CAUSAL MODEL OF CONTROLLING SAVING BEHAVIOR OF
EARLY-ESTABLISHMENT-STAGE PERSONS IN METROPOLITAN AREA

AN ABSTRACT

BY

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The purpose of this study were 1) to develop the causal model for saving behavior based on Control Theory variables, Behavioral Life-Cycle Hypothesis variable, and the Permanent-Income Theory of Consumption. 2) to study the invariance of linear structural relations model among these variables between saver and non-saver 3) to study the invariance of linear structural relations model among these variables between the persons who differed in the directions of three-year-average revenue expectation. Selected samples were part-time Master degree programs of Srinakhariwirot University, one class of Faculty of Business Administration of National Institute of Development Administration, two programs of Faculty of Business Administration and two programs of Faculty of Education of Kasetsart University and one class of Faculty of Home Economics Technology of Rajamangala University of Technology Phra Nakhon. Four hundred and six of these students were congruence with the sampling selection criteria that were having saving goal setting between 2008 – 2009, lived in Bangkok and 3 provinces which are vicinity, age equal or less than 35 years-old. Instruments for collecting data were questionnaires that their reliabilities were between 0.3760 and 0.9277. Data were analyzed by Social Science Statistics Program and LISREL 8.72 program.

The main research findings presented that the causal model for saving behavior based on Control Theory variables, Behavioral Life-Cycle Hypothesis variable, and the Permanent-Income Theory of Consumption was fitted with the empirical data. Details of linear structural equation model were as follows:

1) Saving behavior was directly effected by intention and indirectly effected by self-efficacy in saving, past saving performance satisfaction, saving goal setting, goal commitment and mental accounting, which explained the 89 percent of the variation in saving behavior

2) Savings to income ratio was directly effected by saving goal setting and indirectly effected by goal commitment and intention, which explained the 1 percent of the variation in savings to income ratio.

3) Intention was directly effected by goal commitment and mental accounting and indirectly effected by self-efficacy in saving, past saving performance satisfaction, which explained the 52 percent of the variation in intention

4) Goal commitment was directly effected by saving goal setting and indirectly effected by self-efficacy in saving, past saving performance satisfaction, mental accounting, which explained the 51 percent of the variation in goal commitment.

5) Saving goal setting was directly effected by self-efficacy in saving, mental accounting and past saving performance satisfaction and indirectly effected by income, which explained the 70 percent of the variation in saving goal setting

6) Mental accounting was directly effected by self-efficacy in saving and income, which explained the 26 percent of the variation in mental accounting.

The form of causal relations was similar between plan-and-do group and plan-in-vain group. There was invariance in path coefficients between extraneous variables on internal variables and path coefficients between internal variables on internal variables.

The form of causal relations was similar between higher revenue expectancy group and near-by revenue expectancy group. There was invariance in path coefficients between extraneous variables on internal variables and path coefficients between internal variables on internal variables.