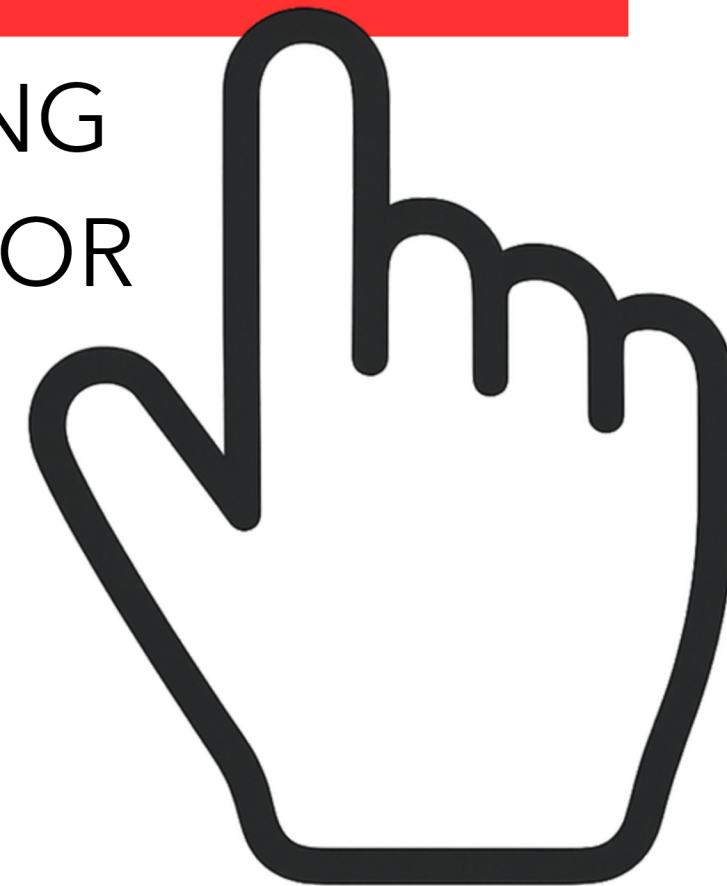


WHY WE **BUY**

THE SCIENCE OF ALIGNING
STRATEGY WITH BEHAVIOR



WELCOME.

PEOPLE



SHOW OF HANDS

Most buying decisions don't happen in a spreadsheet, **they happen in the brain.**
and the brain is NOT a rational accountant.

95% of the decision making happens in the subconscious

Gerald Zaltman - Insights into Minds of the Market - Harvard Business School Study 2003

THIS MEANS

Make an emotional decision first and then seek to justify it logically



**Harvard
Business
School**

THEORY

When we stop marketing like buyers are purely rational
“Tickets are on sale, great lineup, here’s the price”
we unlock a large part of our potential ticket buyers that
could be the difference between success and failure.





SHOW OF HANDS

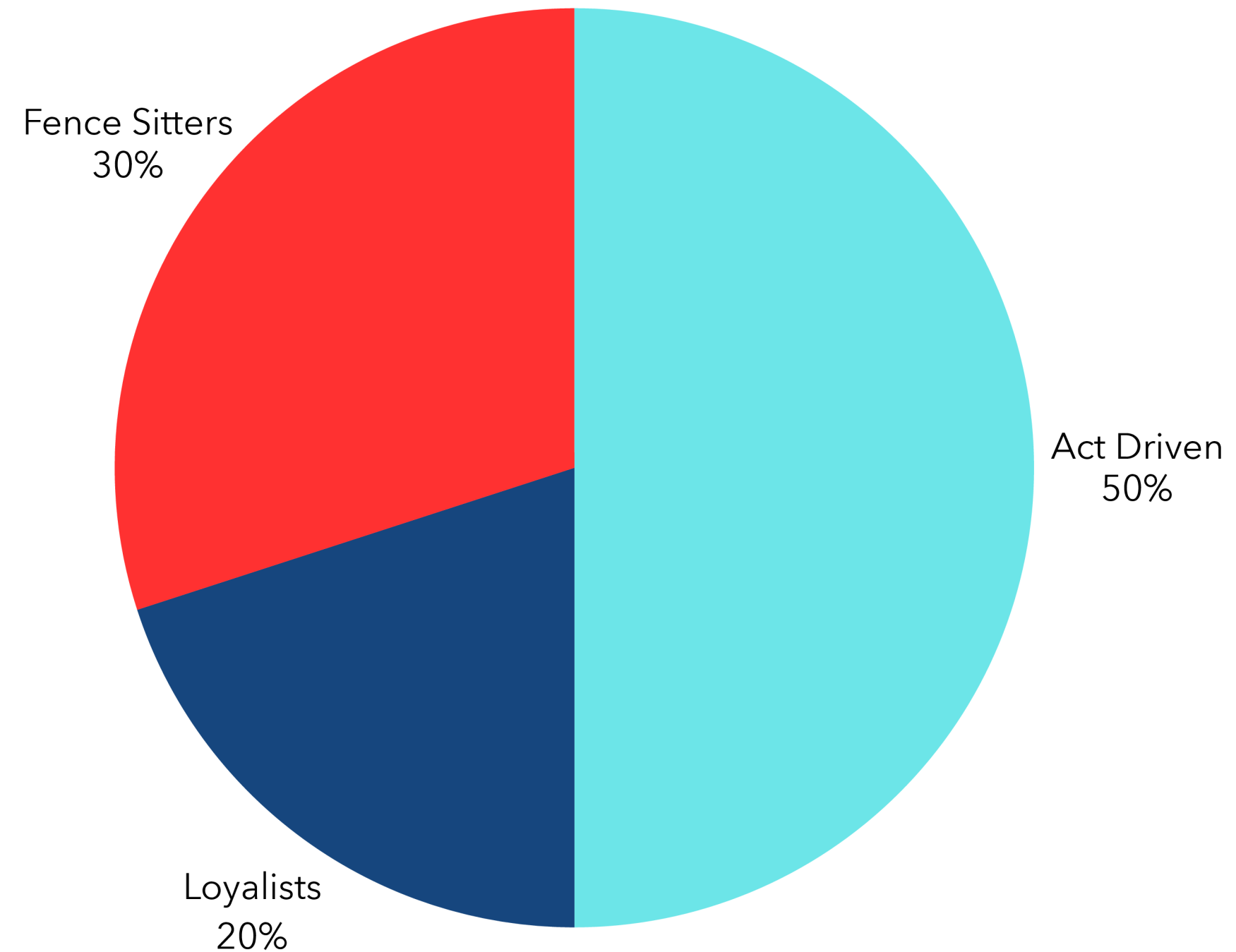
THE TARGET

WHEN WE'RE LOOKING AT AN EVENT

- **Loyalists (15-25%):** "They're buying the tradition–identity and nostalgia do the selling."
- **Act-Driven (45-55%):** "They're buying the artist–lineup clarity and perceived value do the selling."
- **Fence-Sitters (20-30%):** "They're buying a future decision– and future decisions trigger uncertainty."

THE INSIGHT:

- "The fence-sitters aren't saying no. They're saying: 'Not yet... because my brain hasn't cleared the risk.'"



INSIGHT

“People don’t buy when the information is available. **They buy when the decision feels safe.**”



INSIGHT

We find success, not in soley convincing people why they should come,
but **aligning our marketing around how we're
already wired to process information and make decisions**

TODAY WE WILL



Learn a new way of seeing what we think we know about decision-making



Meet the fence-sitter archetypes (and recognize ourselves)



Learn a few key behavioral terms you can use immediately—ethically



Leave with a practical framework to audit marketing and align it with how people actually choose

LET'S GET STARTED!





CRASH COURSE

IN HUMAN BEHAVIOR

THE FOUNDATION

A LITTLE BIT ON OUR BRAINS AND BEHAVIOR

Our brains are lazy →

"We prefer the path of least effort, even when effort is just mental effort."



