

# How to Shop Properly?



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Shopaholism – is one of the problems of the modern society, spread in the last ten years. Many people enjoy shopping, but when shopping becomes a fixed idea, overshadowing the other interests, we can talk about psychical dependence. Shopaholism manifests itself by irresistible craving for purchasing more and more goods and as often as possible. Impossibility to buy makes the person feel discomfort and apathy.

How to Shop  
Properly???

**1)Shop with a list.** This is my number one tip for good reason. Many people overspend or buy things they don't want, don't need and never end up using because they haven't prepared properly.

**2)Set a budget.** Yes, oh yes – the “b” word. Budget. This is important. Many people overspend on things they don't want, need or use because they had no parameters around their spending.

**3)Pay with cash.** The research is clear: we pay 20 – 50% more when we shop with magic plastic, whether it's using a credit or debit card.

**4)Set a timeframe.** Don't allow yourself to meander around a shopping centre in an aimless fashion. Many people use shopping in a lollabout fashion, whiling away an afternoon in their favourite mall.

**5)Pick the best time for you.** Shopping can be a fatiguing and stressful activity if you don't shop at a time that works well for you. Shopping when the malls and stores are most busy (such as late night shopping and Saturday mornings) can lead to shopping fatigue where you end up fractious and irritable – not a state in which smart shopping usually takes place

**6)Shop alone. Many people find that shopping partners are more akin to accomplices in crime!**

**7)Don't shop when you are tired, hungry, lonely, bored or upset. This is not an exhaustive list of the emotional states that lead some people to overshop and end up buying things they don't want or need.**

**8)Ask "*where will I wear this?*" Too many of us buy impulsively with no thought to what we'll do with the things we buy. Our hard earned cash and even more precious time is wasted on things that have no place in our closets, our homes or our lives.**

**9)Remember that the sales person is there to sell to you! No matter how friendly or pleasant a sales person is, here is the fact you cannot avoid: they're in it for the sale. Yes, they may care that you walk out only with items that suit you and that you will use. But they want you to walk out *with something*.**

**10)Don't buy just because it's on sale. 'Sale' really is a four-letter word!**

**Accompanied by the word 'shoe', it is possibly responsible for more impulse shopping than almost any other word! Remember that a bargain is not a bargain if it's not you, doesn't fit correctly, you don't love it, or it doesn't fill a legitimate gap you have and is therefore a real need.**

Self-persuasion is also an effective method of therapy. Every time before going shopping the person should tell himself aloud behind the mirror, that he has everything he needs, and he can go shopping without buying something, and he will stay in a good mood anyway.



**Thank you for attention!**