

Impulse Buying, The Self Reward....

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Imagine after a hard day's work, or even at work when you've caught a coffee break, you browse through Instagram, or say even a link to a product on Amazon....

You like it,

That planter would fit nicely in your garden.

How many planters do you have at present? Say 3-4.

One more wouldn't be a lot, would it?

What's the harm, also it'll add to the charm of the house, and it takes one click to "add to cart" and one click to dispense of your money for a product you've bought before.

You feel satisfied...

And for a better word, you feel rewarded.

Why do you feel so?

One word, Dopamine.

The neurotransmitter that is secreted as the "brain chemical" that also gives pleasure.

This is the crux behind "impulse shopping".

And yes, I too have had my impulses go haywire after I felt I needed to be rewarded!

We didn't have this kind of surges in the "good old days". Yes, there were newspaper adverts for products, but you didn't feel "compelled" to buy them. You'd look through, maybe discuss it with your partner and then may or maybe not purchase it.

From joint families to nuclear families, we have now transcended into single living and earning just for yourself.

You're not getting a "reward" at work and no one's appreciating you at home, so you crave the reward.

The reward could be an antique vase or a new set of dinnerware or even say a soft toy.

All it takes is "add to cart".

And there you have it. The reward you always "craved", and it took no effort.

You're left satisfied till the product arrives, you hang it on your wall, and as soon as you do so, you begin to browse online again...

Because this is not just an impulse...

It's an addictive impulse...

Because let's face it, who doesn't want to feel good? Who doesn't want to feel rewarded? It's no longer coming from society or friends.

The level of hyper independence is so high, so is the need to reward yourself with a surge of dopamine every time...

And this is an endless cycle.

And the everyone knows it.

Children were "rewarded" with gold stars for a good essay.

As an adult, where is your gold star?

It's not coming from your friends; it's not coming from your colleagues who are also your competition. Neither your boss who couldn't care less as your productivity matters, not your reward.

So, what makes you want to keep going?

The primitive drive of the reward...

And the impulse buys which has your credit score go into a tizzy.

But that's for later...

What's more important "now" is your satiation.

The whole notion of impulse buying is the dopaminergic reward system, which we have channelled into believing, "we deserve this" but at the cost of our bank balance and savings.

The "remedy" would be channelling back to your self again...

Why buy when you can create?

Learn a hobby, paint a picture release your creativity gradually instead of instant gratuity.

That's the crux of it all...

It takes time patience but trust me, when I look at the painting I made, it may not be a Picasso, but it fills me not just with dopamine but also fills me with a gratitude to myself, that I didn't let impulse dictate me, and I took control of my own cravings. I created something out of nothing. Not everyone can make works of art or decor. But there are other portals or

channels to satiate that reward center. Cook your favourite meal, watch your favourite sitcom, chat with a long-lost friend and catch up on the good old days...

And always hit a pause button....

Because ask yourself...

Do you really need that golden elephant statue,

Or do you just feel the need for a reward.

And if it's a reward, reward yourself by channelling your energy into creating something worthwhile and memorable.

That surge would surely last longer than the limited impulse you received....

Thus, in a simpler notion,

Prefer permanent satiety to a temporary impulse,

As impulses vary but satiety stays in permanence.

Add a permanent meaning to your cart of life.