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Web Appendix

Table 1. Definition of Financial Scarcity in Previous Literature (2011 – 2021)

| Definition | Objective / Subjective Scarcity | Author(s) and Year | Journal |
|--|---------------------------------|---|--|
| Having low income | Objective | Mani et al. (2020) | Journal of the Association for Consumer Research |
| | | Goldsmith et al. (2020) | Journal of the Association for Consumer Research |
| | | Madrian et al. (2017) | Behavioral Science & Policy |
| | | Carvalho, Meier and Wang (2016) | The American Economic Review |
| | | Shah, Shafir, and Mullainathan (2015) | Psychological Science |
| | | Hall, Zhao and Shafir (2014) | Psychological Science |
| | | Mani, Mullainathan, Shafir, and Zhao (2013) | Science |
| | | Soman and Cheema (2011) | Journal of Marketing Research |
| Growing up in low socio-economic status (SES) family or having low SES | Objective | Thompson et al. (2020) | Journal of the Association for Consumer Research |
| | | Mittal et al. (2020) | Journal of the Association for Consumer Research |
| | | Hansla and Johansson (2020) | Journal of the Association for Consumer Research |
| | | Thompson, Hamilton, and Banerji (2020) | Organizational Behavior and Human Decision Processes |
| | | Yoon and Kim (2018) | Journal of Consumer Research |
| | | Zagorsky and Smith (2017) | Economics and Human Biology |
| | | Fritsche and Jugert (2017) | Current Opinion in Psychology |
| | | Pepper and Nettle (2017) | Behavioral and Brain Sciences |
| | | Mittal and Griskevicius (2016) | Journal of Consumer Research |
| | | Griskevicius et al. (2013) | Psychological Science |

| | | | |
|--|------------|--|--|
| | | Griskevicius, Tybur, Delton, and Robertson (2011) | Journal of Personality and Social Psychology |
| Impoverished consumers, being at the bottom of the pyramid | Objective | Hill (2020) | Journal of the Association for Consumer Research |
| | | Martin and Hill (2015) | Journal of Service Research |
| | | Durante, Griskevicius, Redden, and White (2015) | Journal of Consumer Research |
| | | Chaplin, Hill, and John (2014) | Journal of Public Policy & Marketing |
| | | Martin and Hill (2012) | Journal of Consumer Research |
| | | Ordabayeva and Chandon (2011) | Journal of Consumer Research |
| Amount of debt | Objective | Wilcox, Block, and Eisenstein (2011) | Journal of Marketing Research |
| | | Moty, Ariely, Ayal, Cryder and Rick (2011) | Journal of Marketing Research |
| Wealth as a function of assets and debt | Objective | Sussman and Shafir (2012) | Psychological Science |
| Lack of financial means | Objective | Haushofer and Fehr (2014) | Science |
| A discrepancy between one's current resource levels and a higher, more desirable reference point | Subjective | Cannon, Goldsmith, and Roux (2019) | Journal of Consumer Psychology |
| | | Goldsmith, Roux, and Wilson (2019) | Journal of the Association for Consumer Research |
| Financial deprivation - a psychological state in which people feel financially inferior relative to a salient comparison standard because they perceive a deficit in their financial position | Subjective | Sharma and Keller (2017) | Journal of the Association for Consumer Research |
| | | Sharma, Mazar, Alter, and Ariely (2014) | Organizational Behavior and Human Decision Processes |
| | | Sharma and Alter (2012) | Journal of Consumer Research |
| Financial constraints are a subjective assessment of one's wealth. In particular, feeling financially constrained results from the belief that one's financial situation restricts his or her desired consumption or when the consumer has less than she feels she needs | Subjective | Fan, Li, and Jiang (2019) | Journal of Consumer Research |
| | | Paley, Tully and Sharma (2019) | Journal of Consumer Research |
| | | Cook and Sadeghein (2018) | Journal of Public Policy & Marketing |
| | | Tully, Hershfield, and Meyvis (2015) | Journal of Consumer Research |
| Perceived financial well-being is composed of: 1) current money | Subjective | Netemeyer, Warmath, Fernandes, and Lynch, Jr. (2018) | Journal of Consumer Research |

