREE delivery Tomorrow, 22 June. Order within 1 hr 55 mins
 In Stock
 Qty: 1
 Add to Cart Buy Now
 Payment Secure transaction Amazon.sa Sold by Amazon.sa
 Link device to your Amazon account to simplify setup. Why is this important?
 Add to List

-50% SAR 99.99
 List Price: SAR 199.99
 prime One-Day FREE Returns
 All prices include VAT.
 Cash on Delivery Free Delivery 15 days Returnable by Amazon

This version: **Echo Dot (3rd Gen)**
 More versions to consider

kanbkam.com/sa/en/echo-dot-3rd-generation-smart-speaker-with-a...
 Discount Research Google Docs Online Beykoz DIS https://translate.g... WhatsApp
 Kanbkam Egypt Kuwait Saudi Arabia UAE Supermarket Home العربية Register Log in
 Categories Live Deals Top Drops Hot Deals Search by product URL or any keyword

Home > Speakers & Home Theater > Echo Dot (3rd Gen) smart bluetooth speaker with Alexa 1...

Echo Dot (3rd Gen) smart bluetooth speaker with Alexa | Use your voice to play the Quran or Music, control your Smart Home devices, and more (now available in Khaleeji Arabic) | Charcoal

99.99 SAR
 Buy Now Amazon Prime

Lowest Price 99.00 Highest Price 199.99 Recent Price 1.0%

225
 200
 175
 150
 125
 100
 75
 50
 25
 0
 21-01-23 27-02-23 11-03-23 28-03-23 09-04-23 20-04-23 26-05-23 02-06-23
 149.99 199.99 99.99 99 99.99 99 99.99 99.99

amazon.sa/en/security-intelligent-surveillance-tracking-two-way/B0667X1QGP/ref...
 Discount Research Google Docs Online Beykoz DIS https://translate.g... WhatsApp Pixel Surplus | Re...
 amazon.sa prime Deliver to All AI Madina... Search Amazon.sa EN Hello, All Account & Lists Orders Cart
 All Today's Deals Help Prime Fashion Perfumes Electronics Browsing History Prime Day is 11-12 July Exclusively for Prime Members
 Electronics Best Sellers Mobiles & Accessories Computer & Accessories Televisions Cameras & Accessories Headphones Speakers Wearable Technology

ezviz Security eufyCam 2 Wireless Home Security Camera System 4.53 1,599.00 prime Save 30% with coupon

Ezviz c6n, 1080p wifi smart home security camera, intelligent surveillance camera with night vision, smart tracking, two-way audio, white, cs-c6n
 Visit the EZVIZ Store
 4.139 ratings | 165 answered questions
 Amazon's Choice for "كاميرا ذكاء اصطناعي"

SAR 107.09
 prime One-Day FREE Returns
 FREE delivery Tomorrow, 22 June. Order within 1 hr 55 mins
 In Stock
 Qty: 1
 Add to Cart Buy Now
 Payment Secure transaction Amazon Zone-shop Sold by
 Add to List

-17% SAR 107.09
 List Price: SAR 129.99
 prime One-Day FREE Returns
 All prices include VAT.
 Cash on Delivery Free Delivery 15 days Returnable by Amazon

May be available at a lower price from other sellers, potentially without free Prime shipping.
 Style: Indoor Security Camera 1080P New Version 1080P

Other Sellers on Amazon

kanbkam.com/sa/en/ezviz-c6n-pan-tilt-camera-fhd-indoor1080p-wifi...
 Discount Research Google Docs Online Beykoz DIS https://translate.g... WhatsApp
 Kanbkam Egypt Kuwait Saudi Arabia UAE Supermarket Home العربية Register Log in
 Categories Live Deals Top Drops Hot Deals Search by product URL or any keyword

Home > Security Surveillance System > Ezviz c6n, 1080p wifi smart home security camera, intel...

Ezviz c6n, 1080p wifi smart home security camera, intelligent surveillance camera with night vision, tracking, two-way audio, white

102.99 SAR 107.09
 Buy Now Amazon Sellers

Lowest Price 76.50 Highest Price 539.00 Recent Price -3.7%

900
 800
 700
 600
 500
 400
 300
 200
 100
 50
 0
 14-01-23 26-01-23 09-02-23 13-02-23 19-02-23 26-02-23 05-03-23 12-03-23
 129 102.99 88.17 86.82 76.5 76.5 102.99 102.99

Similar Products