



DID YOU KNOW?

Did you know that people make up to 35,000 decisions every day—and that a surprising number of them are related to *buying things*?

From choosing what to wear, what to eat, or what brand of phone to use, we constantly make buying decisions, often without realizing it. Stores even use colors, sounds, and smells on purpose to influence what we choose. For example, **slow music makes customers spend more time—and more money—in a store**, while warm colors like red and orange make products seem more exciting and urgent to buy.

Shopping is not just about spending money—it's about *how we think, feel, and react* to the world around us.

Reference:

Onque, Renée. (2025) *The average adult makes 35,000 decisions a day: Here's how to avoid 'choice overload,'* from the authors of 'Out of Your Mind'. CNBC. Recovered from: <https://www.cnbc.com/2025/02/20/adults-makes-35000-decisions-a-day-how-to-avoid-choice-overload.html>