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they buy. There is even a special psychology of bargain hunting. To save money, of course, most people look for sales, low prices, and discounts. Compulsive bargain hunters, however, often buy things that they don't need just because they are cheap. They want to believe that they are helping their budget, but they are really playing an exciting game: when they can buy something for less than other people, they are winning. It is not only scientists, of course, who understand the psychology of spending habits, but also business people. Stores, companies, and advertisers use psychology to increase business. They consider people's need for love, power or influence, as well as their values, beliefs and opinions, in their advertising and sales methods. Psychologists often use a method called "behavior therapy" to help individuals solve their personality problems. In the same way, they can help people who feel that they have problems with money. They give them "assignments."

If a person buys something in every store that he enters, for instance, a therapist might teach him self-discipline in this way. On the first of his therapy, he must go into a store, for five minutes, and then leave. On the second day, he should stay for ten minutes and try something on. On the third day he stays for fifteen minutes, asks the sales clerk a question, but does not buy anything. Soon he will learn that nothing bad will happen to him if he doesn't buy anything, and he can solve the problem of his compulsive buying.

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