

## CHAPTER FOUR

### RESULTS

The previous chapter explains the methodology. This chapter presents the results of the study from the questionnaire, which is divided into 2 parts.

The first part presents demographic information of women vendors at the Dhevej market and the Prannok market. The other part presents their saving behavior and the relationship between the vendors' background and their behavior, including determinants and knowledge.

#### PART 1: DEMOGRAPHIC INFORMATION

The questionnaires were completed by women vendors at the Dhevej market and the Prannok market: 32 questionnaires per each market. The result shows the information concerning their personal information such as age, occupation, education, experiences in vendors, and income:

Of the 64 female respondents, most of the respondents (59.4%) in the Dhevej market were aged less than 41 years old. The biggest group was less than 31 years old. The respondents in the Prannok market were different because more than half of the respondents (62.6%) were 41-60 years old.

*Table 1. Number and Percentage of Vendors Divided by Age*

| Age (years)  | Dhevej Market | Prannok Market |
|--------------|---------------|----------------|
|              | Frequency (%) | Frequency (%)  |
| Less than 31 | 10 (31.3%)    | 5 (15.6%)      |
| 31-40        | 9 (28.1%)     | 4 (12.5%)      |
| 41-50        | 7 (21.9%)     | 10 (31.3%)     |
| 51-60        | 3 (9.4%)      | 10 (31.3%)     |
| More than 60 | 3 (9.4%)      | 3 (9.4%)       |

Regarding marital status, more than half of the respondents in each market were married: The married respondent were 18 (56.3%) at the Dhevej market and 20 (62.5%) at the Prannok market; however, there was no divorced respondent at the Dhevej market.

**Table 2. Number and Percentage of Vendors Divided by Marital Status**

| Marital Status | Dhevej Market | Prannok Market |
|----------------|---------------|----------------|
|                | Frequency (%) | Frequency (%)  |
| Single         | 10 (31.3%)    | 5 (15.6%)      |
| Married        | 18 (56.3%)    | 20 (62.5%)     |
| Separated      | 4 (12.5%)     | 4 (12.5%)      |
| Divorced       | 0 (0.0%)      | 3 (9.4%)       |

The respondents' educational status was divided into 4 groups. Most of the respondents in the Dhevej market graduated from university or higher. Conversely, more than half of the respondents (65.6%) in the Prannok market finished Primary school or lower and there was only one respondent (3.1%) who graduated from a university.

**Table 3. Number and Percentage of Vendors Divided by Education**

| Education               | Dhevej Market | Prannok Market |
|-------------------------|---------------|----------------|
|                         | Frequency (%) | Frequency (%)  |
| Primary School or lower | 4 (12.5%)     | 21 (65.6%)     |
| Secondary School        | 12 (37.5%)    | 7 (21.9%)      |
| College                 | 3 (9.4%)      | 3 (9.4%)       |
| University or higher    | 13 (40.6%)    | 1 (3.1%)       |

Regarding respondent income which included money from other sources, most respondents in the Dhevej market received 7,001-10,000 and more than 20,000 Baht per month or 31.3% for each group. The respondents in the Prannok market received monthly incomes of 10,001-15,000 Baht, followed by 7,001-10,000 Baht.

**Table 4. Number and Percentage of Vendors Divided by Income**

| Income<br>(Baht per month) | Dhevej Market | Prannok Market |
|----------------------------|---------------|----------------|
|                            | Frequency (%) | Frequency (%)  |
| Less than 7,000            | 1 (3.1%)      | 4 (12.5%)      |
| 7,001-10,000               | 10 (31.3%)    | 10 (31.3%)     |
| 10,001-15,000              | 9 (28.1%)     | 11 (34.4%)     |
| 15,001-20,000              | 2 (6.3%)      | 3 (9.4%)       |
| More than 20,000           | 10 (31.3%)    | 4 (12.5%)      |

According to table 5, most respondents (40.6%) in the Dhevej market worked as vendors for less than 3 years. There were only 2 respondents (6.3%) who worked more than 20 years. The highest number of the respondents in the Prannok market had been vendors for 3-10 years and only 12.5% were vendors for less than 3 years.

