Measuring the Waste-Conscious and Saving Habits of the Youth in Turkey: The Sample of Istanbul Medipol University

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ABSTRACT

Savings are an important source of economic growth. Lack of savings directs country economies to foreign sources. This also increases the debt of the country. Therefore, savings have a critically important for the country's economy. Formation of the saving is associated with culture. The attainment of this culture is a phenomenon that can occur at younger ages.

In this study, it was tried to measure the saving habits and waste-conscious of young people in Turkey. A survey study on 503 students was examined by factor analysis and regression analysis. As a result, the increase in the expenditure trends of young people reduces the savings, and the increase in waste sensitivity increases the savings. In addition, increased use of credit cards reduces savings conscious.

1. Introduction

Saving is an important means of ensuring that investments in one country are fed by domestic resources. In this direction, countries where savings are inadequate, are going to close their capital deficits by borrowing. Macro Saving, an economic indicator, is provided by individuals and institutions. It will play an important role in overall savings in the case of increased saving habits and cultures in the individual sense. Waste, as well as saving, is also important for the country economy. Increasing awareness of waste will affect savings and the economy in a positive way afterward.

A survey was conducted on the students of Istanbul Medipol University to measure the wasting awareness and saving habits of young people in Turkey, a Muslim country. With the help of the questionnaire, it was aimed to measure students' expenditure and credit card tendencies, waste and saving consciousness. It is also aimed to investigate whether the tendency and consciousness on demographic information such as gender and working conditions differ. In our study, the tendency and consciousness of young people will be measured by using factor analysis and then the effect and power of expenditure awareness, expenditure, and credit card tendencies will be investigated on the students' saving consciousness with multiple linear regression analysis. The differences between the demographic information of these concepts which will be formed by factor analysis will be examined and interpreted by ANOVA analysis such as gender, working.

2. Literatur Review

2.1. The Importance of Saving Habits in Terms of Economy

Savings, which have a great value in terms of funding of investments, are a macroeconomic change, which is an important contributor to economic growth. Savings are important determinants of wealth. At the macroeconomic level, governments attach importance to saving money in order to make new investments, to produce new capital goods and to sustain economic growth. From the microeconomic point of view, savings means that individuals are prepared for risks such as illness, unemployment and expected situations like education and retirement. Individuals smooth their expenditures because they want to be protected from risks of the future by their savings, they also want to decrease affect of their income volatility on their expenditures (Barış & Uzay, 2015). Therefore, the creation of saving habits or the expansion of saving cultures contributes to the growth of the country's economy as a micro-objective serves a macro goal. With this being the case, the resource deficit that is the result of lack of savings will also be reduced.

The main problem of developing countries is their efforts to ensure rapid economic growth and development, despite the inadequacy of resources. Overcapacity borrowing and orientation to foreign financial resources pose serious resource constraints in the financing of real sector investments. It is therefore important for the development of the country that the financing needs of the economy are met by converting the collectible resources to available resources at the highest level and at the lowest transfer costs. As a matter of fact, the level of development of an country is related to the savings of households. Household savings are determined by the level of income held. As income level increases, saving also increases (Karataş & Gavcar, 2001).

Although saving is an economic concept, it is inherently related to culture. The cultural difference between countries also manifests itself in the habit of saving. Even small changes in total savings can affect the economic growth of an country. In a study conducted by Benjamin Guin (2017), it was found that there was a discrepancy between the savings of households belonging to different language groups in the same region (Guin, 2017). According to the report "Youth and Savings" prepared by economist Tony Dolphin (prepared by British Public Policy Research Institute), it is stated that it is important for young people to acquire saving culture. In the report, when young people are asked what to do if they have surplus income at the end of the month, it seems that young people tend to use this surplus in any activity. It is also included in the report as a solution of creating a social fund to strengthen youngsters' financial resilience to impose a saving culture on young people in the low-income group (Dolphin, 2012).

