

PERCEPTIONS OF PURCHASES THAT ARE/ARE NOT NECESSITIES

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ABSTRACT

Biases in spending perceptions may be a hurdle when trying to make realistic consumption calculations for budgeting purposes. In terms of the expense, spending \$50 a week for commuting and another \$50 for weekly happy hour should be perceived equally. Yet, this research proposes that buying gasoline and other necessities leaves a stronger perceptual impact. This work explores how the purchase of products that are and are not necessities affect consumers' spending perceptions.