What is Money? A look at Attitudes of Undergraduates towards Money
เงินคืออะไร ทัศนคติและความหมายของเงินในมุมมองกลุ่มนักศึกษามหาวิทยาลัย

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บทคัดย่อ

งานศึกษาวิจัยครั้งนี้เก็บข้อมูลเมื่อวันที่ 5-9 กรกฎาคม 2553 เพื่อวิเคราะห์ทัศนคติเกี่ยวกับเงินของกลุ่มตัวอย่างนักศึกษาสาขาต่างๆ ในมหาวิทยาลัยสงขลานครินทร์จำนวน 364 คน ผลการวิเคราะห์องค์ประกอบ (Factor Analysis) ด้านมุมมองของเงินโดยใช้คำถามจาก Lim and Teo's (1997) money attitudes scale เพื่อวัดความคิดเห็นของกลุ่มแสดงให้เห็นว่าทัศนคติต่อเงินมีนัยสำคัญต่อการวิจัยครั้งนี้ การวิเคราะห์การถดถอยโดยวิธี Logistic Regression ระบุว่าจากความหมายคุณลักษณะของเงินทั้ง 8 ด้าน กลุ่มนักศึกษาชายเท่านั้นที่เห็นเงินเป็นสิ่งบ่งบอกถึงพลังอำนาจและกลุ่มนักศึกษาปีที่ 4 เท่านั้นที่คิดเรื่องเงินอย่างจริงจัง ผลวิจัยสะท้อนให้เห็นถึงค่านิยมและบทบาทการเป็นผู้นำของเพศชายในครอบครัวและความกังวลด้านการเงินของกลุ่มที่ใกล้เริ่มเข้าวัยทำงาน อย่างไรก็ตาม ผลการวิจัยในครั้งนี้แตกต่างจากผลศึกษาทัศนคติของเงินในกลุ่มตัวอย่างนักศึกษาในประเทศสิงคโปร์ซึ่งพบว่า นักศึกษาชายมองเงินเป็นสิ่งที่ใช้ในการประเมินความสามารถของตน นอกจากนี้ งานวิจัยอีกชิ้นซึ่งศึกษากลุ่มวัยทำงานในกรุงเทพมหานครไม่พบความแตกต่างในมุมมองของเงินกับทั้งเพศชายและหญิง ดังนั้น งานวิจัยครั้งนี้บ่งบอกถึงการเปลี่ยนแปลงของความหมายของเงินในมุมมองของกลุ่มนักศึกษาผู้จะก้าวเข้าสู่วัยทำงาน ทั้งนี้มีผลโดยตรงต่อทัศนคติในการใช้ชีวิตการใช้เงินและการทำงานของกลุ่มในอนาคต

คำสำคัญ: ทัศนคติและความหมายของเงิน นักศึกษามหาวิทยาลัย

Abstract

This study investigates Thai undergraduate students' attitudes towards money, using Lim and Teo's (1997) money attitudes scale. Data collection was conducted during July 5-9, 2010 on a sample of 364 undergraduate students attending management courses at Prince of Songkla University in Thailand. Factor analysis confirmed all eight money attitude dimensions to be distinct and relevant. Specifically, logistic regression analysis distinguished gender differences on the power money dimension and noted the impact of year of study (cohort) on the obsession dimension. The results indicated males to be more likely to view money as a source of power and the seniors (final year students) to be obsessed with money. This reflects men's values and role in the family associated with power and leadership, and student preoccupation with money matters as they mature and prepare to leave school for the workplace. However, this is in contrast with Lim and Teo's (1997: 378) findings conducted on a sample of Singaporean undergraduates, which indicated males viewed money as a tool for evaluation. Additionally, a study on a sample of working adults in Bangkok did not find significant differences in money perception between the two gender groups. This opens up discussions on the observations and unique characteristics of the undergraduate sample, and offers better understanding of the young adults' outlook on money. Such insights are of practical importance, given that money affects personal lives, financial management and work performance.

Keywords: Money Attitudes; Thai Undergraduates

1. Introduction

Money attitudes can be depicted as the frame of reference of the meaning of money in one's everyday life (Tang, 1995: 809). Besides the everyday use as a means of exchange, money has been associated with emotional and psychological values (Hanley and Wilhelm, 1991: 9). The role of money remains important, especially so in the functions of work performance: reward system and work motivational patterns may be shaped by money attitudes (Furnham, Kirkaldy and Lynn, 1994: 125; Tang, 1993: 93). In practice, the understanding of people's attitudes towards money contributes significantly in designing employee compensation packages as well as in the field of industrial and organizational psychology (Lim and Teo, 1997: 370).