**Table 5. Number and Percentage of Vendors Divided by Experience as Vendors**

| Experiences in vendors<br>(years) | Dhevej Market | Prannok Market |
|-----------------------------------|---------------|----------------|
|                                   | Frequency (%) | Frequency (%)  |
| Less than 3                       | 13 (40.6%)    | 4 (12.5%)      |
| 3 – 10                            | 9 (28.1%)     | 15 (46.9%)     |
| 11 – 20                           | 8 (25.0%)     | 8 (25.0%)      |
| More than 20                      | 2 (6.3%)      | 5 (15.6%)      |

## **PART 2: SAVING BEHAVIOR, SAVING PATTERNS, DETERMINATION, AND KNOWLDEG OF SAVING**

Information about the respondents' behavior consists of objectives of saving, plan for saving, saving patterns, saving frequency, and knowledge of saving.

The study reveals that most of the respondents in the Dhevej market aim to save for family's spending (25.0%), followed by spending in their old age (18.8%). The respondents in the Prannok market are different, 12 respondents (37.5%) aimed for spending when they get old, followed by spending for emergencies, while only 4 of them (12.5%) spend on the family.

**Table 6. Number and Percentage of Vendors Divided by Objective of Saving**

| Objective of Saving    | Dhevej Market | Prannok Market |
|------------------------|---------------|----------------|
|                        | Frequency (%) | Frequency (%)  |
| Expand business        | 4 (12.5%)     | 2 (6.3%)       |
| Buy houses and/or cars | 3 (9.4%)      | 2 (6.3%)       |
| Spend in old age       | 6 (18.8%)     | 12 (37.5%)     |
| Spend on an emergency  | 4 (12.5%)     | 10 (31.3%)     |
| Spend on family        | 8 (25.0%)     | 4 (12.5%)      |
| Others                 | 7 (21.9%)     | 2 (6.3%)       |

The data shows how saving was made. It was found that after the respondents earned income, most of the respondents in the Dhevej market (46.9%) and the Prannok market (37.5%) kept some money for saving before spending the rest. The second type of behavior in which the respondents did the same in both markets was to intend to save when they had enough money.

**Table 7. Number and Percentage of Vendors Divided by Plan for Savings**

| Plan for Savings                                   | Dhevej Market | Prannok Market |
|----------------------------------------------------|---------------|----------------|
|                                                    | Frequency (%) | Frequency (%)  |
| Keep for saving and spend the rest                 | 15 (46.9%)    | 12 (37.5%)     |
| Spend before saving                                | 7 (21.9%)     | 4 (12.5%)      |
| Save all revenue and withdraw from savings account | 1 (3.1%)      | 7 (21.9%)      |
| Intend to save when have enough money              | 9 (28.1%)     | 9 (28.1%)      |

Comparing age, most respondents who kept money for saving and spent the rest at the Dhevej market (18.8%) and the Prannok market (15.6%) were aged less than 31 years old. However, the respondents who intended to save when they had enough money were aged 41-50 years old (9.4%), while they were the aged 51-60 years old (12.5%) in the Prannok market.

