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Factors Affecting Saving of Households in Hora Village, Hora Subdistrict, At Samat District, Roi Et Province

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Abstract:- *Saving is another form of financial allocation planning, accumulating money or saving money, giving savers a stable income stream for consumption-consumption, or collecting highly liquid assets. Quickly turn into cash. Research objective this study aimed to analyze the factors affecting on saving behavior of households to study 119 samples of households in Hora Village, Hora Sub-district, Samart District, Roi Et Province, Thailand. The collection survey by questionnaires to the data. factors affecting on saving behavior of households such as income, and expenses at significant levels of 0.05., and the number of household members, household occupation, and debt to non-significant levels of 0.05. In addition, the implementation of a sufficiency economy on reduces expenses increase income, and create wealth for households.*

Keywords: Factors Affecting; Saving Behavior; Households

Introduction

Saving is another form of financial allocation planning, accumulating money or saving money, giving savers a stable income stream for consumption-consumption, or collecting highly liquid assets. Quickly turn into cash. An employed person receives compensation in the form of wages, salaries or income to be used as expenses for the purchase of goods and services daily.

However, the period of work to earn money for a person is only possible for a certain period in his life. If sick, has an accident, is unhealthy or the working age is terminated all the time, leaving the sesame, a person who lacks income or has no more monetary income from wages or salary, but consumption and Daily expenses still exist. Thus, for a person to be able to live their daily lives even without work, illness, or accidents. Therefore, it is necessary to allocate and retain some income to cover expenses during the period of absence of income. Savings or savings. Savings generally arise from the fact that a person earns more than expenses. Ways to increase savings for a person can be done by spending more time to earn extra income or Streamlining work processes to increase compensation and reduce unnecessary expenses as a source of income and increase savings. Savings influence the individual level and the overall investment economy of the country because if the people in the country, have a high level of total savings, the country will allow the country to continue to use the savings as a source of capital. Economic development uses the capital base from the people's savings in the country as the main and enhancing the stable economic development for the country. High savings directly affect the stability of the economy. and financial stability and stability in the economy.

Because saving is considered a factor that supports economic growth, expansion of production, employment, investment, income distribution, and expanding business credit. These will generate high levels of employment and reduce economic volatility. Because saving in the country's economy does not require borrowing for investment from the country, even if the economy is in recession, it can rely on savings in the country, enabling the economy to develop continuously and sustainably (Bank of Thailand.2010).

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Table 1 Thailand savings statistics comparing savings from 2013-2017
Unit: Million Baht

List	2017	2016	2558	2014	2556
Total savings	5,231,089	4,750,855	4,175,575	3,662,158	3,411,507
Net savings	2,335,400	1,905,471	1,553,834	1,447,439	1,470,908
Private sector	2,195,376	1,845,944	1,484,869	1,516,130	1,290,799
Household	927,913	809,279	682,889	675,003	600,872
Private and cooperative business	1,267,463	1,036,665	801,980	841,127	689,927
Government sector	140,024	59,527	68,965	-68,691	180,109
Government savings	-75,538	-148,684	-56,367	-157,902	64,708
Savings of state-owned enterprises	215,562	208,211	125,332	89,211	115,401
Fixed property depreciation	2,622,751	2,488,386	2,344,834	2,214,196	2,084,525
Inaccurate statistics	272,938	356,998	276,907	523	-143,926

Note: the Year 2015-2016 is a revised number, and 2017 is a preliminary number.
Source: Office of the National Economic and Social Development Council (2017)

Therefore, it can be seen that the country's savings are increasing slowly, which may be caused by many factors affecting the saving behavior of the population. Hora Village is a village in Roi Et province that has many households and people of various occupations. From the occupation of farming, gardening, basketry, and civil servants, the factors affecting the savings of this community may be both social and economic factors. Therefore, the research team saw the importance of studying the factors affecting the saving behavior of Hora Village, Hora Sub-district, May Samart District. Roi Et Province. Due to the diversity of occupations and age ranges, the researcher foresees that if studying this research, it is necessary to obtain useful information for agencies or government organizations as a guideline to promote and support savings for The people of this area and nearby areas can continue.

