

Subject: : Gear Talk

Topic: : Made in America or .....

Re: Made in America or .....

Author: : jayL

Date: : 2009/3/20 14:33:21

URL:

Quote:

JustFish wrote:

Jack,

I don't understand completely. Are you saying someone who is willing to pay a lot doesn't really care about the price? And is more interested in having a high end rod regardless if a cheaper rod performs similar?

I forget what the phenomenon is called, but it's documented in some psychology texts, I'm sure. When buying a new car, you don't really haggle over \$300, yet when buying a DVD, you'd haggle over \$3. The higher price essentially devalues individual dollars in our minds.

I think Jack's example is a little extreme, but if I'm shelling out over \$500 for a rod, I'm not going to balk at a better model that is over \$600.