**Table 8. Vendor Behavior Towards Plans for Savings Compared with Age**

| Age<br>(years) | Keep for saving<br>and spend the rest |                   | Spend before<br>keep saving |                   | Save all revenue<br>and withdraw<br>from saving |                   | Intend to save<br>when have enough<br>money |                   |
|----------------|---------------------------------------|-------------------|-----------------------------|-------------------|-------------------------------------------------|-------------------|---------------------------------------------|-------------------|
|                | Dhevej<br>Market                      | Prannok<br>Market | Dhevej<br>Market            | Prannok<br>Market | Dhevej<br>Market                                | Prannok<br>Market | Dhevej<br>Market                            | Prannok<br>Market |
| Less than 31   | 6 (18.8%)                             | 5 (15.6%)         | 2 (6.3%)                    | 0 (0.0%)          | 1 (3.1%)                                        | 0 (0.0%)          | 1 (3.1%)                                    | 0 (0.0%)          |
| 31-40          | 5 (15.6%)                             | 2 (6.3%)          | 2 (6.3%)                    | 0 (0.0%)          | 0 (0.0%)                                        | 0 (0.0%)          | 2 (6.3%)                                    | 2 (6.3%)          |
| 41-50          | 2 (6.3%)                              | 1 (3.1%)          | 2 (6.3%)                    | 3 (9.4%)          | 0 (0.0%)                                        | 3 (9.4%)          | 3 (9.4%)                                    | 3 (9.4%)          |
| 51-60          | 1 (3.1%)                              | 3 (9.4%)          | 1 (3.1%)                    | 1 (3.1%)          | 0 (0.0%)                                        | 2 (6.3%)          | 1 (3.1%)                                    | 4 (12.5%)         |
| More than 60   | 1 (3.1%)                              | 1 (3.1%)          | 0 (0.0%)                    | 0 (0.0%)          | 0 (0.0%)                                        | 2 (6.3%)          | 2 (6.3%)                                    | 0 (0.0%)          |

Comparing marital status, most respondents who kept money for saving and spent the rest in the Dhevej market (28.1%) and the Prannok market (18.8%) were married, followed by the single respondents. The respondents who intended to save when they have enough money were married (15.6% at the Dhevej market and 28.1% at the Prannok market).

**Table 9. Vendor Behavior Towards Plan for Savings Compared with Status**

| Marital<br>Status | Keep for saving<br>and spend the rest |                   | Spend before keep<br>saving |                   | Save all revenue<br>and withdraw from<br>saving |                   | Intend to save<br>when have enough<br>money |                   |
|-------------------|---------------------------------------|-------------------|-----------------------------|-------------------|-------------------------------------------------|-------------------|---------------------------------------------|-------------------|
|                   | Dhevej<br>Market                      | Prannok<br>Market | Dhevej<br>Market            | Prannok<br>Market | Dhevej<br>Market                                | Prannok<br>Market | Dhevej<br>Market                            | Prannok<br>Market |
| Single            | 4 (12.5%)                             | 3 (9.4%)          | 3 (9.4%)                    | 1 (3.1%)          | 1 (3.1%)                                        | 1 (3.1%)          | 2 (6.3%)                                    | 0 (0.0%)          |
| Married           | 9 (28.1%)                             | 6 (18.8%)         | 4 (12.5%)                   | 2 (6.3%)          | 0 (0.0%)                                        | 3 (9.4%)          | 5 (15.6%)                                   | 9 (28.1%)         |
| Separation        | 2 (6.3%)                              | 3 (9.4%)          | 0 (0.0%)                    | 0 (0.0%)          | 0 (0.0%)                                        | 1 (3.1%)          | 2 (6.3%)                                    | 0 (0.0%)          |
| Divorced          | 0 (0.0%)                              | 0 (0.0%)          | 0 (0.0%)                    | 1 (3.1%)          | 0 (0.0%)                                        | 2 (6.3%)          | 0 (0.0%)                                    | 0 (0.0%)          |

Comparing education, most respondents at the Dhevej (25.0%) market who kept their money for saving and spent the rest graduated from university or higher, while most of the respondents at the Prannok market (21.9%) who saved all their revenue and then withdrew it had a Secondary school background. The respondents (9.4%) who spent the money before keeping the savings had a primary education or lower. The respondents at the Prannok market (9.4%), in contrast, finished primary school or lower.