An empirical study of Adrian Furnham (1999) on young people's spending and saving habits showed that savings and spending habits vary according to gender and age, but not class differences. The survey,

which was conducted on 250 young people aged 11-16, found that boys had more allowance than girls, and the elders received more allowance than the younger ones. It is stated that this age group tends to save from the allowances they receive. The main reason why young people in this age group tend to go to the savings is the attitude of their parents. In addition, young people deposit their savings in their bank accounts. These savings made in the accounts opened through their parents are also contributed to the economy. In this way, young people are acquainted with finance, banking and saving at early ages (Furnham, 1999)

2.2. Relationship Between Wasteful Consciousness and Saving Habits

Waste that is unnecessary, purposeless and useless is an expenditure of goods, labor, time and resources. It is possible to say that expenditures are also diversified nowadays, as consumption has become so diverse. The diversification of consumption and the increase in consumption are expressed as a requirement of the capitalist system and materialistic values (Yeniaras, 2015). Unconsciously expanding consumption trend and increasing luxury consumption has increased the importance of the waste concept.

Waste is an important issue that Islamic religion has also emphasized. Waste is prohibited in Islamic religion. By the divine principle of "you eat, drink but do not waste it" [1] in the religion of Islam, it is necessary to avoid both consumption and luxury consumption as well as to help the poor in the case of wealth and to avoid consuming too much below what is needed. This is the principle of keeping a moderate way (Sugözü, 2017). Islam religion encourages Muslims to be frugal and prohibits the stinginess. Thus, it can be said that there is an opposing relationship between waste and saving in Islamic belief (Ersin & Yıldırım, 2015). Naturally, those who strive to fulfill the requirements of Islamic religion must pay attention to the waste and be frugal. In this way, wastage and saving issues have an important place in the Islamic economy. While interest is included in the most important prohibitions in Islamic religion, it is also expressed as an important waste source (Ersin & Duran, 2017).

The increase of waste sensitivity brings with it the frugality. In the study of Yeniaras (2015), a linear and positive relationship was found between Islamic religiosity and frugality. The result is reached that the level of religiosity avoids extravagance and leads people to use their products and services sparingly. The point of view of individuals who define themselves as Muslims is very important for the waste which is a prohibited behavior for Muslim consumers. The doctoral thesis that Hasan Terzi (2016) made is also an important source of literature in this sense. In the study of Hasan Terzi, waste and waste related consumption behaviors of Turkish, Arabian and Indonesian consumers who belong to the same religion but have different cultural motives were examined. A total of 503 students with survey method from these three countries were reached and various results emerged. From these results, spending, saving, and waste related to the sections in the summary the following conclusions were reached (Terzi, 2016).

• Among the countries with low incomes, Indonesia is the first country, Turkey is the second and Arabs are the third in the analysis that made in the context of intuitive consumption and materialist.

• The participants' attitudes towards the consumption scale from three different cultures enabled some important conclusions to be obtained from this research. While The dimensions of consumption in Turkey and Qatar in the survey are expressed as materialist consumption, rational consumption, talent consumption and success consumption respectively, in Indonesia the rational consumption dimension was measured first. The "rational expectation dimension" ranks first because the Indonesians, who are at a relatively low income level, are more concerned with keeping money for needy and bad days. The measurement of these dimensions gave clues about the approach of societies to the concept of consumption.

• In comparison with the dimensions of the waste scale, it is seen that all cultures have a similar level and size of the perception for waste. According to the analyzes made on the size of the waste, it is concluded that the Arab participants tend to exhibit more wasting behavior than both Turks and Indonesians.

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[1] Kuran-ı Kerim 2/205

Spending is a major constraint on waste generation. Barkley, one of America's leading independent marketing agencies, was surveyed over 5,000 young people. The questionnaire included questions about media, marketing, leisure activities, eating and drinking, traveling habits. The 16-32 age group responding to the questionnaire is stated as young generation, Y generation. With this survey, the consumption activities and consumption habits of the Y generation were tried to be reached. The results showed that the Y generation was influenced by the campaigns on the internet, by their friends, and by the fashion information of the employees in the store (Tükel, 2014).

