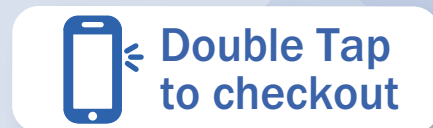


8 Ways online retailers push us to overspend



They offer free shipping – with a minimum purchase.

When retailers offer to sponsor shipping costs if you spend \$50, they lure you into spending more.



They make it super-easy to check out.

Websites make their checkout process ridiculously easy to keep you from overthinking your purchases and opting out.



They offer spending-based discounts.

Conditional discounts manipulate you into spending more just to qualify.



Their ads stalk you.

Online retailers target you with ads based on your search history.



They use anchor pricing.

Retailers place items with inflated price tags near the one you're looking at to make your desired item look like a better deal.



They constantly change their prices.

This prompts you to buy with a sense of urgency, thinking the price will rise again.



They stay in touch.

When retailers send you daily emails, they get your attention—and your money.



They have lenient return policies.

You're more likely to buy something online if you can easily send it back to the store.