Heuristics = mental shortcuts

THE FOUNDATION

A LITTLE BIT ON OUR BRAINS AND BEHAVIOR

We decide emotionally, then justify logically →

“Marketing doesn’t need more logic—often it needs a clearer feeling.”



THE FOUNDATION

A LITTLE BIT ON OUR BRAINS AND BEHAVIOR

We're predictably irrational →

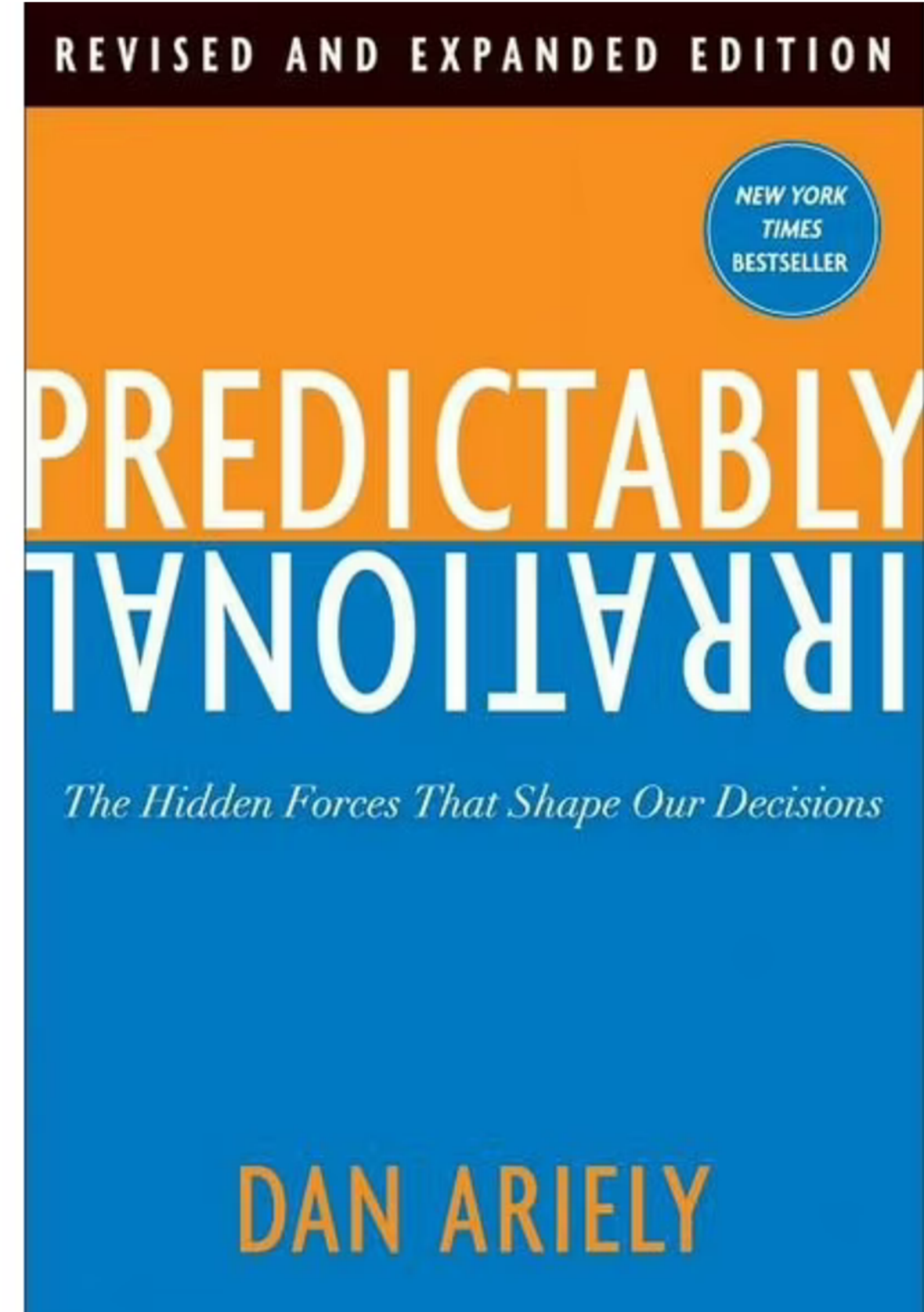
"Not dumb—just human. We use shortcuts because life is big."



THE FOUNDATION

A LITTLE BIT ON OUR BRAINS AND BEHAVIOR

We can use this.
responsibly.



THE FOUNDATION

A LITTLE BIT ON OUR BRAINS AND BEHAVIOR

LET'S REVISIT

**Most buying decisions don't happen in a spreadsheet →
they happen in the brain and the brain is not a rational accountant.**



QUICK EXPERIMENT

FOR MY CHOCOHOLICS



\$0.15
Usually \$0.50



\$0.01



QUICK EXPERIMENT

THE POWER OF FREE

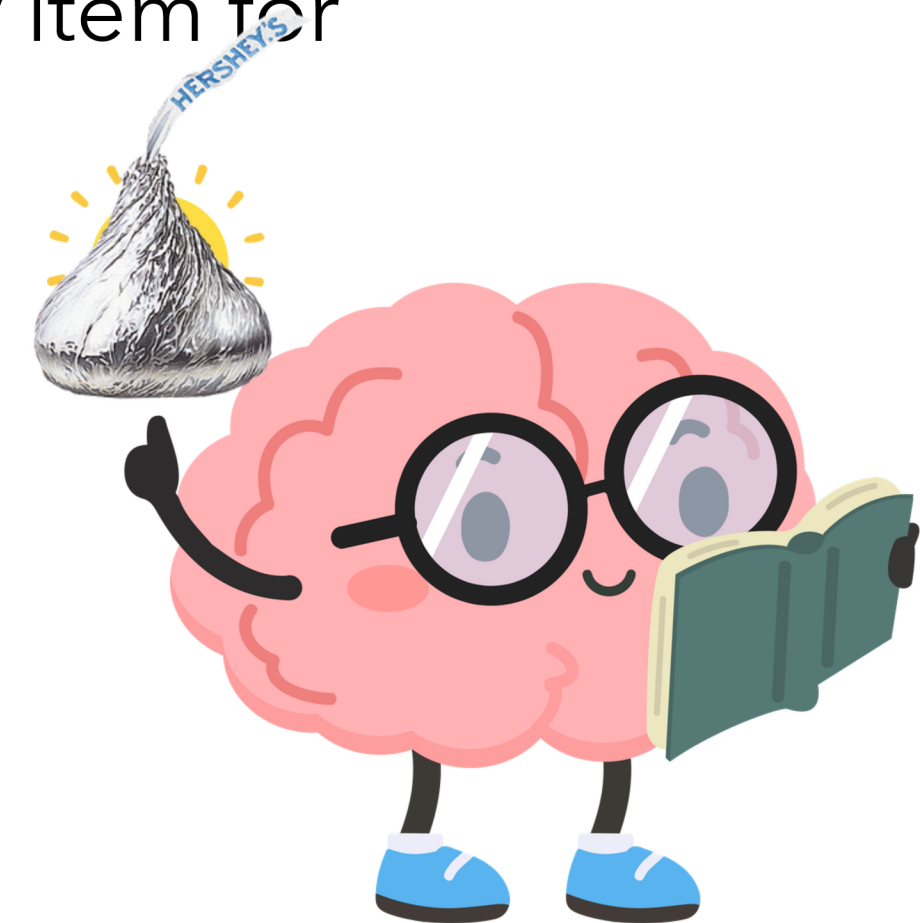


QUICK EXPERIMENT

THE POWER OF FREE

Opportunity Cost:

The difference in price is still just 1 cent, but **the psychological impact of "free" is far higher than the rational value of the better product.** We ignore the opportunity cost. In the example, we pass up a luxury item for 14 cents, which is an amazing deal, just to get something free.