Money can function as a motivator (Gupta and Shaw, 1998: 28) as well as a hygiene factor for different people (Kohn, 1993: 54; Pfeffer, 1998: 118). Tang (1995: 809-810) acknowledges that such attitudes affect spending habits, work performance, political ideology, charitable giving, and attitudes regarding the environment. Importantly, it has been argued to have an impact on a country's economic growth. People respond with greater efforts at work when offered financial incentives (Lynn, 1993: 510-511). While a considerable amount of research has been focusing on the meaning of money to people in the Western context, research in a non-Western context is relatively sparse (Lim and Teo, 1997: 370). This study, therefore, attempts to offer another Asian perspective in a Thai setting to examine and understand those psychological factors which organizations could use to anticipate the orientations of soon-to-be workforce individuals.

2. Literature Review

Money attitudes are multi-dimensional (Furnham, 1984: 503). Symbolic meanings of money attitudes are affected by cultural backgrounds (Tang, 1993: 94), various primary socialization agents such as parental income, education, social class, as well as secondary socialization agents such as mass media (Tang and Gilbert, 1995:

327). Besides, money attitudes established early in childhood remain fairly consistent (Tang and Gilbert, 1995: 327) and may be used as a 'frame of reference' to examine everyday lives (Tang, Tang and Arocas, 2005: 604). Despite extensive studies on money attitudes, no single common conclusive results could be finalized regarding determinant demographic characteristics.

The earlier research works attempted to develop psychometric instruments used to measure different aspects of money attitudes (Lim, Teo and Loo, 2003: 412). Such scales are namely Yamauchi & Templer's (1982: 523-525) Money Attitude Scale (MAS), Furnham's (1984: 503) Money Beliefs and Behaviors Scale (MBBS) and Tang's (1992: 198-199) Money Ethics Scale (MES). While those measurement scales were separately tested on western samples, Lim and Teo's (1997: 372-373) formed a new eight-factor scale, tested for parsimony with higher explained variance. It integrated items and provided a further refinement to the dimensions yielded by other existing money scales (Lim and Teo, 1997: 372). Essentially, the new instrument measures and explains the eight money attitudes dimensions: (1) obsession (individuals' preoccupation with thoughts of money), (2) power (the extent that people feel that money is a source of power), (3) budget

(people's ability to use money prudently as well as to save it), (4) achievement (the extent individuals perceive the amount of money earned as an indicator of success), (5) evaluation (the extent to which individuals use money as a yardstick of comparison with others), (6) anxiety (the extent to which people worry about money), (7) retention (the pathological tendency of individuals to refrain from spending money), and (8) non-generous (the extent to which individuals are unlikely to donate to charity). The scale was used to examine the meaning of money on a sample of undergraduate students in Singapore and showed gender difference to be distinct on the evaluation factor. It was congruent with Lynn's (1993: 507) study, which corroborated that men placed a higher value on money as a result of their competitive nature. Lim and Teo (1997: 370) also mentioned the role of primary breadwinner to induce men to use money as a yardstick for judgment of financial abilities. In the Thailand context, a research conducted among adult credit card holders found no significant differences in money attitudes among the respondents (Jirotmontree, 2010: 81). This discrepancy reflected the notion that money could mean different things to different people based on backgrounds and experiences (Wernimont and Fitzpatrick, 1972: 224). Besides, many researches have shown varied findings on

differences among the sexes in such money perception (Lim and Teo, 1997: 370).

With regards to the study of money attitudes on work performance, Tang, Kim and Tang (2000: 216) noted money to be an instrument of commerce and the measure of value. The importance attached to money is one's motive to outperform others. At work places, workers' beliefs about money are clearly related to their actual economic behaviour (Furnham and Argyle, 1998) and can be used to motivate employees. Money is, thus, regarded to be related to important reasons for turnover in companies (Campion, 1991: 202). Therefore, the study of people's attitudes toward money can not be ignored by managers in personnel and human resource management (Tang and Gilbert, 1995: 327).

3. Methodology

3.1 Data Collection

The original target research sample consisted of 380 undergraduate students attending management courses at Prince of Songkla University. Participation in this study was voluntary and conducted outside class hours. Data collection was carried out during the first week of July 2010 for five consecutive days (from July 5-9) and a total of 364 fully-completed and useable survey forms were available for analysis.

