we become anchored to that price. But how exactly does this work? Why do we accept anchors?

Consider this: if I asked you for the last two digits of your social security number (mine are 79), then asked you whether you would pay this number in dollars (for me this would be $79) for a particular bottle of Côtes du Rhône 1998, would the mere suggestion of that number influence how much you would be willing to spend on wine? Sounds preposterous, doesn't it? Well, wait until you see what happened to a group of MBA students at MIT a few years ago.

"NOW HERE WE have a nice Côtes du Rhône Jaboulet Parallel," said Drazen Prelec, a professor at MIT's Sloan School of Management, as he lifted a bottle admiringly. "It's a 1998."

At the time, sitting before him were the 55 students from his marketing research class. On this day, Drazen, George Loewenstein (a professor at Carnegie Mellon University), and I would have an unusual request for this group of future marketing pros. We would ask them to jot down the last two digits of their social security numbers and tell us whether they would pay this amount for a number of products, including the bottle of wine. Then, we would ask them to actually bid on these items in an auction.

What were we trying to prove? The existence of what we called *arbitrary coherence*. The basic idea of arbitrary coherence is this: although initial prices (such as the price of Assael's pearls) are "arbitrary," once those prices are established in our minds they will shape not only present prices but also future prices (this makes them "coherent"). So, would thinking about one's social security number be enough to create