**Vignettes**

**Pretest**

These strategies described in the pretest scenarios are based on real life situations. They are hidden fees (Taylor, 2019), use of substandard construction materials (Oloyede *et al.*, 2010), increasing rents inconsiderately (The Age, 2020) and unfair competition (Khan, 2017), respectively.

Crimson Personal Finances is a financial services firm that offers financial advice to its customers. The firm has been operating for over ten years and its financial situation is very good. One day, the firm decides to boost its profits and to do so charge an additional fee to some of its customers. The fee is a hidden fee and they decide to charge it to its less profitable customers only, in order to avoid potential trouble with its more financially capable and most profitable customers. The strategy is a success for Maroon Personal Finances and they decide to stick with it. However, many customers are impacted by this new fee. Fortunately for the firm, almost no one finds out or complains.

Crimson One is a construction firm that builds exclusively residential properties. The firm has been operating for over ten years and its financial situation is very good. One day, the firm decides to boost its profits and starts employing cheaper materials in the construction of houses in low-income suburbs, where it is easier to get away with it. The strategy is a success for Crimson One and they decide to stick with it. However, many house owners and tenants are impacted by this and they later find themselves spending money on house maintenance and repairs.

Crimson Realtors is a real estate firm whose main two branches of business are house selling and renting. The firm has been operating for over ten years and its financial situation is very good. One day, the firm decides to boost its profits and starts charging higher than usual rents to tenants. The firm does this because commissions on house sales are standard in the industry and it could lose customers if commissions are increased. The strategy is a success for Yellow One Realtors and they decide to stick with it. Even though many tenants are financially impacted by the increases, the inconveniences of moving out are too many and then they stay.

e-Crimson is an online marketplace: It doesn’t manufacture any products itself and is instead a website where manufacturers, mostly sole traders and small businesses, can sell their products. The firm has been operating for over ten years and its financial situation is very good. One day, the firm decides to boost its profits and enters the manufacturing business. Using the data it has collected from the manufacturers selling on its website, Kedai Line manufactures a couple of best-selling products and give priority to its listings when customers search for these products on its website. The strategy is a success for Kedai Line and they decide to stick with it. However, the sales of the original manufacturers of these products go down by a big margin and they lose money. They cannot do anything about it though.

**Study 1**

*Smal-Local*

Crimson One is a very small local construction business that builds residential properties. The business has around 30 employees. Crimson One owners have been part of your local community for over ten years and their financial situation is very good. One day, Crimson One owners decide to increase their profits and start employing cheaper materials to construct houses in low-income suburbs, where it can go unnoticed. The strategy is a success for Crimson One and the business owners decide to stick with it. However, several house owners and tenants are eventually impacted by the use of cheap materials and they later find themselves spending money on house maintenance and repairs.

*Small Foreign*

Crimson One is a very small foreign construction business that builds residential properties. The business has around 30 employees. Crimson One has been operating for over ten years and its financial situation is very good. One day, Crimson One owners decide to increase their profits by employing cheaper materials to construct houses in low-income suburbs, where it can go unnoticed. The strategy is a success for Crimson One and the business owners decide to stick with it. However, several house owners and tenants are eventually impacted by the use of cheap materials and they later find themselves spending money on house maintenance and repairs.

*Large Local*

Crimson One Inc is a gigantic local construction company with thousands of employees all over the country. Crimson builds residential properties. The massive company has been operating for over ten years in your country and its financial situation is excellent, with billion-dollar profits. One day, Crimson’s board decides to increase the company’s profits by employing cheaper materials to construct houses in low-income suburbs, where it can go unnoticed. The strategy is a success for Crimson and they decide to stick with it. However, thousands of house owners and tenants are eventually impacted by the use of cheap materials and they later find themselves spending money on house maintenance and repairs.

*Large-Foreign*

Crimson One is a gigantic foreign construction company with thousands of employees. Crimson One builds residential properties. The massive foreign company has been operating for over ten years and its financial situation is excellent, with billion-dollar profits. One day, Crimson One’s board decides to increase the company’s profits by employing cheaper materials to construct houses in low-income suburbs, where it can go unnoticed. The strategy is a success for Crimson One and they decide to stick with it. However, thousands of house owners and tenants are eventually impacted by the use of cheap materials and they later find themselves spending money on house maintenance and repairs.

**Study 2**

*Black sheep*

Crimson One is an American construction business that builds residential properties in the USA. The business has around 300 employees. Crimson One has been operating for over ten years and its financial situation is very good. One day, Crimson One owners decide to increase their profits and start employing cheaper materials to construct houses in low-income US suburbs, where it can go unnoticed. The strategy is a success for Crimson One and the business owners decide to stick with it. However, several American owners and tenants are eventually impacted by the use of cheap materials and they later find themselves spending money on house maintenance and repairs.

*White sheep*

Crimson One is an Australian construction business that builds residential properties in Australia. The business has around 300 employees. Crimson One has been operating for over ten years and its financial situation is very good. One day, Crimson One owners decide to increase their profits and start employing cheaper materials to construct houses in low-income Australian suburbs, where it can go unnoticed. The strategy is a success for Crimson One and the business owners decide to stick with it. However, several Australian house owners and tenants are eventually impacted by the use of cheap materials and they later find themselves spending money on house maintenance and repairs.

**Study 3**

*Common Behavior*

Crimson One is an American construction business that builds residential properties in the USA. The business has around 300 employees. Crimson One has been operating for over ten years and its financial situation is very good. One day, Crimson One owners decide to increase their profits and start employing cheaper materials to construct houses in low-income suburbs, where it can go unnoticed. Similar strategies have been widely implemented across the industry for the last months by other USA companies. Crimson One owners decide to follow suit and do the same, even though they don’t need to do this in order to continue being profitable and competitive. The strategy is a success for Crimson One and the business owners decide to stick with it. However, many American homeowners and tenants are eventually impacted by the use of cheap materials and they later find themselves spending money on house maintenance and repairs.

*Uncommon Behavior*

Crimson One is an American construction business that builds residential properties in the USA. The business has around 300 employees. Crimson One has been operating for over ten years and its financial situation is very good. One day, Crimson One owners decide to increase their profits and start employing cheaper materials to construct houses in low-income suburbs, where it can go unnoticed. Employing cheap materials goes against the standards that almost every USA company in the same industry follow but Crimson One owners don’t mind. The strategy is a success for Crimson One and the business owners decide to stick with it. However, many American homeowners and tenants are eventually impacted by the use of cheap materials and they later find themselves spending money on house maintenance and repairs.

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