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**MONEY ATTITUDE AND SELF-CONCEPT
AMONG ADULTS: AN OBSERVATIONAL STUDY**



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(Deemed to be University under Section 3 of the UGC Act, 1956)

APRIL 2022

KEYA MATHUR

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A handwritten signature in black ink, appearing to read "Keya Mathur".

APRIL 2022

KEYA MATHUR



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**MANIPAL COLLEGE OF HEALTH PROFESSIONS
MAHE, MANIPAL
CERTIFICATE**

This is to certify that the dissertation on **“Money Attitude and Self-Concept: An Observational Study”** has been completed by **Keya Mathur (201199018)** under my supervision. I am satisfied with the work presented by the candidate towards the partial fulfillment of Master of Science in Clinical Psychology.

Mrs. Priyanka Krishnan

Assistant Professor

Department of Clinical Psychology

Manipal College of Health Professions

Manipal Academy of Higher Education

Date: 29/4/2022

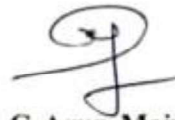
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Abstract

Prior research has suggested that our possessions and the meaning we ascribe to them form an important part of developing our sense of self, and contemporary research on money proves that it affects our behaviour through enhanced self-sufficiency and individuality, reduces willingness to volunteer and donate, prosocial behaviour, and helpfulness. This study examines how Self-Concept is related to domains of Money Attitude and the differences in Money Attitude across age, employment status and socioeconomic status. 210 participants were recruited using snowball sampling. Results using Spearman's Correlation showed a significant negative correlation between Saving Concerns and Self-Concept, and Financial Literacy Worries and Self-Concept; furthermore, differences between two age groups (younger and middle-aged adults) were found using Mann-Whitney U-Test on Saving Concerns and Self-Concept. Using one-way ANOVA, statistically significant differences were found in the subdomains between the genders on Power and Status, and between Upper Class and Upper Middle Class on Saving Concerns. Employed individuals had lesser Financial Literacy Worries than Unemployed participants. This study is useful in understanding of the movement in the mindset in younger adults and the middle class to save, especially in wake of the COVID-19 pandemic, as well as the importance of Financial Literacy in India.

Keywords: Money attitude, Self-concept

Introduction
