3 sneaky tactics that websites use to make you spend

eslvideo.com Quiz by: TiffanyTa05

1. What was the total amount shoppers spent online in 2019?

○ a.) 2.5 trillion dollars

○ b.) 3.8 trillion dollars

○ c.) 4.5 trillion dollars

2. What is one tactic that websites use to keep you spending?

○ a.) Free shipping

○ b.) Gamification

○ c.) Customer reviews

3. What do websites use to entice customers with gamification?

○ a.) Discounts

○ b.) Loyalty points

○ c.) Free gifts

4. What should you do to avoid temptation from online shopping emails?

○ a.) Ignore them

○ b.) Unsubscribe from them

○ c.) Mark them as spam

5. What tactic do websites use to create a sense of urgency?

○ a.) Free returns

○ b.) Scarcity

○ c.) Customer reviews

6. What should you do when you feel tempted by scarcity?

○ a.) Buy the item immediately

○ b.) Leave the site and sleep on it

○ c.) Ask a friend for advice

7. What is one way to avoid being influenced by ads after visiting a site?

○ a.) Use a different computer

○ b.) Use an incognito browser

○ c.) Clear your cookies

8. What do installment payment plans allow you to do?

○ a.) Pay for an item later

○ b.) Get a discount on your purchase

○ c.) Return items for free

9. Why can installment plans be considered predatory?

○ a.) They are always free

○ b.) They encourage buying unnecessary items

○ c.) They offer better customer service

10. What is a recommended tool to find the best deals online?

○ a.) Shopping apps

○ b.) Browser plug-ins

○ c.) Social media

Transcript

Transcriber: Worldwide, online retail
has been on the rise. In 2019 alone, shoppers spent nearly
3.8 trillion dollars online. And to keep those figures climbing, some companies are pulling out
all of the stops to hold your attention
and to keep you spending. To help you regain control
of your shopping environment, I'll identify three of their tactics and share three tips to counteract them. [Your Money and Your Mind
with Wendy De La Rosa] One online gimmick that sites use
is gamification, and this is where websites
use game design elements to get you to spend more time
and more money on their sites. Now, some sites have
a virtual wheel for you to spin to get a chance at that day's discounts. Others, they let you accrue loyalty points based on how you interact with the site. And that kind of gamification,
in my mind, is really dangerous. In one classic experiment, lab rats were more captivated
by the random chance of pushing a lever and receiving a food pellet than by the certainty
of a fixed food schedule. And we as humans are just the same. We're enticed by the chance to win. Just like at a slot machine in Vegas, you increase your dopamine levels every time you try your luck. So my tip here is to avoid
temptation altogether by unsubscribing from
online shopping emails. You can't buy what you can't see, and these emails are constant reminders that are intended to lure us
back to the site with its gamifications and its gimmick, when you'd otherwise
not be thinking about them. A second tactic online
retailers use is scarcity. Many sites now tell you how many other customers
are also viewing the same item, making it seem like
that item is very popular, and it's likely to go quickly. Similarly, websites will use
a timer for your basket, pushing and pushing the message that these potential items won't be available for long. Research shows that the perceptions
of a product's scarcity can increase its value
in the eye of the shopper and increase a shopper's

willingness to buy. Scarcity can also make people
feel more competitive and selfish as well. So here's my tip to help
you combat scarcity: when scarcity is tempting you, back away from the website,
back away from the car and sleep on it. That can help you decide
whether or not you really need whatever it is that you
were planning on buying. Leave the site for at least an entire day and see if you're still
itching for the item. This approach works best
if you use an incognito browser so you won't be haunted
by the ads for the product everywhere you go. The third tactic that companies use is to
allow you to pay in installments. A number of e-commerce sites
have adopted payment schemes that will let you order an item
and pay for it later. Now, installment plans are useful if you're replacing
a large, expensive item, like a broken refrigerator. But I think these installment plans
veer towards predatory when you're purchasing less urgent,
less important items. Looking at small monthly payments psychologically decreases the
cost
of those new sneakers or new pair of jeans. And that mental trickery means that you're
more likely
to buy additional items. And while it may feel different
from a credit card, you still owe these companies money. So at the end of the day,
you're still taking on debt and potentially adding
late fees and interest, and you may find yourself owing a lot more than the original
sticker value
for those jeans. So here's my third and final tip: above all else, do not use
these payment installment plans. If you want an actual discount, there are browser
plug-ins you can use that will help you find the best deals. Online retail has made
shopping
incredibly convenient, but not every day needs to feel
as overwhelming as Black Friday. By putting these tips into practice, you can tune out
some of the tricks
and the gimmicks, and once again, regain control
of your shopping environment.