

PSYCHOLOGY

OF SPENDING

Why we buy...



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SPENDING HABITS

What do you think some of the influences are to your spending?

SPENDING HABIT INFLUENCES

VALUES

ADVERTISING

SOCIAL
FACTORS

SELF
CONCEPT



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VALUES vs ATTITUDES

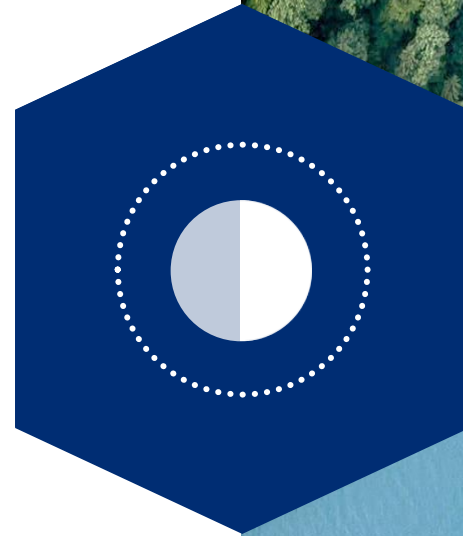
Used interchangeably, but distinct.



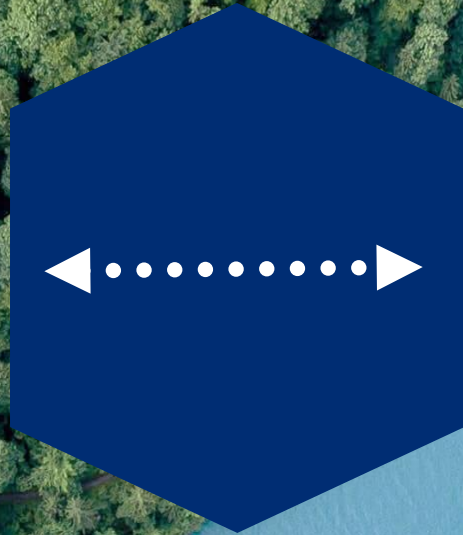
- *Strongly held beliefs.*
- *Hard to alter*



- *Reflect current life situation*
- *Easier to change*



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FINANCIAL GOALS



\$

VALUES

ATTITUDES

Where did our spending
EMOTIONAL REACTIONS
values come from?

BEHAVIORS

DETOURS
FROM GOALS

FAMILY



Money habits are learned during childhood.

MEDIA



TV & Movies depict lifestyles that are unrealistic.

CULTURE



Our culture values material goods.

6

5

4

3

2

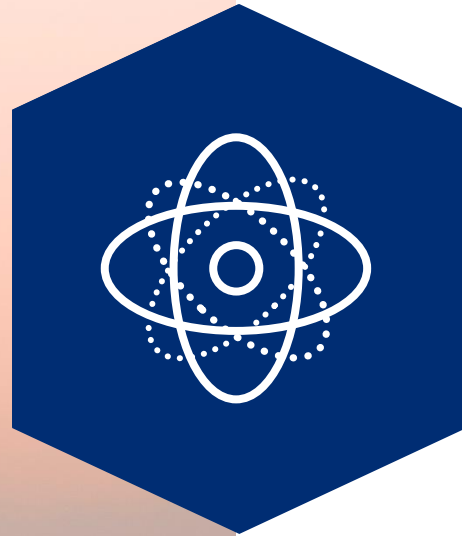
1



EXPLORE

YOUR VALUES

Activity



*Your beliefs become your thoughts.
Your thoughts become your words.
Your words become your actions.
Your actions become your habits.
Your habits become your values.
Your values become your destiny.*

-Gandhi

If your spending habits do not reflect your values,
make a change.



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SHARED VALUES

Make it a family affair so everyone can be on the same page when it comes to money decisions.



