

# Psychologie nakupování



Neradi moc přemýšlíme



Přemýšlíme relativně

# Přemýšlíme relativně



# Přemýšlíme relativně

- Jen zřídka kdy děláme rozhodnutí či úsudek nad něčím bez toho aniž bychom to vztahovali k něčemu jinému
- Nemáme v sobě "metr", kterým bychom hodnotili
- Porovnáváme instinktivně s tím nejbližším, co se nabízí

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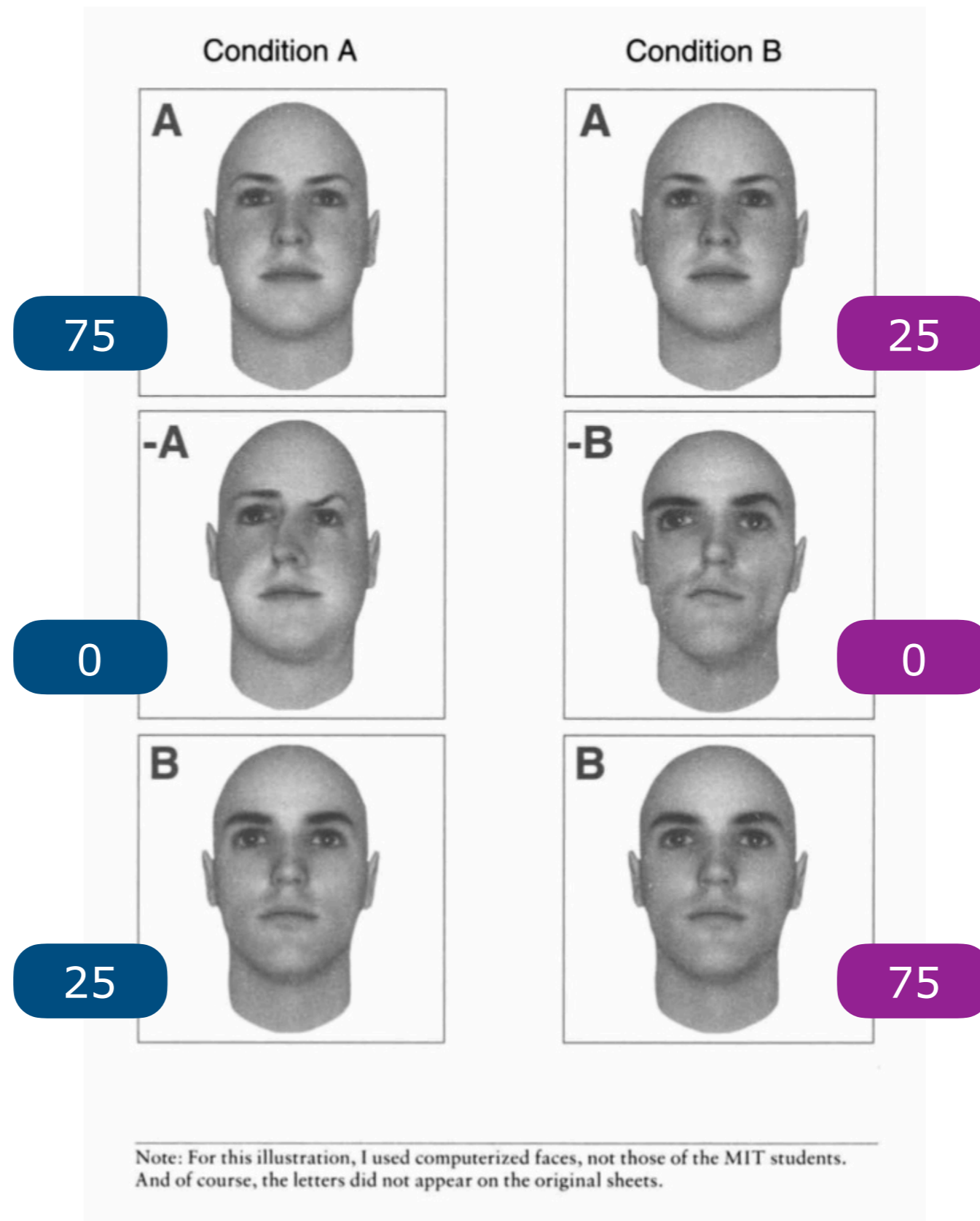
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avast! INTERNET SECURITY

