



PSYCHOLOGY

OF SPENDING

Why We Buy

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

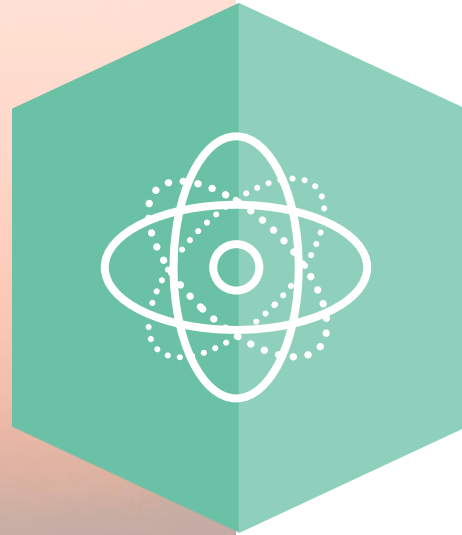
2

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.



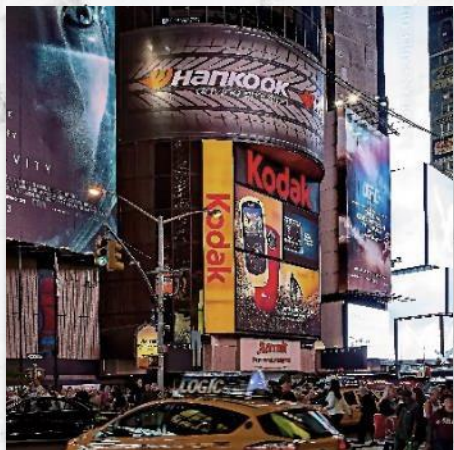
SPENDING HABIT INFLUENCES

VALUES

ADVERTISING

SOCIAL
FACTORS

SELF
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TV & RADIO



INTERNET & APPS



BILLBOARDS



PRODUCT PLACEMENT



RECOGNITION
Activity

S P E N D

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



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SPENDING HABIT INFLUENCES

