

THE TEAM



# The Brain Science Of Buying

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1

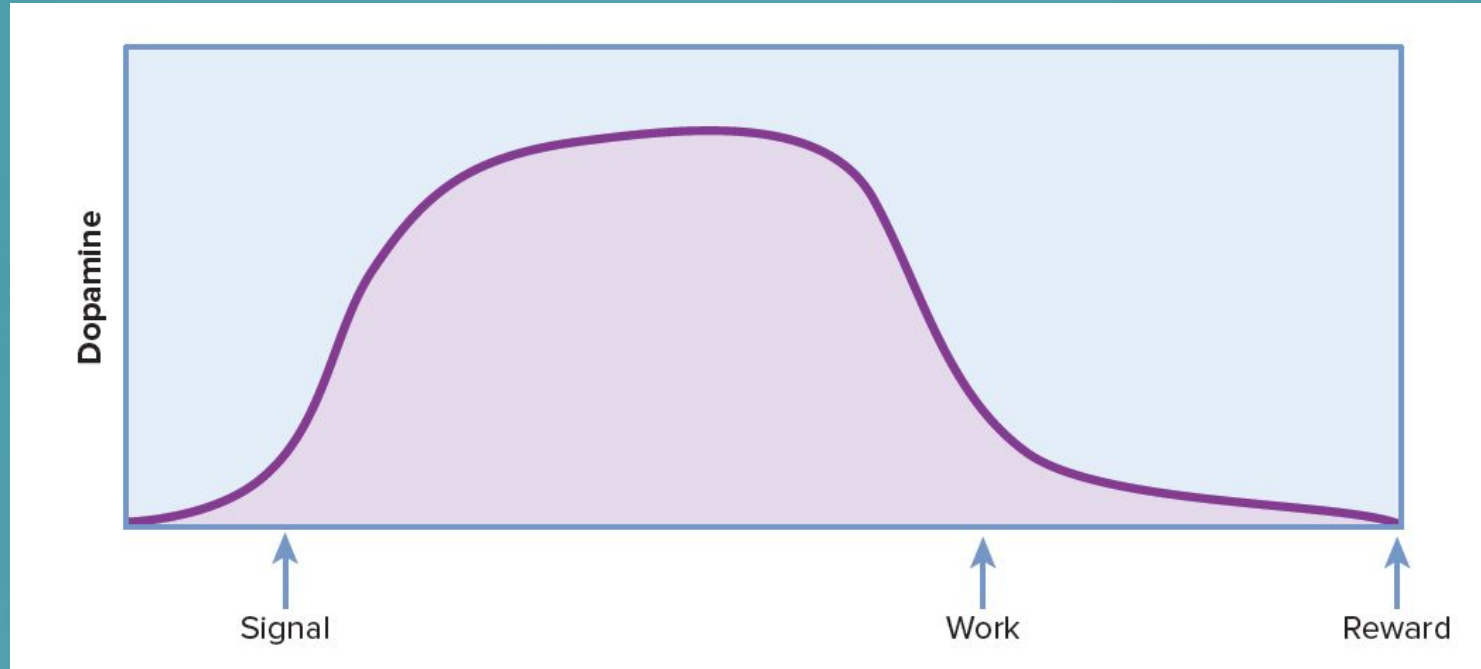
People pull the trigger to buy  
when they *feel* confident of  
their decision.

Andrea Insabato, Mario Pannunzi, Edmund T. Rolls, Gustavo Deco. Confidence-Related Decision Making. *Journal of Neurophysiology*, 1 July 2010 Vol. 104 no. 1, 539-547 DOI: 10.1152/jn.01068.2009