3.2 Measures

The study used a 38-question survey in Thai language (Appendix 1), carefully divided into two sections: demographics and financial information (7 questions) and money attitudes (31 questions). The study adopted the money scale of Lim and Teo (1997: 376-377) to investigate eight money attitude dimensions. It hoped to ascertain how differences in gender (i.e. male VS female) and cohort (i.e. the first to third year students VS the final year students) affect the perception of money among these young adults. Research hypotheses are shown in Table 1.

Table 1 Research Hypotheses

Gender	Cohort
H1.1: Gender is related to obsession money attitude dimension	H2.1: Cohort difference is related to obsession money attitude dimension
H1.2: Gender is related to power money attitude dimension	H2.2: Cohort difference is related to power money attitude dimension
H1.3: Gender is related to budget money attitude dimension	H2.3: Cohort difference is related to budget money attitude dimension
H1.4: Gender is related to achievement money attitude dimension	H2.4: Cohort difference is related to achievement money attitude dimension
H1.5: Gender is related to evaluation money attitude dimension	H2.5: Cohort difference is related to evaluation money attitude dimension
H1.6: Gender is related to anxiety money attitude dimension	H2.6: Cohort difference is related to anxiety money attitude dimension
H1.7: Gender is related to retention money attitude dimension	H2.7: Cohort difference is related to retention money attitude dimension
H1.8: Gender is related to non-generous money attitude dimension	H2.8: Cohort difference is related to non-generous money attitude dimension

4. Analyses and Results

4.1 Descriptive Results

Table 2 shows the breakdowns of respondents' demographics and financial information. The final sample consisted of 108 male and 256 female students. The majority of respondents were final year students. The largest groups of students were from the marketing (21.7%) and ICM department (22.0%). When asked about their monthly spending, the main stream of the group indicated their expenditure amount to be 3,001-4,000 baht (26.1%), 4,001-5,000 baht (28.5%) and above 5,000 baht (23.1%). The majority of the respondents did not incur any debt and saved less than 1,000 baht each month.

4.2 Scale Reliability

A reliability check was conducted on the survey data. All eight money dimensions generated Cronbach's alpha of above 0.70 (Table 3). Looking at the mean inter-item correlations, all dimensions produced acceptable values of above 0.30. This confirms the suitability of the scale used in measuring money attitudes for this study.

4.3 Factor Analysis

Confirmatory Factor Analysis (CFA) was conducted to identify representative variables for money attitude construct (Table 3). The questions were extracted and loaded into eight respective money attitude components with all factors loadings above 0.70 and communalities over 0.50. The study acquired all eight distinct factors of money attitudes according to Lim and Teo's (1997) original money attitudes scale. This demonstrates the validity and relevance of the scale in identifying distinctive money attitude dimensions for the current sample.

4.4 Logistic Regression Assessment

To test the hypothesized relationships, logistic regression analyses for gender and cohort differences were conducted on each of the eight proposed money attitude dimensions (Table 4). The study confirmed gender to be significantly related to only the power dimension (b = -0.513, p < 0.01). The negative coefficient indicates that male students, rather than females, view money as a tool of power. Therefore, H1.2 is accepted. In addition, the results pointed out cohort difference to be significant in the obsession money dimension (b = 0.299, p < 0.05) and denoted the final year students to be more preoccupied with thoughts of money. Hence, H2.1 is also supported.

5. Conclusions

This study identified gender to be inversely related to the power money attitude dimension, indicating that male students

perceive money as a tool of power. This is in contrast to Lim and Teo's (1997: 370) original investigation of a Singaporean undergraduate sample, which instead, found money evaluation dimension to be significant. A plausible explanation for Thai male's regard for power is rooted in gender roles in Thai society. Financially stronger males are generally viewed to be more capable and hold powerful positions in the family and workplace. The amounts of money and earnings are thus viewed as an indicator of power, which depicts some amount of authority. Just like an old Thai proverb that refers a female's role to resemble the hind legs of an elephant (Pinyuchon and Gray, 1997: 214), Thai women are traditionally bestowed a less powerful position in society. Additionally, the results from cohort analysis which found senior students to be more obsessed with money implies their thinking of soon-to-enter-workforce situation. The final year students are reflecting on their future and work performance earnings. Stepping out of the university into an adult working environment means a big responsibility. These students are well aware that their dependence on parent's financial support will soon be over and they must prepare to compete in the real world. These soon-to-enter-workforce individuals think more seriously about money matters, which will come to play a bigger role in their lives.

