

# Guidelines for Building Personal Financial Discipline for Thai Students

## แนวทางในการสร้างวินัยทางการเงินส่วนบุคคลของนักศึกษาไทย

Thatarat Chamroonkul<sup>1</sup>, Khomphat Sririthreeraphithak<sup>1</sup>, Lakkana Lusawad<sup>1</sup> and

Amornrat Sriwanut<sup>1</sup>

ธารา จำรูญกุล<sup>1</sup>, กมพัชญ์ สิริธิรพิทักษ์<sup>1</sup>, ลักษนา ลุสวัสดิ์<sup>1</sup> และ ออมรัตน์ ศรีวานต์<sup>1</sup>

<sup>1</sup>School of Business Administration, Eastern Asia University

<sup>1</sup>คณะบริหารธุรกิจ มหาวิทยาลัยอีสเทิร์นເອເຊີຍ

Received: January 15, 2025

Revised: February 17, 2025

Accepted: February 18, 2025

### Abstract

This article explores the importance of financial discipline for university students in Thailand, considering the increasing economic challenges caused by lifestyle spending behaviors, the impact of social media, rising debt, and insufficient financial education. Studies on student savings reveal that a lack of financial knowledge, inadequate savings, poor understanding of financial principles, and a lack of long-term planning affect personal financial stability. The approach to building personal financial discipline for students should start with personal financial planning, focusing on systematic income management, controlling spending, and setting goals to promote financial stability. Income management can be encouraged through part-time work, online businesses, scholarships, and efficient income allocation. Spending and saving can be improved by creating budgeting techniques, regular saving to build financial resilience. Investment planning should introduce students to basic investment strategies to create wealth while managing risk. These guidelines emphasize the importance of educational institutions in fostering financial knowledge through integrated courses, workshops, and learning from experienced professionals to equip students with sustainable financial management skills and long-term success.

**Keywords:** Financial Discipline; Saving; Personal Financial Planning

### บทคัดย่อ

บทความนี้เป็นการสำรวจความสำนัญของวินัยทางการเงินสำหรับนักศึกษามหาวิทยาลัยในประเทศไทย โดยพิจารณาถึงความท้าทายทางเศรษฐกิจที่เพิ่มขึ้นซึ่งมีสาเหตุมาจากการได้รับอิทธิพลจากพฤติกรรมการใช้จ่ายตามรูปแบบการดำเนินชีวิต ผลกระทบจากสื่อสังคมออนไลน์ การก่อหนี้ที่เพิ่มขึ้นรวมไปถึงการขาดการศึกษาทางการเงินที่เพียงพอ จากการศึกษาเกี่ยวกับการออมของนักศึกษาพบว่า การขาดความรู้ทางการเงิน การออมที่ไม่เพียงพอ ความเข้าใจในหลักการทางการเงินที่ไม่ดี และการขาดแคลนการวางแผนระยะยาวส่งผลต่อความมั่นคงทางการเงินส่วนบุคคล แนวทาง

ในการสร้างวินัยทางการเงินส่วนบุคคลของนักศึกษาควรเริ่มจากการวางแผนการเงินส่วนบุคคลโดยเน้นการจัดการรายได้ อย่างมีระบบ การควบคุมการใช้จ่าย และการตั้งเป้าหมายเพื่อส่งเสริมความมั่นคงทางการเงิน การจัดการรายได้โดยการ ส่งเสริมให้นักศึกษาทำงานล่วงเวลา ทำธุรกิจออนไลน์ หรือรับทุนการศึกษา และจัดสรรรายได้อย่างมีประสิทธิภาพ การ ใช้จ่ายและการออมโดยการสร้างเทคนิคการจัดทำงบประมาณ การออมอย่างสม่ำเสมอเพื่อสร้างความยืดหยุ่นทางการเงิน และการวางแผนการลงทุนโดยการแนะนำให้นักศึกษารู้จักกลยุทธ์การลงทุนพื้นฐานเพื่อสร้างความมั่งคั่งในขณะที่บริหาร ความเสี่ยง แนวทางเหล่านี้เน้นย้ำถึงความสำคัญของสถาบันการศึกษาในการปลูกฝังความรู้ทางการเงินผ่านหลักสูตร ที่บูรณาการกับการจัดกิจกรรมการเรียนรู้และการปฏิบัติจริง และเรียนรู้จากผู้ที่มีประสบการณ์จริง เพื่อเตรียมความพร้อม ให้กับนักศึกษาด้วยทักษะในการจัดการทางการเงินอย่างยั่งยืนและความสำเร็จในระยะยาว