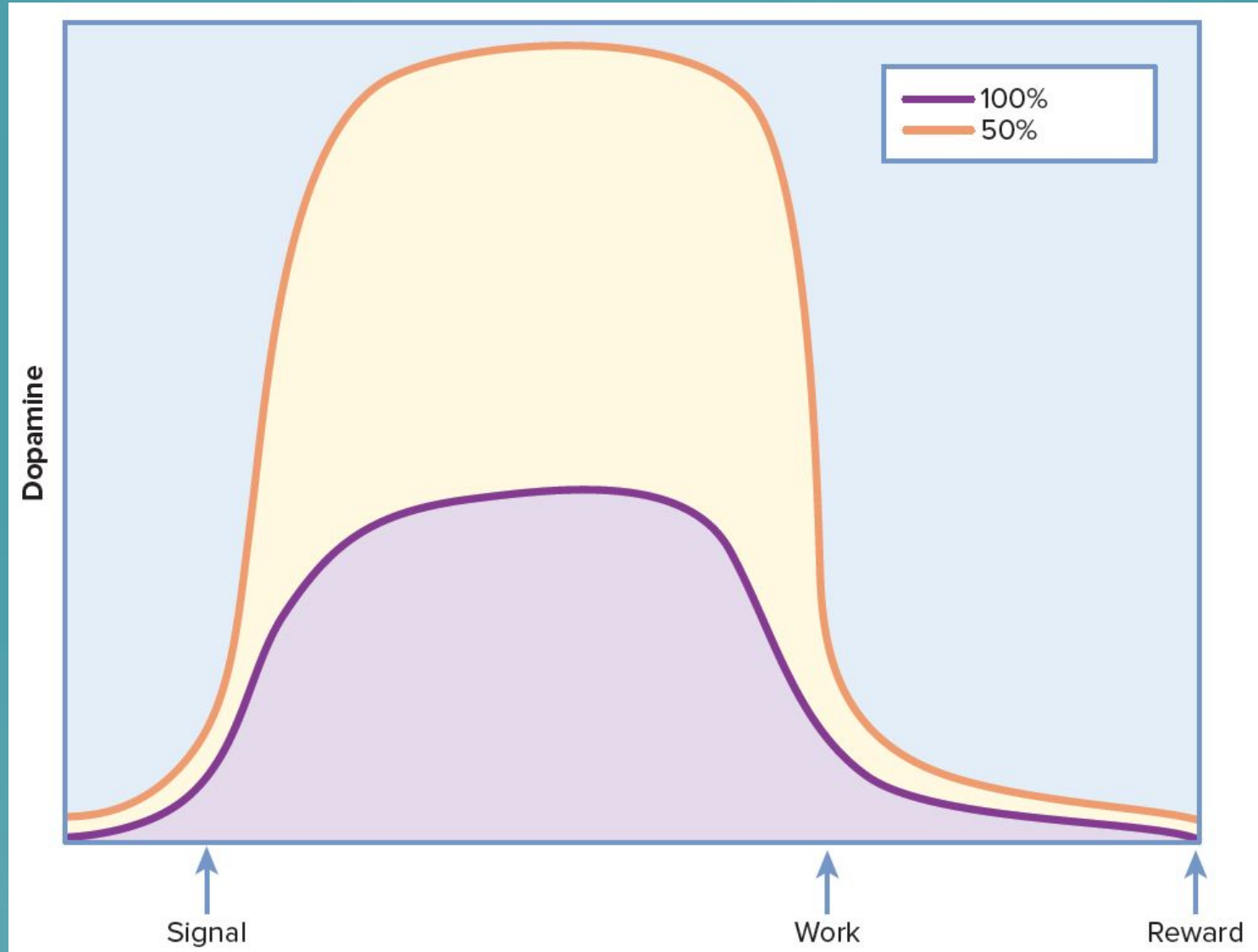
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Dopamine is released when people anticipate, not when they get the reward.

