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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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