

Assignment – 2

25 Paisa Circus

This story teaches us to avoid making snap decisions based only on looks. Relying only on looks to make decisions might be unfair and misleading. Upon first impression, one's character, experiences, and talents are frequently not fully conveyed. Individuals are more than what they seem on the outside; underneath their surface is a depth of special traits, abilities, and backstories that are sometimes hidden. A culture that is more empathetic and inclusive is one that embraces variety and acknowledges that true understanding transcends physical characteristics. Avoiding snap decisions allows us to see the depth that lies under the surface, facilitating real interactions and a more peaceful cohabitation.

"Salesman and Consumer who got an SUV"

In this a story, the influence of peers on purchasing decisions is examined, with a focus on differentiating between positive and negative peer pressure. Peer pressure is defined as the result of purchasing decisions motivated by the need to compete, flaunt, or satisfy one's ego. Peer pressure has a significant impact on consumer behavior, causing people to conform to the preferences and choices of their peers, whether these choices are related to fashion, products, or lifestyle choices. In the era of social media, when peers and influencers publicly display their preferences, this impact is very noticeable and has a cascading effect on others. People may buy things they would not have independently thought about due to social approval and FOMO, or the fear of missing out. Peer pressure has a significant impact on consumer behavior, and marketers and people should both be aware of this as it highlights the role that social influence plays in determining our purchasing habits.

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