6. Discussions

This research has confirmed gender and cohort differences on power and obsession with money attitude dimensions respectively, and offered plausible explanations for the outcomes. In the sample, male students viewed money as a tool of power and the seniors showed a higher tendency to be preoccupied about money than the rest of the groups. However, the study did not establish any significant gender differences in the evaluation dimension as noted in Lim and Teo's (1997: 370) Singaporean undergraduate sample. Our research finding agrees with Lynn (1993: 508), who asserted that men place a higher value on money, and which could be attributed to male's competitive nature. On the other hand, Lim, Teo and Loo (2003: 422) maintained women have a greater tendency to view money as a form of evaluation. Looking at this finding, Thai male and female students have shown equally to place emphasis on money valuation and to use money as a means of comparison or evaluation. Such reflection could be attributed to Asian virtue of industriousness, which rewards the amount of hard work and success accomplished. Equally, males and females perceive money and earnings, a symbol of accomplishment, as a tool not only for self-evaluation but also for others to

evaluate them.

Just like Lim and Teo (1997: 379), this study did not find significant gender differences in the achievement money dimension. This was acknowledged to be attributed to the influence of westernized culture where employment opportunities and the reward system are based predominantly on merits. The industriousness ideology plays a part in driving individuals to accept monetary rewards as a direct measurement of the level of their performance. Both males and females feel equally that they would be equitably rewarded based on their labor.

Further, as in Lim and Teo (1997: 379), this study did not find gender differences in the financial anxiety dimension in the sample of Thai university students. This means that males and females are equally worried about money. Nonetheless, when the scale was tested on a group of working adults in Singapore, Lim, Teo and Loo (2003: 422) found that men, in general, were more anxious about financial matters. The study could well infer that, unlike the working adults, university students have not yet assumed full responsibilities for their finances. They are thus less likely to show anxiety or to become more conscious of the need to make ends meet or shoulder familial responsibilities.

Lastly, the study did not find any significant gender difference in the obsession, retention, budget and non-generous dimensions. This is in line with Lim and Teo's (1997: 378-382) original study. This reflects the nature of university students who are financially dependent on their parents and generally do not shoulder any family financial responsibilities. While it is reasonable to expect working adults to be more budget-conscious and retentive with money (Lim, Teo and Loo, 2003: 422), university graduates are less likely to exercise care with money they obtained from parents and become just as budget-conscious as the working adults. Simply, the discernment of care for hard-earned money is not felt by the research sample. Though several studies found gender, specifically females, to be related to the non-generous money attitudes dimension, this study observed both male and females to be equally likely to donate. In Thailand's context, it is not surprising to find both genders exhibit this kind and considerate gesture. Thai society is largely influenced by Buddhist religious practices whereby customs of visiting temples, making offerings and merit are widely familiar among the masses. Therefore, the making if donations and offerings are not deemed restricted to any of the genders.

In particular, the understanding of undergraduate attitudes towards money is

important as these young individuals will soon enter the workforce. Organizations could tailor pay-for-performance compensation packages to draw capable energetic young employees who are driven by attractive remuneration. The outlook on the symbolic meanings of money will not only shape their personal and working lives but also affect work performance (Tang, 1995: 809) and the organizations could appreciate this viewpoint in orientating the new group of workforce into the organizational culture. Nonetheless, such a money attitude standpoint may change when they mature and enter their working lives. The later experiences may then exert stronger influences and mitigate the impact of demographic factors on their attitudes towards money (Jirotmontree, 2010: 75). The reasons for such deviations are beyond the scope of this research. The researcher hopes to extend the findings to a larger group sample to increase the generizability and representativeness of the results. With different geographical locations, differences in money outlooks can be observed and examined. The validity of this scale could be usefully expanded and applied on different respondent groups, for instance, to track changes in the students' attitudes before and after entering the workforce, to investigate employed and unemployed individuals or to compare those from different occupational groups of business sectors.

Table 2 Descriptive Statistics

Variable		Frequency	% of total
1. Gender			
	Male	108	29.7
	Female	256	70.3
	Total	<u>364</u>	<u>100.0</u>
2. Year of Study			
	Year 1	60	16.5
	Year 2	74	20.3
	Year 3	79	21.7
	Year 4	151	41.5
	Total	<u>364</u>	<u>100.0</u>

Table 2 Descriptive Statistics (cont.)

