

# The four "A's"

## Attend

Do consumers **attend** to the market?
Do they engage?

Inattention could be a conscious or subconscious decision

### Access

Can consumers **access** the information?

Biases include:

- Inertia
- Imperfect recall
- Biased recall

#### Assess

Can consumers **assess** the information?

Biases include:

- framing effects
- time inconsistency
- rules of thumb (heuristics)

#### Act

Do consumers **act** on the information?

Biases include:

- Inertia
- time inconsistency