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INFLUENCE OF HOUSEHOLDS' FINANCES IN UKRAINE ON INDICATORS OF THEIR MOBILITY AND SOCIO-ECONOMIC DEVELOPMENT OF THE STATE

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ВПЛИВ ФІНАНСІВ ДОМОГОСПОДАРСТВ УКРАЇНИ НА ПОКАЗНИКИ ЇХ МОБІЛЬНОСТІ ТА СОЦІАЛЬНО-ЕКОНОМІЧНОГО РОЗВИТКУ ДЕРЖАВИ

Purpose. Identifying the impact of households' finances in Ukraine on their mobility in the labour market, social and economic indicators, indicators of fiscal sector and monetary market.

Methodology. The study was done with the help of the following methods: a systematic approach – for a comprehensive study of such a complex research object as households' finances as a single integrated system; method of grouping – in the formation of uniform indicators groups (households' mobility in the labour market, social and economic indicators, indicators of the fiscal sector and monetary market) for association of the studied units in a partial entity; correlation analysis – to study the interdependence of the indicators selected for analysis (households' finances and the above mentioned groups of indicators) and establish causal links between them; dynamic analysis – to characterize the change of the selected parameters to analyse and identify major trends and patterns of development.

Findings. Based on a detailed analysis of the structure of income and expenditure of households, it was found that, firstly, the primary source of the money income of households in Ukraine is wages, secondly, the dynamics of households' expenditures show that there is an increase in consumptive use of revenues, while their structure is sub-optimal because of excessively big share of food expense and too low non-consumptive expenses; thirdly, households are characterized by a low level of mobility, irrational behaviour, limited investment potential of savings. It is proved that the amount and structure of household's finance dynamics produces influence on the parameters selected for analysis (mobility, socio-economic, fiscal sector and monetary market), and it is inverse regarding indicators of mobility in the labour market and the consumer price index, but directly proportional to other selected indicators. The presence of mostly strong and very strong correlation is confirmed by socio-economic indicators, indicators of the fiscal sector and the monetary market. The proposed state reforms in the context of addressing the identified issues should concern: the active involvement of households into the investment process by strengthening the level of trust and ensuring their rights, comprehensive promotion and development of self-employment and entrepreneurship; employment through optimization of regional labour markets, increasing investment in education and training; creating conditions for the return of skilled emigrants into the country; development of national and regional models of alignment and depolarization of the employment conditions of the various categories of workers and types of economic activity; coordination of the state tax policy and the policy of wages level regulation, differentiation of work payment according to the area of employment and the region.

Originality. Theoretical concepts have been supplemented, firstly, by ideas about the essence of household finances by defining specific difference between household, state and commercial finances as reflected in methods of forming incomes and financial resources, as well as in the areas and structure of their spending and saving. Secondly, ideas about household mobility have been developed, which is understood as transformation of professional, social, and geographic affiliations of the household members resulting from the response to inner motivation and regulatory impact of institutional environment via selection of the specific forms and lines of mobility. The necessity to shift priorities in the state regulation system from general support of socially unprivileged strata of the society to developing mechanisms of stimulating population mobility has been further substantiated. The authors suggest using a certain arrangement of parameters which allow clarifying the influence of household finances on characteristics of their mobility and tendencies of social and economic development of Ukraine.

Practical value. If public authorities take into close account conclusions and recommendations presented in the paper, it will promote economic growth in Ukraine, which requires immediate changes in the regulation of households' finance and shift from the support of socially vulnerable population to stimulation of economic activity and household mobility.

Keywords: *households' finance, dynamics, structure, mobility, correlation analysis, social and economic indicators, fiscal sector, monetary market, state regulation*

Introduction. Household as one of the microeconomics subjects occupies a very important place in the system of economic relationships: first, meeting the needs of the household in material and non-material values is a natural goal of production, while households' demands are the most significant components of the cumulative demand in ultimate values; second, households as owners of production factors hand them over to economic agents (enterprises) that are to unite them effectively; third, the part of the income that is not currently used by households is transformed into savings and can, in certain conditions, become a mighty source of economic growth of the country.

All these functions are possible due to internal and external money flows. Internal cash flows of households are flows, arising for the formation and use of family funds of various purposes. The system of external cash flows of a household includes cash flow between the household and: a) other households for the formation and use of funds; b) companies-employers for distribution of the produced gross domestic product (GDP) in form of its cost; c) commercial banks, insurance companies and other financial institutions; d) state for the formation and use of budgetary and extra-budgetary funds. The movement of all these flows forms the income and expenses or, in general, the personal finance.