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SPENDING HABIT INFLUENCES

VALUES

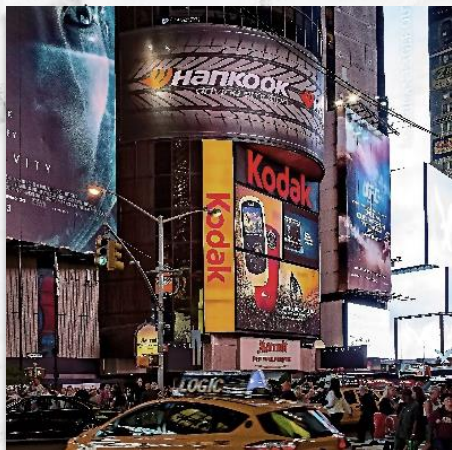
ADVERTISING

SOCIAL
FACTORS

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TV & RADIO



INTERNET & APPS



BILLBOARDS



PRODUCT PLACEMENT

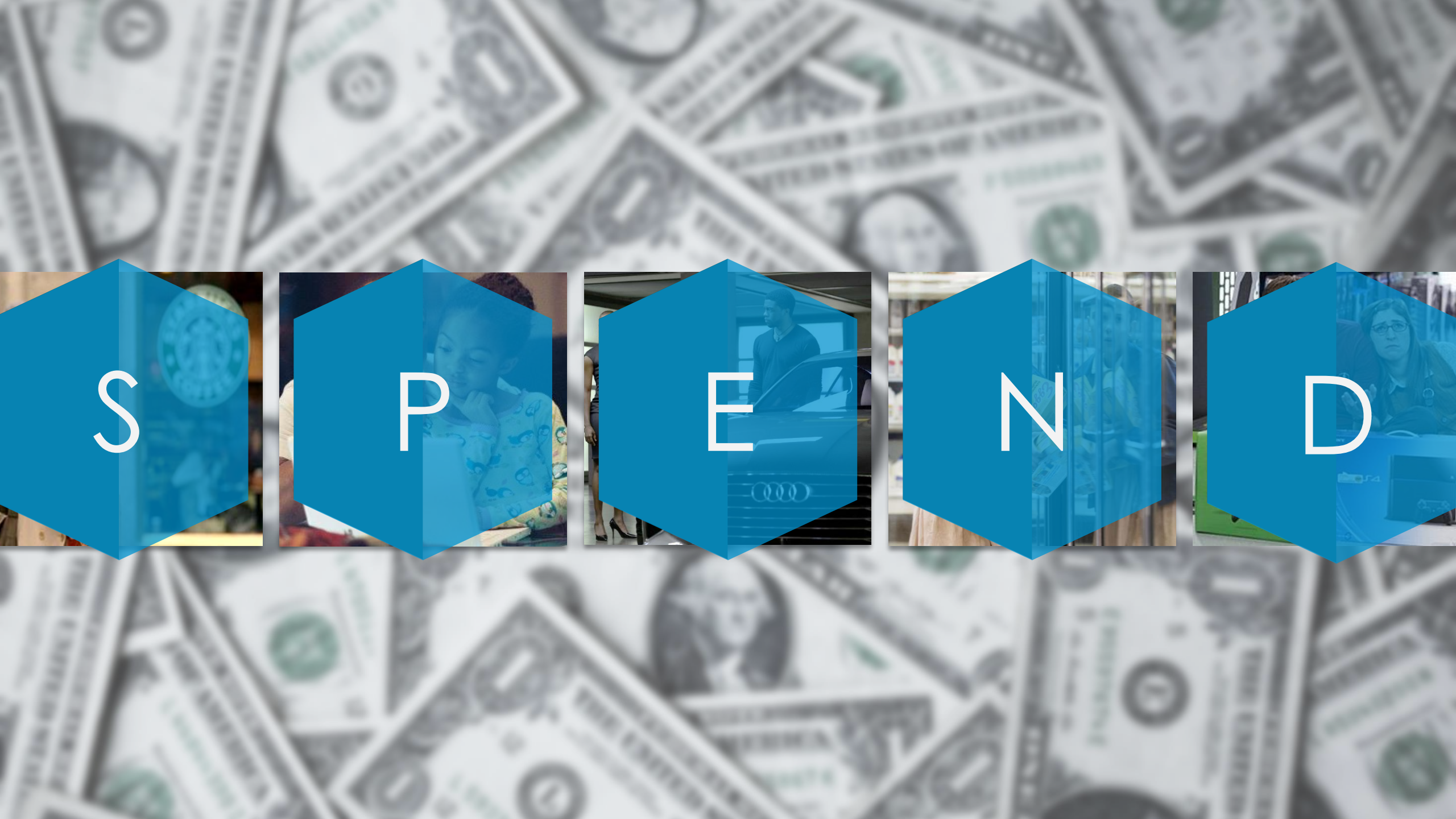


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RECOGNITION
Activity





SPENDING HABIT INFLUENCES

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SOCIAL FACTORS



What are some social circumstances that might affect our spending?