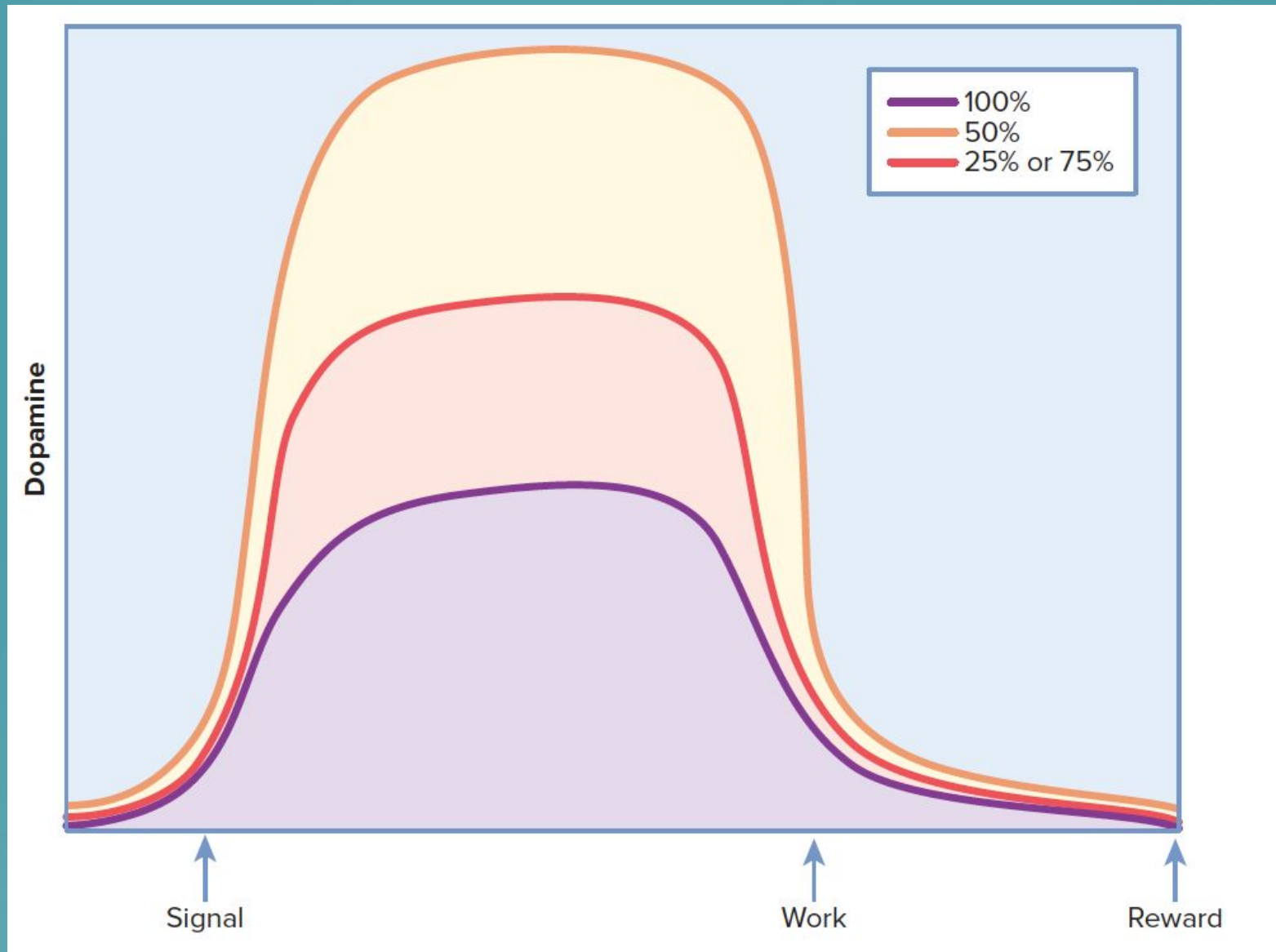
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2