**คำสำคัญ:** วินัยทางการเงิน; การออม; การวางแผนการเงินส่วนบุคคล



## Introduction

Thailand is currently grappling with an economic challenge driven by the rising cost of goods and the prevalent lifestyle choices of its population. These choices often reflect spending behaviours and values focused on unnecessary expenditures, extravagant purchases, and acquiring expensive products and services influenced by fashion trends. Such patterns of spending have resulted in inadequate income to meet expenses, future debt problems, and insufficient funds for savings. A primary contributing factor is the tendency to prioritize spending on dining and travel over saving.

In today's social media-driven era, many individuals feel compelled to showcase their lifestyles online or make unnecessary purchases to align with social media trends. This behaviour often leads to higher expenses, forcing individuals to rely on future income or credit cards for payments, which accrues interest. According to reports, more than 50 per cent of Thais are unable to fully pay off their credit card debt each month. Additionally, the average financial behaviour of Thais indicates that 76 per cent of their monthly income is spent, 21 per cent

is saved, and 3 per cent is allocated for risk mitigation. Among those with insufficient savings, 82 per cent of their income is spent, leaving only 14 per cent for savings. Interestingly, whether individuals have adequate income or not, most savings are placed in unsuitable or unproductive channels (National Statistical Office, 2018). According to the 2022 survey results from the Bank of Thailand, Thais have shown continuous improvement in financial skills, with an average score of 71.4%. This marks an increase from 67.4% in 2020 and exceeds the OECD average of 60.5%. Despite this progress, the proportion of Thais who saved in the past 12 months dropped to 87.5%, a decrease of 2.7% from 2021. The majority saved in cash (75.4%) and savings accounts (53.3%), while only 2.6% chose to invest.

Key issues in financial literacy among Thais include a lack of understanding of inflation, compound interest rates, and investment risk diversification. Additionally, financial behaviours often reveal challenges in allocating money before spending and managing finances to avoid insufficiency. Notably, 1 in 3 Thais lack adequate savings for old age or retirement.

In terms of financial attitudes, Thais need to improve their inclination toward saving for the future over the immediate gratification of spending. Financial behaviours have not significantly evolved. A financial survey by TMB Bank in 2018 of Thais aged 18-45 revealed that 70-80% of respondents did not have sufficient savings to last 3-6 months. High expenditure on non-essential items, such as dining out, alcohol, cigarettes, and gambling, accounted for 26% of total expenses. It was observed that individuals with sufficient savings had an equal proportion of necessary and unnecessary expenses, while those with insufficient savings spent twice as much on unnecessary items compared to necessary ones (Office of the National Economic and Social Development Council, 2018). Given these findings, financial planning is crucial for a stable and secure life. It involves effectively allocating and managing income into various categories, such as daily expenses, future savings, medical emergencies, travel, or investments to generate returns. Setting clear goals and adhering to them fosters financial stability, a sense of security, and pride in continuous financial management. It also helps individuals appreciate the value of money, build discipline in planning and management, practice careful decision-making, control expenses to stay within income limits, and allocate a portion of income for savings or explore opportunities to increase income.