Objectives

1. To study the saving behavior of households in the area of Hora Village, Hora Sub-district, Atat Samat District Roi Et Province
2. To study the factors affecting the number of households' savings in Hora Village, Hora Sub-district, May Samart District Roi Et Province

Research scope

1. The content scope of this research is to study and analyze the saving behavior that occurred in 2018 (1 Jan. 2018 – 31 Dec. 2018) of households in Hora Village, Hora Sub-district, Amphoe May Samart, Roi Et Province.
2. Population scope is the population residing in the area of the village of Hora Village, Tambon Hora, Amphoe At Samart, Roi Et Province.
3. The scope of educational area in area in the village of Hora Village, Hora Sub-district, At Samart District, Roi Et Province.
4. Expected Benefits: (1) To know the behavior of saving for the village as a guideline to change the saving behavior of the population and in the direction that is

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suitable for the current economic condition of Thailand. (2) To know the factors affecting the amount of savings of the villagers to serve as a database for agencies or government organizations to promote and support savings for the people in the area.

Definition

1. Saving behavior refers to the purpose of saving, the amount of savings, and the form of savings, the savings characteristics of the household sector, which can be divided into savings in financial institutions such as bank deposits, and life insurance policies. Savings cooperatives, etc., and saving outside financial institutions, such as keeping cash on hand, sharing play, buying fixed assets Lending with or without a statutory contract, etc.

2. Monetary savings refers to the difference between income and monetary expenses of consumption.

3. Non-monetary savings refers to accumulated assets that can be converted into money such as houses, land, cars, necklaces, rings, and other valuables.

5. Savings model refers to the type of savings that accumulate over time.

6. Savings goals refer to saving plans for future use, such as for emergency use, for old age, for education, for home purchases, and jewelry purchases.

7. Monthly income refers to the return received from working or doing one's own occupation that is received regularly in all aspects, such as from owning a business, trading, being employed, etc.

8. Monthly expenses refer to expenses that the sample group uses each month, such as house rent, car payment, water, electricity, medical expenses, travel expenses, food expenses, and miscellaneous expenses.

9. Liabilities refer to money owed by one person to another, such as friends, relatives, cooperatives, pawn shops, and installment sales companies. welfare at work cash card company

Literature Review

The researcher has studied the theories, concepts, and related research to provide information for the study and discussion of the research results, which the theories related to research are divided as follows.

1. **Consumption and Saving Theory:** The Consumption and Savings Theory describes the theory that guides this study, starting from the basic equation of the primary national product, considering a closed economy, that is, an economy without foreign systems as follows:

$$Y = C + I + G \quad (1)$$

$$Y = C + S + T \quad (2)$$

$$C + I + G = C + S + T \quad (3)$$

Set to

C is the private consumption expenditure.

I is the investment cost

G is the cost of purchasing government goods and services.

Y is the primary national product.

S is private savings.

T is net income from taxes.

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Saving function When a person earns, he decides how to allocate his income between consumption and savings. That is to say, if he decides to consume more then he will have fewer savings, but if he decides to reduce his consumption then he will have a lot of savings. Therefore, as mentioned above, we know that consumption will depend more or less on personal net income. As such, we know immediately that savings will depend on personal net income as well. Thus, the Saving Function shows the relationship between savings and personal net income, that is (Fungporn, P., & Yamjinda, P.,1998).

S = f(Yd)

When

S = Savings

Yd = represents personal net income

So, from the savings equation, when an individual does not have personal income, the savings will be spent, causing the savings to be reduced to equal to Ca(negative value of Ca), which is the cost. Paying for the minimum consumption in life. And the relationship between savings and personal net income is oriented in the same direction as the consumption equation, that is, if the level of personal net income is also higher, Or, if the personal net income level is lower, the savings will also decrease.

2. Theory of Savings and Income and Expense Streams: Household savings are related to practical income with household consumption. When a household has received income, when taxed, it is considered household income and can be used for actual purchases. Households allocate this income for consumption, and the rest from consumption is then saved as a saving. Savings are considered a leak in the revenue stream cycle, resulting in the income stream for a given period not being equal to the expenditure flow for that period. You can write an equation showing the relationship between actual payable income, expenses, and the amount of savings as follows.

Y=S+C

When

Y is the income that can actually be spent.

C is consumption expenditure.

S is the amount of savings.

3. Savings Theory and Price Levels: The price level is another factor influencing savings, if the price level is higher, the purchasing power decreases, This means spending the same amount of money but being able to buy fewer products. Therefore, the actual consumption expenditure will decrease or the real savings will be higher. Real savings can also increase as long as consumer spending increases more slowly than the increase in product prices. Another reason is that if the consumer expects the price level to increase permanently for a long period, it can be assumed that in the future the price level will increase even more. Consequently, consumers spend more for today's consumption, encouraging fewer savings.