Variable	Frequency	% of total
3. Department of Study		
Insurance	23	6.3
Electronic Commerce (E-Commerce)	13	3.6
Accounting Information System (AIS)	52	14.3
Tourism	66	18.1
Accounting	51	14.0
Marketing	79	21.7
Information and Computer Management (ICM)	80	22.0
Total	364	100.0
4. Monthly Spending		
Below 1,000 baht	17	4.7
1,000 - 2,000 baht	17	4.7
2,001 - 3,000 baht	47	12.9
3,001 - 4,000 baht	95	26.1
4,001 - 5,000 baht	104	28.5
Above 5,000 baht	84	23.1
Total	364	100.0
5. Debt Status		
No debt	291	79.9
Below 1,000 baht	35	9.6
1,000 - 2,000 baht	8	2.2
2,001 - 3,000 baht	4	1.1
3,001 - 4,000 baht	5	1.4
Above 5,000 baht	20	5.5
Total	364	100.0
6. Monthly Savings		
Below 500 baht	239	65.7
500 - 1,000 baht	90	24.7
1,001 - 1,500 baht	20	5.5
1,501 - 2,000 baht	6	1.6
2,001 - 2,500 baht	5	1.4
Above 2,500 baht	4	1.1
Total	364	100.0

Table 3 Key Dimensions, Items and Factor Loadings

Money Attitudes	Factor Loadings	Communalities
Factor 1 (The beliefs that money can solve all problems)		
Alpha=0.8584, Inter-item Correlation=0.3656		
Obsession__1	0.727	0.529
Obsession__2	0.710	0.504
Obsession__3	0.819	0.671
Obsession__4	0.743	0.552
Obsession__5	0.710	0.504
Obsession__6	0.753	0.567
Obsession__7	0.705	0.501
Factor 2 (The beliefs that money gives power, autonomy and freedom)		
Alpha=0.8483, Inter-item Correlation=0.4266		
Power__1	0.725	0.525
Power__2	0.810	0.656
Power__3	0.867	0.751
Power__4	0.752	0.565
Power__5	0.787	0.619
Factor 3 (Prudent use of money and the need to save)		
Alpha=0.8235, Inter-item Correlation=0.4367		
Budget__1	0.774	0.599
Budget__2	0.886	0.786
Budget__3	0.856	0.734
Budget__4	0.712	0.507
Factor 4 (Reflections of money as one's achievement or ability)		
Alpha=0.8151, Inter-item Correlation=0.4260		
Achievement__1	0.847	0.718
Achievement__2	0.867	0.752
Achievement__3	0.746	0.556
Achievement__4	0.750	0.562
Factor 5 (The use of money as a standard of comparison with others)		
Alpha=0.7127, Inter-item Correlation=0.3556		
Evaluation__1	0.809	0.655
Evaluation__2	0.795	0.632
Evaluation__3	0.790	0.624

Table 3 Key Dimensions, Items and Factor Loadings (cont.)

Money Attitudes	Factor Loadings	Communalities
Factor 6 (The worries about one's finances)		
Alpha=0.7011, Inter-item Correlation=0.3317		
Anxiety__1	0.803	0.645
Anxiety__2	0.843	0.710
Anxiety__3	0.717	0.514
Factor 7 (Extreme caution and guilt with the use of money)		
Alpha=0.7339, Inter-item Correlation=0.3783		
Retention__1	0.814	0.663
Retention__2	0.869	0.755
Retention__3	0.738	0.545
Factor 8 (Contributions and donations of money)		
Alpha=0.7188, Inter-item Correlation=0.4619		
Non-generous__1	0.884	0.781
Non-generous__2	0.884	0.781

Note: Factor analysis extracted factors based on eigenvalues > 1 to form 1 component only

Table 4 Logistic Regression Analysis

Key Dimensions	Gender			Cohort		
	b	s.e.	Wald	b	s.e.	Wald
Factor 1: Obsession	0.068	0.156	0.192	0.299*	0.144	4.301
Factor 2: Power	-0.513**	0.178	8.307	-0.160	0.149	1.143
Factor 3: Budget	0.053	0.142	0.141	-0.163	0.131	1.548
Factor 4: Achievement	0.210	0.157	1.788	-0.131	0.142	0.850
Factor 5: Evaluation	0.109	0.145	0.558	-0.155	0.132	1.378
Factor 6: Anxiety	-0.292	0.165	3.151	-0.019	0.151	0.016
Factor 7: Retention	0.221	0.146	2.290	0.136	0.134	1.021
Factor 8: Non-generous	0.116	0.129	0.812	-0.021	0.118	0.031
Constant	0.912	0.120	57.909	-0.354	0.108	10.700
Percentage correctly classified	*70.3*			*61.5*		

Notes: *p < 0.05, **p < 0.01

The gender variables are dichotomous and coded 0 if male and 1 if female.