The most financially influenced group is students who are still dependent on their families for income while pursuing their studies. The majority of their income comes from parents, provided either weekly or monthly, with the amount varying based on each family's financial status and necessities. However, under the current economic situation, many students

exhibit spending behaviours that reflect a lack of financial discipline. They often live beyond their means, spending excessively each day based on their values.

Many students consume goods and services that exceed what is appropriate for their age and financial capacity. Their desire to fulfil personal wants and showcase family status drives behaviours such as dining in high-end restaurants or shopping malls, engaging in entertainment like watching movies, playing online games, and attending nightlife events. Additionally, they spend on fashionable clothing, accessories, and the latest electronic gadgets, such as mobile phones and computers. This pattern arises from students being at a developmental stage where they seek to explore new experiences and gain social acceptance among peers. As a result, they tend to consume extravagantly, disregarding the importance of budgeting and savings. Their lack of financial prudence often leads to spending beyond necessity, which exacerbates financial strain. These behaviours align with findings from Suwimon Wongwanich and Nonglak Wiratchai (2009) on factors supporting the moral development of students. Their study highlights that the most urgent area for improvement among students is the cultivation of discipline. Individuals who lack self-control in spending are prone to exceeding their income, accumulating debt, and facing related financial challenges. Teaching financial discipline and instilling responsible spending habits are critical steps to mitigate these issues and promote long-term financial well-being among students.

The issues discussed above highlight the critical importance of financial planning in today's world. Beyond the role of families in instilling financial discipline in students,

teaching them how to spend wisely, save diligently, and practice self-sufficiency are foundational lessons that can shape their future financial habits. These principles, when introduced early, become experiential learning opportunities that are more impactful and memorable. Modern learning extends beyond personal experiences to include lessons drawn from observed examples and real-life scenarios that demonstrate effective financial planning. Personal financial planning serves as the starting point for developing sound financial habits. This type of planning, which begins with oneself, is highly beneficial and provides a solid framework for managing finances effectively. For students, understanding and practising personal financial planning during their academic years can serve as a foundation for navigating financial responsibilities after graduation. This early adoption of financial strategies ensures that they are better equipped to make informed decisions, secure financial stability, and achieve long-term goals. Through practical application and exposure to successful examples, students can develop the skills needed to manage their resources wisely in the future.

### **Personal Financial Planning**

The Certified Financial Planner Board of Standards defines personal financial planning as the process of achieving individual life goals through the effective management and tailored planning of financial resources. This process begins with collecting individual financial information, setting objectives, analyzing the current financial status, and then developing strategies and plans to achieve future goals. Similarly, Sudarat Phimonrattanakarn (2012) describes personal financial planning as the management of financial resources that an individual possesses

or acquires to achieve specific goals. These goals primarily focus on ensuring personal and family security, ultimately leading to financial stability and overall happiness. Both definitions emphasize the importance of a structured and goal-oriented approach to managing finances to secure a stable and fulfilling future.

Sirinuch Inlakorn (2005) defines personal financial planning as the process of managing an individual's finances to help them achieve their goals. These goals are divided into two categories:

1. **Financial Goals:** These are objectives that can be explicitly defined in monetary terms. Achieving financial goals improves the quality of life, with goals varying according to a person's financial status and circumstances. Examples include saving to purchase a house, funding children's education, preparing for retirement, or ensuring sufficient money for daily expenses. The key factor in achieving financial goals is money, and effective financial planning is essential to realize these aspirations.

2. **Non-Financial Goals:** These are objectives that cannot be easily quantified in monetary terms. Examples include having a happy family life, helping the underprivileged, or caring for abandoned animals. These goals often focus on emotional fulfilment or social contributions and may not require financial expenditure to achieve.

Inlakorn (2005) emphasizes that while financial goals are crucial for stability and progress, non-financial goals reflect personal values and contribute to overall well-being. Both types of goals highlight the importance of balanced financial planning in fostering a well-rounded and fulfilling life.

