

# Why People Buy Things They Don't Need

Understanding and Predicting Consumer Behavior

PAMELA N. DANZIGER

Dearborn

Trade Publishing

A Kaplan Professional Company

# C o n t e n t s

Introduction vii

## P A R T O N E

### *The Ins and Outs of Discretionary Spending*

1. WHY DO PEOPLE BUY THINGS THEY DON'T NEED? 1
2. WHAT WE NEED: MORE THAN YOU EVER IMAGINED 8
3. IF CONSUMER SPENDING IS THE ENGINE OF THE ECONOMY, THEN DISCRETIONARY SPENDING IS THE "GAS" 22
4. THE 14 JUSTIFIERS THAT GIVE CONSUMERS PERMISSION TO BUY 59

## P A R T T W O

### *Do I Really Need That? What People Buy*

5. WHAT THINGS PEOPLE BUY THAT THEY DON'T NEED 94
6. WHAT PEOPLE BUY: PERSONAL LUXURIES 114
7. WHAT PEOPLE BUY: ENTERTAINMENT, RECREATION, AND HOBBIES 141
8. WHAT PEOPLE BUY: HOME FURNISHINGS AND HOME DECOR 184

## P A R T T H R E E

### *The Future of Discretionary Spending*

9. TRENDS THAT IMPACT WHY PEOPLE BUY THINGS THEY DON'T NEED 243
10. PULLING IT ALL TOGETHER: HOW TO SELL MORE 266

Bibliography 276

Index 278

About the Author 291