The cohort variables are dichotomous and coded 0 if year one to three and 1 if year four (seniors).

APPENDIX 1

RESEARCH QUESTIONNAIRE (THAI)

<div align="center">

แบบสอบถามงานวิจัย
ทัศนคติเกี่ยวกับเงิน

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ส่วนที่ 1: กรุณาทำเครื่องหมาย ✓ ในช่อง ❏ ที่ท่านต้องการเลือก

1. เพศ:
    - ❏ ชาย
    - ❏ หญิง

2. ชั้นปีที่ศึกษา:
    - ❏ ปี 1
    - ❏ ปี 3
    - ❏ ปี 2
    - ❏ ปี 4

3. หลักสูตรสาขา:
    - ❏ การประกันภัย
    - ❏ การพาณิชย์อิเล็กทรอนิกส์
    - ❏ ระบบสารสนเทศการบัญชี
    - ❏ การจัดการการท่องเที่ยว
    - ❏ การบัญชี
    - ❏ การตลาด
    - ❏ การจัดการสารสนเทศและคอมพิวเตอร์

4. รายจ่ายส่วนตัวต่อเดือน (ไม่รวมรายการเกี่ยวข้องกับมหาวิทยาลัย เช่น ค่าลงทะเบียนเรียน):
    - ❏ ต่ำกว่า 1,000 บาท
    - ❏ 1,000-2,000 บาท
    - ❏ 2,001-3,000 บาท
    - ❏ 3,001-4,000 บาท
    - ❏ 4,001-5,000 บาท
    - ❏ มากกว่า 5,000 บาท

5. สถานะรายการหนี้สิน/การยืมเงินส่วนตัว ณ ปัจจุบัน:
    - ❏ ไม่มี
    - ❏ มีต่ำกว่า 1,000 บาท
    - ❏ 1,000-2,000 บาท
    - ❏ 2,001-3,000 บาท
    - ❏ 3,001-4,000 บาท
    - ❏ 4,001-5,000 บาท
    - ❏ มากกว่า 5,000 บาท

6. ปริมาณการออมเงินต่อเดือน:
    - ❏ ต่ำกว่า 500 บาท
    - ❏ 500-1,000 บาท
    - ❏ 1,001-1,500 บาท
    - ❏ 1,501-2,000 บาท
    - ❏ 2,001-2,500 บาท
    - ❏ มากกว่า 2,500 บาท

7. แหล่งที่มาของเงินใช้จ่าย (เลือกได้มากกว่า 1 ข้อ)
    - ❏ พ่อแม่
    - ❏ ทำงานพิเศษ
    - ❏ ญาติพี่น้อง
    - ❏ เงินตัวเอง
    - ❏ พี่น้อง
    - ❏ กู้ยืมจากแหล่งอื่น (โปรดระบุ _____)
    - ❏ เพื่อน
    - ❏ ทุนการศึกษา (โปรดระบุ _____)
    - ❏ การลงทุน
    - ❏ อื่นๆ (โปรดระบุ _____)
    - ❏ การพนัน

ส่วนที่ 2: โปรดแสดงความคิดเห็นกับประโยคต่อไปนี้เกี่ยวกับความสำคัญและความจำเป็นของเงินและหนี้สิน โดย <u>**วงกลมเลือกระดับความเห็นระดับ 1 ถึง 7 กับประโยคนั้นๆ**</u>

1=ไม่เห็นด้วยอย่างยิ่ง   2=ไม่เห็นด้วยมาก   3=ไม่เห็นด้วย   4=เฉยๆ   5=เห็นด้วย   6=เห็นด้วยมาก   7=เห็นด้วยอย่างยิ่ง