3. Material and Methodology

A survey was conducted on 503 students in various departments at Istanbul Medipol University. This study was carried out on demographic information and 22 questions with 5-scale Likert. The most important reason for choosing a survey is that it is both time and cost-effective compared to other data collection techniques. In addition, survey technique was utilized because of the convenience in quantitative analysis of the data obtained by questionnaire method. This survey was applied to university students by filling out a questionnaire on the internet. This sampling method has been preferred because it allows quick access to data (Bülbül & Demirer, 2008).

4. Findings

There is no missing data or value in the study with 503 participants. According to demographic questions, 408 of participants were female and 95 were male. In addition, 39 of the participants said they played change games, while 55 said they used alcohol and 52 said they used cigarettes. Student scholarship rates, which take from university, are as follows: 105 students 25%, 314 students 50%, 22 students 75%, 60 students receive a full scholarship and two students do not benefit from the scholarship. 47,7% of the participants in the study receive scholarship or study credit from outside the university. 51 of 503 people are working half / full time except university hours. Furthermore, while 155 participants use a credit card, when the credit card debt is paid back, the number of people who usually pay the minimum payment amount is 51.

The factor analysis of the 22 questions and the validity/ reliability of the factors were given in Table 1. The total variance explained by factor analysis is 66,61%. According to the Table 1, the factor loadings are over 0,40, AVE and CR values are examined for the reliability and validity of the factors. In order to be reliable and valid for factors, it is necessary that the AVE value is over 0,50 and the CR value is higher than 0,60. It shows moderate reliability when the CR value is between 0,60 and 0,80, and high reliability when it is higher than 0,80 (Hair, Hult, Ringle, & Sarstedt, 2014). It can be concluded that four factors of factor analysis are valid because all of the AVE values are above 0,50 and that CR values are reliable because they are over 0,60. Savings-conscious and Waste-conscious dimensions are even highly reliable.

Table 1: Results of Factor Analysis

Factor 1: Savings-Conscious (Tendency)	Factor Loading	AVE	C.R.
I pay attention to spending. I always try to save money on a monthly basis.	0,8		
I give very important to be frugal.	0,771		
I pay attention to waste in my spending.	0,762	0,59	0,85
I take care of budgeting while doing my spending. I try to make income-outcome equality.	0,728		
Factor 2: Spending Tendency			
If my monthly income rises, my spending will increase accordingly	0,973		
Usually my monthly spending is more than my income.	0,973	0,95	0,97
Factor 3: Credit Card Tendency			
The fact that my credit card was (or would have been) caused me to be more comfortable with my spending.	0,818	0,54	0,78

The higher the limit of my credit card, the more I will spend my spending.	0,76
If I have a cash problem, I will use like a cash if I have a Credit Card (as I know I will repay the interest).	0,623

Factor 4: Waste-Conscious

I think it's a waste of spending on Chance Games	0,845		
If my money is reduced, I turn to Chance Games. (Negative)	0,706	0,53	0,77
I think that smoking or alcohol-related spending is wasted.	0,619		

Students' savings and Waste conscious', credit card and spending tendencies were analyzed in this study. ANOVA (Analysis of Variance) was used to examine whether these conscious' and trends differ according to the demographic information of the students. For variance analysis, the dimensions and the items of dimensions have to be the normal distribution. For this, it is enough to examine the kurtosis and skewness coefficients. If the kurtosis and skewness coefficients of the items are less than 3,29, a normal distribution is suitable at 95% reliability (Mardia, 1974) (Kim, 2013). Therefore, the normal distribution is suitable and allows analysis. When the relationships between the created dimensions are examined, the correlation coefficients and the AVE values are given in Table 2. Since the "square root of" AVE values are higher than the correlation coefficients, this shows that the dimensions are separated from each other and discriminant validity is provided (Hair, Hult, Ringle, & Sarstedt, 2014). The diagonal values of Table 2 are AVE values, and the values of the second row in Table 2 are significance levels of correlation.

