



PSYCHOLOGY

OF SPENDING

Why We Buy



*Empowering people to lead financially healthy lives.*

# GREENPATH SERVICES



FINANCIAL  
ASSESSMENTS



HOUSING  
COUNSELING



CREDIT REPORT  
COUNSELING



DEBT  
MANAGEMENT



## SPENDING HABITS



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

# SPENDING HABIT INFLUENCES

VALUES

ADVERTISING

SOCIAL  
FACTORS

SELF  
CONCEPT

# VALUES vs ATTITUDES

*Used interchangeably, but distinct.*



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



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





# 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.**

## SHARED VALUES

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



# SPENDING HABIT INFLUENCES



VALUES

ADVERTISING

SOCIAL  
FACTORS

SELF  
CONCEPT



TV & RADIO



INTERNET & APPS



BILLBOARDS



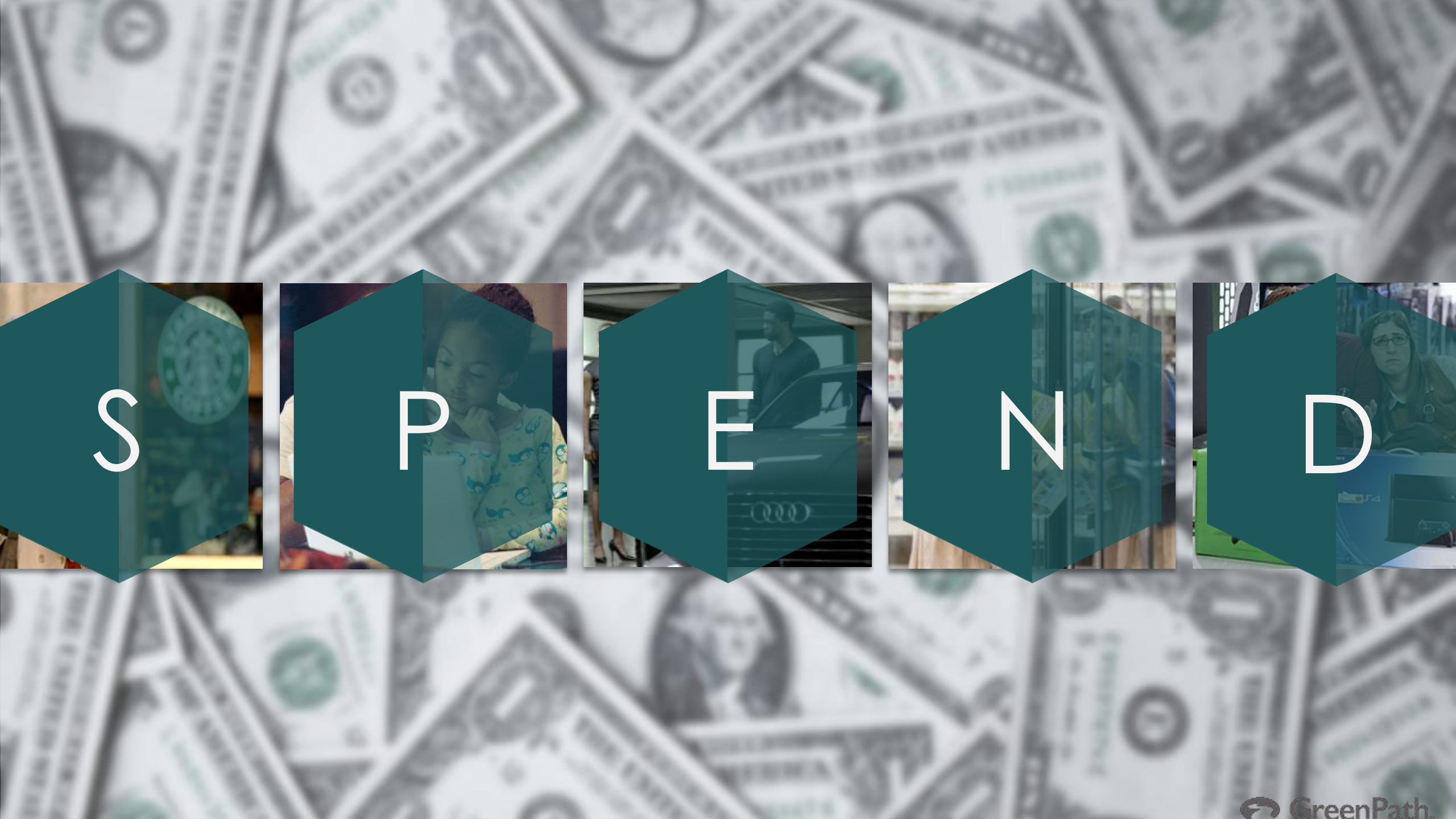
PRODUCT PLACEMENT



LOGO

RECOGNITION

*Activity*



# SPENDING HABIT INFLUENCES



VALUES

ADVERTISING

SOCIAL  
FACTORS

SELF  
CONCEPT





## SOCIAL FACTORS



What are some social circumstances that might affect our spending?

## 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



VALUES

ADVERTISING

SOCIAL  
FACTORS

SELF  
CONCEPT

# I AM

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





## SPENDING HABITS



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

BEHAVIOR



SELF-  
IMAGE



MENTAL  
STRESS



COGNITIVE DISSONANCE

# SAVER

Feel stressed about large purchases.



# SPENDER

More likely to make impulsive purchases.



# SPENDING HABIT INFLUENCES

VALUES

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SOCIAL  
FACTORS

SELF  
CONCEPT

# READY FOR A CHANGE



PAY YOURSELF  
FIRST



LEARN TO  
LOVE  
SAVINGS



ALIGN WITH  
VALUES



- 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

is a nationwide non-profit that provides financial education and tools for people to lead *financially healthy lives*.