| | | | |
|---|------------------------------|---|--|
| management stress; and 2) an expectation of future financial security | | | |
| Relative rank of a person's income | Subjective | Briers and Laporte (2013) | Journal of Marketing Research |
| Having scarce financial resources: Resource scarcity is the real or perceived lack of various forms of capital (i.e., financial, social, cultural) or other production inputs (i.e., time) that the consumer invests in order to acquire and use goods and services | Objective & Subjective | Yang and Zhang (2021) | Journal of Consumer Research |
| | | Hamilton (2021) | Journal of Public Policy & Marketing |
| | | Hill and Sharma (2020) | Journal of Consumer Psychology |
| | | Van Kerckhove et al. (2020) | Journal of the Association for Consumer Research |
| | | Salerno et al. (2020) | Journal of the Association for Consumer Research |
| | | Givi and Olivola (2020) | Journal of the Association for Consumer Research |
| | | Viswanathan and Lalwani (2020) | Journal of the Association for Consumer Research |
| | | Hamilton et al. (2019) | Journal of the Academy of Marketing Science |
| | | Mehta and Zhu (2016) | Journal of Consumer Research |
| | | Levontin, Ein-Gar, and Lee (2015) | Journal of Consumer Psychology |
| | | Roux, Goldsmith, and Bonezzi (2015) | Journal of Consumer Research |
| | | Fernbach, Kan, and Lynch, Jr. (2015) | Journal of Consumer Research |
| | | Krosch and Amodio (2014) | National Academy of Sciences |
| | | Shah, Mullainathan, and Shafir (2012) | Science |
| Spiller, S. A. (2011) | Journal of Consumer Research | | |
| Feeling pressed for money | Objective & Subjective | Lee-Yoon et al. (2020) | Journal of the Association for Consumer Research |
| Experience of economic recession or hardship | Objective & Subjective | Gennetian and Shafir (2015) | Journal of Policy Analysis and Management |
| | | Kamakura and Du (2012) | Journal of Consumer Research |
| | | Hill, Rodeheffer, Griskevicius, Durante, and White (2012) | Journal of Personality and Social Psychology |
| | | Rodeheffer, Hill and Lord (2012) | Psychological Science |

Table 2. Measures used in Studies 1a, 2, and 3a

| Measure | Question | Answer options |
|------------------------------|--|--|
| Study 1a | | |
| Financial scarcity | Do you have enough money to use personally? | 1 = never/rarely 2 = sometimes 3 = often 4 = always |
| Discretionary spending | Does this household have the following items? | 1= Sewing machine 2 = Kerosene oil stove 3 = Refrigerator 4 = Telephone 5 = Mobile Phone 6 = Smartphone 7 = Television 8 = Radio 9 = Car/Tractor/Jeep 10 = Clock/ Wristwatch 11 = Cycle 12 = Motorcycle 13 = Satellite 14 = DVD |
| Income | What is the usual total monthly income of this household | 1 = up to Rs 1999 2 = Rs 2000 to Rs 4999 3 = Rs 5000 to Rs 7499 4 = Rs 7500 to Rs 10000 5 = Rs 10001 or more |
| Demographic questions | | |
| Educational attainment | What is the highest school grade/class/standard that you passed? | 1 = no formal education 2 = primary 3 = middle 4 = middle but below matric 5 = matric 6 = intermediate/ senior secondary 7 = degree and above |
| Gender | Respondent's sex | 1 = male 2 = female |
| Family composition | How many members are in your SHG? | (open number) |
| Caste | Respondent's caste | 1 = SC 2 = ST 3 = OBC 4 = General |
| Religion | Respondent's religion | 1 = Hindu 2 = Muslim 3 = Sikh 4 = Christian |
| Head of the household | Respondent relation to head of household | 1 = Self 2 = Other member of household |
| Additional controls | | |
| Stress | Over the past two weeks, how often did you feel stressed? | 1 = never/rarely 2 = sometimes 3 = often 4 = always |
| Innovation in ideas | Do you believe you are open to new ideas? For example, are you open to girls living alone in the city for school or girls working outside the village? | 1 = never/rarely 2 = sometimes 3 = often 4 = always |

