

What To Do If You Impulse Purchase And (7 Steps To Stop It!)aa

Reading Time: 11 minutes

If you've ever been at a store and have been tempted by an end cap of sale goods or grabbed a few lower-priced items near the register, you've impulse purchased.

According to Harvard Business School Professor Gerald Zaltman, 95% of our purchase decision-making takes place in our subconscious mind.

Marketers are using this data. They are targeting advertisements and product design to incorporate how the human mind works in order to make their product irresistible.

Don't think that it's all out of your control though because it's not!

Are You Or Your Spouse Spending Out Of Control?

Impulse and emotional spending have a starting point called a trigger. Finding your own personal triggers that cause you to want to spend is necessary for curtailing it.

Impulsive vs Compulsive Buying

Compulsive and impulsive buying triggers have the same end result but very different motivators.

Impulsive spending is unplanned and happens related to an external trigger. Usually a sale or seeing the item in the store.

Compulsive spending is internally motivated. The person shops to ward off feelings such as stress and anxiety.

Compulsive spending can be a lot more detrimental. Over time, this can create a habit that leads to shopping addiction.

Emotional spending is closely related to compulsive spending. Any purchases that involve feelings can end up triggering a loop.

You feel stressed so you spend. Then whenever you feel stressed in the future, you'll spend to feel better. This won't help if the root cause of the emotion isn't resolved.