**Table 10. Vendor Behavior Towards Plan for Savings Compared with Education**

| Education               | Keep for saving and spend the rest |                | Spend before keep saving |                | Save all revenue and withdraw from saving |                | Intend to save when have enough money |                |
|-------------------------|------------------------------------|----------------|--------------------------|----------------|-------------------------------------------|----------------|---------------------------------------|----------------|
|                         | Dhevej Market                      | Prannok Market | Dhevej Market            | Prannok Market | Dhevej Market                             | Prannok Market | Dhevej Market                         | Prannok Market |
| Primary School or lower | 1 (3.1%)                           | 5 (15.6%)      | 1 (3.1%)                 | 3 (9.4%)       | 0 (0.0%)                                  | 7 (21.9%)      | 2 (6.3%)                              | 6 (18.8%)      |
| Secondary School        | 5 (15.6%)                          | 4 (12.5%)      | 2 (6.3%)                 | 0 (0.0%)       | 0 (0.0%)                                  | 0 (0.0%)       | 5 (15.6%)                             | 3 (9.4%)       |
| College                 | 1 (3.1%)                           | 3 (9.4%)       | 1 (3.1%)                 | 0 (0.0%)       | 0 (0.0%)                                  | 0 (0.0%)       | 1 (3.1%)                              | 0 (0.0%)       |
| University or higher    | 8 (25.0%)                          | 0 (0.0%)       | 3 (9.4%)                 | 1 (3.1%)       | 1 (3.1%)                                  | 0 (0.0%)       | 1 (3.1%)                              | 0 (0.0%)       |

Comparing Income, 6 respondents at the Dhevej market (18.8%) who kept their money for saving and spent the rest at the Dhevej market earned an income of more than 20,000 Baht per month. This number was equal to the respondents who intended to save when they had enough money and earned a monthly income of 7,001-10,000 Baht. The respondents at the Prannok market were different. Most respondents (15.6%) with an income of 7,001-10,000 Baht who intended to save when they had enough money equaled the ones who saved all their revenue and withdrew it for spending earned an income of 10,001-15,000 Baht.

**Table 11. Vendor Behavior Towards Plan for Savings Compared with Income**

| Income (Baht per month) | Keep for saving and spend the rest |                | Spend before keep saving |                | Save all revenue and withdraw from saving |                | Intend to save when have enough money |                |
|-------------------------|------------------------------------|----------------|--------------------------|----------------|-------------------------------------------|----------------|---------------------------------------|----------------|
|                         | Dhevej Market                      | Prannok Market | Dhevej Market            | Prannok Market | Dhevej Market                             | Prannok Market | Dhevej Market                         | Prannok Market |
| Less than 7,000         | 1 (3.1%)                           | 2 (6.3%)       | 0 (0.0%)                 | 1 (3.1%)       | 0 (0.0%)                                  | 1 (3.1%)       | 0 (0.0%)                              | 0 (0.0%)       |
| 7,001-10,000            | 3 (9.4%)                           | 4 (12.5%)      | 1 (3.1%)                 | 1 (3.1%)       | 0 (0.0%)                                  | 0 (0.0%)       | 6 (18.8%)                             | 5 (15.6%)      |
| 10,001-15,000           | 5 (15.6%)                          | 3 (9.4%)       | 1 (3.1%)                 | 1 (3.1%)       | 0 (0.0%)                                  | 5 (15.6%)      | 3 (9.4%)                              | 2 (6.3%)       |
| 15,001-20,000           | 0 (0.0%)                           | 1 (3.1%)       | 2 (6.3%)                 | 0 (0.0%)       | 0 (0.0%)                                  | 1 (3.1%)       | 0 (0.0%)                              | 1 (3.1%)       |

Regarding respondent behavior in both markets, 3 respondents (1 at the Dhevej market and 2 at the Prannok market) didn't save at official institutions. The respondents in both markets saved money at both official and unofficial institutions. Most of the respondents who saved money at official institutions kept their money in the banks (66.7% of the Dhevej market and 70.0% of the Prannok market), followed

by paying for insurance (66.7% of the Dhevej market and 70.0% of the Prannok market).

25 respondents (12 at the Dhevej market and 13 at the Prannok market) didn't save at unofficial institutions. The respondents who saved money at unofficial institutions saved money by buying gold and/or precious jewelry (34.3% of the Dhevej market and 26.3% of the Prannok market).