QUICK EXPERIMENT

NO OVER THINKING PLEASE



small



large

QUICK EXPERIMENT

NO OVER THINKING PLEASE

70%



\$3.00

30%



\$5.00

QUICK EXPERIMENT

NO OVER THINKING PLEASE

20%



\$3.00

15%



\$4.50

65%



\$5.00

QUICK EXPERIMENT

NO OVER THINKING PLEASE

The Decoy Effect (Relativity)

We rarely know what we want in absolute terms. We make decisions by comparing options. Most people in the studies buy the \$5 large because it looks like a better value, even if they only wanted a small.



THE FOUNDATION

A LITTLE BIT ON OUR BRAINS AND BEHAVIOR

We love comparisons →

"Value is rarely absolute—it's relative."



THE FOUNDATION

A LITTLE BIT ON OUR BRAINS AND BEHAVIOR

Are grocery prices too high? →



THE FOUNDATION

A LITTLE BIT ON OUR BRAINS AND BEHAVIOR

We need assurances →

"We look for signals that we won't regret it."



THE FOUNDATION

A LITTLE BIT ON OUR BRAINS AND BEHAVIOR

We assess risk/reward subconsciously →
"If risk is fuzzy, the default choice is delay."



THE FOUNDATION

A LITTLE BIT ON OUR BRAINS AND BEHAVIOR

We hate losses ~2x more than equivalent gains →
“Not buying must feel like losing something.”

Example →

Expiring Gift cards = it's yours but might be taken away
v. do “X” for a chance to win



TICKETS V. PRODUCT

A QUICK DISTINCTION

WHY TICKET DECISIONS ARE UNIQUELY HARD!

It's a future experience (uncertainty)

You're buying something you can't fully evaluate yet.

It requires coordination (social logistics)

"Who's going? Can we all make it? What if plans change?"

It's perishable inventory (time pressure + scarcity)

The value changes as time passes (and availability changes).

It's identity-revealing (what it says about me)

Tickets are self-signals: "I'm that kind of person."

It includes hidden costs (parking, heat, walking, lines, babysitter)

Even if ticket price is fair, total effort might not be.

Regret risk is higher

Nobody wants to feel tricked, bored, or uncomfortable—especially publicly.

"A ticket isn't just a purchase—it's a commitment."



**now you're behavior
experts...**

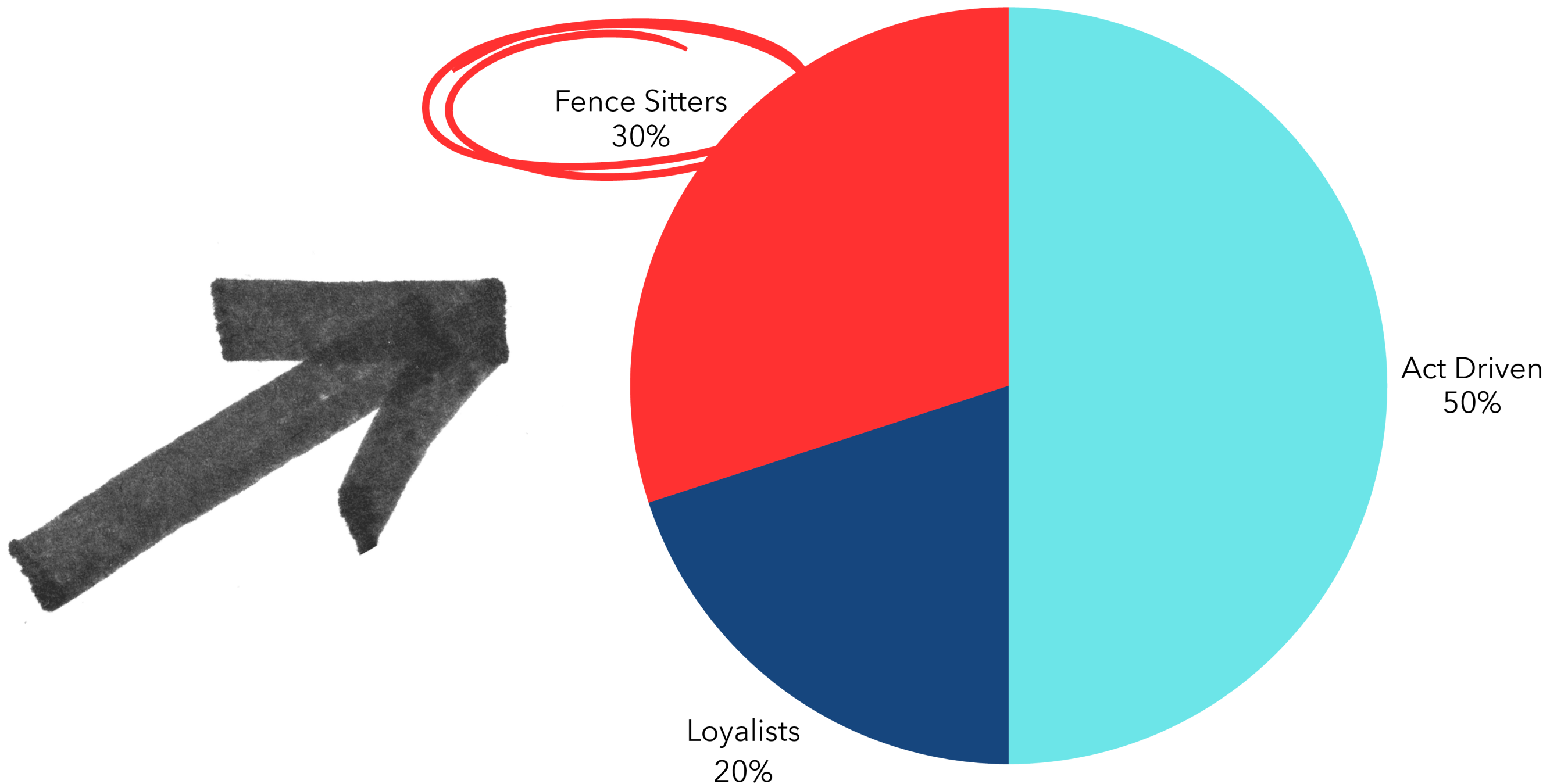


OUR FENCE SITTERS

MATCHING PERSONAS TO BEHAVIORS

OUR FENCE SITTERS

MATCHING PERSONAS TO BEHAVIORS



THE TOMORROW BUYER

Procrastinating Optimist

- **What they're doing: delaying because "I'll handle it later."**
- **Hidden driver: present bias + optimism bias.**
- **What they need: a reason why later is worse (without sounding desperate).**



THE VALUE VERIFIER

Deal / Justice Seeker

- **What they're doing: waiting for a better price or better proof.**
- **Hidden driver: reference price + fairness + fear of overpaying.**
- **What they need: value anchoring and "why this price is fair."**



THE “TOO BUSY TO BUY”

Friction Allergic - Multitasker

- **What they're doing: abandoning because the process is annoying.**
- **Hidden driver: cognitive overload + hassle factors.**
- **What they need: fewer steps, fewer fields, fewer decisions.**