| Study 2 | | |
|------------------------------|--|---|
| Financial scarcity | <p>What was the amount outstanding of debt on 31 December (year) (How much would you have had to repay to extinguish the mortgage)?</p> <p>Did you have any outstanding trade debts or credits at 31 December (year)? (If “yes”) What was the amount of the residual debt/credit at 31 December (year)?</p> | <p>Liabilities to banks and financial companies +</p> <p>Trade debt +</p> <p>Liabilities to other households</p> |
| Assets | <p>Let us now talk about some form of savings, often used by households. Can you tell us the approximate value on 31 December (year)?</p> <p>On 31 December (year), did the household have credits with relatives or friends not living with the household? (If “Yes”) What was the amount?</p> <p>Did you have any outstanding trade credits at 31-12-(year)? (If “yes”) What was the amount of the residual credit at 31-12-(year)?</p> | <p>Real estate +</p> <p>Business equity +</p> <p>Valuables +</p> <p>Financial assets +</p> <p>Deposits +</p> <p>Government securities +</p> <p>Other securities +</p> <p>Trade credit or credit due from other households</p> |
| Discretionary borrowing | <p>Did the household have any outstanding loans from banks, financial companies or other institutions at 31 December (year) for the purchase or renovation of your principal residence?</p> <p>- Yes 1 (If “Yes”) How many?</p> <p>Loans relating to other properties</p> <p>Did the household have any outstanding loans from banks, financial companies or other institutions at 31 December (year) for the purchase or renovation of other properties?</p> <p>- Yes 1 (If “Yes”) How many?</p> <p>Let us now talk about other loans, such as consumer credit for the purchase of a specific good, usually obtained at the point of sale, or personal loans and “fifth of salary” loans with no declared specific purpose or any other loan for consumer spending. Again, do not consider any loans connected with your business. At the end of (year) did the household have debts with banks or financial companies or for instalment payments?</p> <p>(If “Yes”) How many?</p> <p>c) loans for the purchase of motor vehicles (car, etc.)</p> <p>d) loans for the purchase of furniture, household appliances, etc.</p> | |
| Non-discretionary borrowing | <p>Let us now talk about other loans, such as consumer credit for the purchase of a specific good, usually obtained at the point of sale, or personal loans and “fifth of salary” loans with no declared specific purpose or any other loan for consumer spending. Again, do not consider any loans connected with your business. At the end of (year) did the household have debts with banks or financial companies or for instalment payments?</p> <p>(If “Yes”) How many?</p> <p>e) loans for the purchase of other goods or for daily expenses</p> <p>f) loans for education (university, master’s)</p> | |
| Demographic questions | | |
| Family composition | The household comprised persons, including children | (open number) |

| | | |
|--------------------------|--|-----------------------------|
| Number of income earners | Was (name) employed in (year)? That is, was he/she in paid employment? Refer to the situation in most of (year). | Sum of 1 = yes (vs. 0 = no) |
|--------------------------|--|-----------------------------|

Study 3a

| | | |
|-------------------------------|--|--|
| Financial scarcity | How much was owed on the individual loans at the end of the last year? - Amount of the building society loan at 31.12.(year) - Amount of the mortgage at 31.12.(year) - Amount of the consumer credit loan at 31.12.(year) - Amount of the family loan at 31.12.(year) - Amount of the other loans at 31.12.(year) | (Amount) |
| Income | What is the net average monthly income that you and your partner have received from all these sources in (year) after paying tax and social insurance contributions? | (Amount) Total net average income per month in the year (X): |
| Savings | Could you tell us how much money you and your partner together have saved in the year (X)? | (Amount) Savings in the year (X) |
| Assets | Did you or your partner own one of the following types of asset in December (year)? If so, please state the balance of your assets at the beginning and at the end of the year. - Savings investments such as savings accounts, term accounts or savings plans - Building society savings agreements which have not yet been converted into a loan - Whole life insurance policies, including "dowry" schemes, education insurance and death benefits. - This is not meant to include purely term life insurance policies or direct insurance policies provided via your employer. - Bonds, e.g. saving bonds, mortgage debentures, Federal savings bonds, public sector debentures, corporate bonds pension fund units - Shares and real-estate funds, including listed funds, mixed funds or similar investments - Other assets, e.g. reverse convertible bonds discount certificates, hedge funds, film funds, wind energy funds and other financial innovations | (Amount) |
| Optimistic future perceptions | We would now like to know a little about your views on future developments. Please indicate, according to a scale of 1 to 10. 0 means very negative 10 means very positive. - The economic development of Germany - Your own financial situation - Your own health situation - The health situation of your partner | 0 means very negative 10 means very positive. |
| Impulsiveness | To what extent do the following statement applies to you? Please respond using a scale where 0 means totally unimportant and 10 means very important. When I was a child, I used to spend my pocket money immediately | 0 means totally unimportant and 10 means very important. |