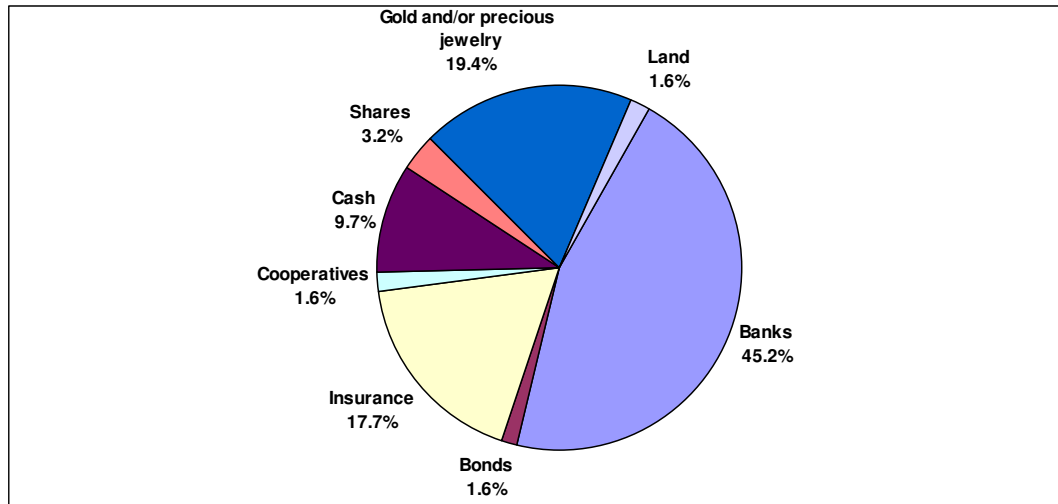
**Table 12. Vendor Behavior Towards Saving Patterns**

|                                   | <b>Dhevej Market</b> | <b>Prannok Market</b> |
|-----------------------------------|----------------------|-----------------------|
|                                   | <b>Frequency (%)</b> | <b>Frequency (%)</b>  |
| Saving at official institutions   |                      |                       |
| Save in banks                     | 28 (66.7%)           | 28 (70.0%)            |
| Invest in saving bond             | 1 (2.4%)             | 2 (5.0%)              |
| Pay for insurance                 | 11 (26.2%)           | 6 (15.0%)             |
| Save in cooperative               | 1 (2.4%)             | 2 (5.0%)              |
| Saving in unofficial institutions |                      |                       |
| Stock cash at home                | 6 (17.1%)            | 5 (13.2%)             |
| Shares                            | 2 (5.7%)             | 7 (18.4%)             |
| Buy gold and/or precious jewelry  | 12 (34.3%)           | 10 (26.3%)            |
| Buy land                          | 1 (2.9%)             | 0 (0.0%)              |

*Note.* The respondents answered more than one choice

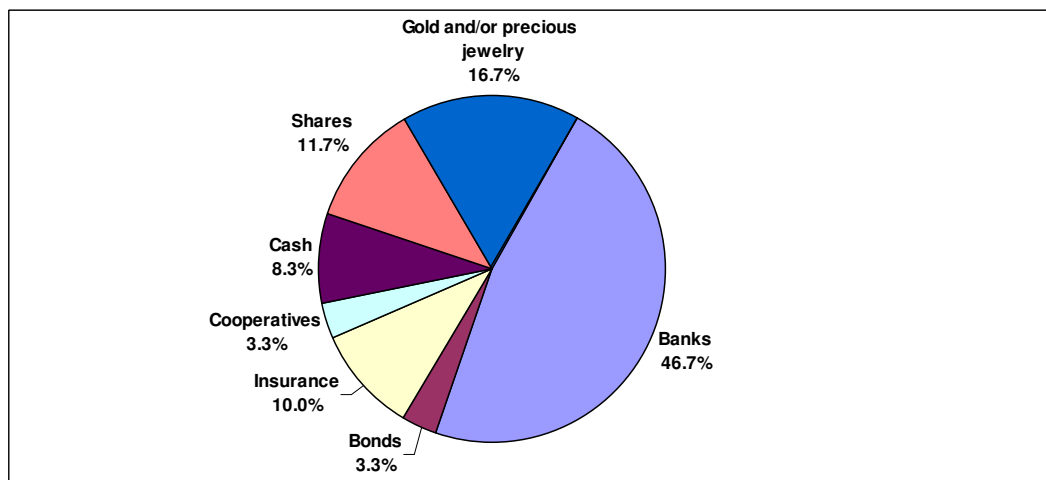
Figure 1 and 2 shows the Proportion of Saving Patterns at the Dhevej Market and the Prannok market. Most of the respondents at both markets kept money in the banks (45.2% of the Dhevej market and 46.7% of the Prannok market), followed by buying gold and precious jewelry (19.4% and 16.7 %). Comparing the saving behavior with shares, it was found that most respondents (28.0%) at the Prannok market had significant activity with shares (28.0%) more than the respondents (8.7%) at the Dhevej market.

