

A BEHAVIORAL FINANCE APPROACH TO RETAIL MARKETING DECISIONS: APPLICATION OF HEURISTIC THEORY

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ABSTRACT

This paper analyses the application of theory on heuristics. When you make judgments and decisions about the market, you like to think that you are objective, logical, and capable of taking in and evaluating all the information that is available to you. Unfortunately, the biases sometimes trip us up, leading to poor decisions and bad judgments. This paper tries to give a theoretical base for taking decision-based on available data which is may be misleading and biased.

KEYWORDS: *Heuristics, Biased, Amazon, Retail Marketing*