ไม่เห็นด้วยอย่างยิ่ง		เฉยๆ			เห็นด้วยอย่างยิ่ง
1	2	3	4	5	6	7

ข้อ	ประโยค	ระดับความเห็นด้วยกับประโยค						
1.	ท่านรู้สึกว่าเงินเป็นสิ่งเดียวที่สามารถพึ่งได้	1	2	3	4	5	6	7
2.	ท่านเชื่อมั่นว่าเวลาที่ไม่ใช้ในการหาเงินเป็นเวลาที่สูญเปล่า	1	2	3	4	5	6	7
3.	ท่านมองว่าเงินเป็นเป้าหมายสำคัญที่สุดในชีวิต	1	2	3	4	5	6	7
4.	ท่านเชื่อมั่นว่าเงินสามารถแก้ปัญหาทั้งหมดได้	1	2	3	4	5	6	7
5.	ท่านมุ่งมั่นทำทุกอย่างที่ถูกกฎหมายเพื่อเงิน	1	2	3	4	5	6	7
6.	ท่านมองว่าเงินสามารถซื้อทุกอย่างได้	1	2	3	4	5	6	7
7.	ท่านมีความฝันเกี่ยวกับเงินและจินตนาการการใช้จ่าย	1	2	3	4	5	6	7
8.	ท่านมองว่าการมีเงินสื่อถึงความสามารถของบุคคล	1	2	3	4	5	6	7
9.	ท่านมองว่าเงินให้ความอิสระกับท่านได้	1	2	3	4	5	6	7
10.	ท่านมองว่าเงินหมายถึงอำนาจ	1	2	3	4	5	6	7
11.	ท่านมองว่าเงินสามารถหาเพื่อนให้ท่านได้	1	2	3	4	5	6	7
12.	ท่านมองว่าเงินสามารถหาโอกาสให้ท่านเป็นอย่างที่ต้องการ	1	2	3	4	5	6	7
13.	ท่านภูมิใจกับความสามารถในการออมของท่านเอง	1	2	3	4	5	6	7
14.	ท่านมีการตั้งงบการใช้จ่ายเป็นอย่างดี	1	2	3	4	5	6	7
15.	ท่านใช้เงินระมัดระวังอย่างสม่ำเสมอ	1	2	3	4	5	6	7
16.	ท่านเลือกที่จะออมเพราะไม่มั่นใจในอนาคต	1	2	3	4	5	6	7
17.	ท่านมองว่าเงินเป็นสัญลักษณ์ของความสำเร็จ	1	2	3	4	5	6	7
18.	ท่านมองว่าเงินแสดงให้เห็นถึงความสำเร็จของคน	1	2	3	4	5	6	7
19.	ท่านเชื่อมั่นว่าจำนวนเงินที่หามาสะท้อนให้เห็นถึงความสามารถและความพยายามของคนในการงาน	1	2	3	4	5	6	7
20.	ท่านเชื่อมั่นว่าระดับเงินเดือนสามารถประเมินความเก่งของคนได้ชัดเจน	1	2	3	4	5	6	7
21.	ท่านมองว่าคนรอบข้างสามารถใช้เงินซื้อของตามใจชอบเสมอ	1	2	3	4	5	6	7
22.	ท่านเชื่อว่าตนมีสถานะการเงินดีกว่าที่เพื่อนๆ คิด	1	2	3	4	5	6	7
23.	ท่านมองว่าเพื่อนๆ ส่วนใหญ่มีเงินมากกว่าท่าน	1	2	3	4	5	6	7
24.	ท่านมักตรวจสอบสถานะทางการเงินของท่านเองบ่อยๆ	1	2	3	4	5	6	7
25.	ท่านคำนึงเรื่องการจับจ่ายใช้สอยมากกว่าผู้อื่น	1	2	3	4	5	6	7
26.	ท่านเชื่อมั่นว่าการมีเงินมากกว่าผู้อื่นสร้างความเชื่อมั่นในการดำรงชีวิต	1	2	3	4	5	6	7
27.	ในการจับจ่ายแต่ละครั้ง ท่านคำนึงถึงประโยชน์และราคาสิ่งของ	1	2	3	4	5	6	7
28.	ท่านมักจับจ่ายซื้อของตามความสามารถทางการเงินของท่าน	1	2	3	4	5	6	7
29.	ท่านมีกำลังทรัพย์ในการจับจ่ายซื้อของเสมอ	1	2	3	4	5	6	7
30.	ท่านบริจาคเงินช่วยเหลือมูลนิธิและช่วยเหลือผู้ด้อยโอกาสเมื่อมีโอกาส	1	2	3	4	5	6	7
31.	ท่านมักให้เงินกับขอทานแม้ไม่โดนขอก็ตาม	1	2	3	4	5	6	7

ขอขอบคุณสำหรับการสละเวลาเป็นส่วนหนึ่งของการทำแบบสอบถามชุดนี้ครับ

RESEARCH QUESTIONNAIRE

AN Exploration into Money Attitudes

Part 1: Please ✓ the appropriate boxes ❑

1. Gender:
   - ❑ Male
   - ❑ Female

2. Year of study:
   - ❑ Year 1
   - ❑ Year 3
   - ❑ Year 2
   - ❑ Year 4

3. Department of study:
   - ❑ Insurance
   - ❑ Electronic Commerce
   - ❑ Accounting Information System (AIS)
   - ❑ Tourism
   - ❑ Accounting
   - ❑ Marketing
   - ❑ Information and Computer Management (ICM)