Renew: Select your security plan

|  | Pro Antivirus              | Internet Security          | Premier                    |
|--|----------------------------|----------------------------|----------------------------|
| Antivirus <i>i</i>                       | ✓                          | ✓                          | ✓                          |
| SafeZone <i>i</i>                        | ✓                          | ✓                          | ✓                          |
| Sandbox <i>i</i>                         | ✓                          | ✓                          | ✓                          |
| Firewall <i>i</i>                        | ✗                          | ✓                          | ✓                          |
| Anti-spam <i>i</i>                       | ✗                          | ✓                          | ✓                          |
| Software Updater <i>i</i>                | Manual                     | Manual                     | Automatic                  |
| AccessAnywhere <i>i</i>                  | ✗                          | ✗                          | ✓                          |
| Data Shredder <i>i</i>                   | ✗                          | ✗                          | ✓                          |
|  | Renew now                  | Renew now                  | Renew now                  |
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# A

Renew: Select your security plan

|                  | Pro Antivirus | Internet Security | Premier   |
|------------------|---------------|-------------------|-----------|
| Antivirus        | ✓             | ✓                 | ✓         |
| SafeZone         | ✓             | ✓                 | ✓         |
| Sandbox          | ✓             | ✓                 | ✓         |
| Firewall         | ✗             | ✓                 | ✓         |
| Anti-spam        | ✗             | ✓                 | ✓         |
| Software Updater | Manual        | Manual            | Automatic |
| AccessAnywhere   | ✗             | ✗                 | ✓         |
| Data Shredder    | ✗             | ✗                 | ✓         |

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(podíl transakcí)

# B

Renew: Select your security plan

|                  | Internet Security | Premier   |
|------------------|-------------------|-----------|
| Antivirus        | ✓                 | ✓         |
| SafeZone         | ✓                 | ✓         |
| Sandbox          | ✓                 | ✓         |
| Firewall         | ✓                 | ✓         |
| Anti-spam        | ✓                 | ✓         |
| Software Updater | Manual            | Automatic |
| AccessAnywhere   | ✗                 | ✓         |
| Data Shredder    | ✗                 | ✓         |

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# A

Renew: Select your security plan

|                  | Pro Antivirus | Internet Security | Premier   |
|------------------|---------------|-------------------|-----------|
| Antivirus        | ✓             | ✓                 | ✓         |
| SafeZone         | ✓             | ✓                 | ✓         |
| Sandbox          | ✓             | ✓                 | ✓         |
| Firewall         | ✗             | ✓                 | ✓         |
| Anti-spam        | ✗             | ✓                 | ✓         |
| Software Updater | Manual        | Manual            | Automatic |
| AccessAnywhere   | ✗             | ✗                 | ✓         |
| Data Shredder    | ✗             | ✗                 | ✓         |

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# B

Renew: Select your security plan

|                         | Internet Security | Premier   | Ultimate Security Pack |
|-------------------------|-------------------|-----------|------------------------|
| Antivirus               | ✓                 | ✓         | ✓                      |
| SafeZone & Sandbox      | ✓                 | ✓         | ✓                      |
| Firewall                | ✓                 | ✓         | ✓                      |
| Anti-spam               | ✓                 | ✓         | ✓                      |
| Software Updater        | Manual            | Automatic | Automatic              |
| AccessAnywhere          | ✗                 | ✓         | ✓                      |
| Private Browsing        | ✗                 | ✗         | ✓                      |
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**B**

