Team Name: Team A
Team member 1: Trisha Kaore
Team member 2: Aarushi Mittal

❖ Citation and Link to the reference paper : https://www.jstor.org/stable/20486661

❖ The problem statement : Effects of anchoring effect on university students

❖ Hypothesis :
➢ Participants would show a great variance in non financial aspects as
compared to financial aspects.
➢ Students having prior experience in stock investment show less
anchoring effect as compared to students who do not.

❖ Demographics of the participants : University students. (age :18-25 years old)

❖ Variation/addition done to the original study: The paper mainly focused on
professionals however, our survey will mainly focus on university students
during data

❖ Survey
➢ Mode of data collection: Online form (two forms)
➢ The form collect data about their study major
■ Financial : 21.4 % , Non - financial : 78.6 %
➢ Experience in stock investment :
■ Experienced : 7.1% , Inexperienced : 92.9%
➢ Non - financial aspect :
■ Group A
● Question 1 :
◆ Option 1 : 71.4%
◆ Option 2 : 14.3%
◆ Option 3 : 7.1 %
◆ Option 4 : 7.1%
● Question 2 :
◆ Option 1 : 7.1%
◆ Option 2 : 14.3%
◆ Option 3 : 35.8%
◆ Option 4 : 42.8%

- **Group B**
  - Question 1 :
    - Option 1 : 0%
    - Option 2 : 42.8%
    - Option 3 : 14.3%
    - Option 4 : 28.6%
    - Option 5 : 14.3%
  - Question 2 :
    - Option 1 : 7.1%
    - Option 2 : 14.3%
    - Option 3 : 42.8%
    - Option 4 : 28.6%
    - Option 5 : 7.2%

- **Financial aspect :**
  - The first question asks preferred investment option between two companies, they show monthly and yearly data i.e. different timeline however the group with lesser number of financial experience and financial major student show greater bias towards monthly stock data(company B)(Both data are from same company during different time frame i.e for few month and few years respectively)
    - Responses : Company A : 7.1% , Company B : 92.9%
    - The bias is more pronounced in the group with lesser students with experience in stock investment i.e. inexperienced students show more bias to investment in data of the company with visually bigger profit.
  - The second question in both group show data but in group A the company names are not disclosed but they are disclosed in group B
    - Response group A
      - Company A : 50% , Company B : 50%
    - Response group B
      - Company A : 66.7% , Company B : 33.3%
    - From responses we observe a bias increase toward a company from hypothetical to known company adding factor of their potential being known gives an anchor to company A over company B

- ❖ Conclusion
    - ➢ From the data for non - financial data we observe that variation in selection of data is greater than financial aspect.
    - ➢ In financial aspect inexperienced/non-financial major student show more comparative bias toward perceived higher returns
    - ➢ An anchor when real-life information of company is known (Name of the company is made known to group B)