

# Impact of culture in financial literacy and behaviours



*Dr Pushpa Wood ONZM  
Director  
Westpac Massey Fin-Ed Centre  
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A photograph of two business professionals in an office setting. A man in a dark suit and striped shirt is leaning over a desk, looking at a laptop screen displaying a financial chart. Another person's hand, holding a black pen, is visible on the right side of the frame, pointing towards the chart. The background shows office shelves with binders. The image is framed by green geometric shapes on the left and right sides.

# Relationship between Culture and Money

# Introduction

- ▶ 516 responses (27.98% male, 72.02% female)
- ▶ Majority of respondents from NZ but also included people from India and UK
- ▶ Participation entirely voluntary and people were encouraged to participate through various networks
- ▶ Main objective was to understand the extent to which culture influences people's attitude to money

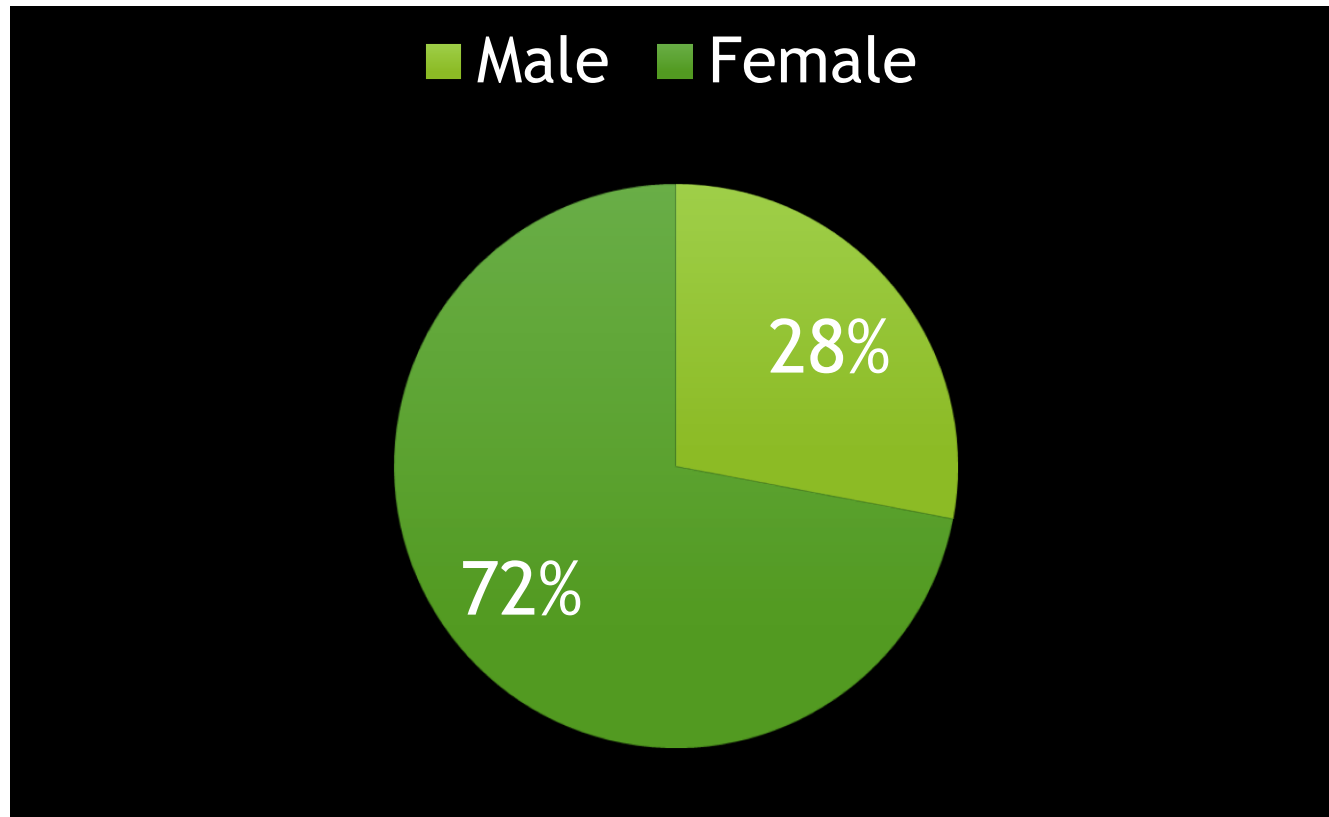
# Demographpics



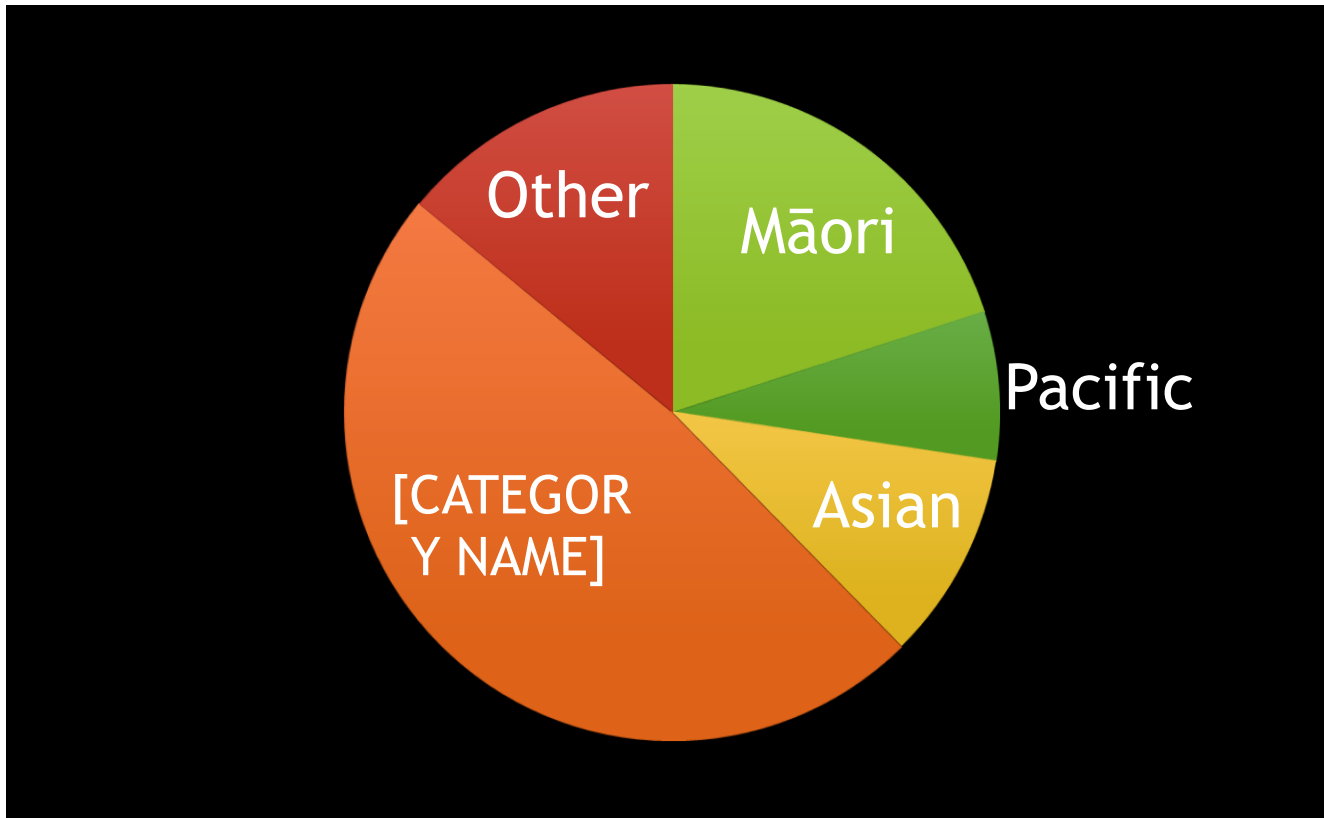
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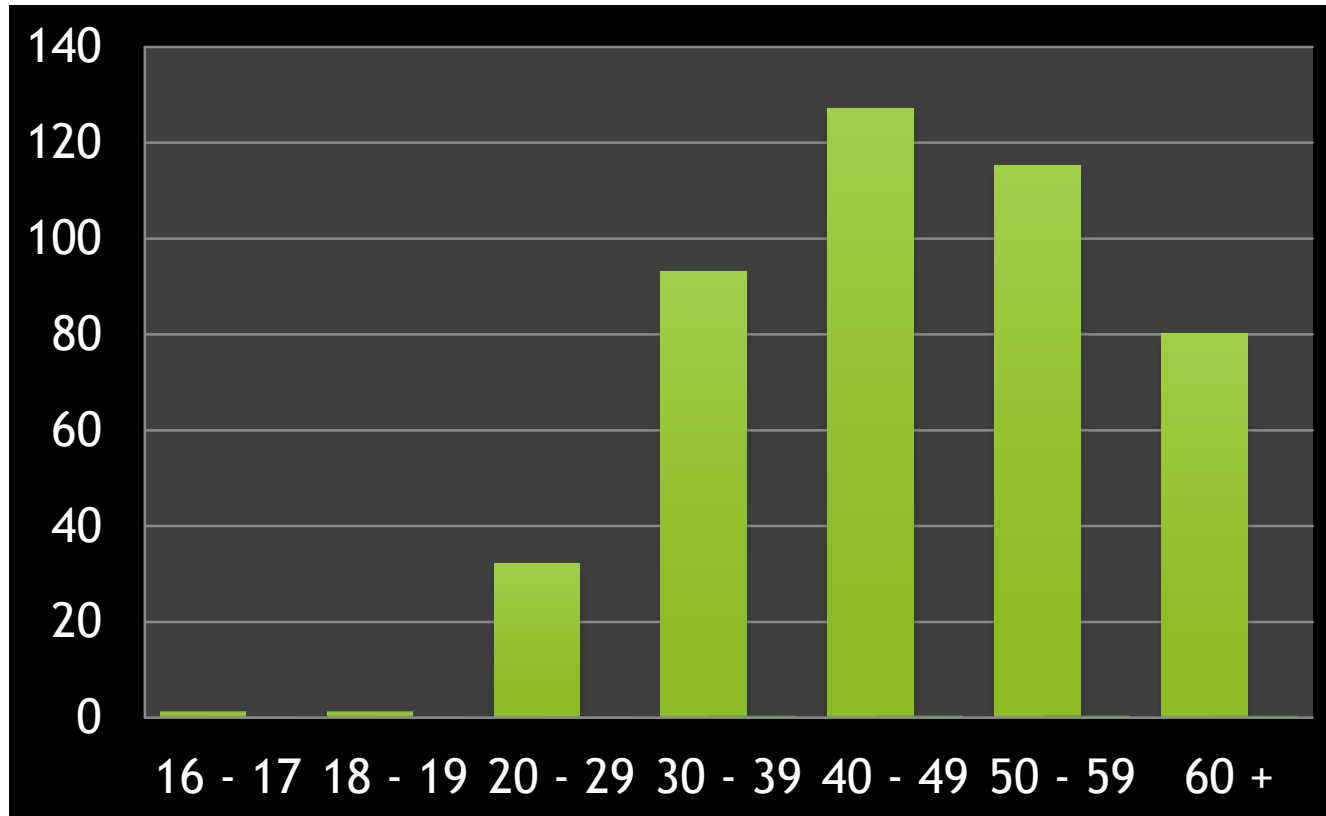
# Gender



