

MONEY AS AN ECONOMIC AND PSYCHOLOGICAL PHENOMENON OF SOCIETY

Problem setting. Question of money is traditionally considered in the context of economic sciences. From economists' viewpoint, money is a specific commodity, special consumer value of which makes it common equivalent of goods, converting it into capital. Besides the economic functions (i.e. measure of value, medium of exchange, payment, accumulation, function of world money), money is a factor influencing human psychics in essence of surviving, existing, self-satisfaction, occupation of certain social position, etc. Money psychology as a science deals with changes of human psychics and behaviour because of the impact of money. Problem of wealth and poverty is connected with the psychology of money. In economic reality a person is under the influence of spiritual and material spheres. Money is a general formal side of the material world. People's possession of different things determines certain hierarchy between them, which they consider being natural and thus, try to occupy certain position in it. A unique characteristic of money is its permanent direction into the future, because it realizes potential possibilities, abstract purchasing capacity. That's why, money is an exceptionally paradoxical phenomenon. The fact is proved by multivalence and contradiction of its reflexion in human consciousness.

Analysis of the latest researches and publications. Making comparison of money to other material benefits, A. Schopenhauer emphasizes that only money is an absolute weal: it corresponds "not to a need *in concreto*, but a need in general, *in abstracto*" [1, p.14]. Informative unicity of money is revealed in its universalism, and also in particular display of integrity, which is transformed into ability to connect and disconnect people. It is the very exchange that sets connection between people and also determines their membership in a certain group, community or institute and thus, disconnecting them. In addition (and it is also reveal of contradictory integrity), money is "as individual thing: but its principal importance is expressed in overcome of individuality, i.e. depersonalization. Characteristic of money as social and psychological phenomenon is made by F.Hayek. He considers money to be the most abstract of all economic institutions, mediating the most general indirect and distant consequences of individual actions, which are perceived by feelings. By their means, something that is perceived by feelings is replaced by abstract notions having established rules, which manage economic activity [2]. Definition and investigation of money as economic and psychological phenomenon, is not properly described in scientific literature and thus, requires its further detailed analysis.

Task setting. Aim of the research is to develop theoretical and methodological fundamentals and also practical recommendations as to study of relations of modern person with his/her lifestyle, which are fulfilled by medium of money. Monetary aspect is present in all displays of essential efforts and needs of modern people: professional activity and leisure, education, art and science, use of material benefits, even life and death – all having money equivalent.

Main material. Money is a particular economic and psychological reality, a special symbol. Its peculiarity is expressed in the capacity to combine both material and ideal, thing and thought. This characteristic provides its objective and subjective essence, kept in consciousness. System of money communicative actions makes great impact on the behaviour of separate individuals, social groups and society in general. Comprehension of this impact mechanism is a necessary condition of correct interpretation of human actions motivation, understanding of interdependence of their interests, demonstration of their particular stereotypes of social reality perception, determination of the level of their information support in the field of economic activity. Studying the specialities of human behaviour, which are shown in their attitude to money, psychologists compare them to values, social conceptions, and personal characteristics of people. By means of modified methodology of R.Kettel, it was clarified that children with high self-appraisal pay less attention to the importance of prestige, money, but children with low one – try to hide themselves besides money and want to improve their position by means of it. Disturbance is expressed in troubling about expenditures, saving, fantasies on money issue. These results have been got by testing schoolchildren who do not belong to all stages of reconstruction; in separate economic relations they have demonstrated preference to personal determinant in money behaviour. The similar situation can be witnessed in groups of adults [3]. Social practice proves that money is an important regulating and determining mechanism of a process of human socialization. Being a means of payment for labour, it greatly determines social status of a person and his/her capacity. Levels of income and quality of life, determined by socially stratified function of money, regulate social and interpersonal relations between people, cause a person's choice of model of economic, political and moral behaviour. In scientific works we find attempts to analyze mechanisms of personal interests and needs through his/her attitude to money. O.Deineka considers that attitude to money is an important component of the structure of economic consciousness. Without comprehension of person's attitude to money it is difficult to understand mechanism of economic behaviour, which is an important constituent of the process of economic socialization. Attitude to money determined by the character of its use, defines psychological and economic

type of personality. In psychology there are different monetary typologies of individuals. Thus, in typology registered by Merrill and Reid resulting of the analysis of K.H.Ung's works, there are four types demonstrating particular characteristics of relations and behaviour in financial sphere [4]:

- "sensual" (naïve type) – people, who are sensual, pleasant, but impulsive, unsubordinate, selfish. In financial sphere they used to consider money as dirty and harmful thing for relations and thus, they avoid it;
- "thinking" (analytical type) – pedantic, persistent, exacting, but hesitant and fastidious people. In financial questions they used to play safe and be slow in decision making and fulfilment; they appreciate security most of all;

- "receptive" (impulsive type) – realistic, independent, decisive, but brutal, masterful and sharp people. In financial issues they are decisive and exacting, inclined to exaggerate their abilities;

- "intuitive" (expressive type) – intuitive, ambitious people, enthusiasts, but impulsive, unsubordinate, selfish. In financial questions they used to be optimistic, like to sell and be popular. If one tries to separate key symbols of money in the above-presented typology, money will look like moral evil or conflict for "sensual" people; security – for "thinking" people; freedom and power – for "receptive" people; and self-consolidation and prestige for "intuitive" ones.

