



CAN YOU BUY HAPPINESS?

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BUYER BEWARE... OF YOURSELF!

Saving money can be difficult especially when there are so many choices to make while shopping. Oftentimes we are our own worst enemies when it comes to making poor purchase decisions. Let's take a look at how we can better evaluate a choice when we are buying an item.

THE UPSELL

Research shows that humans aren't very good at predicting what will make them happy or unhappy in the future.

Just because we think the bigger TV will make us happy — that is not necessarily true.

THE ADAPTIVE MIND

Science tells us that the reason we are not happier with “nicer” things is that our minds adapt quickly. So while you might get an initial feeling of happiness with the bigger TV, your mind soon begins to see it as just a normal TV.

The reason? Your memory of your old, smaller TV fades and the new TV takes its place.

DECISIONS, DECISIONS

When deciding on something to buy — whether it's a TV, dishwasher or an investment option — try not to fall in love with fancy features or expensive options. Focus on what you “need” instead of what you “want.” The option that meets your needs will likely make you just as happy in the long run as one that has all the features you think you want but don't really need.

- Remember that once you buy the new item, you'll no longer be comparing it to your old item.
- The more we understand how our mind works, the better decisions we can make.
- The more control we have over our decisions — the more we can control our own happiness.



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