

Mental Accounting in Personal Finance of Social Sciences and Behavioral Science  
Graduate Students, Srinakharinwirot University

AN ABSTRACT  
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The objective of this research was to understand mental accounting in the process of revenue and expenditure handling into savings for graduate tuition fee. Six graduate students of Faculty of Social Sciences and Behavioral Science Research Institute, Srinakharinwirot University joined this research as the participants. In-depth interview about their saving experiences was the method of collecting data. Pattern matching was employed for analyzing data. This research emphasized to enclose the propositions of mental accounting.

The results showed that most of participants' patterns of behaviors were come up with the proposition of mental accounting: mental wealth account and consumption categorization. But the recognition of credit card spending did not get along with the proposition of payment decoupling in mental accounting matter.

Not only mental accounting element, but cognitive psychology and social psychology also were revealed in their saving behavior. The memory about vicarious experience, intention, self-regulation, responsibility to family, self-esteem and self-forgiveness were that kind of psychology which savings-targeted participants presented for continuing their saving behavior.