Demographic questions

| | | |
|-------------------|------------------------------|----------------|
| Age | In which year were you born? | |
| Gender (1 = male) | Are you | Male Female |

| | | |
|------------------------------------|--|--|
| Married (1 = yes, 0 = no) | What is your marital status? | Married/living with husband/wife Separated Single Divorced Widowed |
| Have children (1 = yes, 0 = no) | Have you or your partner any children or stepchildren? | Yes No |
| Higher education (1 = yes, 0 = no) | What is the highest general school or college leaving certificate held by you or your partner? | 1. Elementary school leaving examination (Hauptschul-/Volksschulabschluss) 2. Junior high school leaving examination (Mittlere Reife/Realschulabschluss) 3. Year 10 leaving examination (Abschluss Polytechnische Oberschule, 10. Klasse) 4. Entrance standard for higher education (Fachhochschulreife) 5. General senior high school leaving certificate or comparable certificate for University of Applied Sciences (Abitur) |
| Unemployed (1 = yes, 0 = no) | At this present time, do you and your partner work? When we say "employment", we mean any paid work or work generating an income, regardless of how many hours this is. Which of the following statements is most applicable to you and your partner? | 1. Full-time employment working 35 hours or more a week 2. Part-time employment working at least 15 hours but less than 35 hours per week 3. Low level of employment, working less than 15 hours per week 4. Casual work 5. Not employed at all |

Table 3. Study 1a - Odds ratios (95% confidence intervals) in logistic regressions predicting the effect of financial scarcity on discretionary spending

| | Discretionary Spending (Smart phone) | Discretionary Spending (Smart phone or DVD) | Discretionary Spending (Smart phone) | Discretionary Spending (Smart phone or DVD) |
|-----------------------------|--|--|--|--|
| | Model 1 (with controls) | Model 2 (with controls) | Model 1a (without controls) | Model 2a (without controls) |
| VARIABLES | | | | |
| Financial scarcity | 0.405** (0.173) | 0.309* (0.160) | 0.23 (0.16) | 0.118 (0.148) |
| Education | 0.270*** (0.0751) | 0.228*** (0.0710) | | |
| Family composition | -0.0688 (0.0506) | -0.000881 (0.0424) | | |
| Income | 0.480*** (0.141) | 0.507*** (0.129) | | |
| Male (vs. female) | 0.0592 (0.349) | 0.284 (0.326) | | |
| Caste | -0.0547 (0.168) | 0.0150 (0.160) | | |
| Religion | 0.472*** (0.183) | 0.445** (0.182) | | |
| Head of household (vs. not) | 0.0508 (0.336) | -0.0218 (0.312) | | |
| constant | -5.504*** (1.179) | -6.287*** (1.078) | | |
| Observations | 1,106 | 1,106 | 1,106 | 1,106 |