OVERWHELMED COMPARATOR

CHOICE OVERLOAD THINKER

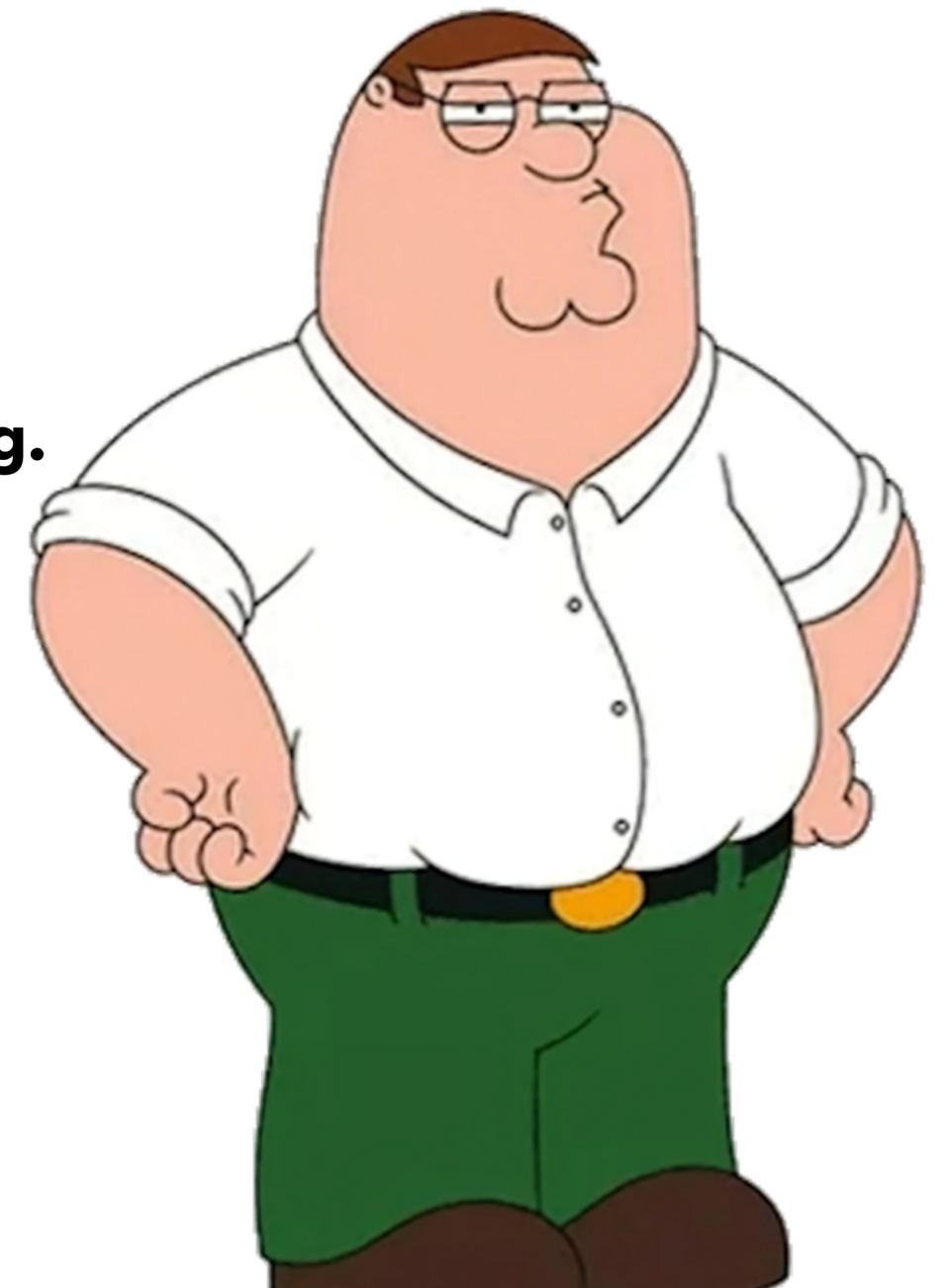
- **What they're doing: stuck between options (tiers, dates, seating).**
- **Hidden driver: choice overload + decision paralysis.**
- **What they need: a guided recommendation ("most people choose...")**



THE “BELONGING SKEPTIC”

NOT FOR ME ASSUMER

- **What they're doing: distancing—“that's not my crowd.”**
- **Hidden driver: identity mismatch + social risk.**
- **What they need: representation, belonging cues, and identity-aligned framing.**



Different personas... but almost all of them get stuck for the same **four reasons.**

F.A.I.R FRAMEWORK

CONNECTING BEHAVIOR TO BUYING

F

FRICTION

A

ANCHORING

I

IDENTITY

R

RISK/REWARD



FRICTION

TAKE THE PAIN AWAY

Friction is anything that makes buying feel hard: extra steps, extra uncertainty, extra effort, extra confusion.

“We don’t abandon because they don’t want the ticket. They abandon because the purchase stops feeling easy.”

FRICTION

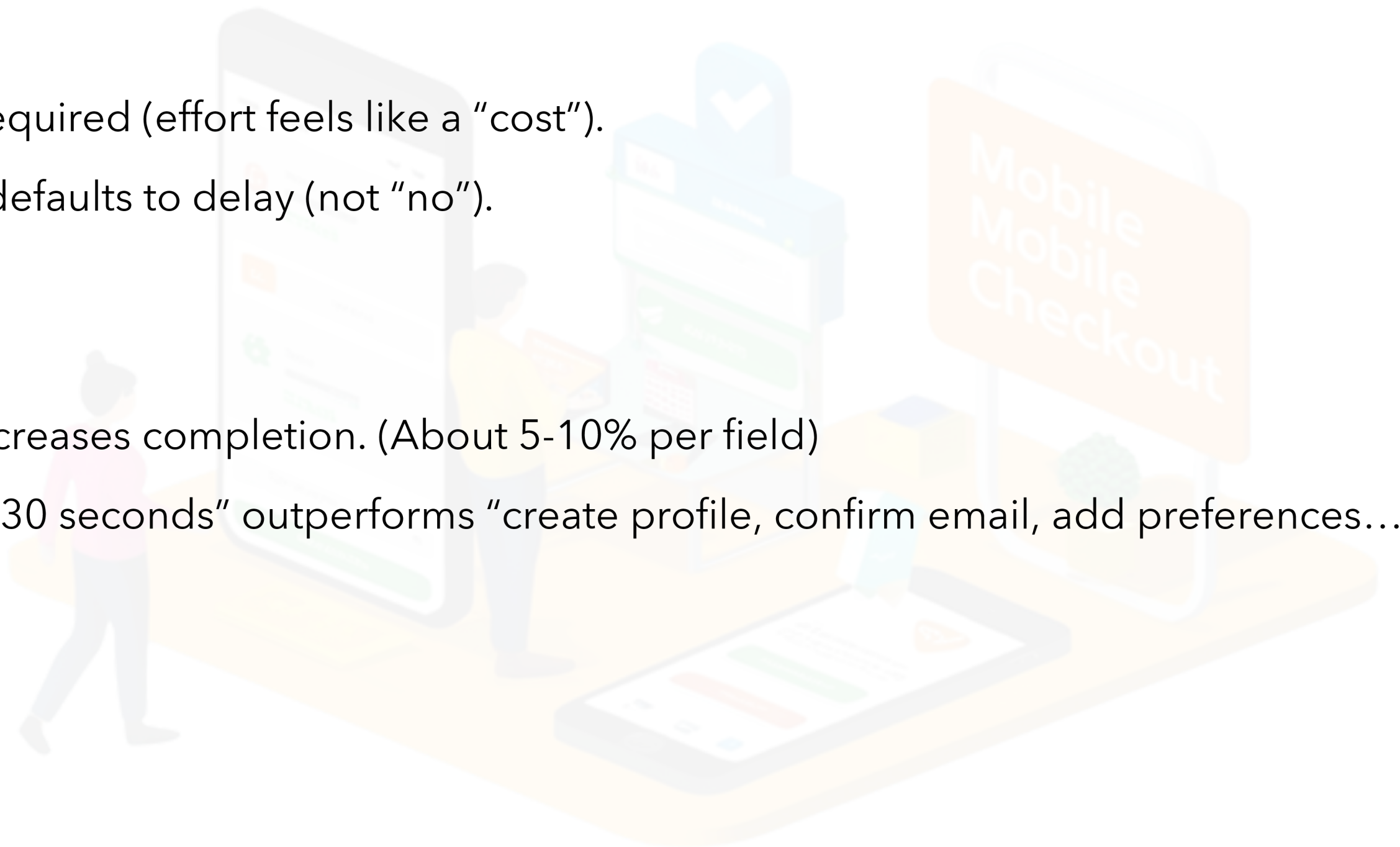
TAKE THE PAIN AWAY

WHY IT WORKS:

- We discount rewards when effort is required (effort feels like a “cost”).
- When cognitive load rises, the brain defaults to delay (not “no”).

