

Evgeny V. Kuzmichev – graduate student, the Institute of economic researches of FEB RAS (153 Tikhookeanskaya Street, Khabarovsk, 680042, Russian Federation). *E-mail: evkuzmichev@mail.ru*

Factors of financial behavior of population of the Far East of Russia

The article is devoted to the actual problems of forecasting the financial behavior of the population, including credit and saving activity. Identification of motives of population's financial behavior, assessing the impact of factors that change the development trajectories of credit and savings processes, are now among important directions of effective organization of financial markets. Depending on the model, to which the perspective behavior of households is oriented it is possible to form a rational strategy for all other participants in the financial process - states, firms, financial intermediaries, etc.

The concept of behavioral finances-one of the modern scientific directions, connected with the evaluation of influence on this process not only of economic, but also social factors is chosen for research of the motivation of population's behavior. On the basis of the analysis of works of domestic and foreign scientists, more than 20 most priority factors which can influence the level of activity of the population in the Far East of Russia have been identified and tested. The analysis showed that there is a clear differentiation in sensitivity to individual factors in the regions of the Far East.

Keywords: financial behavior, credit behavior, saving behavior, the Far East.

References:

1. Dou SH. Psihologiya finansovyh rynkov: Kejns, Minski i povedencheskie finansy [Psychology of financial markets: Keynes, Minsk and behavioral finance] // Voprosy ehkonomiki [Issues of economics], 2010, № 1.
2. Mamonov M. E. Rynok kreditov naseleniyu: identifikaciya sprosa i predlozheniya v ramkah VECM-analiza [The market of loans to the population: identification of supply and demand in the framework of VECM-analysis] // EHkonomicheskij zhurnal VSHEH [Economic Journal of the Higher School of Economics]. 2017, T. 21, no. 2, pp. 251–282.
3. Renzin O. M., Trop T. I. Kreditnoe povedenie naseleniya: regional'naya komparativistika [Credit behavior of the population: regional comparativistics] // Vlast' i upravlenie na Vostoke Rossii [Power and Administration in the East of Russia]. 2016, no. 3, pp. 52–60.
4. Strebkov D. O. Osnovnye tipy i faktory kreditnogo povedeniya naseleniya v sovremennoj Rossii [The main types and factors of credit behavior of the population in modern Russia]// Voprosy ehkonomiki [Issues of economics]. 2004, no. 2, pp. 109–128.
5. Sushko E. YU. Finansovoe povedenie naseleniya i ego determinanty [Financial behavior of the population and its determinants] // Finansy i kredit [Finance and credit]. T. 23. Vyp. 12, mart 2017.
6. Fedotova M., Pleskachevskij V., Rutgajzer V., Budickij A. Povedencheskaya ocenka; koncepciya povedencheskih finansov i ee primenenie v ocenke biznesa [The financial behavior of the population and its determinants] // Voprosy ehkonomiki [Issues of economics]. 2009, no. 5, pp. 104–117.
7. de Bassa Scheresberg, Carlo: Financial Literacy and Financial Behavior among Young Adults: Evidence and Implications, Numeracy: Vol. 6 : Iss. 2, article 5.
8. Lea S. E. G., Webley P., Levine R. M. The Economic Psychology of Consumer Debt // Journal of Economic Psychology, 1993, 14 (1).
9. Le Blanc J., Porpiglia A., Teppa F, and others: Household saving behavior and credit constraints in the Euro area Bundesbank Discussion Paper, 2014, no. 16.

10. Livingstone S. M., Lunt P. K.: Predicting personal debt and debt repayment: Psychological, social and economic determinants // Journal of Economic Psychology, 1992, 13 (1).
11. Meier S., Sprenger C. Impatience and credit behavior: Evidence from a field experiment. Working paper series // Federal Reserve Bank of Boston, no. 07-3, 2007.
12. Robb C. A., Sharpe D. L. Effect of Personal Financial Knowledge on College Students' Credit Card Behavior // Journal of Financial Counseling and Planning, 2009, vol. 20, issue 1.

Reference to the article

Kuzmichev E. V. Factors of financial behavior of population of the Far East of Russia // Power and Administration in the East of Russia. 2018. No. 2 (83). Pp. 81-86. DOI 10.22394/1818-4049-2018-83-2-81-86