VALUES

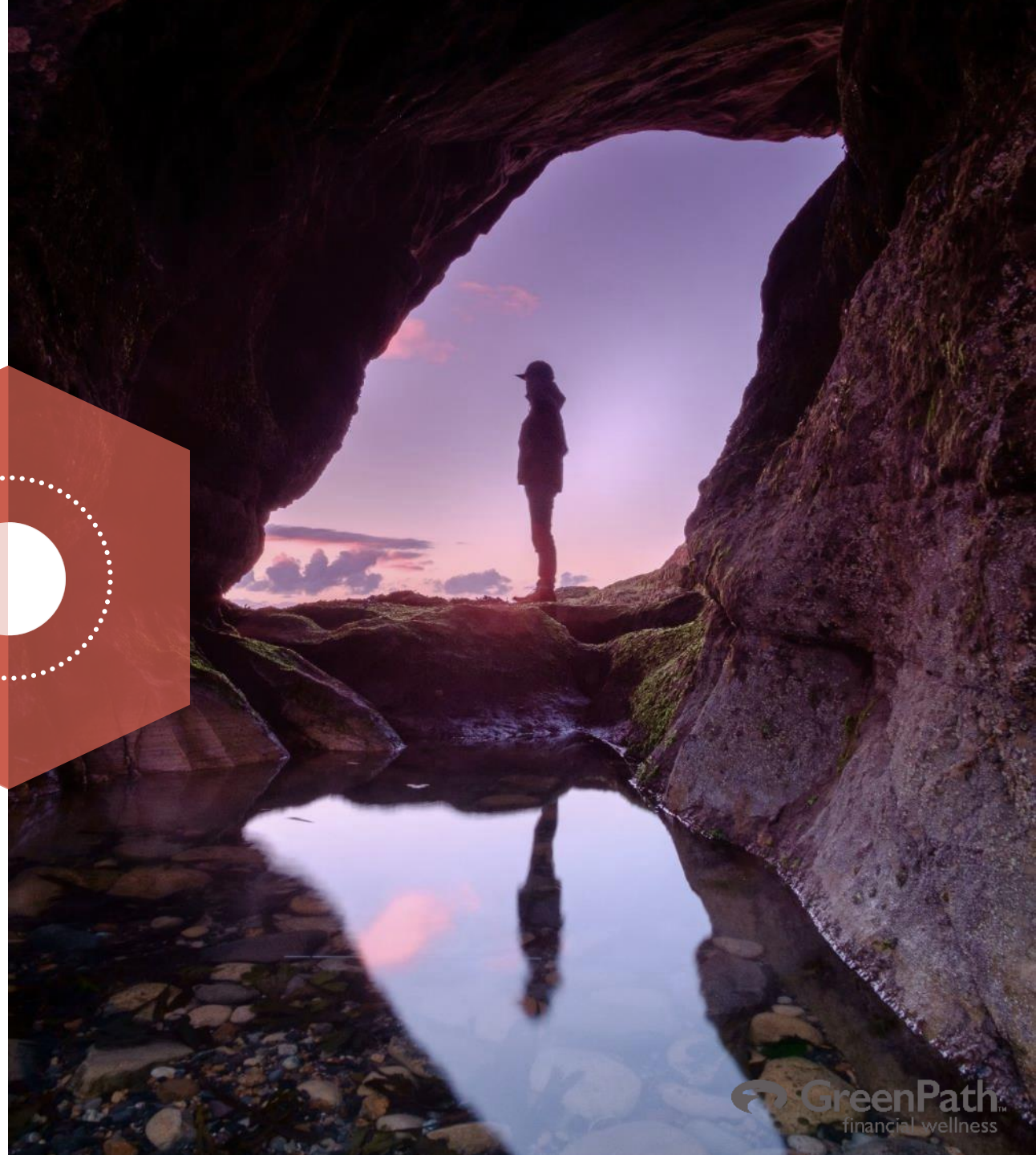
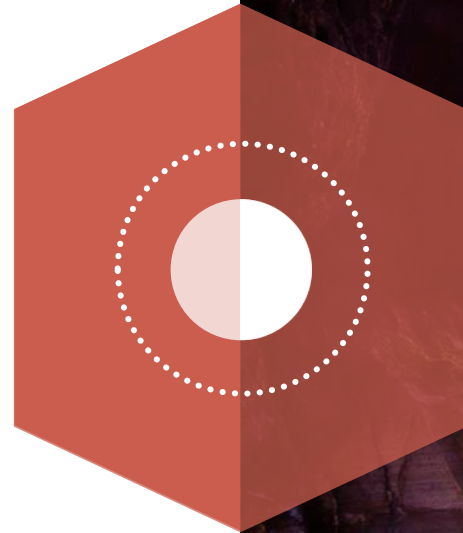
ADVERTISING

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



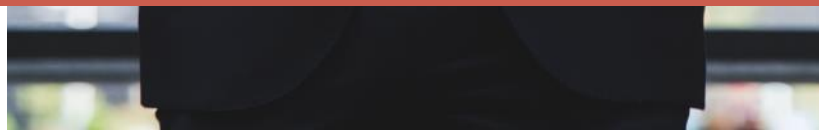
SELF-
IMAGE



MENTAL
STRESS



COGNITIVE DISSONANCE



SAVER

Feel stressed about large purchases.



SPENDER

More likely to make impulsive purchases.

SPENDING HABIT INFLUENCES

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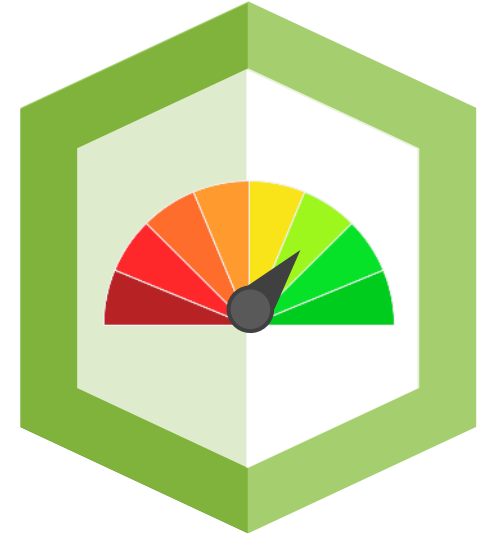
READY FOR A CHANGE



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*.