4. Theory of Savings and Interest Rates: When considering the relationship between savings and income primarily, interest rates affect the amount of savings as well. The interest rate in the classical economist's view assumes that the interest rate can affect the amount of savings, whereas a positive real interest rate will incentivize the saver to make more savings. Real savings fluctuate in the same direction as real interest rates. If interest rates are higher, savings will increase accordingly. The savings function according to the classical economic theory is shown as follows.

S=S(r)

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When
S = real savings
r = effective interest rate

5. Factors that determine consumption and savings: Factors Determining Consumption and Savings According to a study of various data on consumption expenditure and savings, it was found that the factors influencing consumption and savings are as follows (Mingmaninakin, W., 2006).

5.1. Disposable Income: Expenses are income earned by households minus Personal Income Taxes. Residual income is the level of income that people can spend on consumption and savings. Structural changes and personal income tax rates will affect income. If the government increases the personal income tax rate, income will decrease, the consumption and savings will also decrease. The tax rate reduction will have the opposite effect.

5.2. Consumer assets: The assets held by households are not equal in liquidity or low. This is determined by the difficulty and the risk of value. In the normal shift to cash, the most liquid assets in descending order are cash, current deposits, fixed deposits, bonds, gold, stocks, and land. If consumers hold a lot of liquid assets, they know that they are financially stable and can spend a lot for their consumption. In the case where consumers hold very low liquidity assets, they are not sure that they can turn them into cash at the time they want and how much they are satisfied with, so they have to slow down some of their consumption.

5.3. Durable goods that consumers have: There are two types of products that consumers buy: Nondurable Goods such as food, apparel, and other wasteful items. This part of the expenditure is consistent and the amount is quite stable. Durable Goods such as cars, televisions, refrigerators, furniture, etc. If at any point the majority of households own durable goods and they are still in working condition, then the cost of purchasing them will be low. In the opposite case, expenditures for durable goods are high.

5.4. Consumer forecast: There are many things that consumers predict and affect their purchasing decisions, such as future income, product prices, product quantities, etc. Consumer forecasts of future income affect current consumption and savings, if a consumer anticipates more income in the future, he may reduce his savings and increase his current consumption. On the other hand, the forecast will lead him to decide to increase his savings and reduce his current consumption. Predictions about the price of a product on current consumption and savings. For example, if a consumer predicts that in the near future, the price of a product will increase, the consumer will buy more than usual, which is typical consumer behavior don't want to buy expensive things.

5.5. Consumer loans and interest rates at payable income levels: Where societies have a consumer credit system in the form of low-down payment and low interest, it will incentivize higher consumer spending than in the absence of such a credit system. However, the credit system that facilitates the increase in current consumption expenditures, while at the same time increasing the consumer's debt burden and later debt repayment obligations, increases the ability to spend on Future consumption and savings will decrease. Therefore, in a society that wants to maintain people's consumption levels, the business sector is trying to create a consumer credit system, causing consumers to have more debt, and high deposit rates to incentivize households to save more and spend less on consumption. go down. As for low deposit rates, households will have lower savings and more consumption.

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5.6. Social Value: It is a value that society has defined as something that should be done without regard to suitability and following economic and social conditions. If social values are paramount to the material, some consumers will focus on the expenditure of lavish and high-priced goods and services, resulting in a society of high consumption and low savings. As a society that adheres to the values of moderate saving, society will have appropriate levels of consumption and savings and have long-term economic benefits.

5.7. Population growth rate and population age structure: If the population growth rate is high, consumption expenditure will be high.

In the opposite case, consumption expenditure will increase at a low rate, in addition, the age structure of the population influences consumption expenditure and savings in general. If the proportion of the working-age population compared to the total population is low, consumption expenditure will be high because the population is not of working age. Even if there is no income, there must still be consumed. In the opposite case, consumption will be less and can save a lot.

6. Related research: Most of the studies aimed to study the factors affecting household savings. The factors for each sample group were different, which can be summarized as follows:

Prachumphan, K., Thahiranrak, T., and Kruanamkham, S. (2018), conducted a study titled "Factors Affecting Consumer Saving Behavior for Future Spending of People in Bangkok, a sample of 400 people with Survey Research Method. The data collection revealed that; Factors affecting consumer savings for future expenses Consisting of interest rates, investment opportunities, number of financial institutions branches, advertising, and incentives are not correlated with future saving behaviors.