4. Monthly personal expenditure (Exclusive of university-related items such as registration fees):
   - ❑ Below 1,000 baht
   - ❑ 1,000-2,000 baht
   - ❑ 2,001-3,000 baht
   - ❑ 3,001-4,000 baht
   - ❑ 4,001-5,000 baht
   - ❑ Above 5,000 baht

5. Current debt status/ personal borrowings:
   - ❑ No debts/ borrowings
   - ❑ Below 1,000 baht
   - ❑ 1,000-2,000 baht
   - ❑ 2,001-3,000 baht
   - ❑ 3,001-4,000 baht
   - ❑ 4,001-5,000 baht
   - ❑ Above 5,000 baht

6. Monthly savings:
   - ❑ Below 500 baht
   - ❑ 500-1,000 baht
   - ❑ 1,001-1,500 baht
   - ❑ 1,501-2,000 baht
   - ❑ 2,001-2,500 baht
   - ❑ Above 2,500 baht

7. Sources of money income (you may choose more than 1 option)
   - ❑ Parents
   - ❑ Jobs/ Part-time jobs
   - ❑ Relatives
   - ❑ Own personal savings
   - ❑ Siblings
   - ❑ Borrowings (Please indicate: _____)
   - ❑ Friends
   - ❑ Study grants/ funds (Please indicate: _____)
   - ❑ Returns on investment
   - ❑ Others (Please indicate: _____)
   - ❑ Returns on gambling

Part 2: Please rate the following statements on scale point (1 to 7) with respect to money attitudes, according to the <u>level of agreement/disagreement.</u>

1=Disagree very strongly	2=Disagree strongly	3=Disagree	4=Neutral	5=Agree
6=Agree strongly	7=Agree very strongly			

Disagree very strongly		Neutral		Agree very strongly

◄―――――――――――――――――――――――――――――――――――――――►

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

No.	Sentences	Level of Agreement/ Disagreement
1	I feel that money is the only thing that I can really count on	1 2 3 4 5 6 7
2	I believe that time not spent on making money is time wasted	1 2 3 4 5 6 7
3	Money is the most important goal in my life	1 2 3 4 5 6 7
4	I firmly believe that money can solve all my problems	1 2 3 4 5 6 7
5	I would do practically anything legal for money if it were enough	1 2 3 4 5 6 7
6	Money can buy everything	1 2 3 4 5 6 7
7	I often fantasize about money and what I could do with it	1 2 3 4 5 6 7
8	Money will help you express your competence and abilities	1 2 3 4 5 6 7
9	Money gives you autonomy or freedom	1 2 3 4 5 6 7
10	Money means power	1 2 3 4 5 6 7
11	Money can bring you many friends	1 2 3 4 5 6 7
12	Money can give you the opportunity to be what you want to be	1 2 3 4 5 6 7
13	I am proud of my ability to save money	1 2 3 4 5 6 7
14	I budget my money very well	1 2 3 4 5 6 7
15	I use my money very carefully	1 2 3 4 5 6 7
16	I prefer to save money because I'm never sure when things will collapse and I'll need the cash	1 2 3 4 5 6 7
17	Money is a symbol of success	1 2 3 4 5 6 7
18	Money represents one's achievement	1 2 3 4 5 6 7
19	I believe that the amount of money that a person earns is closely related to his/her ability and effort	1 2 3 4 5 6 7
20	I believe that a person's salary is very revealing in assessing their intelligence	1 2 3 4 5 6 7
21	I think that those around me could buy things at their whim and fancy	1 2 3 4 5 6 7
22	I am better off (in monetary terms) than most of my friends think	1 2 3 4 5 6 7
23	Most of my friends have more money than I do	1 2 3 4 5 6 7
24	I review my finances much of the time	1 2 3 4 5 6 7
25	I think about money much more than they other people I know	1 2 3 4 5 6 7
26	I often feel superior to others if I have more money	1 2 3 4 5 6 7
27	I often think carefully about spending money regardless of the amount	1 2 3 4 5 6 7
28	I agree to spend money if I have sufficient money	1 2 3 4 5 6 7
29	I always spend according to my purchasing ability	1 2 3 4 5 6 7
30	I often contribute to charity and the needy	1 2 3 4 5 6 7
31	I always give beggars money even though they do not ask for it	1 2 3 4 5 6 7

Thank you for your kind participation in this survey.

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