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Konverzní  
poměr: **+10%**

Neradi moc  
přemýšlíme

## **System 1**

- intuitivní
- rychlý
- bez námahy
- emoční
- automatický

## **System 2**

- logický
- pomalý
- stojí úsilí
- racionální
- analytický



## **System 1**

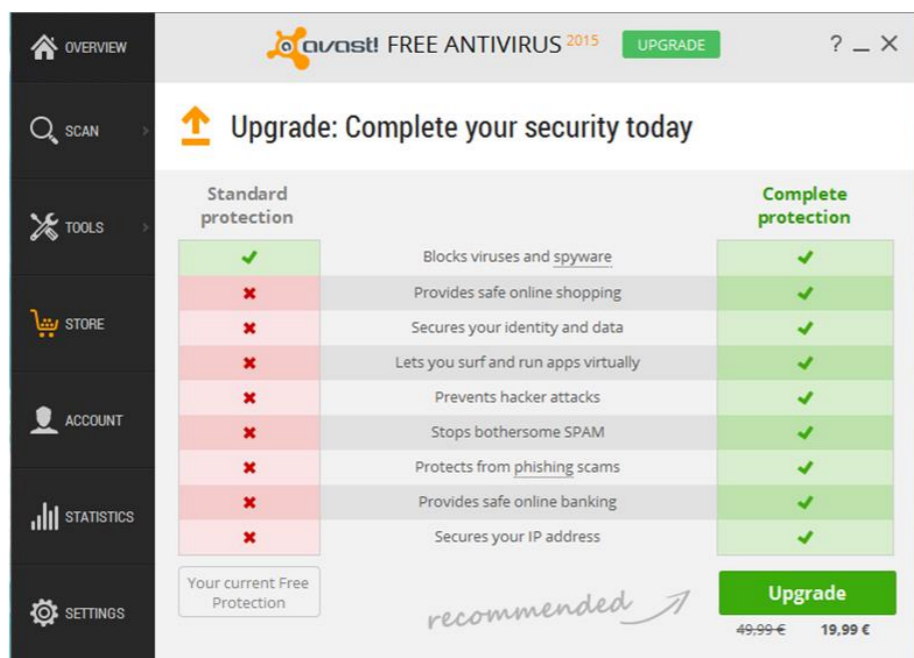
- intuitivní
- rychlý
- bez námahy
- emoční
- automatický