Table 2: Correlation Matrix

Correlation				
	Credit Card Tendency	Savings-Conscious	Spending Tendency	Waste-Conscious
Credit Card Tendency	0,59	-0,261	0,273	-0,052
		0,000	*0,000*	*0,242*
Savings-Conscious	-0,261	0,95	-0,272	0,15[*]
	0,000		*0,000*	*0,001*
Spending Tendency	0,273	-0,272	0,54	0,003
	0,000	*0,000*		*0,955*
Waste-Conscious	-0,052	0,153	0,003	0,53
	0,242	*0,001*	*0,955*	

Discriminant validity is provided according to correlation table. According to the same table, savings-conscious is statistically significant in relation to all other dimensions. There is no statistical correlation between credit card tendency and waste-conscious, and between waste-conscious and spending tendency. By looking at coefficients in the correlation matrix, it can be said that savings-conscious of a student whom credit card tendency is increasing is decreasing but spending tendency is increasing. Similarly, if spending tendency of a student increases, his/her saving conscious decreases, because the correlation coefficient is negative. Again looking at the table, the increase Waste-conscious in young people also positively affects their saving conscious.

Besides, we investigated the effect of other dimensions on the student's saving conscious. In regression analysis, other trends and conscious affecting saving conscious are analyzed. According to the regression analysis, 13% of variance of saving conscious of the students can be explained by other dimensions ($R^2 = 0,132$).

Table 3: ANOVA Table

ANOVA					
Model	Sum Squared	df	Mean Squared	F	Sig.
Regression	30,864	3	10,288	25,221	*0,000*
Residual	203,551	499	0,408		
Total	234,416	502			

When the ANOVA table is examined, the established model is significant (Sig.<0,05). Because significance value in Table 3 is less than 0,05 (Eti & İnel, 2016). When the coefficient table is examined, it can be said that all tendencies and conscious are significant (Sig.<0,05), and that if the credit card or spending tendencies of a student increase, the saving conscious of the student decreases. Similarly, in the case of Waste-conscious of a student increase, the saving conscious of the student also increase. Because the coefficient of Waste-conscious in Table 4 is positive and significant (Armutlulu, 2008). The fact that a student turns to a credit card and uses the credit card for cash will reduce the saving tendency of the student. Because in regression analysis, the coefficient of the dimension which these items made is negative. Similarly, saving conscious of a student who tends to spend will be less. This is natural. In addition to, saving of a student who has waste conscious is expected.

Table 4: Coefficients in Regression Model

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,469	0,193		12,766	0,000		
Credit Card Tendency	-0,134	0,030	-0,193	-4,451	0,000	0,923	1,084
Spending Tendency	-0,122	0,024	-0,219	-5,051	0,000	0,925	1,081
Waste-Conscious	0,204	0,059	0,143	3,422	0,001	0,997	1,003

Dependent Variable: Savings-Conscious

Also, it is important that VIF values of dimensions are less than 5 for regression analysis (Eti & İnel, 2016). The fact that the variables are collinearity will make the results biased (Hair, Hult, Ringle, & Sarstedt, 2014). The VIF values of all variables in the regression are less than 5.

To interpret the numerical values of the coefficients, for example, the coefficient of the credit card tendency is -0,134. So, these two cases that differ one unit on credit card tendency of a student but are some other variables are estimated to differ by 0,134 units on savings-conscious of the student. Similarly, these two cases that differ one unit on spending tendency of a student but are some other variables are estimated to differ by 0,122 units on savings-conscious of the student. And likewise, these two cases that differ one unit on waste-conscious of a student but are some other variables are estimated to differ by 0,204 units on savings-conscious of the student (Hayes, 2013).

It is observed with ANOVA that there is a statistically significant difference in waste conscious between genders. Since the significance in Table 5 is smaller than 0,05, waste conscious is a difference between the genders (Armutlulu, 2008). That is, there is a difference between genders in waste-conscious. The average of waste conscious of the female has a statistical differ and is more than male (2,40<2,54). That is, waste conscious of the female is more than male.