**Figure 1.** Proportion of saving patterns at the Dhevej market.



*Note.* The respondents answered more than one choice

**Figure 2.** Proportion of saving patterns at the Prannok market.

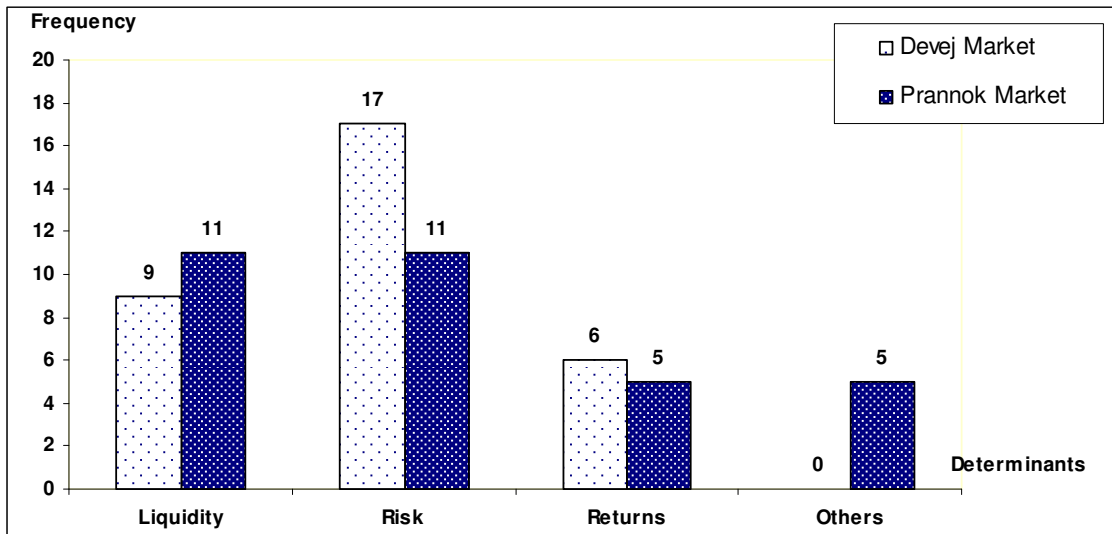


*Note.* The respondents answered more than one choice

From figure 3, the factors influencing the saving behavior towards women vendors were liquidity, risk, return of interest, and others. It was found that risk was the most important factor in decisions by the respondents at both markets: 17 respondents at the Dhevej market and 11 respondents at the Prannok market, followed by liquidity. More than half of the respondents at each market wanted to save more if their revenue increased (53.1% of the Dhevej market and 71.9% of the Prannok market).