Ratchaneekorn Wongchan (2012) emphasizes that personal financial management is integral to daily life and relevant for indi

duals of all ages. Financial planning plays a crucial role in creating financial security, stability, and freedom, enabling individuals to meet their desired goals. This, in turn, contributes to the overall stability of families, society, and the nation. The scope of personal financial planning includes the following key areas:

1. Effective Consumption and Spending Planning: This involves managing income and expenses effectively, forming the foundation for financial security and stability for individuals and their families.

2. Risk Management and Insurance Planning: This area focuses on creating security for life and assets by managing potential risks and protecting against damages to personal possessions.

3. Tax Planning: The goal is to reduce tax payments legally through various strategies, such as contributing to a provident fund, purchasing life insurance, acquiring home loans, or investing in Long-Term Equity Funds (LTF) or Retirement Mutual Funds (RMF).

4. Investment Planning: This involves allocating savings to suitable investments to achieve expected returns and financial goals, taking into account individual risk tolerance and investment conditions. Examples of investments include real estate, gold, and derivatives.

5. Retirement Planning: This area prepares individuals for life after retirement by building sufficient assets to generate income for retirement expenses.

6. Estate Planning: This involves planning the distribution of wealth to heirs or charitable causes, preventing disputes among beneficiaries after the owner's passing.

In conclusion, personal financial planning is the process of achieving life goals through

effective management of financial resources. It involves collecting financial information, setting objectives, analyzing the current financial situation, and developing strategies to achieve financial and non-financial goals.

### Personal Financial Planning for Students

According to Piyanan Jaengaksorn (2021), personal financial planning for students involves strategically planning their spending, saving, and investing. This ensures that students can manage their finances effectively to meet their goals, such as purchasing desired items, saving for future needs, or investing to generate additional income. Suchanuch Suksavee et al. (2021) expand on this by emphasizing that personal financial management among students reflects their individual feelings, thoughts, and behaviours. Attitudes toward finances play a critical role, as changing these attitudes can influence and improve financial behaviours. Setting clear goals for financial success, based on personal aspirations, is essential for effective management. The financial success of each student varies, depending on their income-earning and spending capabilities. Developing disciplined habits, such as saving leftover money from expenditures or investing it wisely to generate returns, can accelerate financial independence. By cultivating these behaviours, students can establish a solid foundation for their financial futures and achieve independence more efficiently.

Areewan Suttipongpan (2020) conducted a study on the personal financial planning behaviour of cadets from Chulachomklao Royal Military Academy, who had undergone formal education in personal financial management. The study aimed to examine the financial behaviours of these cadets—future leaders in the military

and role models for Thai citizens. The research identified four key factors that shaped financial planning behaviour: income, expenses, savings, and investment. The findings revealed that cadets at all levels exhibited superior financial planning behaviours compared to the general Thai population and the Organization for Economic Co-Operation and Development (OECD) in all aspects. Among these cadets, the final-year students demonstrated the highest financial behaviour. However, the study highlighted a weakness in the student's ability to set and implement long-term financial goals. To address this, the research recommended enhancing financial literacy through in-depth classroom instruction, integrating financial planning into compulsory subjects, and organizing extra curricular activities aimed at improving financial management skills. This approach should be implemented progressively, starting from the first year and continuing until graduation.

Nawarat Jarernsuk (2016) explored the personal financial management behaviours of students at the Physical Education Institute on the southern campus, to study and compare their financial knowledge across four key areas: income generation, spending, saving, and investing. The study surveyed 382 students, revealing that overall, these students had a high level of financial management knowledge. When examining each aspect individually, the results showed that their knowledge of earning income, spending, and saving was at a high level. However, in terms of investing, their knowledge was at a moderate level.

