

投稿類別：英文寫作類

篇名：Financial Mindsets： Investigating Teenagers’ Attitudes towards Finance and Consumption
Exploring Financial Tips to Avoid Economic Hardships

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I. Introduction

(I) Background

In today's world, money is super important, right? Some people know how to make extra money without working too hard. But for others, it's not so easy. They might spend more than they earn, which can be tough. Learning about money stuff when you're young can really help you out later. You can save money and even make some extra cash without too much effort. Just by being smart with your spending, you can save a bunch and avoid running out of money too fast. So, we're looking into what teenagers think about money and how they spend it. We also want to find out some practical tips to help them avoid money problems later on.

(II) Motivation

High school students often receive pocket money from their families, but do they utilize it effectively? Many students spend pocket money on various expenses beyond transportation and meals, such as purchasing course materials or giving gifts. These expenses often limit their ability to afford things they desire, leading to financial concerns.

To address these issues, this study aims to investigate adolescents' attitudes toward financial management and consumption. It seeks to introduce basic financial management concepts, including budgeting, pocket money allocation, saving strategies, and rational spending. Additionally, practical financial management skills will be provided, such as selecting suitable financial products and recognizing consumption traps.

Through this research, teenagers can develop a deeper understanding of financial management's importance and acquire practical skills to control their financial situation effectively. By avoiding unnecessary financial difficulties, they can increase their opportunities for success.

(III) Purpose

We look into how teenagers spend money and whether they use methods like budgeting. We'll teach simple financial management techniques to teens who aren't financially independent. This prepares them for managing money independently later on, making flexible and effective financial decisions.

(IV) Research Questions

Below are the questions we have listed for the literature review:

- A What are the consumption behaviors and attitudes of teenagers?
- B How do high school students approach financial management?
- C What are the practical financial management skills?

II. Literature Review

(I) Explanation of Terms

According to financial experts, three important financial terms should be understood before we try to further understand what finance is.

Table 1. Explanation of Financial Terms

Financial Attitude (Vikram,2020)	Assess acceptable financial management practices by the degree of psychological propensity to agree or disagree.
Financial Behavior (Copur, 2015)	Is the capability to capture or understand overall impacts of financial decisions on one's circumstances and to make the right decisions related to the cash management, precautions and opportunities for budget planning.
Consumer Behavior (Bhat, 2023)	Consumer behavior is the actions and decisions that people or households make when they choose, buy, use, and dispose of a product or service.

(II) Find your Financial Attitude

Table 2. Influential Factors Shaping Financial Attitudes

Childhood & Upbringing	The way our parents handle money, their spending habits the way your lifestyle is shaped up plays a very crucial role in defining our understanding
Knowledge & Awareness	The more you know about personal finances via your friends, elders, colleagues and the continuous onslaught of mass media makes one curious about diving deeper
Emotional Quotient	Your emotions will define your risk-taking capabilities and decide whether you are ready to take control of your finances and have the confidence to look beyond the ordinary and put all that gathered knowledge in motion via one sound and calculated decision.

(Vikram,2020)

(III) Major Factors Influencing Consumer Behavior

Table 3. Influential Consumer Attitudes

Psychological Factors	Human psychology is a major determinant of consumer behavior. These factors are difficult to measure but are powerful enough to influence a buying decision.
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Cultural Factors	Humans try to imitate other humans and also wish to be socially accepted in the society.
Personal Factors	A group of people is associated with a set of values and ideologies that belong to a particular community.
Economic Factors	Factors that are personal to the consumers influence their buying behavior. These personal factors differ from person to person, thereby producing different perceptions and consumer behavior.
Social Factors	The consumer buying habits and decisions greatly depend on the economic situation of a country or a market.

(Cloomack, 2023)

(IV) Consumer Attitudes

1. Conformity Orientation: Consumer behavior determined by the fact that many others are doing the same. (The mentality of "if everyone has it, I want it too.")
2. Impulsive Orientation: Consumer behavior influenced by personal impulses, making decisions on a whim.
3. Novelty Orientation: Consumer behavior involving the purchase of fresh, novel, and unique items.
4. Creativity Orientation: Choosing practical products or collecting information about related goods, purchasing items with multiple functions, and strong selection criteria.
5. Show-off Orientation: Selecting products as a symbol of flaunting and staying fashionable.