## **System 2**

- logický
- pomalý
- stojí úsilí
- racionální
- analytický

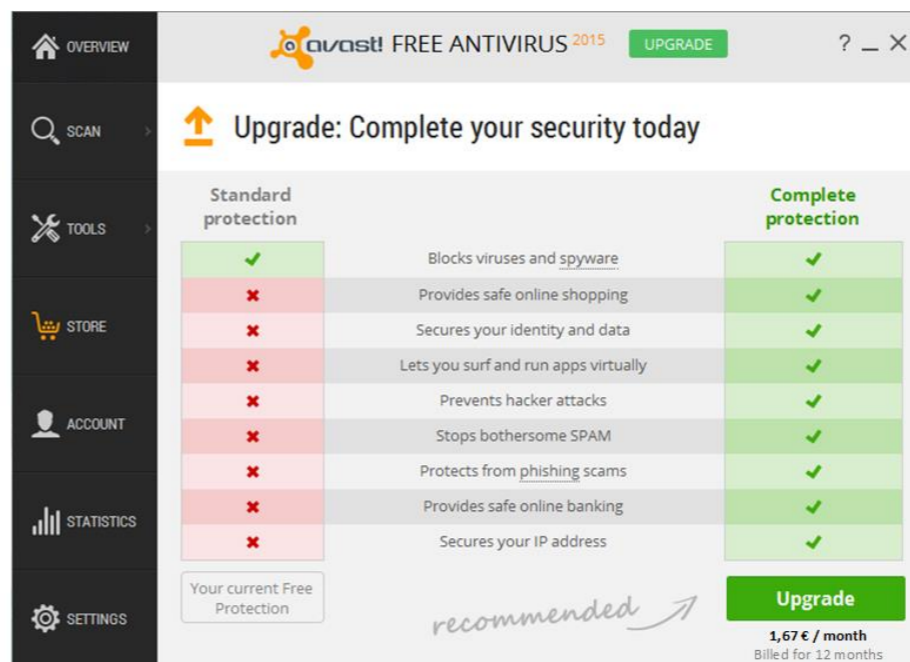


# A



was ~~49.99~~ **19.99**

# B



**1.67 / month**  
~~Billed for 12 months~~

**Tržby: +22%**



# A

| Standard protection |                                      | Complete protection |
|---------------------|--------------------------------------|---------------------|
| ✓                   | Blocks viruses and spyware           | ✓                   |
| ✗                   | Provides safe online shopping        | ✓                   |
| ✗                   | Secures your identity and data       | ✓                   |
| ✗                   | Lets you surf and run apps virtually | ✓                   |
| ✗                   | Prevents hacker attacks              | ✓                   |
| ✗                   | Stops bothersome SPAM                | ✓                   |
| ✗                   | Protects from phishing scams         | ✓                   |
| ✗                   | Provides safe online banking         | ✓                   |
| ✗                   | Secures your IP address              | ✓                   |

Your current Free Protection

*recommended* → **Upgrade** 49.99 € 19.99 €

was ~~49.99~~ **19.99**

# B

| Standard protection |                                      | Complete protection |
|---------------------|--------------------------------------|---------------------|
| ✓                   | Blocks viruses and spyware           | ✓                   |
| ✗                   | Provides safe online shopping        | ✓                   |
| ✗                   | Secures your identity and data       | ✓                   |
| ✗                   | Lets you surf and run apps virtually | ✓                   |
| ✗                   | Prevents hacker attacks              | ✓                   |
| ✗                   | Stops bothersome SPAM                | ✓                   |
| ✗                   | Protects from phishing scams         | ✓                   |
| ✗                   | Provides safe online banking         | ✓                   |
| ✗                   | Secures your IP address              | ✓                   |

Your current Free Protection

*recommended* → **Upgrade** 1.67 € / month Billed for 12 months

**1.67 / month**  
Billed for 12 months

**Tržby: +22%**

# C

| Standard protection |                                      | Complete protection |
|---------------------|--------------------------------------|---------------------|
| ✓                   | Blocks viruses and spyware           | ✓                   |
| ✗                   | Provides safe online shopping        | ✓                   |
| ✗                   | Secures your identity and data       | ✓                   |
| ✗                   | Lets you surf and run apps virtually | ✓                   |
| ✗                   | Prevents hacker attacks              | ✓                   |
| ✗                   | Stops bothersome SPAM                | ✓                   |
| ✗                   | Protects from phishing scams         | ✓                   |
| ✗                   | Provides safe online banking         | ✓                   |
| ✗                   | Secures your IP address              | ✓                   |

Your current Free Protection

*recommended* → **Upgrade** 1.99 € / month Billed for 12 months

**1.99 / month**  
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A



avast! avast! Free Antivirus

**Your Avast Internet Security protection expires in 10 days**

For the past year we were quietly protecting your online experience. Please select a length of time to extend your protection:

|  |                                   |
|--|-----------------------------------|
| <input type="radio"/> 1 Year             | <del>\$49.99</del> \$29.99        |
| <input checked="" type="radio"/> 2 Years | <del>\$94.99</del> <b>\$49.99</b> |
| <input type="radio"/> 3 Years            | <del>\$139.99</del> \$79.99       |

**Renew Now**

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Offer ends **in 7 Days**

B



avast! avast! Free Antivirus

**Your Avast Internet Security protection expires in 10 days**

For the past year we were quietly protecting your online experience. Please select a length of time to extend your protection:

|  |                                   |
|--|-----------------------------------|
| <input type="radio"/> 1 Year             | <del>\$49.99</del> \$29.99        |
| <input checked="" type="radio"/> 2 Years | <del>\$94.99</del> <b>\$49.99</b> |
| <input type="radio"/> 3 Years            | <del>\$139.99</del> \$79.99       |

**Renew Now**

**Average User Rating:**  
★★★★★  
Out of 8,250 votes

Most users rate Avast Internet Security 2014 as "excellent"

Sources: [Amazon](#), [TrustPilot](#), [CNET](#)

Tržby: -7%

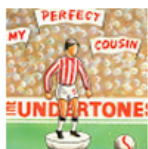
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5:00 / 5:58



# Milgram's Obedience to Authority Experiment 2009 1/3



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**Jan Řezáč, [Filosof.biz](http://Filosof.biz)**



“Binnen een paar dagen had ik mijn pakket al in huis. De installatie was heel simpel en kostte me nog geen half uur!”

