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Impulse Buying – Why We Can't Resist

Have you ever gone shopping for one item and ended up buying a lot more than you planned? This is called impulse buying, and it happens to almost everyone. Impulse buying means making an (1)_____ purchase, usually because something catches your eye or because it seems like a good deal. But why do we feel so tempted to buy things on the spot? Stores use specific strategies to (2)_____ impulse buys, both in-store and online, by playing on our natural reactions and desires.

One big reason people make unplanned purchases is the feeling of excitement or curiosity. Seeing a colorful (3)_____ of products or a catchy sign that says "New Arrivals" makes us stop and look, even if we didn't plan to buy anything. This moment of curiosity can lead us to pick up the item, try it out, or imagine how we might use it, which (4)_____ the chances that we'll buy it. Stores carefully place popular items near the entrance or at the end of aisles, so shoppers can't miss them.

Sales and special offers are also major triggers for impulse buying. When people see a "50% Off" sign or "Buy One, Get One Free" offer, they may feel like they're getting a (5)_____ deal. Even if they don't really need the item, the sense of saving money makes the purchase feel worth it. This is why stores often run promotions and display sale signs throughout the store, giving shoppers the impression that they'll miss out on something if they don't buy now.

Product placement in stores plays a big role as well. Have you ever (6)_____ how small, cheap items are placed right near the checkout? These items are called "impulse buys" because they're things you might grab at the last minute. From snacks to small toys or gadgets, these items are inexpensive, making it easy to add them to your cart without much thought. Placing these items near the (7)_____ line encourages you to buy them while you wait.

Online (8)_____ also use tactics to encourage impulse buying. Have you ever been shopping online and seen a message saying, "Only a few left!" or "Limited-time offer"? These phrases create a sense of urgency, making you feel like you need to act fast to get the product. Some online stores even show you items that "other (9)_____ also bought" or "recommended for you," which makes people feel like they're missing out if they don't buy those items too.

Impulse buying is common because it plays on our emotions and reactions to deals, excitement, and scarcity. Whether in-store or online, stores know how to make unplanned purchases seem too good to pass up. Next time you go shopping, see if you can spot these (10)_____ -- and maybe even avoid them if you don't really need the extra items.

Word Bank

noticed, customers, tactics, encourage, fantastic, unplanned, stores, display, increases, checkout