It is obvious that well-being of a household depends on in-coming cash flow which ensures liability coverage. However, the volume and structure of household finances make a considerable impact on their mobility in the labour market and the amount of the country GDP. Thus it is critical to monitor dynamics and structure of household finances in order to consider and correct their impact on important indicators of social and economic development of the country at the state level.

Analysis of the recent research. Outstanding scholars, such as J-B. Say, J. Keynes, F. Quesnay and P. Samuelson, have investigated the role of household finances in economics as well as their revenue and expenditure structure. Nowadays the problems related to household finances are in the focus of research of the following domestic scientists: V. Baranova, Z. Vatamaniuk, M. Karlin, V. Lagutin, Y. Libanova, V. Oparin, S. Skibina, S. Tiutiunnikova, V. Fedosov, N. Kholod and S. Yuriy.

Unsolved aspects of the problem. The character and direction of the households' finance impact on their mobility and the indicators which reflect social and economic development of the state should become the object of thorough research. This is especially important in view of sharp necessity to stabilize Ukraine's economy on its way to integration into the EU.

Objectives. The aim of the research is to study the influence of households' finances on their mobility and social-economic indicators of Ukraine's development with the help of the grouping and the table methods, correlational and dynamic analysis.

Presentation of the main research. Regarding the national transactions system, households are one of five institutional sectors of the national economy. The system of National Accounts uses the definition of a household as a small group of people living in one apartment, fully or partially pooling their income and assets, consuming certain types of goods and services together. Taking into account that 85 % of Ukrainian citizens live in families and that a household can consist of just one person, we can assume that practically all the country population live in households [1].

The main characteristic of households' sector in a modern economy is that it is the main consumer of market and non-market products and services and the owner of factors of production (land, labour, capital, entrepreneurial ability) [2]. It creates labour supply and demand for material goods and services, and in return receives income, one part of which is consumed, and the other one is stored in the form of savings or can be used as an investment.

We define a household as a totality of physical persons who share common economic interests, functions, everyday routine, sources of finance and budget. These elements comprise an economic institution which does not only provide capital work or ensure reproduction of labour force and production, but also contributes to the development of essential powers of every individual and national economy on the whole.

The category "household finances" characterizes relationships which describe formation, use, distribution and redistribution of households' money revenues with the purpose of providing and maintaining their livelihood.

The specific difference between household, state and commercial finances is reflected in methods of forming incomes and financial resources, as well as in the areas and structure of their spending and saving. This means that with a certain degree of conventionality it is possible to define this specific difference by the formula "household revenues are equal to commercial and state expenditures, while household savings correspond to commercial and state credits." This formula provides an insight into controversies that arise between the mentioned elements of the financial system.

There is a strong cause-effect relationship between all the distributive and redistributive categories. That is why excessive centralization of financial resources, increase in state revenues and expenditures, unearmarked centralized funding, and its unproductive spend-

ing have resulted in destruction of distributive and re-distributive relationships which violated proportions of reproductive performance. In the first place, this situation affected households – reduction of real household incomes, phenomenon of official poverty in Ukraine, drop in birth rate, demographic distortions being only a few of the dramatic consequences.

Position of households' finances and their role in the economic relations is constantly changing, because their development depends on the development of productive forces [3]. By varying with the latter, they actively influence the state of the economic system [4].

The structure of household finances during the last five years according to the official data provided by the State Statistics Office of Ukraine [5] is presented in Table 1 and Table 2. The data of 2014 do not include information related to the Autonomous Republic of Crimea and the zone of anti-terrorist operation.

Analysis of household revenues allows making the following conclusions:

1) the main source of revenues is money income, and despite economic crisis, its share was rather big – 91.2 % in 2014, while the growth rate of all sources of revenue formation decreased;

2) wages comprise approximately a half of revenues, and their share increased by 2.2 % in 2014 in comparison to 2005. The rate of wage growth as the primary element of income depends first and foremost on the subsistence minimum and does not depend on the labour productivity which is extremely low and unevenly distributed in Ukraine in different regions and types of economic activity;

3) the second biggest household resource in the form of social aid and current transfers has risen from 24.0 to 27.0 % over the last decade;

4) revenues from enterprises constitute a rather small share (at the end of 2014 – 5.2 %), which testifies to the insufficient presence of innovation in business, lack of people's desire to take risks, drop in business activity, deterioration of business running conditions, inefficiency of goods, labour and capital markets.

