Hi everyone,

98- When People Are Uncertain, They Let Others Decide What To Do

The book explains this phenomenon by laying out the situations that trigger our response. Almost always, our response to a situation is based on our "herd instinct." When we have no choice, we make decisions for ourselves. This can be seen in how many people prefer to shop alone or opt not to work in groups.

Most of us can be independent, but when faced with a group, our self-doubt grows. Imagine you are ordering from the DoorDash app. If you are ordering for only yourself, more than likely, you will choose whatever meal you like and see if there are any offers that would benefit you. In no time, you will have the order done and be waiting for the delivery.

Now, place yourself in the same scenario, but this time with friends. Suddenly, it becomes pandemonium: What is the best offer? Are there any discounts for buying multiples? Most people in the group will tell you they don’t care and to order whatever, not because they don't know what they want, but because they want to keep the rest of the group happy and are probably worried about making the wrong choice.

As the book explains, this concern over upsetting someone else makes us go to reviews sections, ratings etc., because no one wants to be the one to make the wrong choice.

100- People Value A Product More When It’s Physically In Front of Them

This is true for almost everything we purchase; most people prefer to see something before they buy it. With so much online shopping happening, it’s hard to get accurate descriptions or pictures of an item. Enter unboxing videos: these user-created videos are a go-to resource for many, me included, when we are unsure about an item. This practice is being implemented by major online retailers to give their customers, and potential customers, reassurance that their product can meet their needs.