Error Checking II

The following program always says the user bought 0 items. Why?

#include <iostream>

using namespace std;

int num\_bought; // the amount to be entered by the user

int main(){

cout << "Enter an amount to buy: ";

cin >> num\_bought;

if (num\_bought = 0)

cout << "You did not buy anything" << endl;

else

cout << "You bought " << num\_bought << " items." << endl;

return 0;

}