Note: Standard errors in parentheses *** $p < .001$, ** $p < .01$, * $p < .05$

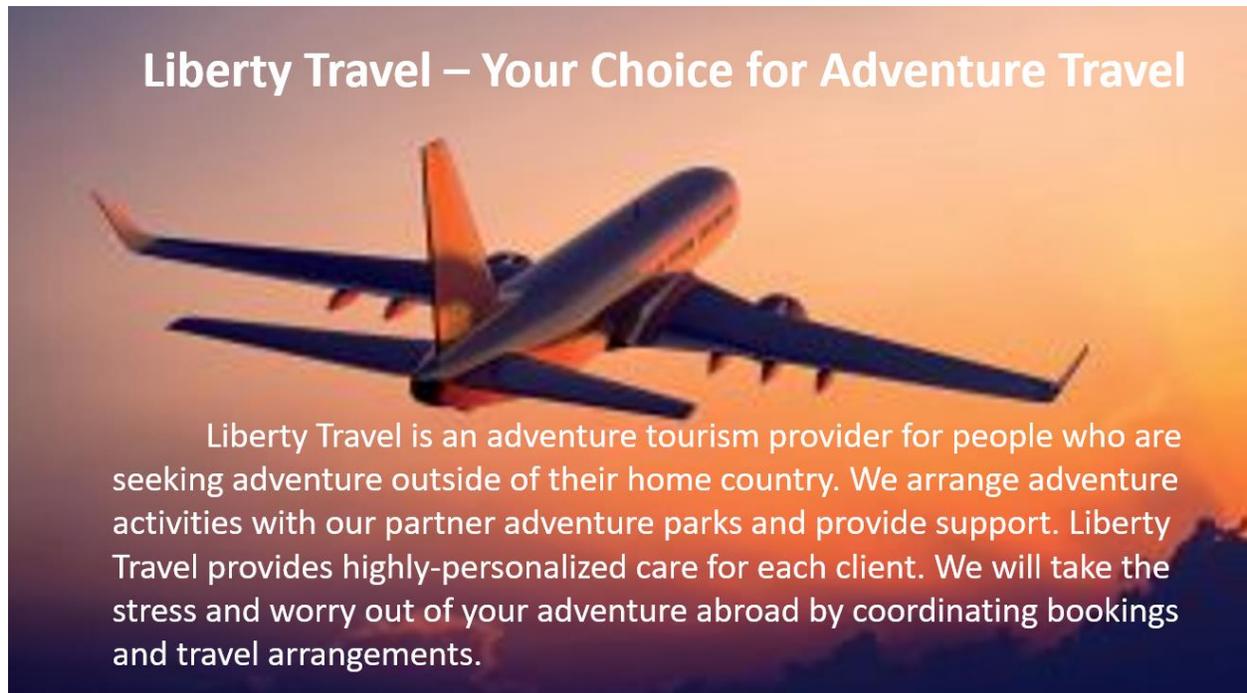
Table 4. Study 1b – The interactive effect of financial scarcity (vs. control) and discretionary (vs. non-discretionary) service condition on attitudes toward the brand

| VARIABLES | Attitudes toward the brand Model 1 | Attitudes toward the brand Model 2 |
|--|--|--|
| Financial scarcity * Discretionary expenditure | 0.841*** (0.266) | 0.561** (0.252) |
| Financial scarcity (1= Financial scarcity, 0=control) | -0.596*** (0.184) | -0.311* (0.173) |
| Discretionary expenditure (1=discretionary, 0=nondiscretionary) | -0.0114 (0.155) | 0.104 (0.142) |
| Gender (male=1) | 0.197 (0.128) | |
| Age | 0.00177 (0.00596) | |
| Income | 1.63e-07 (8.09e-07) | |
| Health problem | 0.0818*** (0.0295) | |
| Constant | 5.038*** (0.307) | 5.564*** (0.102) |
| Observations | 310 | 390 |
| R-squared | 0.080 | 0.028 |

Note: Standard errors in parentheses, *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Study 1b Stimuli

Discretionary Service Condition

A large commercial airplane is shown in flight, viewed from a low angle, against a vibrant sunset sky with orange and yellow hues. The plane is silhouetted against the bright background.

Liberty Travel – Your Choice for Adventure Travel

Liberty Travel is an adventure tourism provider for people who are seeking adventure outside of their home country. We arrange adventure activities with our partner adventure parks and provide support. Liberty Travel provides highly-personalized care for each client. We will take the stress and worry out of your adventure abroad by coordinating bookings and travel arrangements.

Non-discretionary Service Condition

A large commercial airplane is shown in flight, viewed from a low angle, against a vibrant sunset sky with orange and yellow hues. The plane is silhouetted against the bright background.

Liberty Travel – Your Choice for Medical Travel

Liberty Travel is a medical tourism provider for people who are seeking medical treatment outside of their home country. We arrange health procedures with our partner clinics and provide support. Liberty Travel provides highly-personalized care for each client. We will take the stress and worry out of your treatment abroad by coordinating appointments and travel arrangements.

Table 5. Study 2 - Results of regression predicting the relationship between financial scarcity and discretionary borrowing.

| VARIABLES | Discretionary borrowing Model 1 | Non-discretionary borrowing Model 1 | Discretionary borrowing Model 1a | Non-discretionary borrowing Model 2a |
|---|---------------------------------------|---|--|--|
| Financial scarcity (ln) | 0.0781*** (0.00155) | 0.00433*** (0.000660) | 0.0876*** (0.00125) | -0.00204*** (0.000546) |
| Savings (ln) | 0.0136*** (0.00169) | -0.0180*** (0.000719) | | |
| Assets (ln) | -0.00234 (0.00213) | -0.00195** (0.000914) | | |
| Household composition | 0.00411* (0.00221) | -0.000875 (0.000933) | | |
| Percentage of incomers in household | 0.00994*** (0.00316) | 0.000378 (0.00135) | | |
| Constant | -0.105*** (0.0252) | 0.278*** (0.0107) | -0.0597*** (0.0138) | 0.101*** (0.00607) |
| Observations | 39,083 | 39,083 | 53,284 | 53,284 |

