

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

## ACTIVITY

## Impulse Interrupters

**What + Why:** Before the impulse wins, this helps you pick a smarter response.

**Instructions:**

1. Work with your group to review each cause for impulse buying.
2. For each one, choose the strategy(ies) you think would work best to interrupt the impulse.
  - Wait 24 hours before buying
  - Set a spending limit first
  - Needs vs. wants check
  - Unsubscribe from marketing notifications
  - Compare prices or alternatives
  - Discuss the purchase with an accountability partner
3. Provide your reasoning for the strategy(ies) chosen.

Be prepared to share your ideas with the class.

### Key Terms

- **impulse buying:** making an unplanned purchase in the moment, often without thinking through the cost or consequences

| <b>Causes of Impulse Buying</b>          | <b>Strategy(ies)</b> | <b>Reasoning</b> |
|------------------------------------------|----------------------|------------------|
| <b>Boredom spending</b>                  |                      |                  |
| <b>Stress spending</b>                   |                      |                  |
| <b>“Treat yourself” moments</b>          |                      |                  |
| <b>Fear of missing out (FOMO)</b>        |                      |                  |
| <b>Peer pressure</b>                     |                      |                  |
| <b>Ads, sales, or limited-time deals</b> |                      |                  |

### Strategies to Manage Impulse Buying

1. Wait 24 hours before buying
2. Set a spending limit first
3. Needs vs. wants check
4. Unsubscribe from marketing notifications
5. Compare prices or alternatives
6. Discuss the purchase with an accountability partner