

10 'tricks' from companies make our pockets wear out

Try to pay close attention to the 10 tricks from companies that make your pocket down below to avoid being fooled!

1. 10 common mistakes when shopping make you spend more money
2. 11 bad habits that prevent you from getting out of debt
3. 9 secrets that movie theater staff never reveal to you

The ultimate goal of most companies today is to sell us a product that we have no intention of purchasing initially. The tricks they use are so subtle that even the most careful people can become victims.

Therefore, today we summarize the tricks that companies, shops, cafes and TV commercials use. Try to pay close attention to the **10 "tricks" from companies that make our pockets wear** down below to avoid being fooled!

1. Free snacks



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Would you be happy to receive a free snack or bread while waiting for a meal at the restaurant? But, in fact, when you eat a plate of salted peanuts or a free piece of bread at the bar, chances are you'll have to **buy other**

drinks .

In addition, some scientific evidence suggests that those who received some candy in lieu of the change meant they had left a large sum of money.

2. Food color



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The color of food is used to attract customers to buy that product. The colorful fruits we often eat **have the same flavor** , not the color. Plants that produce orange juice often make orange juice by adding 10% more colorants from orange peels. This is considered a natural, not artificial smell!

3. Adjust the size



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Sometimes choosing medium size cups; Small or large at McDonald's stores will make no sense because they **always serve an equal amount of coca** . Another thing is that the items you have bought at the supermarket are smaller, their prices are the same.

4. Balance effect



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Do you see that in-store prices usually end in 99? Basically, there is not much difference between VND 99,000 and VND 100,000; or VND 199,000 for VND 200,000 but customers will probably choose to buy products whose money looks cheaper.

The balance effect in the price list affects customer price awareness. This makes customers feel that they have to pay much less for a 199,000VND product than the 200,000VND product.

5. Set an arbitrary expiration date



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To identify whether a product has been damaged or not, it is best **to use your senses to determine** instead of relying on the expiration date on their packaging.

In some countries like the US, where there is no regulation on expiration date. These days will depend on the decision of the food manufacturer. As a result, a lot of new food has been thrown into the trash and this has led us to go to the store to buy more.

6. Hide substances harmful to health



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Today, when many people are interested in healthy, healthy products, the food industry has found a way to hide potentially harmful substances in the description.

Sugar (*sugar*) can be hidden under different names: glucose, fructose, maltodextrin, sucrose and syrup. If you find a product with little sugar, it means you don't see its ingredients on the label.

1. If your body has these 12 signs, you are eating too much sugar!

7. Unit price format



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Many restaurants often remove the price icons on their menus (*15 instead of \$ 15*) to create the feeling that you don't have to pay for the meal.

There is scientific evidence to show that this strategy of activity, Cornell University research customers have spent more money using a numerical menu compared to the number behind the dollar unit price.

8. Misleading advertising



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Do you know the actual car ads are not real cars? Manufacturers use automotive assembly devices into battery-powered models.

There are many things we see in advertising that are lies: glue is used instead of milk in cereal advertising, soaps are used to make bubbles in drinks and glycerin is used to make For products that look fresh, cold and wet.

9. No calories



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When you see " *Zero Calories* " written on a package, it means that the product contains less than 5 calories, officially allowed in the US.

10. Limitations



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The principle of limitation is a psychological phenomenon: when a product is considered to be a limitation of availability, it becomes more attractive.

Think about it when you see a "*Limited quantity available*" sign - check if the product is still there the next time you come to the store!

Extra bonus



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Unfortunately, the safest drink to buy in a bar is **beer bottles**. The bartender can use tricks such as pouring less than the full amount of beer into a glass, diluting the drink or even providing you with a cheaper brand instead of giving you the expensive type you have requested. Almost everyone is difficult to recognize this difference!

Have you ever discovered any other tricks? Please share your opinion with us in the comment section below!

See also: 10 ways to save money so you don't have to cut down on your friends

Having fun!

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