

# **MENTAL BUDGETING: MODERATING FACTORS OF CONSUMER BUDGET COMPLIANCE**

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## **ABSTRACT**

Mental budgeting is an encompassing strategy individuals employ to manage personal finances, where psychological facets shape budget adherence. This study seeks to enrich our understanding of mental budgeting's sustained impact on real-world consumer spending. It investigates moderating factors (e.g., product categories) influencing individuals' adherence, flexibility, and compliance with budgets. Moreover, this research examines budgetary context effects and potential variations in the relationships between psychological processes and consumer budget compliance across diverse budgetary types. Through looking into these dynamics in mental budgeting, this study contributes to a deeper comprehension of the intricate interplay between mental budgeting and individual spending behaviors.

**KEYWORDS:** Consumer Spending, Budget, Budget Compliance, Mental Budgeting