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SOCIAL CLASS



The higher our socioeconomic status, the more luxuries we buy.

PEER GROUP



Spending more to 'keep up' with friends & peers.

PEER PRESSURE



Be aware, plan ahead.

2



4



3



1



5



SPENDING HABIT INFLUENCES

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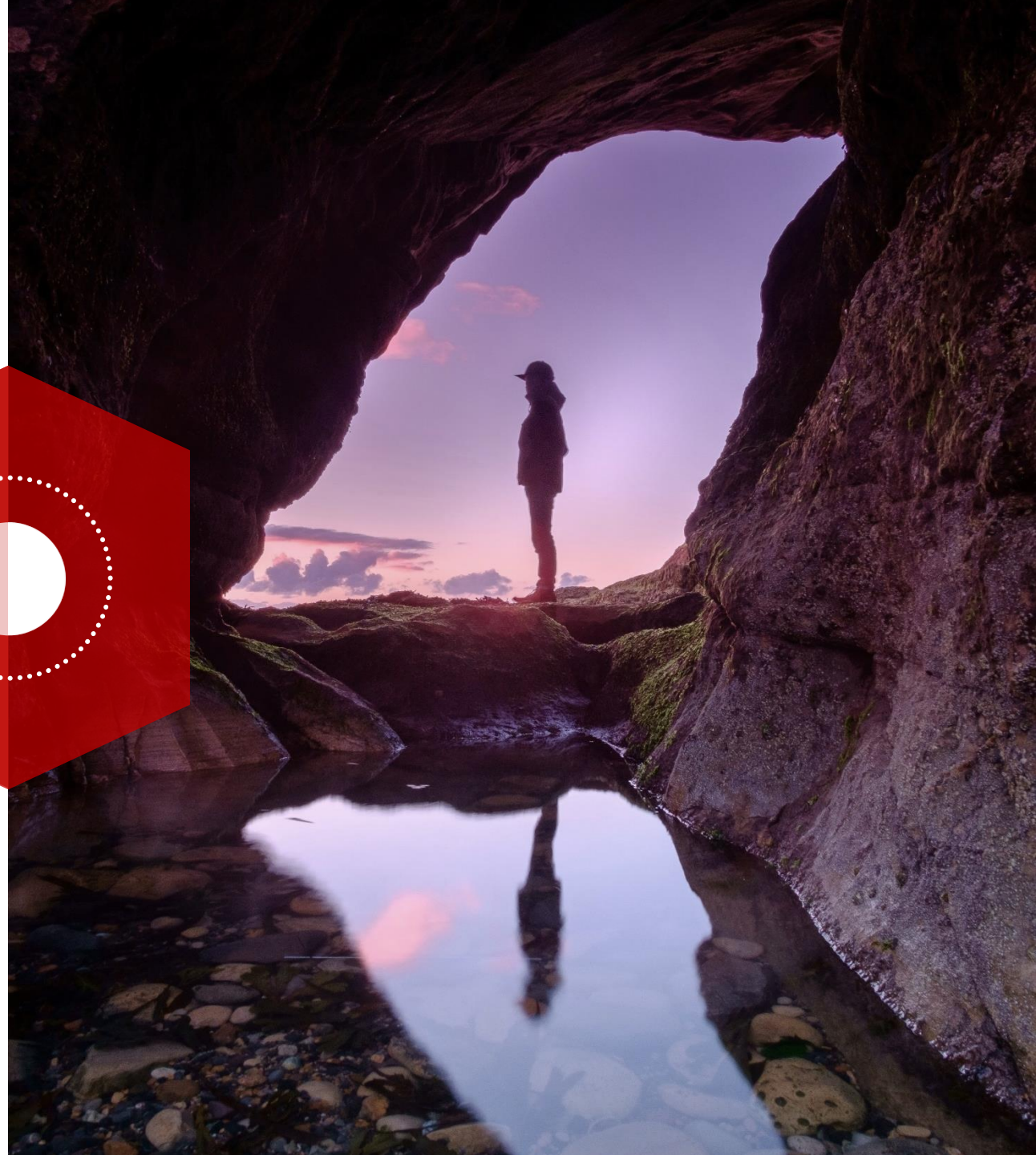
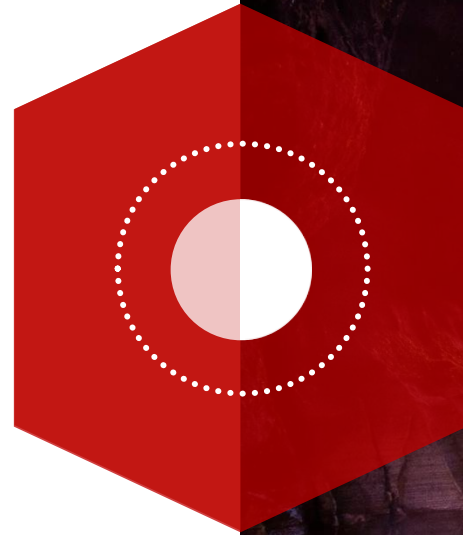
SELF
CONCEPT