(知乎, 2023)

(V) Money Management Skills

1. Trimming Expenses: Utilize budgeting apps to record every expenditure. Understand your spending habits and identify the areas where you spend the most (e.g., food, clothing, housing, transportation, entertainment).
2. Earning Income: If you want immediate returns, consider finding part-time employment.
3. Delaying Consumption: Give yourself ample time to evaluate purchases. You might find that after a while, you forget about certain expenses.
4. Small-scale Investments: Beginners should opt for low-risk options, such as fixed deposits, when considering investments. (投資獵手, 2023)

Table 4. Learn to Budget

Track Income & Expenses	Make a list of your income sources and all your expenses. This approach will give you a clear picture of your financial situation.
Cultural Plan Your Spending	Allocate your money into different categories like savings, necessities, and discretionary spending. Remember, the goal is to spend less than you earn.
Stick to Your Budget	It may be tempting to overspend, especially on non-essential items. But remember, consistency is key to successful budgeting.

(投委會, 2023)

(VI) Develop Smart Spending Habits

Table 5. Prevention of Impulse Purchases

Distinguish Between Wants and Needs (Adams, 2023)	Before making a purchase, evaluate whether it's a want or a need. This distinction can help you prioritize your spending and avoid impulse purchases.
Shop Smart (Rampton, 2023)	Look for sales, discounts, and coupons when shopping. Additionally, consider buying used or refurbished items when possible to save money.
Avoid Emotional Spending (林以璿, 2018)	Recognize when you're feeling the urge to spend money due to emotions like stress, sadness, or boredom. Find alternative ways to cope with these feelings to prevent unnecessary spending.

(VII) Saving Money Methods

Table 6. Strategies for Revenue Enhancement and Expenditure Reduction

Start a Savings Account (佐藤傳, 2018)	If you haven't already, open a savings account. Aim to save a certain percentage of your income or allowance regularly.
Set Savings Goals (Warshaw, 2023)	Having specific goals, like saving for a car or college, can motivate you to save more.
Explore Investment Options (McGurr, 2023)	While this may seem advanced for high school students, learning about basic investment options can set you up for financial success in the future.

(VIII) The definition of fixed deposit

Fixed deposit is a relatively conservative investment approach suitable for beginners with limited or no experience. Beginners can consider trying a "fixed deposit" as it is a low-risk, low-return, and stable income investment method. (Mr.Market市場先生, 2024)

III. Research Methods

In order to solve these three research questions, we collected some relevant data. All the literature collected discussed the teenagers' consumption behavior, habits and effective financial management methods. We want to know about the financial management problems of teenagers, so we conducted a survey through a questionnaire. This questionnaire probes into teenagers' concept of financial management and consumption, analyzes the reasons from the replies, and puts forward effective and simple tips to save money.

(I) Participants

To gain a better understanding of teenagers' consumption habits. We distributed questionnaires online to 100 to 150 teenagers. In addition, the respondents were teenagers in central Taiwan.

(II) Instruments

After reviewing the literature, we developed a questionnaire on "adolescents' financial consumption habits." The questionnaire comprises 14 questions covering fundamental details, consumption behaviors, and financial knowledge or management.

IV. Analysis and Results

(I) Results of Questionnaire: The Consumption Behaviors and Attitudes of Teenagers