This may be because people in Bangkok consider that the current savings interest rate is too low, so they keep cash for themselves and do not decide to invest in various forms of speculation. At this time, despite the perception of advertising and any incentives. while income and expense factors were statistically correlated with future saving behaviors at a significant level of 0.05. This is a result of the people giving importance to income and expenditure as the main focus of their lives in the economic downturn, while the people will have to manage their income and expenditures to be strictly and more balance.

Pawala, T. (2016) Studying economic conditions to find ways to build household wealth in Maha Sarakham Province. A study of 400 households. The results of the study found that creating wealth through saving in the form of money found that Most households save 36.8% on life insurance policies. Savings in the form of bank deposits for agriculture accounted for 14.8%. Saving by cremation, 10.8%, and saving by depositing money at a commercial bank accounted for 9.8%, respectively. Having an average savings of 142406 baht per household and creating non-monetary wealth including assets and inheritance, most households own a house and land 79% of which the average house and land appraisal is 842427 baht, 36% of cars with an average price of 324582 baht, motorcycles 74% with an average price of 39370, vacant land/field/rai/garden 59% with an average appraisal price of 955254 baht. Most of these are inherited, 58% of electrical appliances have an average price of 17487 baht with an average property value of 1950627 baht per household. The objectives of wealth building for households were mainly to use as capital for setting up a business/ occupation at 30.3%, followed by earning 23.3%, for use in sick/old age at 19.0%, and As a back guarantee for borrowing money in financial institutions 9.5%.

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Factors that affect wealth in the form of savings are income, household members, primary occupation, inheritance, and household debt are positively correlated with household wealth.

Binlamat, W. (2014) studied the patterns and saving behaviors of households in Muang District, Phetchabun Province, by collecting data from the questionnaire of 400 households in Muang District, Phetchabun Province, and to study the determining factors. Household savings are used in a linear regression analysis with multiple descriptive variables. The results of the study found that most of the household heads were male, aged between 45-54 years, graduated with a diploma/vocational certificate/vocational certificate, Worked in agriculture, most of the households have 1 person with no income, and have a total income in the range of 300,001–450,000 baht per year. Savings patterns and behaviors of most households are saving money in the form of land accounting for 81.25%, followed by savings in the form of deposits with commercial banks accounting for 73.50%, savings with the Government Savings Bank accounting for 39.25%, Savings with Bank for Agriculture and Agricultural Cooperatives accounted for 40%, savings in gold accounted for 12.75%, and savings in form of life insurance accounted for 5.5%. The factor that determines the amount of household savings is the age of the head of the household, which is the most correlated with the household's savings amount and is in the same direction. Followed by the number of dependents in the household concerning the amount of household savings in the opposite direction. Household income and household property value are inversely related to the amount of household savings.

Doungjaisurb, K.(2012) researched "Saving Behavior of Households in Thailand". The results showed that most of the household heads were male, aged over 50 years, their education was at least or equal to primary school, engaged in agriculture or fishing, and 1-3 household members had incomes between 10001. -50000 baht, most of them have a debt of more than 100,000 baht and prefer to save money by depositing money in banks, financial institutions, or savings cooperatives, The purpose of saving is mostly saving money to saving for sickness or old age. Suggestions want to use more households to save more money, First, to increase the level of households' savings, government sectors need to work in the long term so that households recognize the importance of saving, and encourage savings to enter the system, which maximizes economic benefits.

Kusirisin, P. (2008) studied the factors affecting the savings of households in Muang District, Chiang Mai Province using the Chi-square test. It was found that at the statistical significance level of 0.05 were the factors in the age of the head of the household, Education level, the main occupation of the head of the household, number of children in the household, total income, total expenditure, debt is related to household savings in Muang district, Chiang Mai province. Contrary to the study of Ratchaneeboon Limpanyalert (2010), a study on the saving behavior of the population in the community in Lopburi municipality found that; Social factors affecting saving behaviors are education level, marital status, savings goals, and discipline. But social determinants of gender, age, number of household members, thriftiness, and good role model did not affect saving behaviors. The economic factor affecting saving behavior is occupation. But economic factors in terms of monthly income, monthly expenses, debt conditions, and assets do not affect saving behavior.

Kaewsaen, M.(2008) studied the factors that determine the savings of households in Thailand intending to study the factors that determine the savings of households in Thailand. In the 1982-2006 yearly secondary data study, the least squares (OLS) method was analyzed by data on household savings, household income, and expenses.