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I AM

Two of the most powerful words: what you put after them shapes your reality.



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SPENDING HABITS

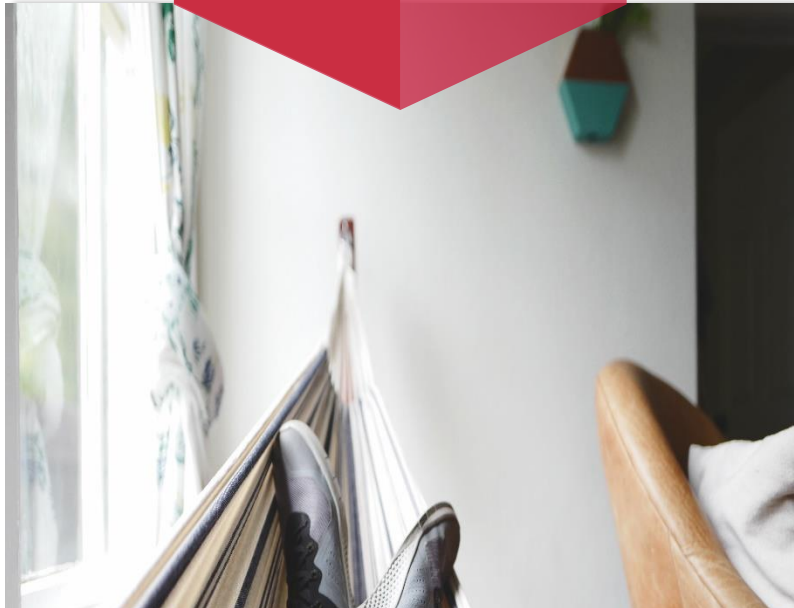


Think about your **self-concept** in regards to spending money.



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BEHAVIOR



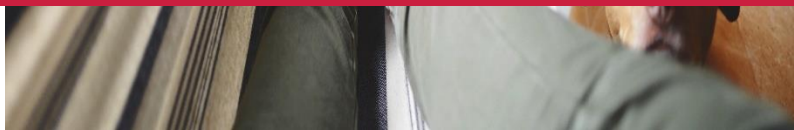
SELF-
IMAGE



MENTAL
STRESS



COGNITIVE DISSONANCE



SAVER

Feel stressed about large purchases.



SPENDER

More likely to make impulsive purchases.

SPENDING HABIT INFLUENCES

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READY FOR A CHANGE?



**PAY YOURSELF
FIRST**



**LEARN TO
LOVE
SAVINGS**



**ALIGN WITH
VALUES**



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- Will I use this?
- Do I need this?
- Where will I put it?
- What if I wait?



VALUES



ATTITUDES



EMOTIONAL
REACTIONS



NEW BEHAVIORS



*Change Your Thinking,
Change Your Behavior.*



**FINANCIAL
GOALS**



GREENPATH Financial Wellness



FINANCIAL
ASSESSMENTS



HOUSING
COUNSELING



CREDIT REPORT
COUNSELING



DEBT
MANAGEMENT



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