

1. Consumers use LLMs to make the consumption decisions for them. This could be choosing a product among many on the market.
2. Marketplace sellers use tactics to promote their products to convince human consumers to choose them. One set of tactics is various pricing strategies, well known in marketing and psychology literature.
3. Sellers could optimize the product price directly to sway LLMs in their favor, to convince LLMs to choose their product for the human consumer over competitors' products.
4. We need to understand how LLMs behave in the face of different product pricing strategy scenarios.