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consumption in the past year, taken from the data of the Office of the National Economic and Social Development Board. The interest rates on commercial banks' fixed deposits and the consumer price index are from the Bank of Thailand Information Department. The results showed that from the statistical calculation to test the relationship of the equation that determines household savings in Thailand, where the household's savings value is a variable according to the household's income, consumption expenditures in Last year, commercial bank fixed deposit rates, and the independent consumer price index found: Household income, interest on fixed deposits of commercial banks, and consumer price index are inversely related to household savings. Consumption expenditure in the past year was inversely correlated with household savings.

Srisan, B. (1999) studied the factors related to the saving behavior of people in the metropolitan area to analyze the saving behavior and find the factors related to the saving behavior of the people. A sample of 400 people using questionnaires as a data collection tool. They were analyzed using frequency, percentage, age, mean, standard deviation, and stepwise multiple regression. The results of the study found that the majority of people saved less with an average of 7,871 baht per month, and kept the most in the form of financial assets of the system, followed by informal financial assets, and assets. permanently, respectively. Factors related to the amount of savings are income, dependence, age, trading occupation, personal business, and returns. Factors related to savings in the form of financial assets in the system are yield, age, access to financial institutions, income, and stability of the financial institution. Factors associated with savings in the form of informal financial assets include access to financial institutions, trading careers, personal business, returns, and educational levels. Factors related to the fixed asset savings model were age, dependency, income, and level of education. According to the results of such research, if wanting to stimulate more savings, promotion may be used in high-income groups or self-employed trade groups. And should use returns that are higher than the present, especially those in the system will help reduce informal savings. For the next research, the saving behavior of each occupation should be studied in depth.

Research Conceptual Framework

This research was to study the factors affecting the savings of households in Ho Ra Village, Hora Subdistrict, At Samart District, Roi Et Province. From the study of the aforementioned concepts, theories, and research, the concepts can be defined as the following concepts:

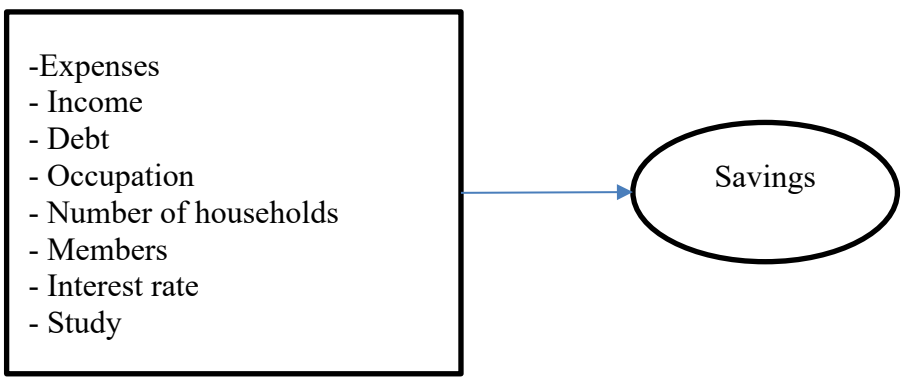

Figure 1 Conceptual framework for studying factors affecting household savings

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Methodology

In this research study, the researcher aimed to study the factors affecting the savings of households in Ho Ra Village, Hora Sub-district, At Samat District, Roi Et Province. This will discuss the important things about the methods of conducting research with the content as follows:

The population in this research consisted of 169 households in Hora Village, Hora Subdistrict, At Samart District, Roi Et Province.

The sample size of this study was determined by the Taro Yamane method with an error of 0.05 from a population of 169 households to obtain a sample size of 119 households. Detailed sample size calculations using Yamane's method (Taro Yamane.1973:727) at a 95% confidence level, with a margin of error of 5%, the research sample size can be calculated using the formula equal to 118.80 samples. In this study, 119 samples were collected.

Study Tools: This study used a Questionnaire as a tool for collecting household savings data from 119 households in Ho Ra Sub-district, May Sam Roi District, Roi Et Province. There are 2 types of questionnaires, which are both closed-ended and open-ended questions. The questionnaire is divided into 3 parts as follows. (1) Part 1 Questionnaire on general information about the head of the household. (2) Part 2 Questionnaire on economic factors

Data Collection: The data used in this study consisted of two types of data; (1) Primary Data is a collection of data from 119 questionnaires designed to collect general household data such as occupation, income, expenditure, debt, number of households, and number of household members. (2) Secondary Data is the collection of information from related thesis reports related to savings.

