

## Price Vs. Quality | AE

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Price is irrelevant in the face of **quality**. Just because something is cheaper in price doesn't always mean it will be a **fair value exchange**. In fact quickly gravitating to what's cheap over what is efficient can set one up for future setbacks as it constitutes to the upholding of **lack**, of which is born out of **fear**.

For example: Buying a product like meat will generally have various brand options for a specific cut. The cheapest one will contain antibiotics and will be the result of poor livestock feed (soy) as well as added hormones. Whereas the more expensive option will be antibiotic, hormone free and grass fed. Naturally the one who values **price**, will buy the **cheaper** option, however the one who values **quality** will buy the **expensive** option.

Out of the two, who will gain a better advantage in terms overall health? The answer is; the one who values **quality**. Because he values quality, it is automatic that his lifestyle will accommodate for the **cost** as it keeps him in good health, thus proving the product to fulfill his **overall goals**. Whereas the one who values **price** over **quality** is automatically setting himself up to be in a state of **lack** as the **cheaper** brand will inherently have negative effects upon his health, therefore costing him more in the long run, and so proving the product to only meet **one goal** out of the **overall**. This one example is the essence of why **quality** always trumps **price** in the long run because of one key factor; **FVE**.