Figure 1. The Importance of Money

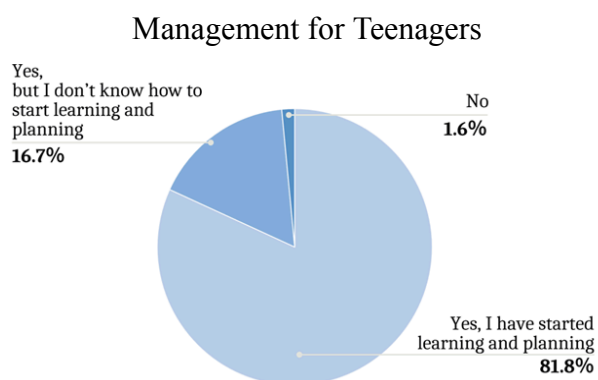


Figure 2. Personal Finances: Monthly Pocket

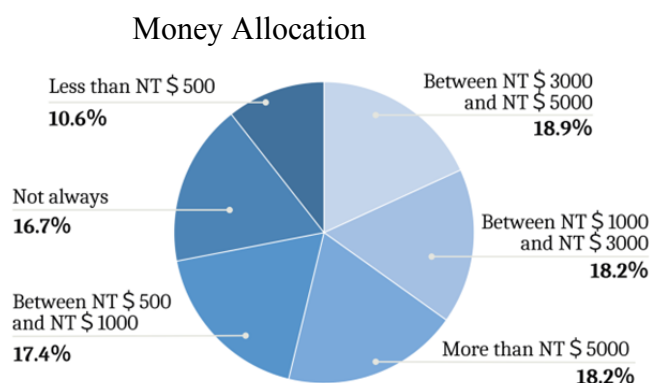


Figure 1 illustrates that almost all teenagers comprehend the significance of managing finances. However, around 16.7% of them are unaware of how to initiate learning and planning. On the other hand, Figure 2 indicates the frequency distribution of monthly allowance among teenagers. The majority of them receive between NT\$500 and NT\$5000, with the highest percentage ranging from NT\$3000-NT\$5000 (18.9%). Around 10% receive less than NT\$500.

Figure 3. Top 3 Spending Destinations for Pocket Money

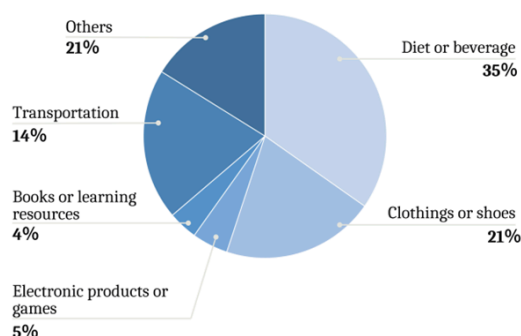
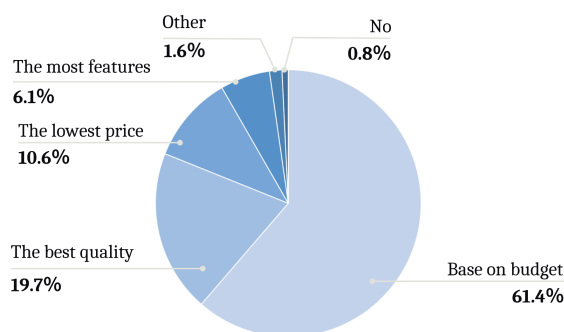


Figure 4. Consumer Decision-Making: Choosing Products and Services



Figures 3 and 4 investigate how young people spend their pocket money and what factors influence what they buy. Based on the data presented in Figure 3, it can be inferred that a significant proportion of individuals, approximately 35%, allocate their pocket money towards food expenses. Additionally, 21% and 14% of the respondents reported spending their funds on clothing and transportation, respectively. It is noteworthy that items such as electronics, games, books, and learning resources accounted for a comparatively lesser portion of teenagers' spending. Further, the findings in Figure 4 illustrate that budget constraints play a crucial role in the purchasing decisions of individuals. More than half of the respondents indicated that their budget is a deciding factor when purchasing products. This highlights the importance of affordability as a key criterion in shaping consumer behavior.

(II) High School Students Approach Financial Management

Figure 5. Sources of Financial Education:

Learning About Money Management

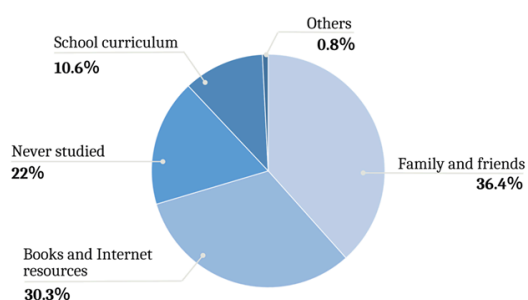
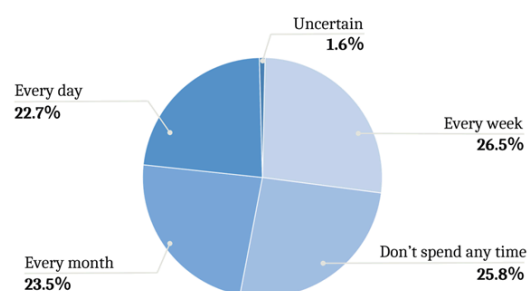


Figure 6. Allocating Time for Financial Planning and Management



Figures 5 and 6 will explore how teenagers manage their finances. Based on Figure 5, 60% of people who learn about money management acquire information from their family, friends, and the internet. However, schools offer relatively few financial management courses. According to Figure 6, 26.5% of respondents plan their finances every week. Teens spend time on their finances every month and every day, about 22% and 23% respectively. Additionally, the data shows that 25.8% of teens do not spend any time on managing their finances. These percentages are fairly consistent.

