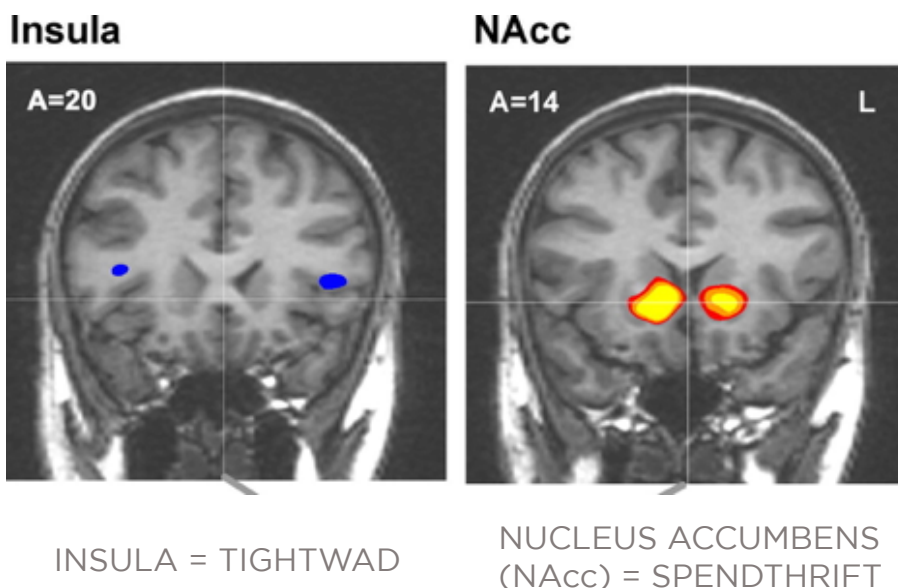


# Which part of your brain lights up when you make purchasing decisions?

Take the 4 question quiz and see where you rank as a tightwad or spendthrift.

## Brain Scans of Participants

- 1) blue area = insula, the part of our brain that feels the pain of a purchase
- 2) NAcc | nucleus accumbens, the part of our brain that feels the pleasure of a purchase



From the Journal of Neuroscience: <https://www.jneurosci.org/content/27/31/8174>

## The Tightwad-Spendthrift Scale

1. Which of the following descriptions fits you better?

1	2	3	4	5	6	7	8	9	10	11
<i>Tightwad</i> (difficulty spending money)				<i>About the same</i> or <i>neither</i>			<i>Spendthrift</i> (difficulty controlling spending)			

2. Some people have trouble limiting their spending: they often spend money—for example on clothes, meals, vacations, phone calls—when they would do better not to. Other people have trouble spending money. Perhaps because spending money makes them anxious, they often don't spend money on things they should spend it on.

a. How well does the first description fit you? That is, do you have trouble limiting your spending?

1	2	3	4	5
<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Often</i>	<i>Always</i>

b. How well does the second description fit you? That is, do you have trouble spending money?

1	2	3	4	5
<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Often</i>	<i>Always</i>

3. Following is a scenario describing the behavior of two shoppers. After reading about each shopper, please answer the question that follows.

*Mr. A is accompanying a good friend who is on a shopping spree at a local mall. When they enter a large department store, Mr. A sees that the store has a "one-day-only-sale" where everything is priced 10-60% off. He realizes he doesn't need anything, yet can't resist and ends up spending almost \$100 on stuff.*

*Mr. B is accompanying a good friend who is on a shopping spree at a local mall. When they enter a large department store, Mr. B sees that the store has a "one-day-only-sale" where everything is priced 10-60% off. He figures he can get great deals on many items that he needs, yet the thought of spending the money keeps him from buying the stuff.*

In terms of your own behavior, who are you more similar to, Mr. A or Mr. B?

1	2	3	4	5
<i>Mr. A</i>	<i>About the same or neither</i>			<i>Mr. B</i>

## The Tightwad-Spendthrift Scale

TW-ST scale score:

*Question 1 + Question 2a + (6 - Question 2b) + (6 - Question 3)*

Your Score \_\_\_\_\_

Scale scores can be used continuously or divided into three categories:

*Tightwad (4 to 11)*

*Unconflicted Consumer (12 to 18)*

*Spendthrift (19 to 26)*

*Source: Rick, Scott, Cynthia Cryder, and George Loewenstein (2008), "Tightwads and Spendthrifts," Journal of Consumer Research, 34 (6), 767-782.*