

Corrigan, Maureen

From: Corrigan, Maureen  
Sent: Tuesday, April 9, 2024 3:30 PM  
To: Corrigan, Maureen  
Subject: FW: Receipt for Order #70 at Piatti Restaurant - La Jolla

Thank you for your order. Below is a receipt for your recent visit to Piatti Restaurant.  
[trouble viewing this email?](#)

PIATTI

Piatti Restaurant

2182 Avenida De La Playa

La Jolla, CA 92037

Server: Jay A

Check #70

Guest Count: 3

Ordered:

Table 44

4/8/24 5:30 PM

1 Olives

2 Spaghetti

2 Cucumber Cooler

1 Pappardelle

1 Tiramisu

1 Affogato

4% Surcharge (4.00%)

Subtotal

Tax

Tip

Total

\$11.00

\$44.00

\$14.00

\$29.00

\$9.00

\$10.00

\$4.68

\$121.68

\$9.48

\$25.74

\$156.90

Input Type

VISA CREDIT

Time

C (EMV Chip Read)

xxxxxxx6453

6:39 PM

Transaction Type

Sale

NON-ALCOHOLIC BEVERAGES

Berry Lemonade  
house-made lemonade, berries

\$7.00

Italian Soda:  
cherry lime, peach or lavender

Cucumber Cooler

\$7.00

fresh muddled cucumber, lemon-lime soda, sparkling water

Authorization	Approved
Approval Code	08301D
Payment ID	MPYjrgzMYtkf
Application ID	A0000000031010
Application Label	VISA CREDIT
Terminal ID	156a334fce641b9d
Card Reader	BBPOS

KENNETH WILBUR


Thank you!

A 4% surcharge will be added to all checks to cover the cost of employee mandates. This surcharge is not a gratuity.

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Food you love without the wait.



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## Rady Faculty Assistants

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**Subject:** Marketing Seminar Series | Shrabastee Banerjee - Tilburg University | Mon. Apr 8, 2024  
**Location:** RSM Conference 3W113 - Tony Thornley

**Start:** Mon 4/8/2024 12:00 PM  
**End:** Mon 4/8/2024 1:00 PM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Rady Faculty Assistants

**Required Attendees:** Rady Faculty Assistants; rady-marketing-g@ucsd.edu

**Optional Attendees:** Ordóñez, Lisa; Liu, Wendy; Gallardo, Alan; Middleton, Angela; Gneezy, Uri; Robbie Evan Sanders; Krishnan, Vish; Karmarkar, Uma; Nijs, Vincent; Gneezy, Ayelet; Shin, Hyoduk; Eckhardt, Lauren; Rottenstreich, Yuval; Ania Jaroszewicz; Christopher Oveis; Ariel Fridman; K W; Zhang, Zhe; Meyer, Michael; Breon-Drish, Bradyn; Brianna Chew; Milone, Mario; Paul Wynns; Meenakshi K Balakrishna; Banerjee, Snehal; Carolina Raffaelli; On Amir; PLASSMANN Hilke; Grimes Jr., Jerry; Liu, Jun; Reher, Michael; Smith, Pamela; Figueroa, Gregorio; raalam@ucsd.edu; mkbalakr@ucsd.edu; jbin@ucsd.edu; huc006@ucsd.edu; scifuentes@ucsd.edu; qfei@ucsd.edu; k2hayashida@ucsd.edu; khillegass@ucsd.edu; p9huang@ucsd.edu; ojurkiew@ucsd.edu; skalfa@ucsd.edu; mik020@ucsd.edu; Seung Hyun Kim; Xiaofeng Liu; y3mao@ucsd.edu; anachman@ucsd.edu; jpezzuto@ucsd.edu; sphuchada@ucsd.edu; lpoursoltan@ucsd.edu; aputhillam@ucsd.edu; hromerok@ucsd.edu; ansarkar@ucsd.edu; msayyadzadeh@ucsd.edu; gsmitizs@ucsd.edu; sullah@ucsd.edu; siw119@ucsd.edu; mew006@ucsd.edu; g6wong@ucsd.edu; shw063@ucsd.edu; yoxia@ucsd.edu; guy006@ucsd.edu; Jean Zhang; Nguyen-Chyung, Amy; Campbell, Elizabeth

**Resources:** RSM Conference 3W113 - Tony Thornley

Meet with Professor Banerjee on Monday, April 8<sup>th</sup> [1-on-1 Sign Up Spreadsheet](#)



### MARKETING SEMINAR SERIES

**Speakers:** [Dr. Shrabastee Banerjee](#), Associate Professor – Tilburg University

**Date:** Monday, April 8, 2024

**Time:** 12:00 p.m. – 1:00 p.m. (60 mins)

**Location:** 3W113 - Conference Room | Hybrid (In-Person and [Zoom](#))

**Catering:** Pita 22

FA(s): [Alan Gallardo](#) | [Audrey Fredericks](#)

Title: *"The Impact of "From" prices on the Purchase Funnel: Insights from Field Experiments at an Online Travel Marketplace"*

Abstract: How do consumers respond to "Starting From" (floor) prices advertised by firms that differ from the actual purchase price to be paid? While a low "From" price is likely to draw consumers in, a high one is likely to be closer to the true price and thus be perceived as more fair. Although floor prices are ubiquitous, they have been studied much less compared to other forms of advertised reference prices (e.g., 'Was-Now'). In this paper, we conduct pre-registered field experiments on an online travel marketplace (Holidu.com) to investigate how consumers respond when floor prices are raised. We find that high floor prices lead to decreased user engagement (as measured by listing clicks, number of searches, and time spent on the website), and noisy but negative effects on booking related outcomes. These effects occur despite higher floor prices providing users with an estimate closer to actual prices on average. Our findings indicate that less accurate up-front prices can actually lead to more customer engagement, and dominates the countervailing sticker-shock or anchoring effect, wherein consumers would be deterred if offered a low initial price estimate and a higher price further down the purchase funnel. Overall, this result has implications for platform design and regulation by demonstrating the tension between customer engagement and providing accurate price estimates up front.

Keywords: N/A

Website / CV: See attachments.

1-on-1 Sign-Up: [1 on 1 Sign Up Spreadsheet](#)

Zoom Meeting: [983 6037 7429](#)  
Marketing Seminars Recurring Meeting