

# Thousands Are Taking This EmuCoupon's Quiz to Understand Their Spending Habits

EmuCoupon's latest quiz helps consumers uncover the psychology behind their everyday spending decisions.



**Melbourne, Australia Jun 2, 2026 ([Issuewire.com](http://Issuewire.com))** - Many consumers believe they make smart purchasing decisions by hunting for discounts, comparing prices, and waiting for sales events. However, new insights from EMUCoupon suggest that shopping habits are often driven more by emotion and marketing influence than by careful financial planning.

To help shoppers better understand their spending behaviors, EMUCoupon has introduced an interactive personality assessment called “[What Kind of Shopper Are You?](#)” The quiz analyzes common purchasing patterns and highlights the psychological factors that shape online buying decisions, helping users identify whether their money-saving habits are genuinely effective or simply encouraging unnecessary spending.

## EMUCoupon Data Highlights a Reality Check for Online Buyers

According to early participation data collected from thousands of Australians, many shoppers may be overestimating how disciplined they are when making purchases online.

Key findings include:

- 1) 65% were identified as Impulse Architects, shoppers who frequently make unplanned purchases after discovering discounts or coupon codes.
- 2) 20% fell into the Brand Devotee category, showing a tendency to spend more because of strong loyalty to specific brands.
- 3) 10% were classified as Abandonment Specialists, consumers who strategically leave items in their online carts in hopes of receiving follow-up discounts.
- 4) Just 5% earned the title of Calculated Hunters, representing shoppers who consistently find the lowest prices while avoiding unnecessary purchases.

“The results have highlighted a significant disconnect between how consumers perceive their shopping habits and how they actually behave,” said Sophie Perry, Editor-in-Chief at EMUCoupon. “Many people believe they only buy products when they find a great deal, but the data suggests that emotional triggers play a larger role than most realize.”

### **Understanding Spending Triggers in a Challenging Retail Environment**

As trends such as impulse spending and retail therapy continue to grow, EMUCoupon designed the quiz to go beyond simple shopper labels. Participants receive personalized recommendations aimed at helping them recognize their spending triggers, avoid common marketing tactics, and make more intentional purchasing decisions.

“Understanding the psychology behind shopping can be a powerful financial tool,” said Elice Max, Marketing Director at EMUCoupon. “When consumers recognize what motivates their purchases, they can use discounts strategically rather than allowing promotions to influence unnecessary spending.”

### **A New Tool for Smarter Shopping Decisions**

Rather than focusing solely on finding deals, EMUCoupon’s latest initiative encourages consumers to evaluate the motivations behind their purchases. The company hopes the quiz will help shoppers develop healthier spending habits and make more informed decisions in an increasingly competitive online retail landscape.

Consumers interested in discovering their shopper profile and receiving customized savings advice can take the free “What Kind of Shopper Are You?” quiz through EMUCoupon’s website.

### **About EMUCoupon**

EMUCoupon is a premier coupon and savings platform. Based in Australia, the platform helps millions of shoppers find verified discount codes while building smart tools to help them navigate the modern world of online shopping.

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