System of viewpoints on the essence of money can be changed by influence of age and life experience. When individual constantly gets to know that not all benefits and stimuli in life are connected with money reward (for example, sympathy, love, self-realization of a person), his/her interest to money will be getting smaller and smaller.

Special interest of the research is to study correlation of money behaviour with categories determined by outside social mechanisms – values, determinants and attitudes. Semenov M.Yu mentioned that "money in psychological investigation could be viewed from position of different subjects of research established in psychology (subject orientation): as valuable orientation in the system of aims of life (terminal or instrumental value)..." [5]. To find out the importance of money in a person's life, the scientist considers that it is necessary to define complex relations between personal values, such as reason and consequence, means and aim – philosophic categories reflecting common required connection between the phenomena. The unique characteristic of money image is its direction into the future, because it embodies potential capability, i.e. abstract purchasing capacity. Unlike all other things which are getting old, require changes or renovation, money is permanent substance (it is renewed unnoticeably). Permanence of money image is combined with its dynamics. Money is both powerful stimulator and frustrator. Informative unicity of money is revealed in its universalism, and also in particular display of integrity, which is transformed into ability to connect and disconnect people. It is the very exchange that sets connection between people and also determines their membership in a certain group, community or institute and thus, disconnecting them. Characteristic of money as social and psychological phenomenon is made by F.Hayek. He considers money to be the most abstract of all economic institutions, mediating the most general indirect and distant consequences of individual actions, which are perceived by feelings [6].

Increase of money impact on all spheres of social life is an evident and objective process. Great possibilities people are facing today, destruction of traditional models of life, constitution of new social structure – all these aspects have monetary expression. Monetary aspect is present in all displays of essential efforts and needs of modern people: professional activity and leisure, education, art and science, use of material benefits, even life and death – all having money equivalent. In the analysis of money nature, according to the theory of communication, money signs can be viewed as symbols representing importance of things for people in transformed image.

Conclusions and further investigation. Having occupied the place of "link between objects" of economic relations, money determines not natural, but social value of things and thus, can be defined as informative instrument in social communications:

- firstly, money is a commodity by its origin: not just a commodity, but also carrier of certain social relations established by separation of one monetary commodity from wide range of common goods;

- secondary, as a result of continuous evolutionary development of commodity production and market, money do not come to a halt, but should be in constant development in the sense and forms of existing;

- thirdly, money cannot be abolished or changed by people's agreement or state decision till there are money equivalent social relations, as well as cannot be "introduced" in the spheres where such kind of relations is absent.

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Kolach S. MONEY AS ECONOMIC AND PSYCHOLOGICAL PHENOMENON OF SOCIETY

Purpose. A purpose of research is development of theoretical, methodological positions and practical recommendations to the study of connections of modern man with her vital world that realized through money.

Methodology of research. Methods of economic researches, that assist achievement of the most complete and reliable results, used in the process of research: system-structural analysis (of research and exposure of conformities law, tendencies and features of perception of money in a psychological and economical aspect); historical (research of the phenomena and processes in their dynamic development, becoming and in connection with the concrete stages of history of society); a cross-correlation-regressive analysis (of exposure of influence of the selected factors is on perception of essence society)

Findings. Found that by origin the money is a commodity, but not simply commodity, but transmitter of certain public relations forming of that stipulated a selection from the wide row of ordinary commodities one money; as a result of the protracted evolutionary development of commodity production and market money cannot be the hardening, once for all this phenomenon, but must constantly develop both essentially and after the forms of existence; money cannot be anniented or changed by the agreement of people or decision of the state until there are adequate to money public relations, the same as cannot be "entered" wherein there is not commodity-money

Originality. Reasonably, that except cleanly economic functions (measure of cost, means of turnover, payment, piling up, function of world money), money is also the factor of forming of psyche of man in a survival, existence, complacency, occupying of certain status in society.

Practical value Results undertaken a study form scientific basis for understanding of economic and psychological factors of influence of money on an individual and society on the whole.

Key words: money, monetary politics, commodity-money relations, specific commodity.