

How to encourage **IMPULSE PURCHASES**

using socio-demographic location data



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Why it matters

Impulse purchases are far from anecdotal. According to Capitalising on Impulse Purchases of Consumer Goods by Geoblink, **impulse buying accounted for up to 16% of total store sales in 2020.**

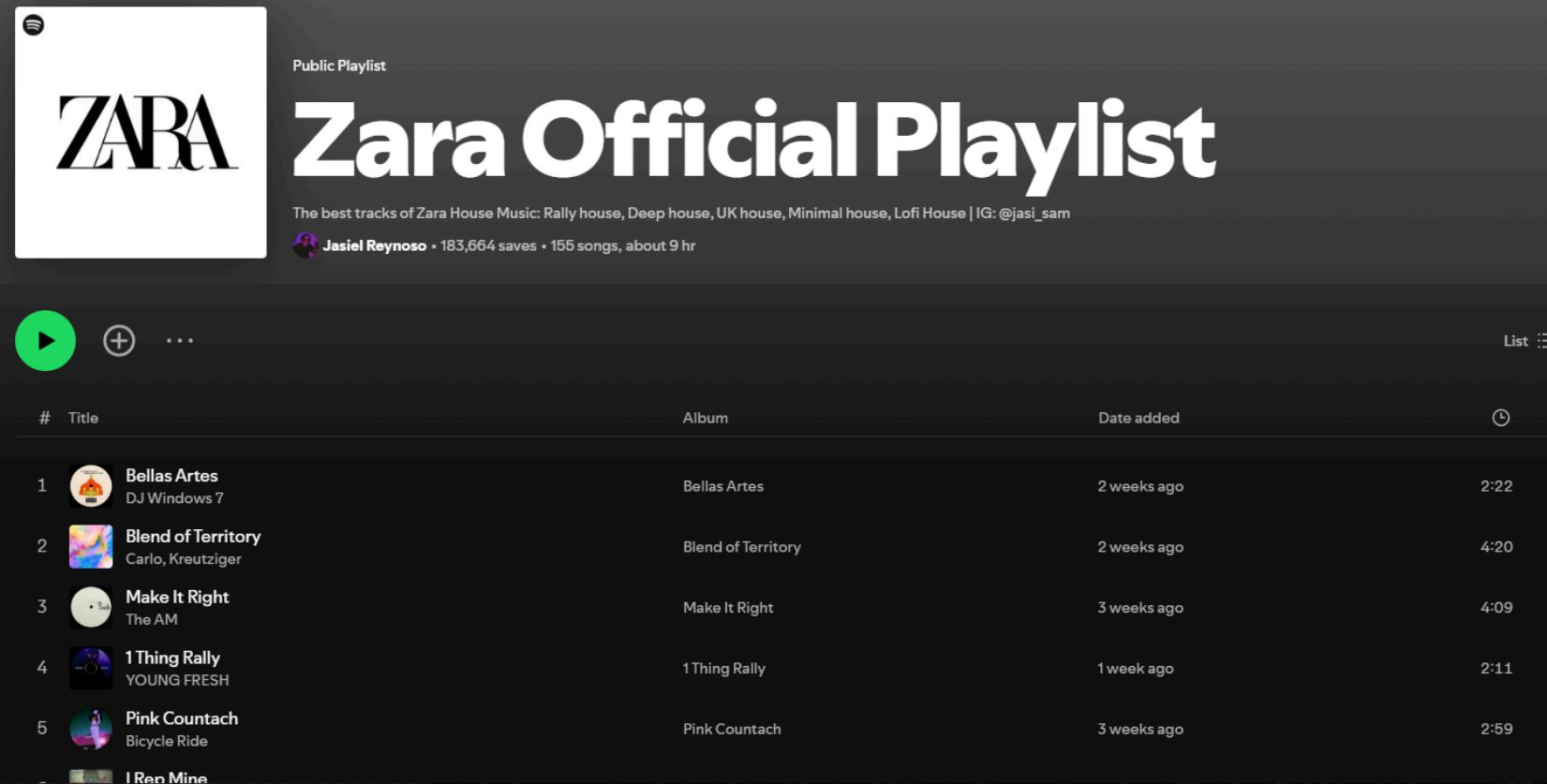
For grocery stores and retailers, increasing impulse purchases isn't optional, it's a growth lever.

#1 Create an emotional connection

Impulse buying starts with **emotion**.

A welcoming retail environment influences mood and purchasing behaviour through music, lighting, scents, décor, ...

The Key ? **Relevance**. Impulse purchases rise when the store experience reflects the people who shop there. There is no one-size-fits-all solution.



The image shows a screenshot of a Spotify playlist titled "Zara Official Playlist". The playlist is a public one created by "Jasiel Reynoso" with 183,664 saves and 155 songs, spanning about 9 hours. The description indicates it contains the best tracks of Zara House Music, including Rally house, Deep house, UK house, Minimal house, and Lofi House. The playlist cover features the Zara logo. The main interface shows the first five songs in the list:

#	Title	Album	Date added	Duration
1	Bellas Artes DJ Windows 7	Bellas Artes	2 weeks ago	2:22
2	Blend of Territory Carlo, Kreutziger	Blend of Territory	2 weeks ago	4:20
3	Make It Right The AM	Make It Right	3 weeks ago	4:09
4	1 Thing Rally YOUNG FRESH	1Thing Rally	1 week ago	2:11
5	Pink Countach Bicycle Ride	Pink Countach	3 weeks ago	2:59

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#2 The offer of the day

Turning a single product into an “Offer of the Day” or “Offer of the Week” is one of the most effective impulse triggers.

The limited time invokes urgency, and if the product is well selected to target your average visitor, this kind of offer is far more impactful.

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#3 The checkout zone

The checkout remains the ultimate **impulse hotspot**. Sweets and chocolates aren't there by accident, they're easy to grab, instantly rewarding, **perfect for last-second decisions**.

But performance depends on **local context and seasonality**. Selling panettone is easy. Turning it into an impulse hit means placing it where Italian traditions resonate.



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