Sontaya Khamwirat (2013) researched the knowledge and attitudes of students regarding personal financial management, using the Rajamangala University of Technology in

Bangkok as a case study. The study aimed to examine and compare students' knowledge and attitudes across four areas: income generation, spending, savings, and investment. The sample group consisted of 1,419 students. The results indicated that the overall level of knowledge among students about personal financial management was at a moderate level. The area with the highest knowledge was income generation, followed by spending, while savings had the lowest level of knowledge. Similarly, the overall level of students' attitudes towards personal financial management was also moderate, with income generation again scoring the highest, followed by savings, and spending scoring the lowest.

Saithong Lertpiang (2014) conducted a study on the personal financial planning behaviour of accounting students from the Faculty of Business Administration at Lampang Commercial and Technology School. The research aimed to explore students' financial planning behaviour. The results revealed that students' spending behaviour in education had the highest average value, followed by recreation and social activities. The basic necessity aspect had the lowest average value. The overall level of personal financial planning behaviour among students was moderate. When analyzing each aspect individually, setting desired goals scored the highest, followed by planning to earn money and changing jobs at a high level. Saving money, allocating time to gain knowledge, understanding investment and debt management were all at a moderate level.

In summary, personal financial management encompasses four key areas: income generation, spending, saving, and investment.

### **The Definition of Income**

The definition of income is defined by Nattaporn Panthongkhum and Supharsinee Numniem (2016) as money or essential goods obtained from work that fulfils living needs. Income arises from legal and ethical jobs, such as salaries, daily wages, hourly wages, earnings from jobs, profits from investments, and returns from business ventures. This aligns with Chanpen Bunchai (2009), who explains that income includes regular salary, position fees, various benefits, special income, and side jobs like selling life insurance or engaging in direct selling businesses. Essentially, income refers to the rewards individuals receive from work, which can be in monetary form or other forms of compensation.

### **The Definition of Expenses**

The meaning of expenses, according to Weeraphon Bodirat (2004), refers to the decision-making process of using limited money to maximize personal benefits by utilizing it effectively. It involves assessing needs and necessities before spending, as well as contributing to society when ready. Chanpen Bunchai (2009) defines expenses as the money spent on purchasing goods or services used in daily life, including donations, insurance premiums, and other non-consumable expenses. The National Statistical Office (2023) categorizes expenses into two types:

1. Consumption expenses: These include spending on food and beverages, alcoholic drinks, cigarettes, housing, clothing and footwear, personal expenses, medical supplies and check-ups, travel and communication, education, entertainment, and ceremonies.

2. Non-consumption expenses: These include taxes/fees/fines, membership fees for

professional groups, money or items given to people outside the household, donations to various organizations, merit-making money or other forms of assistance, insurance premiums, property insurance, life insurance, funeral expenses, social security contributions, lottery tickets, gambling, interest on shares, and other miscellaneous expenses.

### **The Definition of Savings**

According to Anisa Sennan (2004), saving involves setting aside money that could be spent in the present to reserve it for future use. This is typically achieved by depositing money, thereby becoming a creditor to a financial institution without engaging in any active work. Savings generally earn returns in the form of interest, which may vary depending on the type of account. Similarly, Aporn Rapsai (2017) describes saving as the process of accumulating small amounts of money over time, often by depositing it with banks or financial institutions to earn interest. Saving can also be understood as the act of reserving a portion of income not used for current consumption, choosing instead to save it for future needs. It represents a deliberate sacrifice of present spending to ensure funds are available for future expenses, such as retirement or emergencies. Life is inherently unpredictable, with potential challenges such as unemployment, illness, accidents, or natural disasters. Without savings, individuals may face significant hardships in such situations. Additionally, after retirement at the age of 60, individuals need a source of income to cover living expenses, emphasizing the importance of saving throughout one's working years.