Figure 7. Initiating Conversations about Money: Discussions with Family and Friends

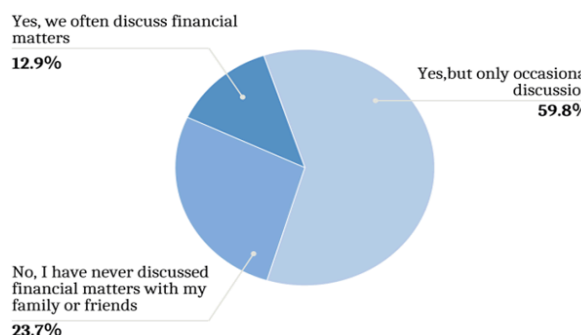
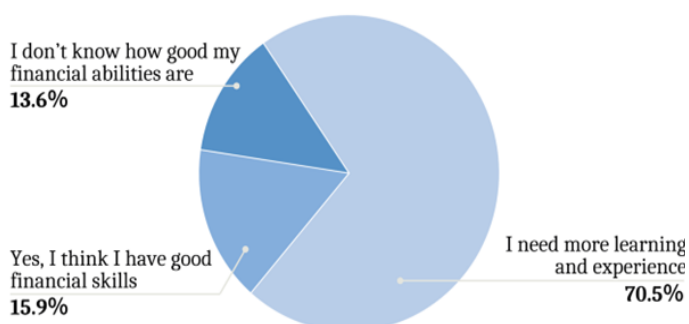
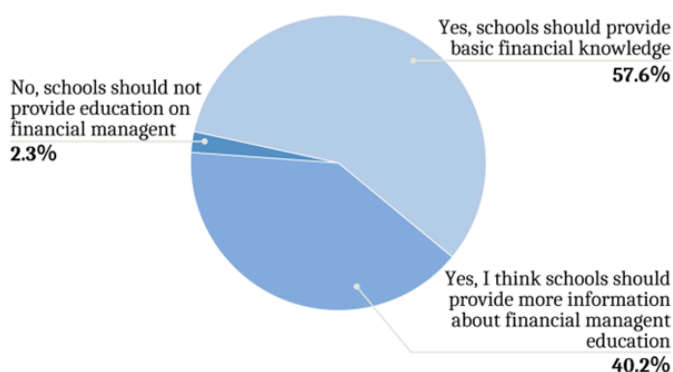


Figure 8. Assessing Financial Satisfaction: Reflections on Current Financial Ability



To gain a thorough comprehension of the financial management of teenagers, we shall refer to Figures 7 and 8. In Figure 7, it is shown that about 72% of people discuss financial matters with their family or friends. Also, 59.8% of them discuss money with their family and friends less frequently than with others. In contrast, 23.7% of teenagers have never discussed financial issues with others. Figure 8 indicates that the highest proportion of teenagers, accounting for 70.5%, think they need more learning opportunities and experience. The second highest proportion is that teens consider they already possess good financial abilities. Additionally, we can see that 13.6% of teens are unsure about what their financial level is.

Figure 9. Enhancing Financial Literacy: The Case for Increased Money Management Education in Schools



The data presented in Figure 9 indicates the extent to which schools should impart education on money management. Teenagers' opinions were analyzed, and as many as 97.8% of them expressed their belief that schools should provide basic or advanced financial education, or both. This finding underscores the importance of incorporating financial literacy as a fundamental component of the school curriculum. Schools have a crucial role to play in equipping students with the necessary skills to manage their finances effectively, instilling in them a sense of responsibility towards money, and promoting financial well-being.