Data Analysis: This research is quantitative using questionnaires as a tool which after collecting data is encrypted and recorded by a computer. After that, the data will be analyzed using a packaged program. The statistics used for data analysis are as follows: (1) descriptive statistics is used for the analysis of variables to find the distribution of frequency, percentage, age, mean, standard deviation, maximum value, and minimum value in the study of the characteristics of each variable of the sample by using descriptive statistical methods (Descriptive Statistics). It consists of frequency, percentage, age, mean, and deviation. (2) Inferential statistics are used to analyze the influence of factors influencing household savings by using the technique of Multiple Linear Regression which can be expressed in the form of research model equations as follows:

$$SAV = \beta 0 + \beta 1INC + \beta 2CST + \beta 3DEB + \beta 4CAR + \beta 5NOM$$

When

Dependent Variable: Savings of households as follows: SAV is household savings.

Independent Variable: Factors affecting household savings are as follows:

INC is income.

CST is expenditure.

DEB is Liabilities

CAR is a career

NOM is the number of members.

β0 is a constant (the value of the dependent variable when the independent variable is 0).

βi is the coefficient of the relationship between the independent variable and the dependent variable.

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Results

The study titled "Factors Affecting Savings of Households in Hora Village, Hora Subdistrict, May Samart District, Roi Et Province. The study used a tool to collect data from the sample by using a questionnaire of 119 households. The results were divided into 3 parts.

Section 1 questionnaire on general information of the head of the household:

An analysis of general data of household heads of households in Hora villages, Hora sub-district, Atat Samart district Roi Et Province by distributing the percentage age and mean of 119 households, variables can be classified as follows:

Table 2 Gender of household head

Gender	Number (Household)	Percentage
Male	76	63.9
Female	43	36.1
Total	**119**	**100**

From Table 2, the gender of the household heads of Hora Village, Hora Sub-district, May Samart District, Roi Et Province, found that most of the 76 households were male, representing 63.9%, 43.1% were female, representing 36.1%.

Table 3 Age of household head

Age of household head	Number (Household)	(MIN)	(MAX)	$\bar{X}$	S.D.
Age	119	26	88	51.47	11.07

From Table 3, the age of the head of households in Hora Village, Hora Subdistrict, May Samart District, Roi Et Province, from the sample of 119 households, it was found that the minimum age (MIN) was 26 years, and the maximum age (MAX) was 88 years, the mean age was 88. 51.47 years old, and the standard deviation is 11.07.

Table 4 Education of household heads

Education level	Number (Household)	Percentage
-Uneducated	0	0
- Lower than elementary school	23	19.3
- Primary school	48	40.3
- Junior high school	17	14.3
- High school/vocational	14	11.8
- Diploma/High Vocational Certificate	7	5.9
- Bachelor's degree	9	7.6
- Postgraduate	1	0.8
Total	**119**	**100**

From Table 4, the level of education of the heads of households, in descending order of the top 3, found that most of the 48 households had a primary education level, accounting for 40.3%, followed by the level of education below the primary school, 23 households accounted for 19.3%, and lower secondary education level of 17 households, accounting for 14.3%.

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Table 5 Number of household members

	Number (Household)	**(MIN)**	**(MAX)**	**$\bar{X}$**	**S.D.**
Number of Members	119	1	8	4.43	1.63

From Table 5, the number of household members from the 119 households showed that the lowest number of members (MIN) was 1, the highest number of members (MAX) was 8, the mean age was 4.43 years, and the standard deviation is 1.63.

Part 2 Questionnaire on Economic Factors

Table 6 Household occupations

household occupation	**Number (Household)**	**Percentage**
-Agriculture	70	58.8
-Trading/personal business	26	21.8
-General employee	11	9.2
-Government officer	12	10.1
Total	119	100

From Table 6, the occupations of the households, in descending order of the top 3, found that Most of them are agricultural occupations of 70 households, accounting for 58.8%, followed by business/personal business of 26 households, accounting for 21.8%, and the general occupation of 11 households, accounting for 10.1%.

Table 7 Household Income

	Number (Household)	**(MIN)**	**(MAX)**	**$\bar{X}$**	**S.D.**
Household income	119	28,000	900,000	311,203.87	229,438.44

From Table 7, the household income from the sample of 119 households found that The lowest household income (MIN) is 28,000 baht, the highest household income (MAX) is 900,000 baht, the average household income is 311203.87 baht, the standard deviation is 229,438.44 baht.

