

Abstract

Price is a part of the marketing mix and plays an important role in decision making process of a consumer. The dissertation's main aim is to examine what lies behind shopping decisions. The text is divided in two parts. The first part summarizes findings of different authors on how the shopping decision is being made and how important emotions are to make a shopping decision. Since stories are not emotionally neutral, it also analyses the impact of storytelling on price people are willing to pay and if this price has an effect on perception of quality. The second part comprises the author's own research. Six in-depth interviews were conducted to put the previous findings into context and to gain a new perspective on the topic.