## **The Definition of Investment**

According to Anisa Sennan (2004), investment involves the act of sacrificing money that could be spent in the present to use it for generating returns in the future. Investment typically takes the form of business ownership or monetary investment. One key aspect of investment is the inherent risk: higher potential returns are often accompanied by higher risks. Therefore, investors must manage their money effectively to mitigate risks, as they bear the responsibility for potential losses or the possibility of not recovering their investments. Thanakorn Pochanatanabanhoeng (2016) defines investment as utilizing the portion of income remaining after consumption, known as savings, and even loans, to seek benefits in various forms such as profits, interest, dividends, or other returns. Similarly, Chanpen Bunchai (2009) explains investment as the utilization of resources in various ways with the expectation of earning a return higher than the initial investment at an acceptable rate of risk. Examples include investing in the stock market, real estate, gold, or government bonds. These forms of investment typically offer returns greater than regular savings but also involve a higher level of risk.

In conclusion, managing income, expenses, savings, and investments is crucial for university students in Thailand because it helps them develop financial discipline, avoid debt, and build a strong foundation for their future.

## **Personal Financial Planning for University Students in Thailand to Create Financial Discipline**

Based on the study of personal financial planning concepts, these principles can be applied to university students in Thailand to foster

financial discipline as follows:

### **Income Planning**

Earning money as a student is an excellent way to develop money management skills, build discipline, and prepare for future career challenges. Proper income planning ensures that students can effectively balance their studies and work commitments. The process begins with setting clear income goals, such as determining the amount of monthly income needed to cover expenses or contribute to savings. Additionally, establishing spending goals can provide direction in earning money for specific purposes, such as purchasing books, funding extracurricular activities, or making investments. This strategic approach helps students develop financial responsibility and achieve both short-term and long-term objectives.

Once income goals are set, students should choose suitable income-generating activities based on their lifestyle and academic commitments. Below are four types of income opportunities tailored for university students:

#### **1. Part-Time Jobs**

Students can work part-time in restaurants, coffee shops, convenience stores, or as campus assistants, such as in the library. It's crucial to select work hours that do not interfere with studies, such as evenings or weekends.

#### **2. Online Work**

Online opportunities include:

**Freelancing:** Writing articles, translating, or graphic design.

**Online Selling:** Selling second-hand items, DIY products, or self-produced goods.

**Content Creation:** Running a YouTube channel, TikTok account, or writing blogs.

#### **3. Skills-Based or Interest-Based Jobs**

Students can teach subjects they excel in

or work in areas aligned with their interests and talents.

#### 4. Scholarships and Sponsored Programs

Applying for scholarships with income support or participating in paid internships can provide both financial and professional benefits.

In term of time Management for income generation, students should create a balanced schedule for study, work, and rest. Flexible jobs that allow choosing workdays and hours are preferable. Utilizing free time effectively, such as during term breaks, can help maximize earning opportunities.

Income management is essential for financial stability. Students should allocate their income as follows:

50% for essential expenses.

30% for savings.

20% for entertainment or discretionary spending.

Part of the savings should be set aside for emergencies or future needs. Students can also explore low-risk investments, such as mutual funds, using their income to learn investment principles.

Finally, Students should prioritize safety and suitability when selecting jobs. They must avoid jobs that pose health risks or have unrealistic requirements. Before accepting work, students should review employment terms, including working hours, pay, and safety conditions, to ensure the job aligns with their capabilities and academic schedule.

### Spending Planning

Spending planning is essential for students to effectively manage their limited income, fostering financial stability and good habits for the future. To start, students should analyze

their sources of income, such as family support, part-time jobs, or scholarships, and clearly define their monthly income. Once this is established, they can classify expenses into fixed and variable categories. Fixed expenses include tuition, rent, and transportation, while variable expenses cover food, travel, and personal needs. This initial step provides a clear overview of financial inflows and outflows.

Creating a budget using the 50/30/20 rule is a practical approach. Allocate 50% of income to necessities like food and accommodation, 30% to discretionary expenses such as entertainment and hobbies, and 20% to savings or investments. Students should also set specific spending goals, such as saving for a trip or other significant expenditures. To ensure effective financial management, apps like Money Manager, Spendee, or Mint can help track and record expenses.