Roos Samsom,  
Amsterdam



Konverzní  
poměr: **-16%**


“Default option”  
výchozí volba

# A

Please choose your protection plan to continue

Your favourite **avast! Internet Security** just got even better for 2014

- Intuitive, easy-to-use **interface**
- Software updater** - helps keep your PC programs up-to-date
- Browser cleanup** tool, improved **firewall** and more!



|   |           |                    |          |
|---|-----------|--------------------|----------|
| <input type="radio"/> 1-year protection for 1 PC            | SAVE \$20 | <del>\$49.99</del> | \$29.99  |
| <input checked="" type="radio"/> 2-year protection for 1 PC | SAVE \$45 | <del>\$94.99</del> | \$49.99  |
| <input type="radio"/> 3-year protection for 1 PC            |           |                    | \$139.99 |

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# B

Choisissez votre plan de protection pour continuer

Votre **avast! Internet Security** devient encore meilleur en 2014

- Interface** intuitive, facile à utiliser
- Software Updater** - conserve les programmes de votre PC à jour
- Browser Cleanup**, amélioration du **pare-feu** et plus encore !



|   |                 |                    |          |
|---|-----------------|--------------------|----------|
| <input checked="" type="radio"/> 1 an de protection pour 1 PC | ÉCONOMISEZ 20 € | <del>49,99 €</del> | 29,99 €  |
| <input type="radio"/> 2 ans de protection pour 1 PC           | ÉCONOMISEZ 45 € | <del>94,99 €</del> | 49,99 €  |
| <input type="radio"/> 3 ans de protection pour 1 PC           |                 |                    | 139,99 € |

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Mapa

**Velmi dobré 8,2**

Podle 3686 hodnocení  
8 hodnocení v češtině


**Rezervujte hned!**

**Poslední šance!**  
Zbývá už jen 1 pokoj!

**CZK 5 628**

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**Praha** do Londýn Gatwick

 Tuto trasu si právě prohlíží **55 osob/y**

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|---|---|---|---|---|
|   | <b>4 994<sup>00</sup> Kč</b><br>ODL. 21:35<br>PŘÍL. 22:40 | <b>2 954<sup>00</sup> Kč</b><br>ODL. 12:40<br>PŘÍL. 13:45 | <b>3 444<sup>00</sup> Kč</b><br>ODL. 12:40<br>PŘÍL. 13:45 |   |

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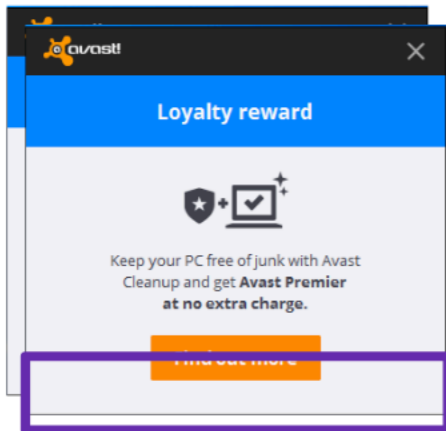


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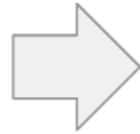
objednejte  
online ještě dnes!



