

## **Abstract**

This bachelor thesis is dedicated to the study of the anchoring effect, one of the most common cognitive biases, and its potential use in marketing communication.

The first section of the first part provides a theoretical summary of the anchoring effect as a psychological phenomenon in the form in which it was defined by Amos Tversky and Daniel Kahneman in the early 1970s. It addresses the possible explanations of anchoring and also gives a brief introduction to related cognitive biases, understanding of which is crucial for further orientation in the use of anchoring in marketing communication. The main body of the first part is formed by a theoretical research of academic literature and consequently conducted studies and experiments. The terminological discrepancies between fields when it comes to anchoring in marketing communication are dealt with special attention. A considerable part of this section is dedicated to the different types of use of anchoring in marketing communication.

The second part of this paper is an empirical one. It describes an experiment conducted by the author of this work with the objective of studying the effect of anchoring and its usability in practice on the example of fictitious car commercials. The results of the experiment suggest that while there is an evidence of some impact of anchoring on the potential customer, the effect observed is far from the magnitude described in the theoretical accounts. With regard to this fact, it is necessary to conduct further experiments, preferably a with greater number of participants, which will hopefully be able to answer questions that have arisen during the makings of this work.