Table 8 Household expenditures

	Number (Household)	**(MIN)**	**(MAX)**	**$\bar{X}$**	**S.D.**
Household expenditures	119	18,900.00	730,000.00	236,343.70	188,955.46

From Table 8, household expenditures from a sample of 119 households showed that the lowest household expenditure (MIN) was 18900.00 baht, the highest household expenditure (MAX) is 730,000.00 baht, the average household income is 236,343.70 baht, and the standard deviation is 188,955.46.

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Table 9 Savings Frequency

Savings Frequency	**Number (Household)**	**Percentage**
-Regular savings -Saving sometimes -Saving once in a while	25.00 54.00 40.00	21.00 54.40 33.6
Total	119	100

From Table 9, the frequency of household savings found that Most of them save 25.00 households, representing 21.00%, followed by some savings of 54.00 households, accounting for 54.40%, and saving infrequently for 40.00 households, representing 33.6%.

Table 10 Household Savings Objectives

Household Savings Objectives	**Number (Household)**	**Percentage**
-For use in sickness, old age -For fund a career -For the education of children/grandchildren -For expect a return	90.00 24.00 84.00 1	45.20 12.10 42.20 0.5
Total	119	100

From Table 10, the first three households' savings objectives were arranged in descending order. Most of them are used for sickness and old age 90.00 households, representing 45.20%. followed by education for children/grandchildren in 84.00 households, representing 42.00%. And to fund the occupation of 24.00 households, accounting for 12.10%.

Table 11 Household savings

	Number (Household)	**(MIN)**	**(MAX)**	$\bar{X}$	**S.D.**
Household savings	119	1,000.00	710,000.00	84,157.14	96,440.88

Source: from the calculation

From Table 11, household savings of Hora Village, Hora Subdistrict, May Samart District, Roi Et Province, it was found that the lowest household savings (MIN) was 1,000.00 baht, and the highest household savings (MAX) was 710,000.00 baht, representing the average household income of 84,157.14 baht and the standard deviation is 96,440.88.

Part 3 Factors Affecting Savings of Households in Hora Village, Hora Sub-district, At Samat District Roi Et Province.

From the study of factors affecting the savings of households in Hora Village, Hora Sub-district, Atat Samart District, Roi Et Province can be displayed as in the following table.

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Table 12 Factors Affecting Household Savings

	Statistical values obtained from the analysis			
independent variable	**B**	**Beta**	**T**	**P-Value**
Constant	8091.02		0.43	0.67
Number of Members	1608.58	0.03	0.38	0.71
Income	0.99	2.36	9.65	0.00
Expenses	-0.99	-1.94	-8.15	0.00
Trading/Personal Business	-14723.82	-0.07	-0.84	0.41
General employee	-13670.35	-0.04	-0.59	0.56
Government officer	-5504.24	-0.03	-0.42	0.68
$R^2 = 0.544$, $AdjR^2 = 0.519$, F = 22.240, P-Value = 0.000				

Note: There is a correlation at a 0.05 level of significance.

From Table 12, when considering the decision coefficient AdjR2 of 0.519, it shows that the change in household savings can be explained by the model 51.9%. P-Value = 0.000 indicates that there is at least one independent variable affecting savings and considering the P-Value of each variable. Thus, it was found that there were independent variables that affect savings at the 0.05 level of significance, namely income and expenses. The independent variables that did not affect savings at the 0.05 level were the number of members and occupations that were trading/personal business, general labor, and civil servants.

The model obtained from the analysis can be described as the following equation.

SAV = 8091.02 + 0.99INC - 0.99CST

The model of the equation can be formed as follows:

