


PSYCHOLOGY OF FREE



The 'glow' of getting something for free can last as long as a week, according to new research...

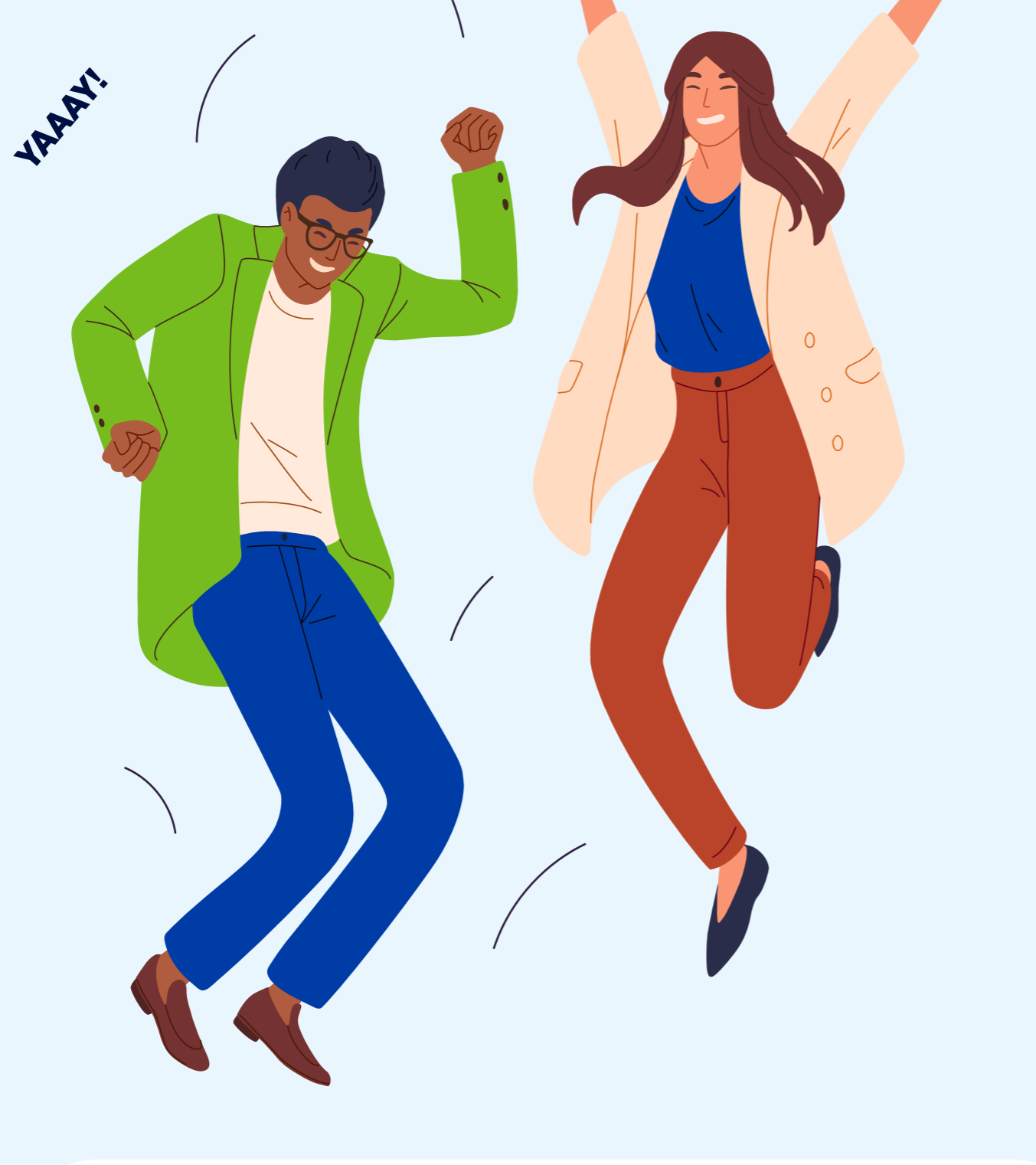
2 IN 3 

reckon it provides a **boost** to their mental health

90% 

say they **love** a good freebie

THE FEELING OF SATISFACTION



1 IN 20

claim they get a **buzz** from a free product seven days down the line

A QUARTER

say the **feelings of satisfaction** last for a few days...

"Getting something free gives that feel good spike of dopamine, one of four hormones that make us feel happy. Dopamine is released by the brain when you learn stuff and is often used in habit formation. If you're playing basketball and make a shot, you feel great because dopamine tells your body you did the right thing and should remember it for next time."

Dr Linda Papadopolous, Psychologist



PURCHASE PERSUADER

HALF will spend more on a purchase if it comes with a freebie

£

Consumers will pay a further **11% above** their original budget if tempted by an extra offer



GETTING A FREEBIE MAKES:

11%

like they've **'got one over'** on a big business

34%

feel **money savvy**

28%

extra justification for what they wanted to buy



"Savvy brands rely on 'connection' with shoppers and use free goodies to make them feel like a friend. Humans are creatures of reciprocity - we believe in karma and the fair world hypothesis - basically, that everything evens itself out in the end. That reciprocity is at the core of how humans make sense of the world, and therefore with brands that tap into it."

Dr Linda Papadopolous, Psychologist

THE BEST THINGS IN LIFE

60% Feel the **best things in life** are free



TOP 5 FREE THINGS IN LIFE



#1

A walk in the countryside



#2

A good night's sleep



#3

Waking up to sunshine



#4

Spending time with your family



#5

Being in nature

OTHER POPULAR AREAS TO TRY AND GET SOMETHING FOR NOTHING:



33%

Beauty products



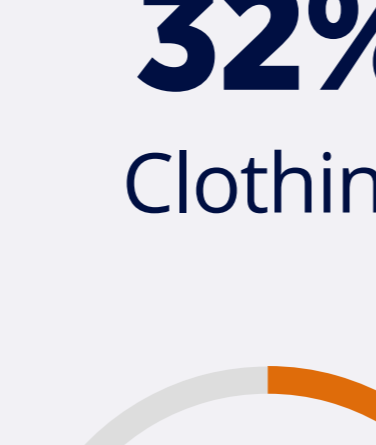
32%

Clothing



24%

Homewares



17%

Health products