Note: Standard errors in parentheses, *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Table 6. Study 3a - Results of regression analyses predicting the effect of financial scarcity on discretionary spending and discretionary investing behavior

| | Investing 5% in shares | Placing whole day's income on a bet | Investing 5% in shares | Placing whole day's income on a bet |
|------------------------------------|----------------------------------|---|---------------------------|---|
| VARIABLES | Model 1 | Model 2 | Model 1a | Model 2a |
| Financial scarcity | 0.0120* (0.00638) | 0.0140** (0.00561) | 0.0308*** (0.00610) | 0.0267*** (0.00531) |
| Income | 0.289*** (0.0441) | 0.153*** (0.0389) | | |
| Savings | 0.0568*** (0.00766) | 0.0190*** (0.00675) | | |
| Assets | Omitted for multicollinearity | Omitted for multicollinearity | | |
| Age | 0.0147*** (0.00223) | 0.0200*** (0.00197) | | |
| Gender (1 = male) | -0.709*** (0.0670) | -0.362*** (0.0589) | | |
| Married (1 = yes, 0 = no) | -0.0655 (0.0729) | -0.143** (0.0642) | | |
| Have children (1 = yes, 0 = no) | 0.0588 (0.0836) | 0.0509 (0.0736) | | |
| Higher education (1 = yes, 0 = no) | 0.353*** (0.0725) | 0.237*** (0.0638) | | |
| Unemployed (1 = yes, 0 = no) | 0.00721 (0.0742) | 0.0969 (0.0654) | | |
| Constant | -0.717** (0.366) | -0.912*** (0.323) | 2.148*** (0.0570) | 1.246*** (0.0486) |
| Observations | 8,933 | 8,933 | 8,933 | 8,933 |
| Number of groups | 6,091 | 6,091 | 6,091 | 6,091 |

Note: Standard errors in parentheses *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Table 7. Study 3b – Effect of financial scarcity on discretionary spending

| VARIABLES | Discretionary spending Model 1 | Discretionary spending Model 2 |
|--|--------------------------------------|--------------------------------------|
| Financial scarcity | 0.312* (0.177) | 0.363** (0.181) |
| Race (white = 1) | 0.348 (0.384) | |
| Race (black = 1) | 0.635 (0.510) | |
| Race (Native American=1) | 0.0414 (0.557) | |
| Race (Asian = 1) | -0.126 (0.374) | |
| Sexual orientation (heterosexual=1) | 0.271 (0.390) | |
| Sexual orientation (homosexual=1) | 0.930 (0.564) | |
| Sexual orientation (bisexual=1) | 0.902** (0.446) | |
| Male | -0.0434 (0.181) | |
| Age | -0.0155* (0.00828) | |
| State of residence | -0.00249 (0.00468) | |
| Political orientation | 0.157*** (0.0472) | |
| Income | -0.0123 (0.0289) | |
| Employed | 0.431 (0.268) | |
| Educational attainment (degree=1) | 0.0878 (0.219) | |
| Constant | 2.598*** (0.703) | 3.460*** (0.118) |
| Observations | 231 | 231 |
| R-squared | 0.164 | 0.017 |