(III) The Practical Financial Management Skills

Figure 10. Exploring Methods for Saving Money: Common Practices and Strategies

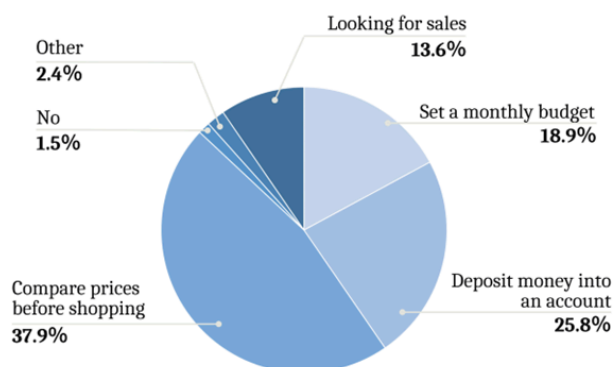
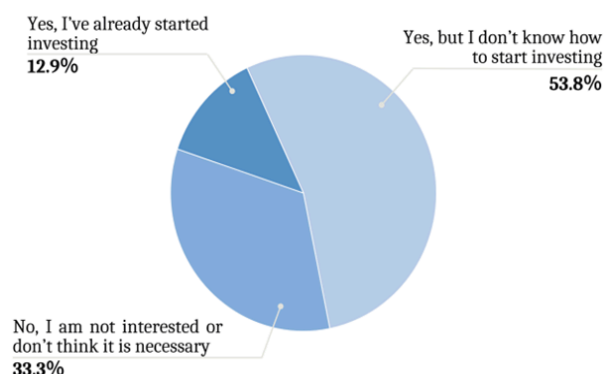
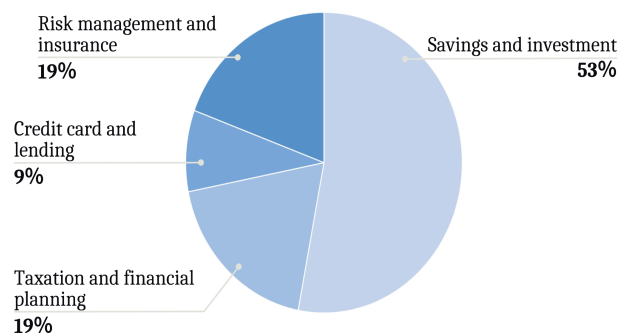


Figure 11. Considering Investment Opportunities: Exploring the Idea of Investing



Based on the data presented in Figure 10, it can be inferred that a majority of individuals engage in saving practices. Specifically, 37.9% of individuals compare prices before making a purchase, 25.8% prefer keeping their money in their personal accounts, 18.9% set a monthly budget, and 13.6% actively seek items that are on sale. As per the findings in Figure 11, approximately 66% of individuals have expressed an interest in investing in their future. Among these individuals, 12.9% are already investing while a significant 53.8% have expressed uncertainty regarding the appropriate way to begin investing. Meanwhile, 33.3% of individuals believe that investing is unnecessary.

Figure 12. Essential Financial Knowledge for Teenagers



According to the findings presented in Figure 12, over half of the respondents identified saving and investing as the most crucial considerations for teenagers. Financial planning and risk management were the second and third most essential priorities, respectively, accounting for 19% of the responses. In contrast, a minority of respondents endorsed the use of credit cards and lending.

IV. Conclusion and Suggestions

(I) Conclusion

Based on our survey data, it's evident that teenagers prioritize essential categories such as food, clothing, and transportation when allocating their pocket money. Their purchasing decisions reflect a balanced approach, considering both their needs and budgetary constraints. This highlights a thoughtful attitude toward financial decision-making, emphasizing the importance of balancing desires with fiscal responsibility.

Despite demonstrating a foundational understanding of financial concepts, many teenagers lack practical guidance in applying their knowledge. There exists a notable gap in their ability to navigate financial decisions effectively and explore the intricacies of financial management. A significant portion of teenagers advocate for expanded financial education within educational institutions, recognizing the need for more comprehensive courses on money management. This sentiment underscores the importance of equipping young individuals with essential life skills related to budgeting and financial responsibility.

(II) Suggestions

To enhance financial management skills and secure future stability, it's imperative to establish a robust framework comprising financial awareness, savings methods, and investment strategies.

- A Begin by diligently keeping accounts of your expenses. This practice enables a clear understanding of your spending patterns and highlights areas where adjustments can be made to achieve better financial balance.
- B Implement simple yet effective savings methods like a coin jar to accumulate spare change daily. Consistent contributions, regardless of the amount, can steadily grow your savings over time. Additionally, consider utilizing fixed-term deposits offered by banks to generate passive income.
- C When considering investment opportunities, exercise caution and conduct thorough research. While the potential for high returns exists, so do associated risks. Prioritize understanding different investment methods and assess your risk tolerance before making any decisions. Diversification is key to mitigating risks; avoid concentrating all investments in a single asset or sector. Instead, aim to build a well-balanced investment portfolio that aligns with your financial goals and risk appetite.

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