

Consumer Spending & Buying Habits

What makes people
Spend money?

Shopping Behaviors
Explained

The Diderot Effect

Psychological
Shopping

Tips to Keep
Spending under
control



NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*



BUYING TOO MANY THINGS!

Section 1: Click here to learn about the psychology of shopping, too much.

What is the 'Diderot Effect'?

What are five strategies to overcome the Diderot Effect?

PREVIEW

1

2

3

4

5

REFLECTION ON YOUR CONSUMER BEHAVIOR

After reviewing the strategies above, what action can you take to assure that the Diderot Effect is not taking over your consumer behavior?

What makes people spend money?

Shopping Behaviors Explained

What is the Diderot Effect?

No Prep!

Also, great for a Sub Day!



WHY DO PEOPLE OVERSPEND?

Scenario 2: Use [this link](#) to discover 7 reasons people overspend. Complete the table below with your findings.

	Reason	How to overcome it...
1		
2		
3		
4		
5		
6		
7		

PREVIEW

How can you overcome overspending?

What is one way that you can track your expenses?

Psychological Shopping

Tips to Keep Spending under control

No Prep!

Also, great for Remote Learning!

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