B  
+  
D



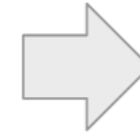
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Landing  
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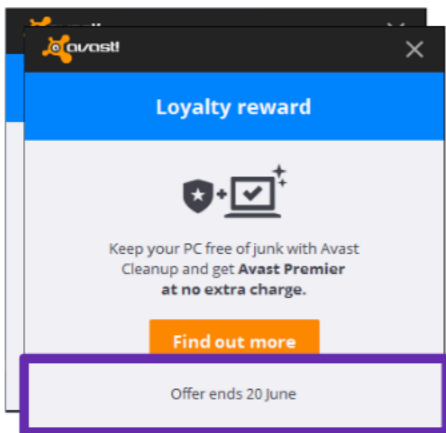


Checkout

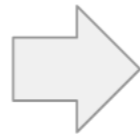


Thank you  
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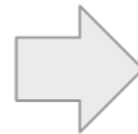
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+  
C



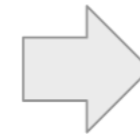
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+6%

+7%

+9%

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Dostaňte svou postavu do plavek!



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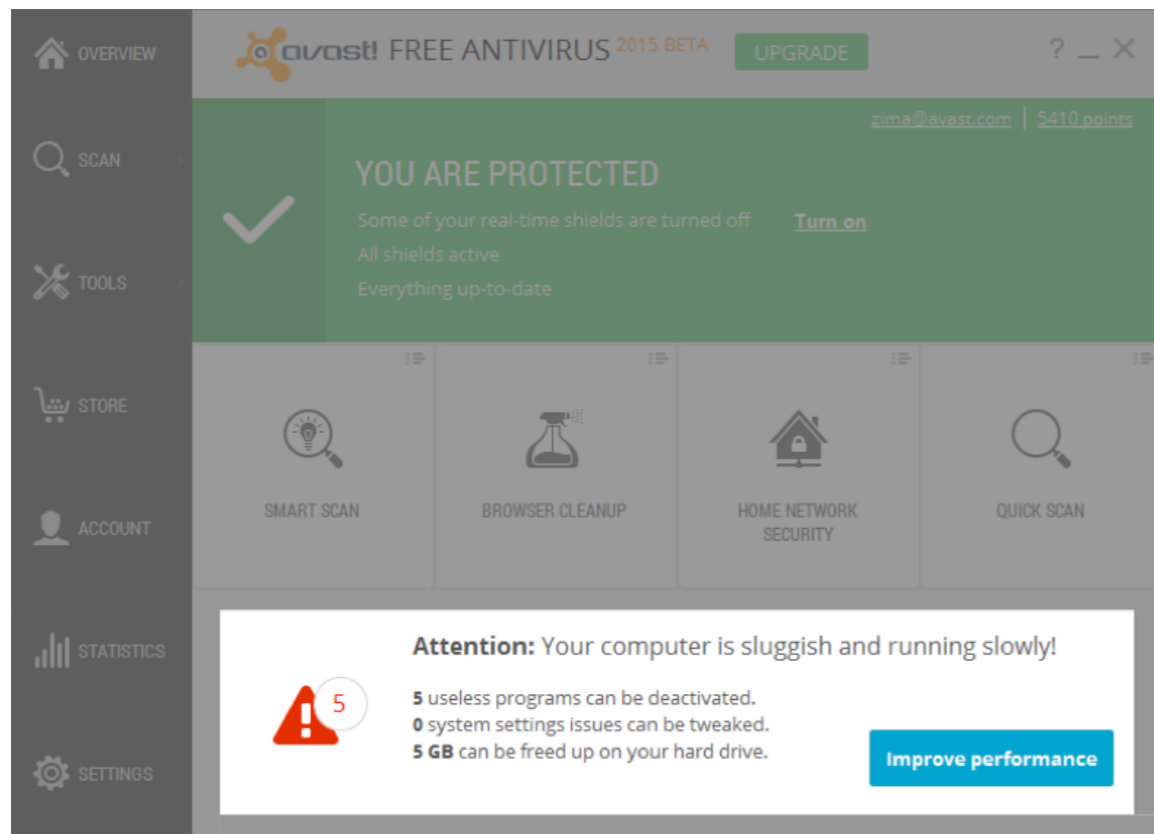


| Alternative Titles                        |  |
|---|--|
| <input type="radio"/> Title 1:            | 19 Simple Tips to Reduce Your Website's Bounce Rate<br>Clicks: 100 CTR: 0.77%          |
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| <input checked="" type="radio"/> Title 3: | 19 Simple Tips to Reduce Your Website's Bounce Rate Today<br>Clicks: 84 CTR: 3.94%     |
| <input type="radio"/> Title 4:            | 19 Simple Tips to Reduce Your Website's Bounce Rate This Week<br>Clicks: 67 CTR: 1.32% |
| <input type="radio"/> Title 5:            | 19 Simple Tips to Reduce Your Website's Bounce Rate This Month<br>Clicks: 0 CTR: 0%    |