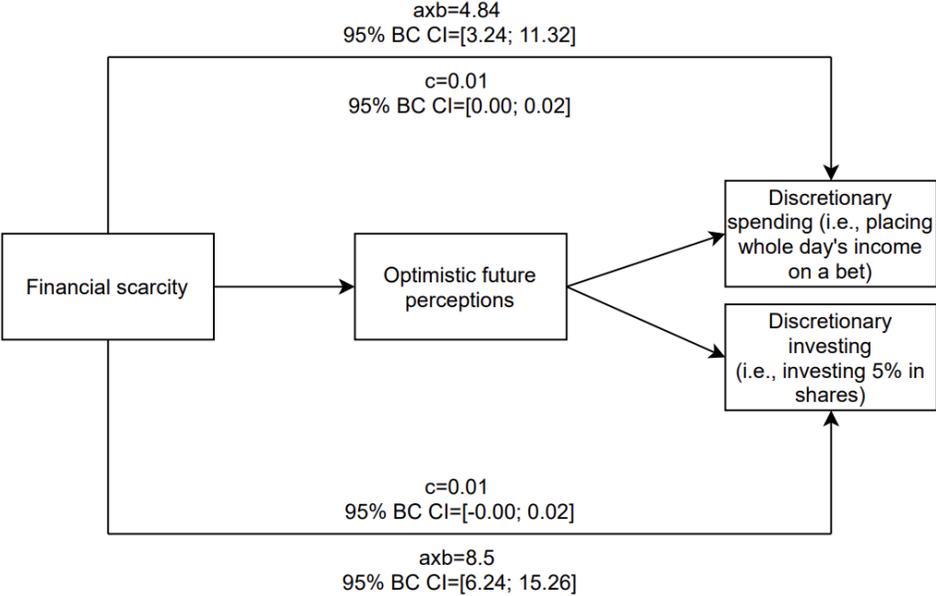
Note: Standard errors in parentheses, *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Table 8. Study 3b – Mediating effect of optimistic future perceptions on the effect of financial scarcity on discretionary spending

| VARIABLES | DV: Discretionary spending c-path | DV: Optimistic future perceptions a-path | DV: Discretionary spending b-path and c'-path |
|--|--------------------------------------|---|--|
| Financial scarcity | 0.312* (0.177) | 0.403** (0.179) | 0.169 (0.168) |
| Optimistic future perceptions | | | 0.354*** (0.0631) |
| Race (white = 1) | 0.348 (0.384) | 0.339 (0.389) | 0.228 (0.360) |
| Race (black = 1) | 0.635 (0.510) | 0.540 (0.515) | 0.444 (0.478) |
| Race (Native American=1) | 0.0414 (0.557) | 0.371 (0.563) | -0.0896 (0.522) |
| Race (Asian = 1) | -0.126 (0.374) | 0.312 (0.378) | -0.236 (0.351) |
| Sexual orientation (heterosexual=1) | 0.271 (0.390) | 0.0165 (0.394) | 0.265 (0.365) |
| Sexual orientation (homosexual=1) | 0.930 (0.564) | 0.131 (0.570) | 0.883* (0.528) |
| Sexual orientation (bisexual=1) | 0.902** (0.446) | -0.187 (0.451) | 0.968** (0.418) |
| Male | -0.0434 (0.181) | 0.106 (0.183) | -0.0811 (0.169) |
| Age | -0.0155* (0.00828) | -0.00434 (0.00837) | -0.0139* (0.00776) |
| State of residence | -0.00249 (0.00468) | -0.00264 (0.00473) | -0.00156 (0.00438) |
| Political orientation | 0.157*** (0.0472) | 0.127*** (0.0477) | 0.112** (0.0449) |
| Income | -0.0123 (0.0289) | -0.0258 (0.0292) | -0.00321 (0.0271) |
| Employed | 0.431 (0.268) | 0.157 (0.271) | 0.375 (0.251) |
| Educational attainment (degree=1) | 0.0878 (0.219) | 0.143 (0.221) | 0.0372 (0.205) |
| Constant | 2.598*** (0.703) | 2.794*** (0.711) | 1.611** (0.682) |
| Observations | 231 | 231 | 231 |
| R-squared | 0.164 | 0.077 | 0.271 |

Note: Standard errors in parentheses, *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Figure 1. Study 3a - Mediating effect of optimistic future perceptions on discretionary spending and discretionary investing



Notes

Study 1b

Participants answered the following attention check question: “It is important that you pay attention to this survey. Please tick "strongly disagree".” The responses of those participants that failed the attention check question are removed from the analyses.

Study 2

Student loans, which are educational costs, are nondiscretionary expenses because they are part of fixed expenses (<https://www.thebalance.com/discretionary-expense-definition-1293678>).

Study 3a

Betting is considered to be a proxy for discretionary spending because it is an expense that is incurred at the discretion of the consumer (Millennials Spending Less Money ‘On The Casino Floor’ | by Fitch | Why? Forum | Medium).

Investing is considered to be a discretionary expense because it is incurred at the discretion of the consumer (Retrieved from: Discretionary Investment Management).