Table 5: ANOVA between Genders in Waste-Conscious

ANOVA					
	Sum Squared	df	Mean Squared	F	Sig.
Between Groups	1,511	1	1,511	6,632	*0,010*
Within Groups	114,146	501	0,228		
Total	115,657	502			

It has been observed with ANOVA that there is a statistically significant difference in waste conscious and spending tendency among students according to whether they worked or not. While the spending tendency of the working students was less than those who did not work (3,1958<3,4525), it was seen that when the waste conscious of the students were examined, the working students were lower than those who did not work (2,48<2,54). It may be possible to say that reason of the difference in spending tendency and waste conscious between those who work and those who do not is the difference in the view of change games and smoking-alcohol ratios.

Table 6: ANOVA between Working Statues in Spending Tendency and Waste-Conscious

ANOVA						
		Sum Squared	df	Mean Squared	F	Sig.
Spending Tendency	Between Groups	6,181	1	6,181	4,134	*0,043*
	Within Groups	749,035	501	1,495		
	Total	755,217	502			
Waste-Conscious	Between Groups	1,586	1	1,586	6,967	*0,009*
	Within Groups	114,071	501	0,228		
	Total	115,657	502			

It has been observed that there is a statistically significant difference in credit card tendency, savings-conscious and spending tendency between the students who receive scholarships or learning loans from outside the university and those who do not. Credit card tendency of students who receive a scholarship or learning loan is lower than those who do not (3,31<3,68). The savings conscious of these students is also high (2,17> 2,05). Spending tendency of students who receive a scholarship or education loan in a similar way is less than those who do not (3,20 <3.45).

Table 7: ANOVA between Scholarship or Loan Statues in Spending Tendency, Saving Conscious and Credit Card Tendency

ANOVA						
		Sum Squared	df	Mean Squared	F	Sig.
Credit Card Tendency	Between Groups	16,539	1	16,539	17,551	*0,000*
	Within Groups	472,097	501	0,942		
	Total	488,636	502			
Saving-Conscious	Between Groups	1,844	1	1,844	3,972	*0,047*
	Within Groups	232,572	501	0,464		
	Total	234,416	502			
Spending Tendency	Between Groups	8,265	1	8,265	5,544	*0,019*
	Within Groups	746,952	501	1,491		
	Total	755,217	502			

5. Results and Proposition

Increasing the impact of individual savings on total savings is important for the economy to feed from local sources. Increasing individual savings is also possible with careful attention to expenditure and waste. Therefore, it is important for the future of the economy to bring savings culture to young people. It is possible to say that the increase in saving culture is also related to making the expenditure more sensitive and to protect the monthly surplus income. Thought of being cautious in young people will affect positively the future of savings.

According to the results of the survey conducted in our study, young people who are increasingly spending tendency tend to reduce their savings-conscious. It is also possible to see that as the use of credit card, an important tool of spending, increases, so does saving conscious reduce. In the survey, 155 of the participants use credit cards, of which 55 pay the credit card debt on the minimum payment amount. 43 of these 55 people do not work. This shows that if the spending is higher than the incomes, the saving opportunity is severely limited. The increased use of credit cards by young people would have a negative impact on younger's saving habits. Therefore, banks should reconsider their strategy that credit card strategies for students. The minimum payment option must not be given to students in order to earn a saving habit. For more careful management of spending, banks must set limits below their students' income statements. This is also important for the saving culture. Such policies, which banks will eventually make for young people, will provide positive contributions to themselves and the country's economy in terms of savings in the future.

In terms of wage consciousness, questions of chance games and smoking-alcohol use have become significant in factor dimensions. When these questions are taken into consideration, if the waste is conscious, the saving tendency increases. Spending on chance games and smoking-alcohol are nowadays common among young people. However, in our survey, only 39 of the participants play the games of chance and 25 of them are man. In particular, it is possible to say that men have more tendency in such areas. Eventually, to increase awareness of waste, increasing the activities within Civil Society Organizations and increasing university-CSO cooperation are necessary in order to increase the saving tendency. When we evaluate the relationship between expenditure and saving tendency, Ascend of the tendency of saving decreased the tendency of expenditure in young people. At this point, paying attention to the spending of young people will positively affect the savings, so young people should be educated on this issue and should prepared public service announcement.

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