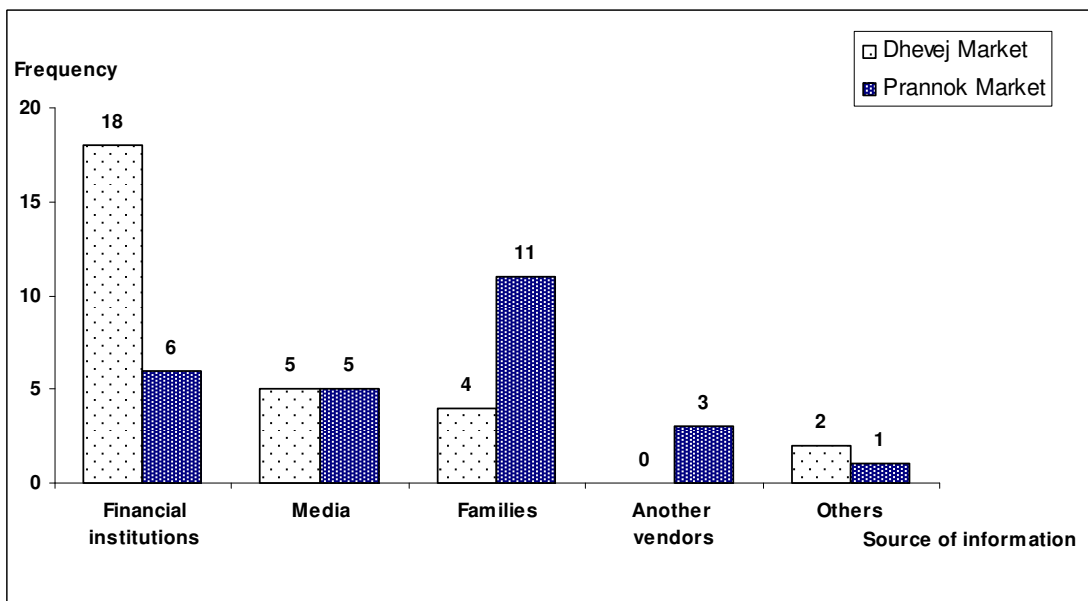


**Figure 3.** Determination on saving patterns.



Regarding the respondent behavior at both markets, the respondents have access to knowledge about the different kinds of saving. 18 of 32 respondents at the Dhevej market, followed by media (5 respondents). The respondents at the Prannok market were different. Most of them received information from their families (11 respondents of 32 respondents), followed by financial institutions (6 respondents).

**Figure 4.** Number of Vendors accessing sources of saving information.



More than half of the respondents at both markets think saving to be more important; however, it was found that their knowledge sometimes affected by their saving behavior (62.5% of the Dhevej market and 40.6% of the Prannok market). Knowledge didn't affect the saving behavior of 6 respondents (18.8%) at the Dhevej market and of 8 respondents (25.0%) at the Prannok market.

**Table 13. Knowledge of Saving and Saving Behavior**

|                                            | <b>Dhevej Market</b> | <b>Prannok Market</b> |
|--------------------------------------------|----------------------|-----------------------|
|                                            | <b>Frequency (%)</b> | <b>Frequency (%)</b>  |
| How important is knowledge                 |                      |                       |
| Less important                             | 0 (0.0%)             | 1 (3.1%)              |
| Moderately important                       | 12 (37.5%)           | 11 (34.4%)            |
| Most important                             | 18 (56.3%)           | 18 (56.3%)            |
| Not mentioned                              | 2 (6.3%)             | 2 (6.3%)              |
| The effect of knowledge on saving behavior |                      |                       |
| No affect on your saving behavior          | 6 (18.8%)            | 8 (25.0%)             |
| Sometimes affects your saving behavior     | 20 (62.5%)           | 13 (40.6%)            |
| Affects your saving behavior very much     | 4 (12.5%)            | 2 (6.3%)              |
| Not mentioned                              | 2 (6.3%)             | 9 (28.1%)             |

The statistics in this chapter indicates the results of the study. Age and education of the respondents at both markets are different. 31.3% of the respondents at the Dhevej market were less than 31 years old and 40.6% graduated at least from university, whereas 62.6% of the respondents at the Prannok market were 41-60 years old and 65.6% finished primary school or lower. However, saving behavior among the respondents at both markets isn't different. Most of them planned for saving by keeping money for saving and then spending the rest of their money. They saved money at financial institutions. It is found that the major determinant of saving is risk, followed by liquidity.