Controlling spending is another vital aspect of planning. Students should prioritize essential expenses, such as tuition and transportation, before considering discretionary spending. Practising frugality, such as cooking at home, using student discounts, or buying second-hand items, can significantly reduce costs. Additionally, students should avoid impulse purchases and overspending on credit cards to maintain financial discipline.

Emergency planning is a critical part of financial management for students. Setting aside 10-20% of income for emergencies, such as medical expenses, can provide a financial safety net. To enhance control over funds, students should maintain separate accounts for savings and daily expenses, ensuring that emergency savings are not unintentionally used. By implementing these strategies, students can develop a balanced approach to managing their

finances while preparing for future challenges.

### Savings Planning

Savings planning is crucial for university students as it lays the foundation for financial discipline from a young age, contributing to long-term financial stability and reducing future debt burdens. The process begins with analyzing income and expenses by recording every transaction to identify where money is spent. By categorizing expenses such as food, accommodation, travel, and personal items, students can pinpoint areas for potential savings. This clarity helps in identifying unnecessary expenditures that can be minimized or eliminated.

The next step involves setting clear, achievable savings goals. For example, students might aim to save a specific amount within a set timeframe. These goals should be measurable to track progress effectively. Once goals are established, students should allocate savings by determining a fixed monthly amount to save and deducting it immediately from their income. Choosing a savings account with a good interest rate can further enhance growth. Regular saving, regardless of the source of income, is essential. To stay motivated, students can visualize their goals by imagining future achievements or rewards tied to their savings efforts.

Lastly, it is important to periodically review and adjust the savings plan as needed. If income increases, students should consider raising their monthly savings amount to accelerate progress toward their financial goals. By following these steps, university students can develop sound financial habits, ensuring a more secure and prosperous future.

### Investment Planning

Investment is an effective way for students to build long-term wealth. Beyond saving, investing allows money to grow more rapidly than a traditional savings account. However, investment carries risks, making it essential for students to study and plan carefully. The investment planning process begins with acquiring basic investment knowledge. Students can explore books, articles, or training courses to understand fundamental investment principles, such as stocks, bonds, and mutual funds. Learning about the risks and returns of each investment type is crucial to making informed decisions.

Setting clear investment goals is the next step. Students should define their objectives, such as saving for a future home or retirement, and specify the investment timeline. It is equally important to analyze their risk tolerance, identifying the level of risk they are comfortable accepting. Based on this assessment, they can choose appropriate investment types that align with their goals and risk appetite. Diversification is another critical strategy—students should spread their investments across various assets to reduce risks associated with over-reliance on a single investment type.

Several investment options are suitable for students. Mutual funds are ideal for beginners, as professional fund managers oversee the investments. Stocks offer high potential returns but come with significant risks. Bonds provide more predictable returns, albeit typically lower than stocks. Regularly monitoring investment performance is essential to ensure alignment with financial goals. Students should review and adjust their investment portfolios as needed. Modern tools, such as investment apps, brokerage services, and financial advisors, can

simplify this process and provide valuable guidance. By following these steps, students can build a solid foundation for financial growth and security.

## Conclusion

Financial planning is vital for students as it helps them manage money effectively and establish a strong financial foundation for the future. Through financial planning, students can cultivate financial discipline by practising saving, controlling expenses, and developing good money management habits. Additionally, good savings practices provide a safety net for emergencies.

Educational institutions play a crucial role in promoting financial planning among students. They can integrate personal finance topics, such as budgeting, saving, investing, and debt

management, into existing curricula, particularly in economics or related subjects. Institutions can also offer free elective courses or extracurricular activities, such as workshops, seminars, or camps, to provide practical financial knowledge. Collaborations with financial institutions can further enrich students' understanding of financial products while inviting successful entrepreneurs to share experiences that can inspire and educate students on effective money management.