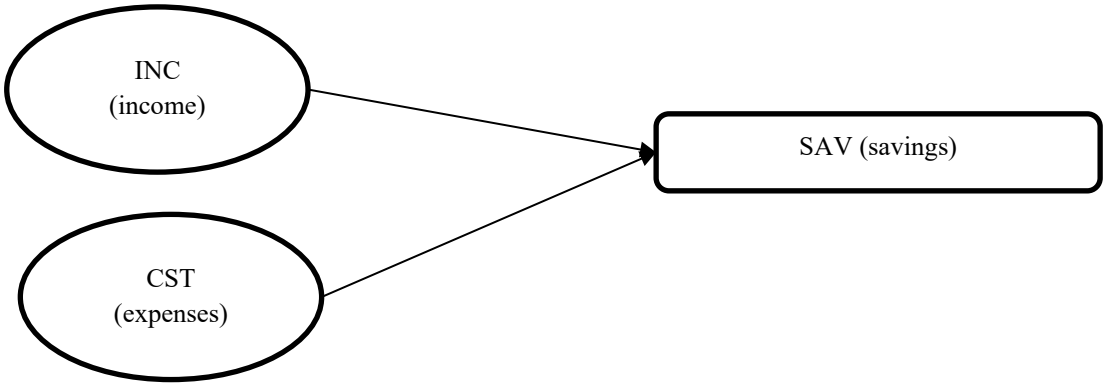

Figure 2 Model of the equation

When considering the statistical value of t, it was found that the factors affecting the savings of households in Hora Village, Hora Sub-district, May Sang District Roi Et Province, the two variables are; income and expenses Able to explain changes in savings of households in Hora Village, Hora Sub-district, At Samat District Roi Et Province as follows:

1. Income has a positive coefficient (B) equal to 0.99, meaning that if income increases by 1 baht, it will result in an increase of 0.99 baht in savings.

2. Expenses have a negative coefficient (B) equal to – 0.99, meaning that if expenses increase by 1 baht, the savings will decrease by – 0.99 baht.

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Discussion

A research study on factors affecting the savings of households in Hora Village, Hora Sub-district, At Samart District, Roi Et Province, The objectives of this study were to study the household's saving behavior, to study the factors affecting the amount of household savings. Data were collected from a sample of 119 households using a questionnaire as a research tool. The data were analyzed using descriptive statistics such as percentage age, mean, standard deviation, etc. Inferential statistical analysis was done by using multiple regression analysis techniques. The results of the study can be summarized as follows.

1. General data analysis

The sample consisted of 119 households, mostly 76 households males representing 63.9%, and 43 households representing 36.1% female. Age of the head of the household, the minimum age (MIN) is 26 years, and the maximum age (MAX) is 88 years, representing the mean age is 51.47 years. the education of the head of the household Most of them had a primary education level 48 households, representing 40.3%, followed by 23 households with lower than primary education level, representing 19.3%; Secondary school, 17 households, representing 14.3%. Number of household members has the lowest number of members (MIN) is 1 person and the highest number of members (MAX) is 8 people, the mean age is 4.43 years and the standard deviation (S.D.) is 1.63

2. Economic factors

The sample consisted of 119 households, most of them were agricultural occupations, of which 70 households accounted for 58.8%. followed by business/personal business of 26 households, accounting for 21.8%. and the general occupation of 11 households, accounting for 10.1%. Household income The lowest household income (MIN) is 28,000 baht and the highest household income (MAX) is 900,000 baht, representing the average household income. is 311,203.87 baht and the standard deviation is 229,438.44. Household expenditure The lowest household expenditure (MIN) is 18,900.00 baht. and the highest household expenditure (MAX) is 730,000.00 baht, representing the average household income. 236,343.70 baht and the standard deviation is 188,955.46. Saving frequency Most of them save 25.00 households, representing 21.00%, followed by saving sometimes at 54.00 households, representing 54.40%, and saving infrequently by 40.00 households, representing 33.6%. saving purpose Most of them are for use in sick and old age of 90.00 households, representing 45.20%, followed by education for children/children in 84.00 households, or 42.00%. and for occupational capital, 24.00 households, representing 12.10% of households' savings The lowest household savings (MIN) is 1,000.00 baht and the highest household savings (MAX) is 710,000.00 baht, the average household income is 84,157.14 baht and the standard deviation (S.D.) is 96,440.88.

3. Factors affecting savings of households in Hora Village, Hora Sub-district, May Samart District, Roi Et Province found that variables that significantly affected households' savings at the 0.05 level were income and expenditure. The variables that did not affect household savings at the 0.05 level were the number of household members, household occupation, and debt.

Recommendation

The researcher can share the recommendations as follows.

1. Suggestions from research are as follows: (1) Governments should promote income by creating rural jobs and reduce expenditure by providing more welfare to the

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community. (2) Households who live far away, are not comfortable saving with financial institutions, so the state should provide a mobile depository agency. (3) There is a policy to increase interest rates and returns to incentivize savings. (4) Promote efficient management of village funds. By organizing a business system and creating rewards for members. (5) Implement the philosophy of a sufficiency economy to reduce expenses. Increase income and create wealth for households.

2. Suggestions for the next research are as follows: (1) Further research and other variables should be studied to promote increased household savings. (2) In this study, the method of collecting data from questionnaires alone may cause the findings to inaccurate from reality. Therefore, to make the next research more accurate and complete, the researcher proposes qualitative research or should use other research tool techniques such as observations and interviews to gain more insights.

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