

15 Emotional Triggers Driving the Decision to Purchase

Fear / Guilt / **Trust** / Value / Belonging / **Competition** / Instant Gratification/ Leadership / Trendsetting / Time / Pain / Pleasure / **Scarcity** (*the fear of missing out*) / **Simplicity** (*it's easy to purchase*) / **Security** / Convenience.

| The Purchasing Decision | The Emotional Trigger Driving the Decision | How You Can Benefit from a Similar Approach |
|--|---|---|
| An airline passenger paid \$150 for their ticket then the person suiting next to them. | Scarcity – there were only 3 seats left. Pleasure – the reason. Pleasure – the reason for travel transcended price of the ticket. Security the ticket was purchased subject to a full refund. | |
| The accountant paid the courier \$20 to deliver a package they would have delivered for \$3.50 | Time – was of the essence. Guilt – the project was slow in being delivered. Competition – other firms were pitching for the same work. Fear – the deadline was approaching. Instant Gratification – Job done! | |
| The customer paid the car hire firm \$1,100 more than they needed to. | Fear – I may damage the car. Belonging – The friends/business associates I am visiting drive nice cars. Instant Gratification & Pleasure – I have always wanted a car like this. Security – this car is safer for the family. | |
| Chelsea sells tickets at a premium to tourists compared to the price paid by club members. | Trust – they will put on a great show. Pleasure – what an opportunity. Scarcity – they always sell out the stadium. | |
| The guest paid a premium for room service and the mini bar beverage. | Instant Gratification / Time / Simplicity / Security / Convenience. | |
| Other Triggers You May be Able to Apply | | |
| | Guilt – They broke something belonging to someone else; they forgot something; this should have been done weeks ago; | |
| | Trust – you have invested heavily in the development of your brand, customer relationship, team, quality systems | |
| | Value – think customer experience | |