Encouraging students to generate income through part-time jobs or other opportunities during semester breaks is another way to promote financial literacy. By fostering these practices, institutions invest in building a financially responsible and knowledgeable generation capable of contributing to sustainable national development.



## References

Bank of Thailand. (2022). *Survey of Thais' financial skills 2022*. Retrieved from <https://www.bot.or.th/th/research-and-publications/articles-and-publications/bot-magazine/Phrasiam-67-2/2567-info-financial-skill.html>.

Bodirat, W. (2004). *Money is valuable Level 1*. Bangkok: Stock Exchange of Thailand. (in Thai)

Bunchai, C. (2009). *Personal financial management: A case study of working-age groups in Bangkok*. Bangkok: Dhurakij Pundit University. (in Thai)

Inlakorn, S. (2005). *Personal finance*. Bangkok: Kasetsart University Press. (in Thai)

Jaeng-aksorn, P. (2021). *Personal financial management behaviour during the COVID-19 situation of Generation Y in Bangkok*. Bangkok: Ramkhamhaeng University. (in Thai)

Jarernsuk, N. (2016). *Knowledge of undergraduates towards personal financial management: Case Study of institute of physical education in southern campus*. Nakhon Pathom: Kasetsart University, Kamphaeng Saen Campus. (in Thai)

Khamwirat, S. (2013). *Factors affecting personal financial management of personnel, Rajamangala University of Technology Group in Bangkok*. Bangkok: Rajamangala University of Technology Phra Nakhon. (in Thai)

Khumsap, P. (2001). *Investment principles*. Bangkok: Thammasat University Press. (in Thai)

Lertpiang, S. (2014). Behaviour in personal financial planning of the students majoring in accounting, faculty of business administration, Lampang College of commerce and technology. *Journal of graduate studies in Northern Rajabhat University*, 4(6), 16-26.

National Statistical Office. (2018). *Comparison of the proportion of grassroots households with savings and average savings of each region*. Retrieved from [https://www.gsb.or.th/getattachment/8c5f36c4-a06e-492b-a7da-86e7066ff721/GR\\_report\\_save\\_detail.aspx](https://www.gsb.or.th/getattachment/8c5f36c4-a06e-492b-a7da-86e7066ff721/GR_report_save_detail.aspx).

National Statistical Office. (2023). *Survey of household economic and social conditions 2023*.

Panthongkhum, N., & Numniem, S. (2016). Factors related to the financial discipline behaviour of undergraduate students, Kasetsart University, Kamphaeng Saen Campus. *Veridian E-Journal*, 9(2), 1890-1900.

Phimonrattanakarn, S. (2012). *Personal finance*. Bangkok: SE-Education. (in Thai)

Pochanathanabantheng, T. (2016). *Factors affecting investment behaviour in the stock market of working-age investors in Bangkok*. Bangkok: Srinakharinwirot University. (in Thai)

Rabsai, A. (2017). *The meaning of behavior*. Retrieved from [www.scimath.org/lesson-biology/item/7001](http://www.scimath.org/lesson-biology/item/7001).

Sennan, A. (2004). *Money is valuable, Level 4*. Bangkok: Stock Exchange of Thailand. (in Thai)

Suksavee, S., Prachayakul, A., & Arayamaydhalert, P. (2021). Attitudes and personal financial management behaviour of bachelor of business administration students Rajabhat Rajanagarindra University. *Journal of Rajanagarindra*, 19(2), 31-40.

Sutthipongpan, A. (2020). Personal financial planning behaviour of cadets in Chulachomklao Royal Military Academy. *Journal of Yala Rajabhat University*, 16(3), 357-366.

Wongchan, R. (2012). *Personal financial management*. (2<sup>nd</sup> ed.). Bangkok: Stock Exchange of Thailand. (in Thai)

Wongwanich, S., & Wiratchai, N. (2009). *Evaluation of learning reform results according to the national education Act B.E. 2542*. Proceedings of the academic conference on learning reform by the office of the secretary-general of the national education council.