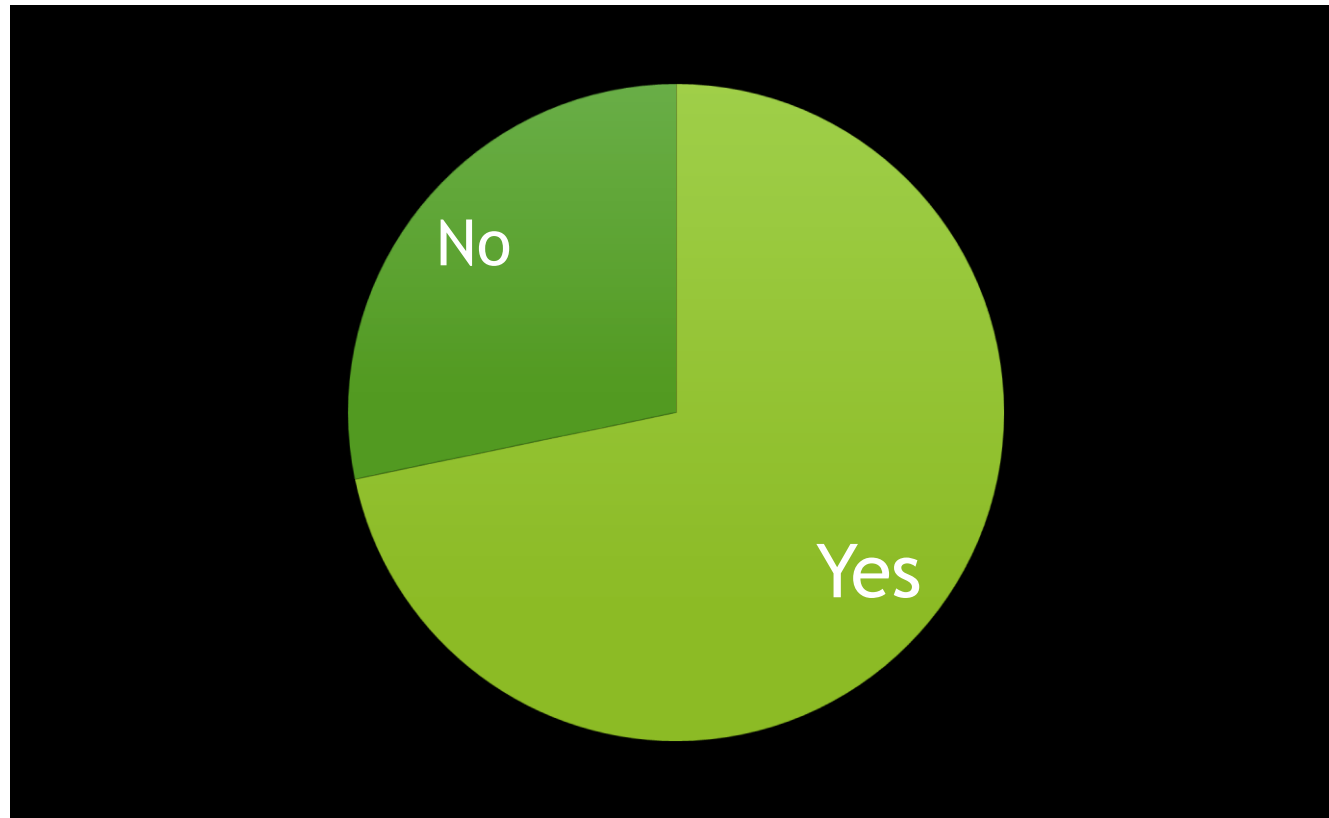
# Ethnicity



# Age



# Q4 Does culture affect your attitude to wealth?





# Money & Wealth - Are they same?



# Definition of Money- in participants' words

- ▶ *“Money is a currency for trading. Money does not equal to having wealth, such as in the case when money earned barely covers basic living expenses”.*
- ▶ *“The source of greed and misery across the planet”.*

# Definition of Wealth-in participants' words

- ▶ *“Wealth is the wellbeing - links finances to physical, spiritual, mental & emotional wellbeing”.*
- ▶ *“Wealth is what you build along the way while in your active years of working, which will generate money as and when you will need when you are retired”.*

# Definition of Wealth-in participants' words

- ▶ *“Wealth can be measured using non-monetary units and are often heavily influenced by not only one’s own culture but also the societal standards of the day”.*
- ▶ *“Wealth is a wider and more meaningful concept, and incorporates both financial resources, as well as other quality dimensions of lifestyle”.*

# Influence of culture on attitude to money & wealth?

- ▶ *“I grew up poor and I kind of don’t expect to get rich easily (my culture = lower middle class)”.*
- ▶ *“My culture looks at wealth not in terms of money but rather relationships - being able to give, thinking of others before oneself and living in harmony with others.”*

# Influence of culture on attitude to money & wealth?

- ▶ *“Pasifika culture places a lot of value on community, and while having money or wealth is important to the way we live here in NZ - a common story told by parents or grandparents to their children is that back in the islands, although they weren’t rich or had much money, they were happy and they got by”.*

# Influence of culture on attitude to money & wealth?

- ▶ *“I think I was brought up to believe that wealth was my birth right. Even though life has proved otherwise, I still feel that vast sums of money will somehow find their way to me.”*

**डा. पुष्पा भारद्वाज-वुड**

*Dr Pushpa Wood ONZM*

Director

**Westpac Massey Fin-Ed Centre**

**Massey University**

**Wellington**

Phone: +64 4 979 3560

Mobile: +64 21755 813

[P.Wood@massey.ac.nz](mailto:P.Wood@massey.ac.nz)

<http://fin-ed.massey.ac.nz>