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## Study Finds You Touch It, You Buy It

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 By LILY FU  
 MyFoxNational

 Want to know one more way to  
 save money in this recession?  
 Don't touch items on store  
 shelves.

 LiveScience.com reports that a  
 new study shows that people who  
 touch an item at a store are more  
 likely not only to buy an item, but  
 to pay more for it.

 In the study, published in the  
 journal Judgment and  
 Decisionmaking, people were  
 asked to hold a mug for either 10 seconds or 30 seconds. They were given the option to bid on  
 the mug either in a closed auction where bids could not be seen, or in an open auction.

 The results shows that people who held an item for a longer period of time versus shorter were  
 willing to pay more than the retail price four out of seven times.

 James Wolf, assistant professor of information systems at Illinois State University who led the  
 study, says this is a tried-and-true strategy of retailers. This is why, for instance, car dealers  
 offer test drives.

 This is just one way that retailers lure shoppers to buy. In another study, researchers found that  
 repeated ads make us want to buy products because of how easy they make it look for us to get  
 the products. As Mark Changizi of Rensselaer Polytechnic Institute **told LiveScience**, "When  
 you consciously see [the object], then the judgment about how easy it is to get is both on the  
 basis of this guttural animalistic thing but also on your conscious judgments."


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