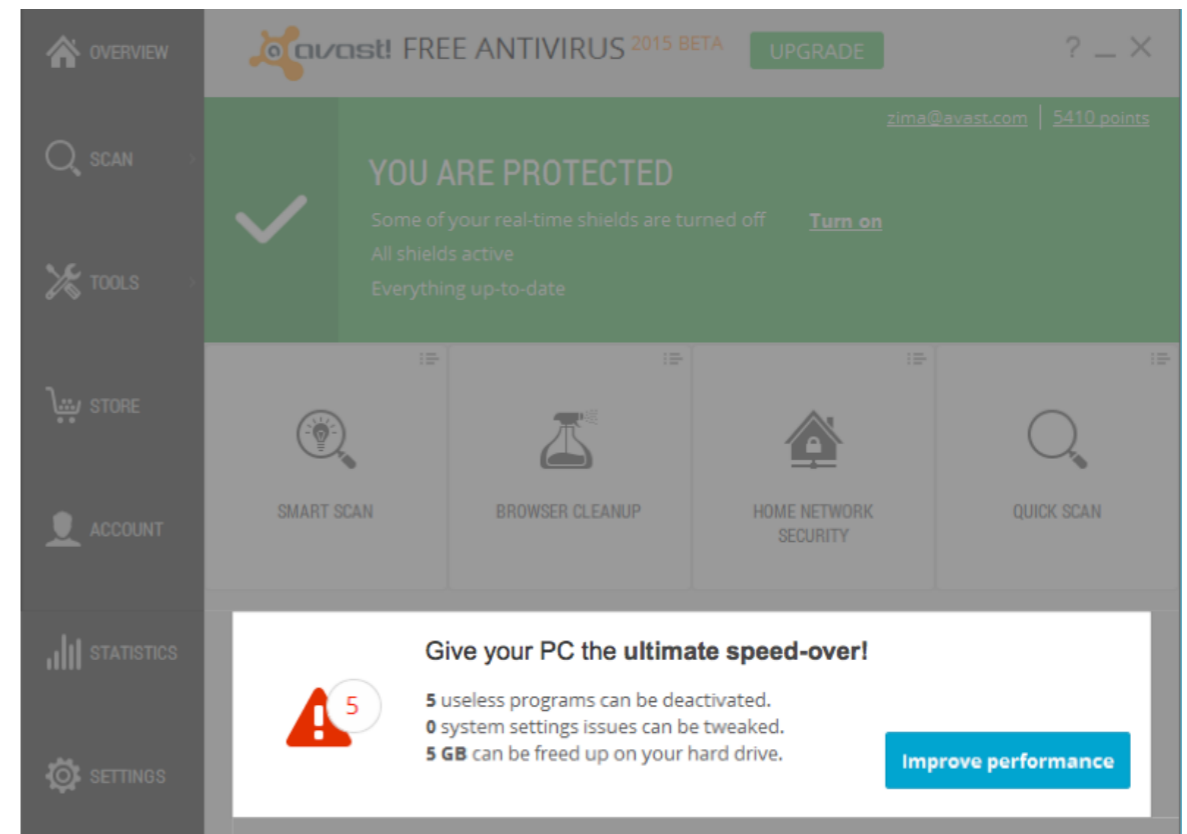
“Framing”

Důraz na ztrátu / zisk

# A



# B



Konverzní  
poměr: +38%

Pojištění domácnosti SafeHome – mějte klidné spaní.

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