REAL-LIFE EXAMPLE:

- Online checkout: every extra field decreases completion. (About 5-10% per field)
- Streaming sign-up: “start watching in 30 seconds” outperforms “create profile, confirm email, add preferences...”

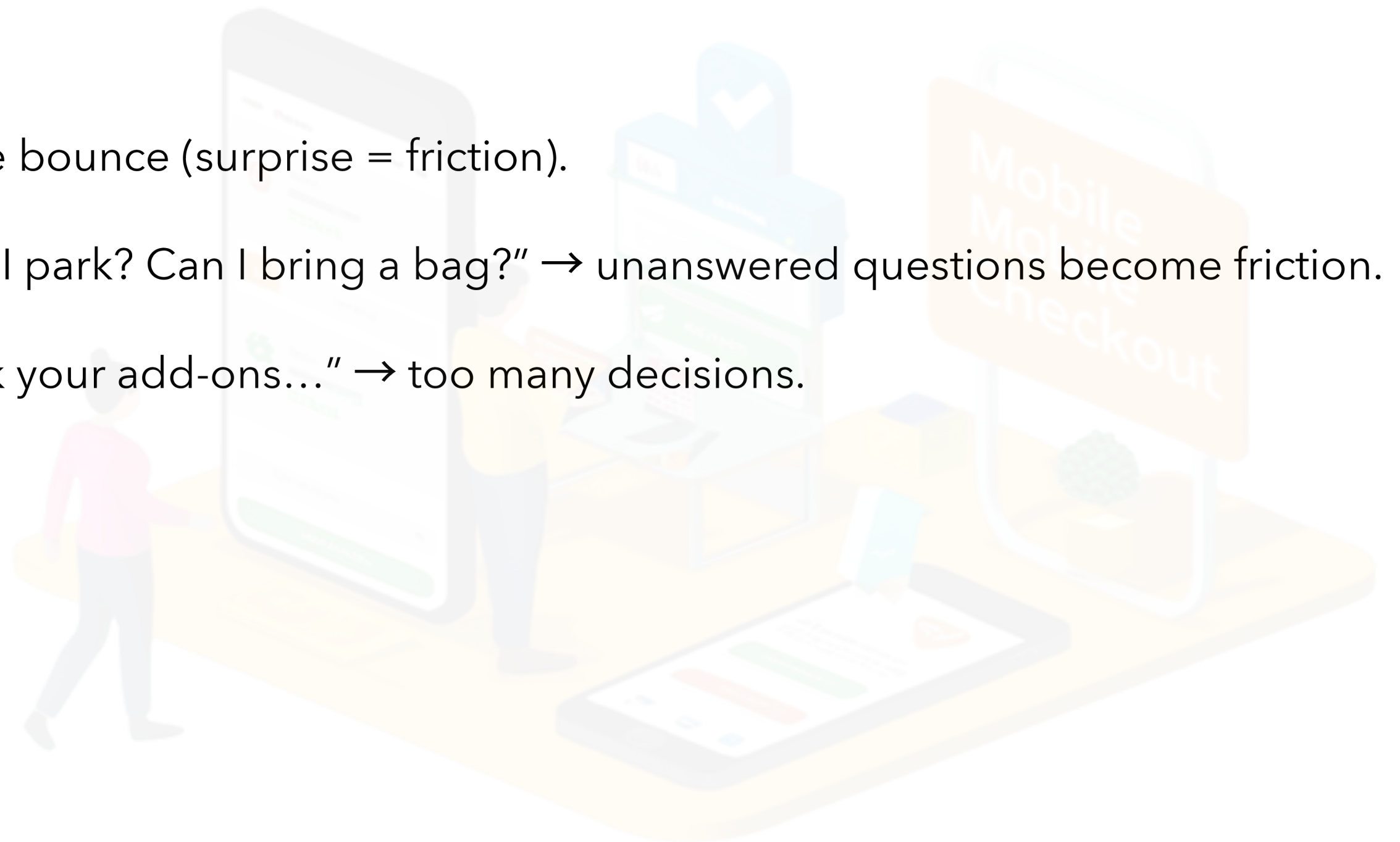


FRICTION

TAKE THE PAIN AWAY

FAIR/TICKET EXAMPLE:

- “Fees appear at the end” → people bounce (surprise = friction).
- “Do I need a wristband? Where do I park? Can I bring a bag?” → unanswered questions become friction.
- “Pick your seat, pick your date, pick your add-ons...” → too many decisions.

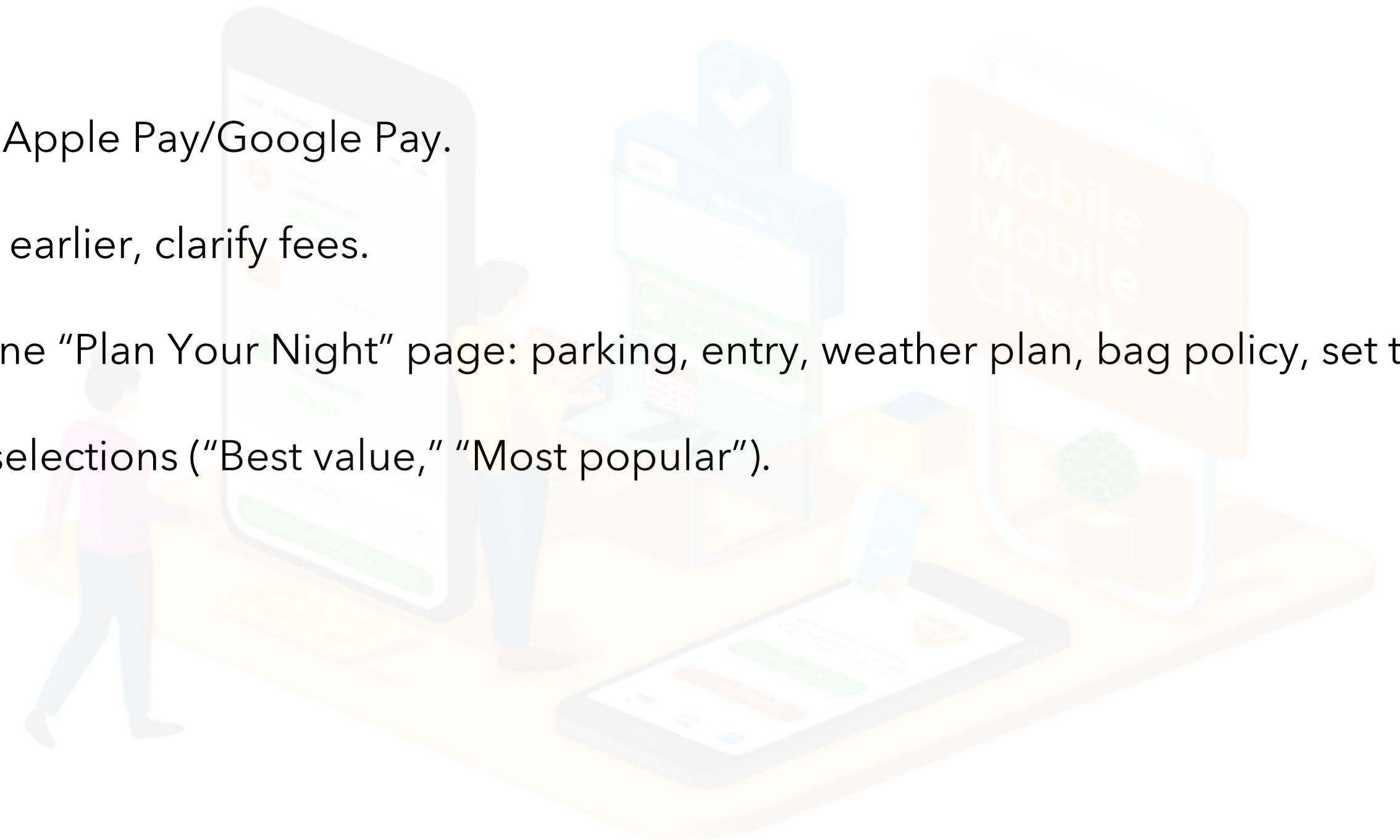


FRICTION

TAKE THE PAIN AWAY

HOW WE APPLY IT:

- **Remove steps:** reduce clicks; allow Apple Pay/Google Pay.
- **Remove surprises:** show total price earlier, clarify fees.
- **Remove unanswered questions:** one "Plan Your Night" page: parking, entry, weather plan, bag policy, set times
- **Remove decision burden:** default selections ("Best value," "Most popular").



A NCHORING

OUR BRAIN'S STARTING POINT

Anchoring is how we decide what something is worth: they compare it to the first meaningful reference point.

“Anchoring includes the family of biases where reference points control value.”

ANCHORING

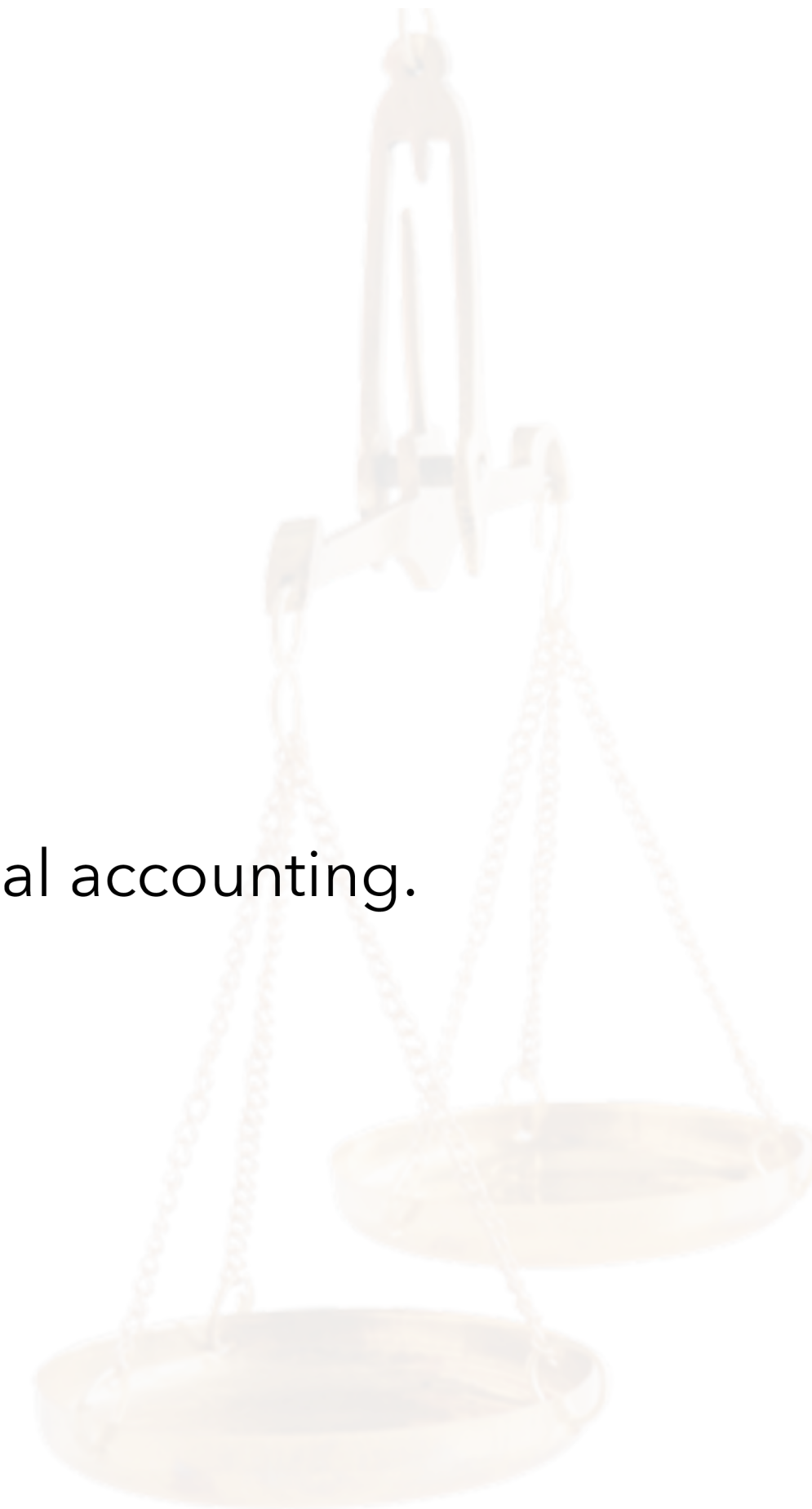
OUR BRAIN'S STARTING POINT

WHY IT WORKS

- The brain doesn't know "true value." It knows "relative value."
- Anchors create price meaning, and meaning reduces uncertainty.
- **Key terms:** anchoring, framing, reference price, decoy effect, mental accounting.

REAL LIFE EXAMPLE:

- "Was \$199, now \$129" (anchor makes the new price feel like a win).
- A \$300 menu item makes the \$80 item feel reasonable.
- Cost of groceries...cost of your new car



A NCHORING

OUR BRAIN'S STARTING POINT

FAIR/TICKET EXAMPLE:

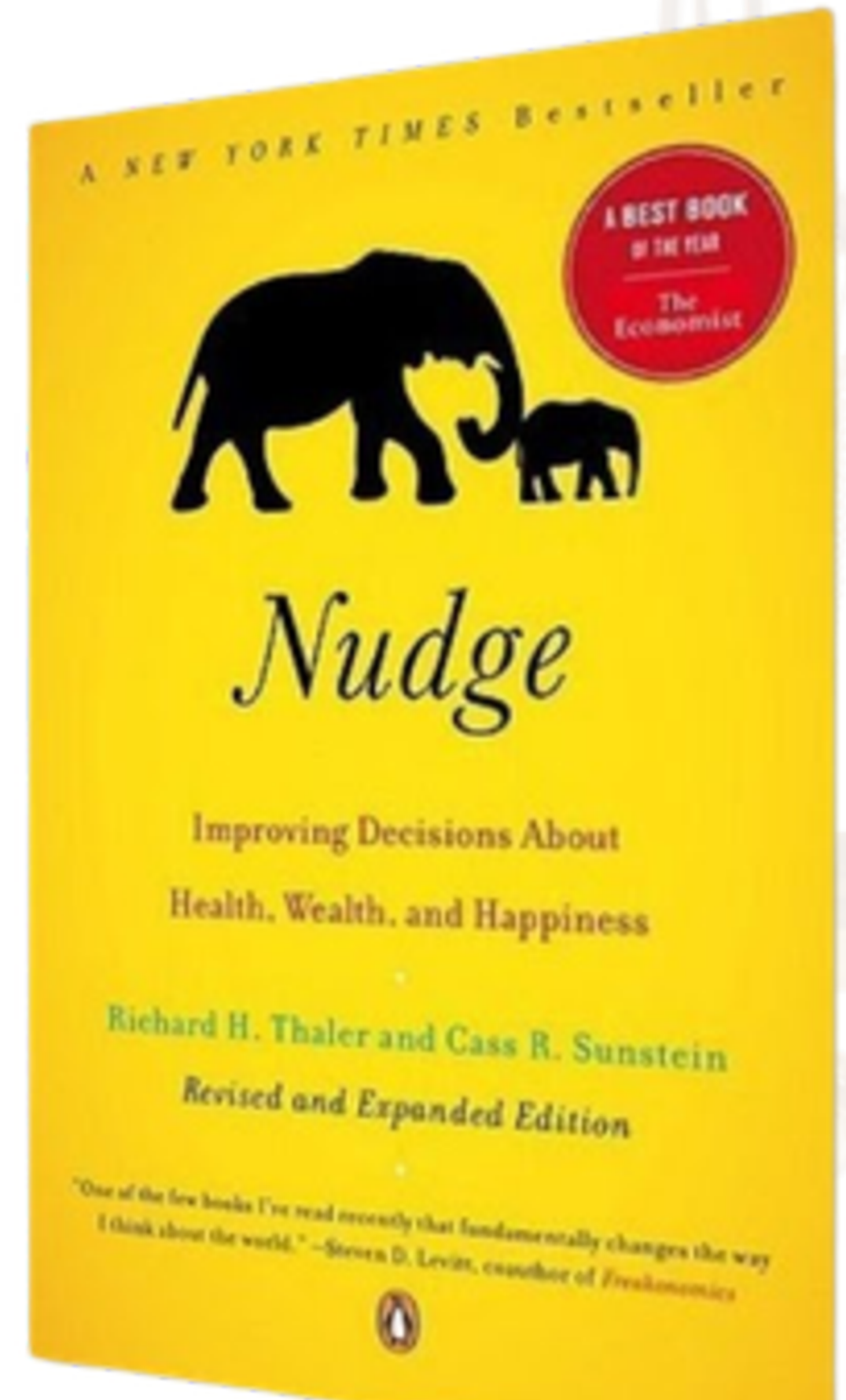
- **Show VIP first** (or "All-In Experience") so GA feels safer.
- **Use a decoy tier to make your target tier feel obvious:**
 - GA \$89
 - Premium \$159 (few perks) ← decoy
 - VIP \$179 (much better perks) ← target looks like the smart choice



ANCHORING

OUR BRAIN'S STARTING POINT

STEERING US TO THE OBVIOUS:

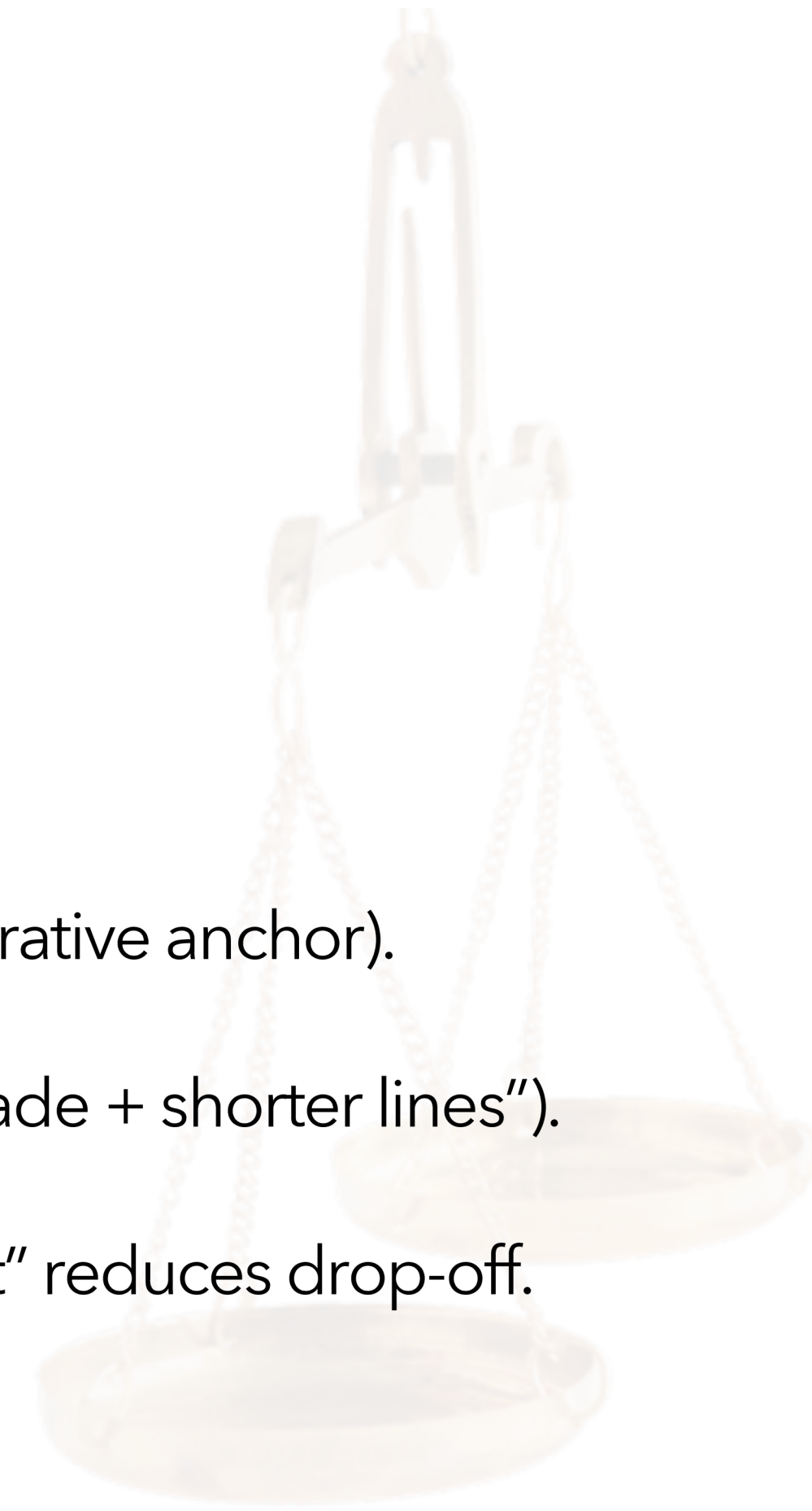


A NCHORING

OUR BRAIN'S STARTING POINT

HOW WE APPLY IT:

- **Architect tiers intentionally:** label "Most Popular," "Best Value."
- **Frame fairness:** "3 days of music for less than one arena show" (comparative anchor).
- **Partition value (carefully):** show what's included ("entry + reserved shade + shorter lines").
- **Pre-commitment:** payment plans create ownership; "reserve your spot" reduces drop-off.