2

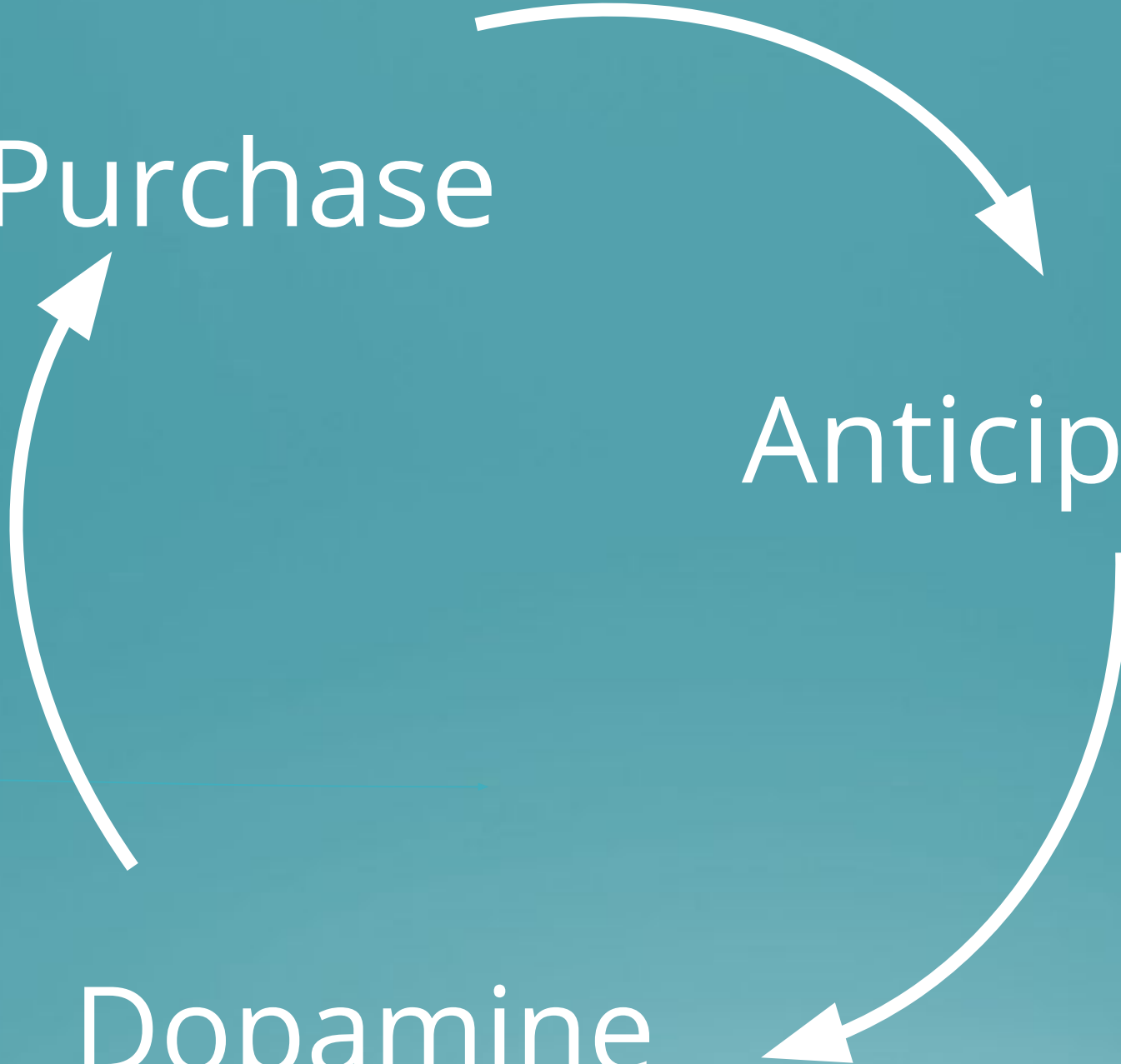


2

Purchase

Anticipation

Dopamine



3

The unconscious knows first.



# 3

By looking at brain activity while making a decision, researchers could predict what choice people would make 7-10 seconds before they themselves were even aware of having made a decision.

Chun Siong Soon, Marcel Brass, Hans-Jochen Heinze & John-Dylan Haynes. *Unconscious determinants of free decisions in the human brain*. Nature Neuroscience April 13th, 2008.

John-Dylan Haynes, a neuroscientist at the Max Planck Institute for Human Cognitive and Brain Sciences in Leipzig, Germany

3



David Eagleman, Ph.D.

4

Most buying decisions involve emotions and feelings. When it comes

to buying we may think we are Spock, but we're not.



4



4



# 4



5

Different types of buying decisions involve different brain areas. To influence a buying decision you need to know the type of decision it is.

