



Mind Your Money: An Introduction to the Psychology of Spending

1)	List two ways that advertisers target our emotions when they are selling a product.
2)	List 2 questions we can ask ourselves to avoid emotional spending.
3)	How do marketers use social media and technology to lead us toward buying their products?
4)	"The people you surround yourself with can influence your behaviours." When it comes to spending your money, what does this statement mean to you?
5)	What is an example of an advertisement that you have seen related to a holiday or "cultural norm" that persuades people to spend money?





6)	How do marketers use "social proof" to influence our spending?
7)	 Respond to "a" OR "b": a. What is a product or brand that you use exclusively, even though there are other brands that may be just as good and possibly even cost less money? b. Provide an example of "scarcity" influencing people's spending decisions when you were shopping with a parent or guardian.
8)	In marketing, what is: a. Reciprocity-
	b. Pink/Gender Pricing-
9)	How can marketers lead people to spend more when shopping online?
10)	What are three things you can do to make sure you are spending you are not overspending?