IDENTITY

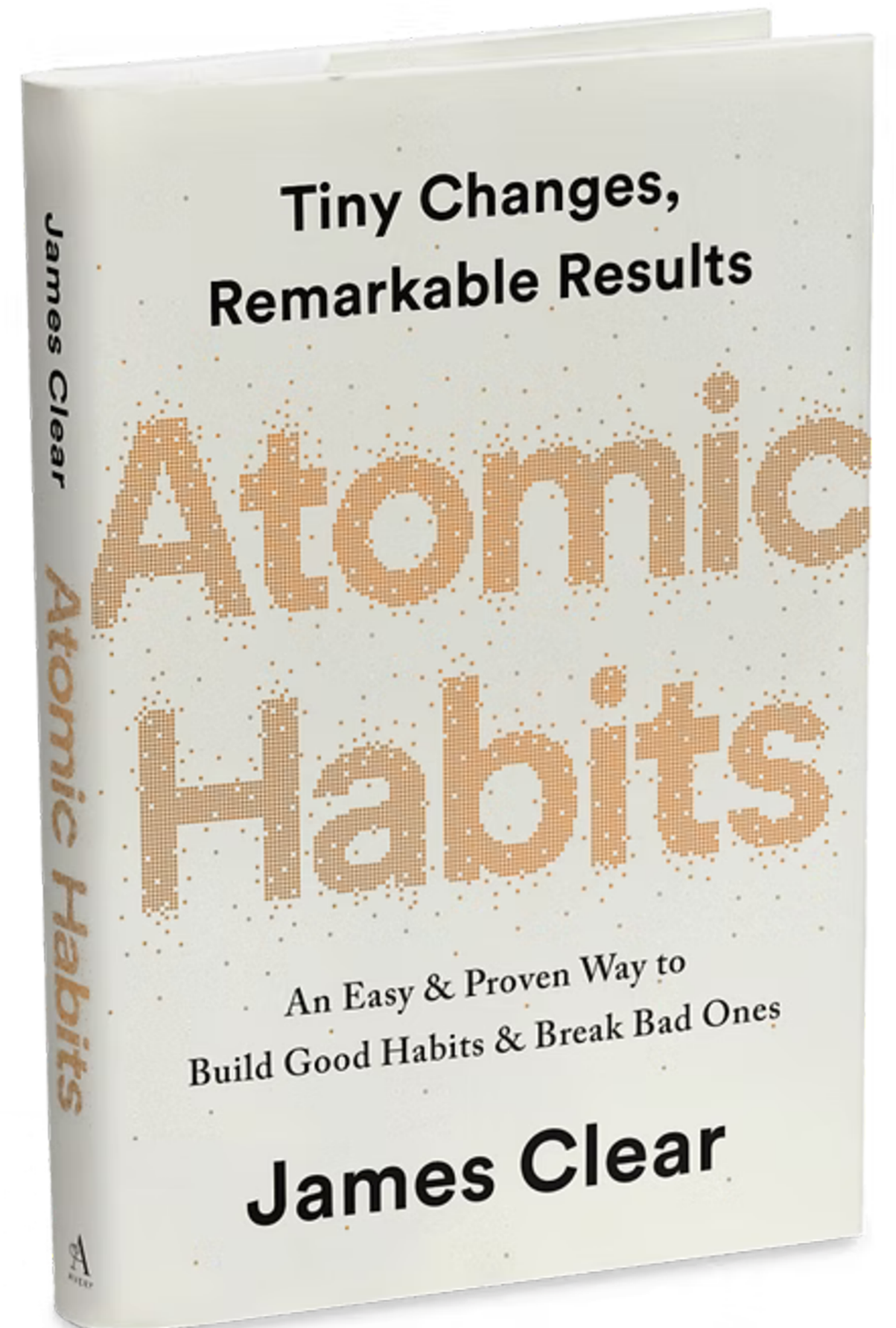
WHO WE ARE, WANT TO BE AND FEAR BECOMING

Identity is when buying is not just “what I get,” but “who I am” and “where I belong.”

“A ticket is a receipt—but it’s also a badge.”

IDENTITY

WHO WE ARE, WANT TO BE AND FEAR BECOMING



IDENTITY

WHO WE ARE, WANT TO BE AND FEAR BECOMING

WHY IT WORKS

- We are social survival machines. Belonging cues reduce risk.
- Identity-based decisions feel right faster than logical ones.
- **Key terms:** social proof, in-group bias, aspirational identity, authority bias, self-signaling.

REAL-LIFE EXAMPLE:

- Patagonia, Apple, CrossFit—people buy community and self-story.
- This is why selling experience and community is vital at our events!

IDENTITY

EXAMPLE



BOMBAS

**Warm Glow Effect - confirms who we believe ourselves to be
(virtue signaling)**

IDENTITY

EXAMPLE

WARBY PARKER

Zero-cost try-on Program

Temporal Reciprocity - The closer we are in time to when someone did something nice for us, we feel compelled and completed to somehow do something nice for them.

IDENTITY

WHO WE ARE, WANT TO BE AND FEAR BECOMING

FAIR TICKET EXAMPLE:

- **Local Pride:** "The night our town shows up." (local pride identity)
- **Heritage:** "Family tradition since 19XX." (heritage identity)
- **Tribe:** "For the real Red Dirt fans." (tribe identity—use carefully so it invites, not excludes)

IDENTITY

WHO WE ARE, WANT TO BE AND FEAR BECOMING

HOW WE APPLY IT

- **Show the crowd they want to be part of:** use visuals that match target segments (families, young adults, local groups).
- **Social proof with specificity:** “600 already in” + “from 10 counties” + “your neighbors are going.”
- **Authority signals:** credible partners, artists, known local figures, media quotes
- **User-generated content:** make attendees the heroes; let them narrate the identity.
- **Belonging language:** “This is for you if...” (invites the ‘Not-For-Me’ persona in).

RISK/REWARD

ALITTLE BIT ON OUR BRAINS AND BEHAVIOR

Risk-Reward is the mental math of: “Will this be worth it, and will I regret it?”

“We don’t need more hype. They need fewer reasons to regret.”

RISK/REWARD

ALITTLE BIT ON OUR BRAINS AND BEHAVIOR

WHY IT WORKS:

- Uncertainty triggers delay.
- Loss aversion means: losing money/time/status hurts.
- **Key terms:** loss aversion, scarcity, ambiguity effect, affect heuristic, availability heuristic, peak-end rule.

REAL-LIFE EXAMPLE:

- Free returns reduce perceived risk and increase purchase.
- Trials lower commitment fear.

RISK/REWARD

ALITTLE BIT ON OUR BRAINS AND BEHAVIOR

FAIR/TICKET EXAMPLE:

- **Ambiguity:** "If it rains, what happens?" (ambiguity)
- **Risk:** "What if my kid gets sick?" (risk)
- **Hassle:** "Will parking be a nightmare?" (hassle risk)
- **Comfort:** "Will it be too hot / too crowded?" (comfort risk)

RISK/REWARD

ALITTLE BIT ON OUR BRAINS AND BEHAVIOR

HOW WE APPLY IT:

- **Reduce ambiguity:** publish FAQs early; make logistics effortless.
- **Create safe commitment:** transferability, clear refund windows, resale-friendly messaging.
- **Increase reward salience:** short high-energy recap video, specific “peak moments” montage.
- **Use ethical urgency:** real deadlines, real inventory counts, real price increases.
- **Pre-empt regret:** “Here’s how to make the day great” (maps, shade tips, entry times).

WHO IS OUR FAIR HERO?

amazon prime



A GREAT EXAMPLE OF ALL FOUR

F

FRICION

A

ANCHORING

I

IDENTITY

R

RISK/REWARD

Friction - Easy checkout experience

Anchoring - Showing best values

Identity - Production descriptions/reviews

Risk/Reward - Easy returns

APPLYING IT

HOW YOU CAN CHECK IT FAIR(LY)



Put your next marketing / ticket sales experience against these 4 questions

- **FRICTION:** "What is the easiest possible path from interest → ticket?"
- **ANCHORING** "What reference point are we giving them for value?"
- **IDENTITY:** "Who does this event help them become / belong with?"
- **RISK/REWARD:** "What fear is causing delay—and did we neutralize it?"

5 THINGS

SMALL EXPERIMENTS TO CONSIDER



- ✓ **Build a one-page** 'Plan Your Night' hub (kills ambiguity + friction)
- ✓ **Re-architect tiers & labels** ("Most popular," "Best value," decoy if needed)
- ✓ **Add 3 proof assets:** crowd clip, testimonial, "people like you" photo set
- ✓ **Consider one urgency mechanic** (real deadline, real inventory, real price step)
- ✓ **Run a friction test:** buy a ticket on your phone in under 60 seconds (or fix it)

IN CLOSING

LOOK FOR WAYS TO



Lower the Friction.



Set the Anchor



Invite the Identity.



Reduce the Risk.

IN CLOSING

Make it **FAIR**—and watch hesitation disappear.

THANK YOU.

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