5

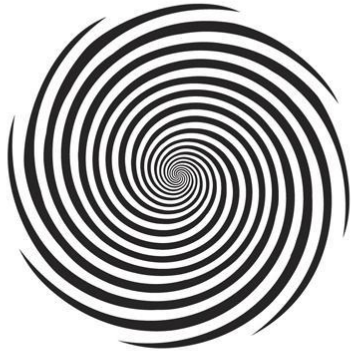
Goal-directed vs. habit  
Approach-avoidance  
What others are doing



# Takeaways

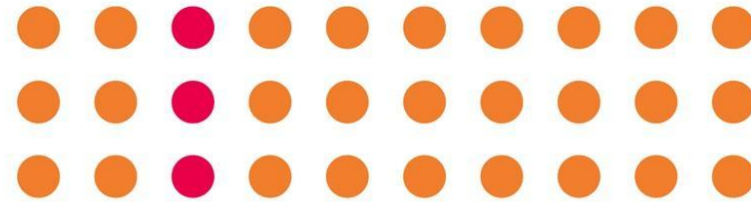
1. People pull the trigger to buy when they *feel* confident of their decision.
2. Dopamine is released when people anticipate, not when they get the reward.
3. Buying decisions are mainly unconscious.
4. Most buying decisions involve emotions and feelings.
5. To influence a buying decision you need to know the type of decision it is.

# How to Get People to Do Stuff



Master the art and science of  
persuasion and motivation

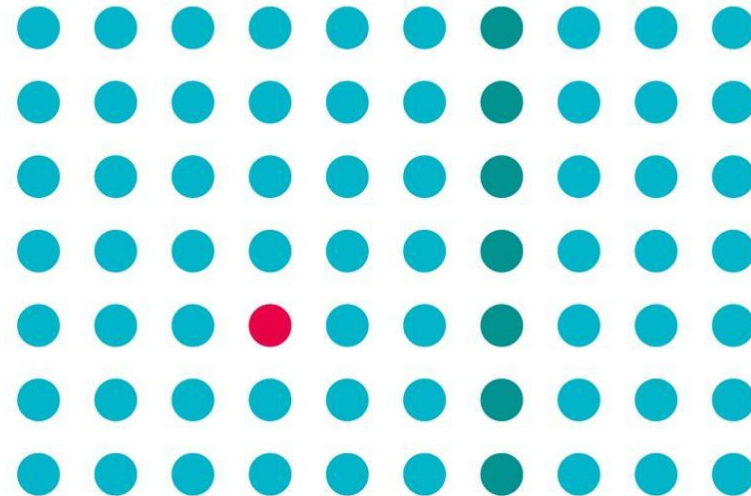
**Susan M. Weinschenk, Ph.D.**



# 100 THINGS

EVERY DESIGNER NEEDS TO KNOW ABOUT **PEOPLE**

SUSAN M. WEINSCHENK, Ph.D.

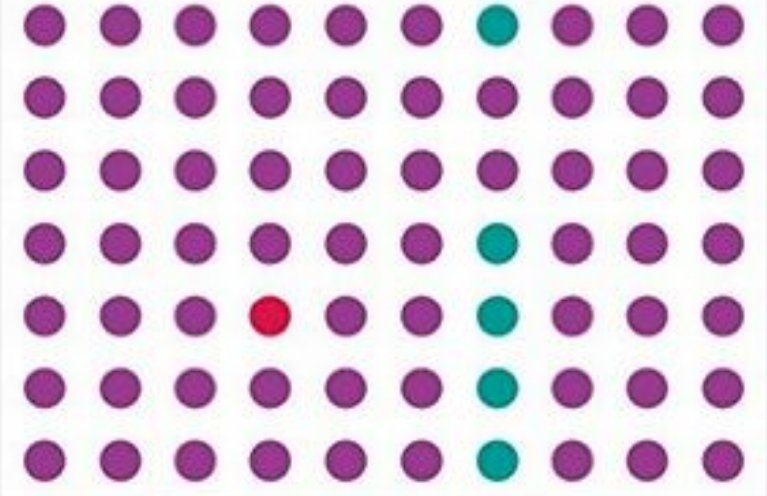


# 100 THINGS

EVERY DESIGNER NEEDS TO KNOW ABOUT **PEOPLE**

MORE

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# THANK YOU!

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