



WARWICK

GLOBAL RESEARCH PRIORITIES
BEHAVIOUR, BRAIN & SOCIETY

DR@W Forum Presents: Ta Vejpattarasiri (WBS)

Are Individuals with Internal Locus of Control More Nudgeable? Evidence from a Survey Experiment on Saving Behaviour

This paper uses hypothetical questions to analyse the relationship between individuals' locus of control and their nudgeability in saving behaviour, specifically saving in the pension fund. Locus of control is a personality trait that captures a perception of a causal relationship between an individual's behaviour and its consequences. While 'internals' are those who perceive that they can control their own destiny, 'externals' are those who perceive that consequences are being controlled by fate, luck, chance, or powerful others.

Past research shows a significant relationship between internal locus of control and many pro-self behaviours (e.g., eat healthily, invest in education, be resilient during hardship, and have better personal finance). This paper studies whether locus of control is also a moderator of an individual's nudgeability in saving behaviour.

Date/Time

Thursday 23rd January 2020

2.30 pm – 3.45 pm

Location

Library, Wolfson 3

