

WHY DO THEY KEEP ENGAGING WITH THE SCAMMER?

Understanding the “Why” Behind the Behavior

IT’S ABOUT NEEDS

When someone continues communicating with a scammer, even after warnings, losses, or clear evidence, it can be confusing, frustrating, and even alarming to those around them. But this behavior is not about intelligence, stubbornness, or “falling for it.” It’s about needs.

At a basic level, *all human behavior meets a need.*

If we want the behavior to change, we first have to understand what need is being met.

WHY IT’S HARD TO WALK AWAY

If someone showed up for you every day, listened to you, and made you feel like you mattered...it wouldn’t be easy to just cut that off.

It FEELS real: Good morning texts. Check-ins. Someone who listens. That kind of connection is hard to let go of, even when it’s not real.

That loss can feel like:

- Grief
- Withdrawal
- Emptiness
- Shame

In many cases, the emotional loss feels bigger than the financial risk.



WHAT NEEDS MIGHT THE SCAMMER BE FILLING?

Scammers are highly skilled at identifying and *exploiting* emotional and psychological needs.

Connection

Someone who talks to them every day, makes them feel like they matter, and less alone.

Validation

Someone who compliments them, reassures them, and makes them feel special or valued.

Hope

Someone who gives them something to look forward to, a relationship, a future, or a way out of their situation.

Purpose

Someone who needs them, relies on them, or makes them feel important in someone else’s life.

Escape

Someone who helps them forget stress, loneliness, or pain; even for a little while.

How *you respond* can either increase isolation—or create an *opening for change.*



Ask Yourself...

“What is this relationship giving them that they’re not getting elsewhere?”