

# The Leader-Post (Regina)

## What kind of shopper are you?

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If you're a true shopping veteran, right now you're slowly stalking your prey for that coat or a three-piece living room set.

Boxing Day sales have come and gone. The savvy sales-shopper knows that while good prices can be found during the initial sale on Boxing Day, if you study the terrain carefully, you can often get an even better deal in the later blitz .

While we all fall prey to the same shopping mistakes during sales (shopping for the body we want rather than the one we have being a classic), there are many different ways of shopping. The more you understand about your disposition as a shopper, the more you'll be able to head off at the pass those over-indulgent tendencies that can wreak havoc on your pocketbook.

### The Sacrifice Shopper

The sacrifice shopper has a certain amount of money to spend and will forgo anything and everything to get what she wants from her spending quota. I excelled at sacrifice shopping in university. A day after payday, I'd have little money for food, having spent it all on one prize item from an expensive store. The sacrifice shopper is very disciplined insofar as she never spends outside her budget. However, how she chooses to allocate said budget might be a little suspect at times. Suffice to say, you really should not skip dinner for a month so you can afford those Rock Republic jeans.

### The Sneaky Shopper

Yes, well I think we all know this sneaky devil. Of course, the sneaking is precipitated by guilt. Even if you're spending within your budget and it's your own hard-earned cash, you can feel unnecessarily frivolous when we indulge our shopping fantasies, and this can cause all kinds of closeted shopping behaviour. Ridding yourself of the bags before you come home is a classic. And when your husband notices you seem to be wearing something new, what do you say? "Oh this old thing? I've had it for ages." Yes, sneaky shopper, we know your ways all too well.

### The Online Addict

There's a lot to dislike about brick-and-mortar stores: The snooty assistants and the potential embarrassment of sizing issues, not to mention the hassle of sticking to rigid opening hours. With online shopping you can visit your favourite store 10 times a day without buying anything and still not have to feel the sneer of the shop assistant as she gives you that "back again" look. Of course, the Internet also

provides a wealth of information you can't get in most stores nowadays.

Looking for stock lists of your designer jeans? Bingo! Want to browse labels not available in your town? Okey dokey!

### The Vacillator

Shopping is no cakewalk for the indecisive. You're easily overwhelmed by the number of products out there and often have one perfect product in mind. You'll find something close, but will be unable to commit, thinking there might be something better around the corner. You'll mosey around the store carrying an item for an implausible amount of time and then put it back and leave. When the sales assistants let go of their grip and say they'll give you time to think, you know your indecisive streak has broken them and they no longer care about their commission.

### The Soloist

Shopping alone affords greater efficiency. The only opinion you have to hear is your own. You can take as much or as little time as you need. The soloist is a confident shopper. She knows what she needs, where to get it and how to appraise it. She doesn't need a cheerleading squad of friends to convince her and she doesn't want the distraction of a tag-a-long boyfriend slowing her down. She'll get in a zone when she's shopping and enjoy the time as a rare opportunity to focus on herself.

### Confess and Move On

Whatever kind of shopper you are, you will make mistakes. You will buy products that are not what you hoped they were and you will misjudge the fit of something when you're in the dressing room. Everything looks and feels different when you start using it in the real world. Those heels that seemed wearable in the shoe-shop turn out to be impossible on the street.

Like overeating, shopping mistakes can also have emotional roots. Many people try to fill holes in their lives -- real or imaginary -- by latching onto a certain item. Some claim this makes shopping a bad thing, a material distraction amid spiritual squalor. But I disagree. The fact is that shopping is a perfectly fun endeavour and an opportunity to focus on you in a real way. However, like many things it can be misused. And when misused, mistakes are most likely to be made.