On the whole, the present situation in Ukraine is characterized by irrationality of revenue structure and patterns of households' behaviour, low level of their mobility, considerable impact of macroeconomic factors on the process of making financial decisions.

By household mobility we understand transformation of professional, social, and geographic affiliations of the household members resulting from the response to inner motivation and regulatory impact of institutional environment via selection of the specific forms and lines of mobility. This mobility is realized, in the first place, in the growth of economic activity of household members, their involvement in socially beneficial activities via various forms of employment and self-employment.

Research into the structure of household expenditure allows concluding that:

1) more than 90 % of all expenditures of Ukrainians are associated with purchase of goods and pay-

ment for services. According to Engel law, as the material well-being of households worsens, the share of food expenditures increases, which has been taking place in recent years;

2) a small percentage of finances can be put aside for non-consumptive expenditures (bank deposits, purchase of securities, etc.), with the general tendency of reduction; this segment was only 8.4 % by the end of 2014, which testifies to the decrease in the real income of households and decline of well-being;

3) education expenses are too low and have diminished during the last several years to 1.1 %, which makes it impossible to form and develop intellectual capital of the nation at the present level of revenues. Almost a half (45 %) of young people at the age of 17–25 who do not study anywhere merely cannot afford education;

4) households cannot satisfy the need in vacation, the corresponding expenses had been decreasing with each year and were only 1.8 % by the end of 2014;

5) expenses on healthcare have been growing annually, which is related to the increasing range of commercial services in hospitals, i. e.: diagnostics, laboratory tests, dentist services, consultations.

Summarizing the above, we note that the main source of households' cash income in Ukraine is wages. In the period of instability, its share is growing, but real incomes are declining and proportion of social assistance and current transfers are increasing. Analysis of households' expenditures shows that there is an increase in consumer use of proceeds, the structure of total expenses and revenues is non-optimal; the share of expenditure on food is too high. Hence, expenditure on education and recreation are reducing, but those on health care and utilities are growing.

Thus, the structure of households' finance is far from being perfect. A low level of mobility of households in Ukraine as well as low propensity to save can be noted, which has a negative impact on the investment potential of savings [6], their irrational behaviour.

Living standards of population are incomparable with those in European countries. Table 3 presents ranking of households in Ukraine by the average income per capita [5]. These data show that by the end of 2014, about 10 % of Ukraine population had revenues that were even lower than the official subsistence minimum of 1176 UAH, and 92 % of the population received wages that were lower than the average Ukrainian wages level – 3455 UAH.

Such figures confirm the idea that middle class has not been formed in the Ukrainian society yet.

In order to reveal the impact of households' finance on indicators of mobility and socio-economic development and the identification of the impact character, in particular, we need to establish the presence of correlation between the dynamics of households' finance (X) and the following parameters: 1) the most important indicators of households' mobility in the labour market (the volume of economically active population aged 15–70 (Y_1) and employed (Y_2)); 2) social and econom-

Table 1

Dynamics of amount and structure of household revenues in Ukraine in 2005–2014

Indicators	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Total average monthly income per one household, UAH	1321.4	1611.7	2012.1	2892.8	3015.3	3481.0	3853.9	4144.5	4470.5	4563.3
Structure of total household income, per cent										
Money income	86.4	87.6	89.0	87.9	88.5	89.1	88.9	91.0	90.8	91.2
- wages	46.0	48.4	50.6	49.4	47.9	47.6	48.9	50.8	50.6	48.8
- income from entrepreneurship and self-employment	4.9	4.6	5.2	5.3	5.1	6.1	4.6	4.1	4.1	5.2
- revenues from the sale of agricultural produce	4.6	3.8	3.6	3.3	2.9	3.4	3.1	2.8	2.8	3.2
- pensions, stipends, social aid in cash	24.0	23.7	23.0	23.1	26.0	25.8	25.5	27.1	27.1	27.0
- monetary assistance from relatives, other people	6.9	7.1	6.6	6.8	6.6	6.2	6.8	6.2	6.2	7.0
Cost of the consumed produce from subsidiary farming	6.0	5.4	4.8	4.0	4.6	5.0	4.8	3.8	3.9	4.6
Benefits and subsidies for payment for utility and housing maintenance services, fuel	0.5	0.6	0.7	0.5	0.6	0.6	0.6	0.6	0.4	0.4
Non-cash benefits for healthcare, tourist services, transportation and communication	0.6	0.6	0.5	0.5	0.6	0.5	0.5	0.5	0.5	0.4
Other income	6.5	5.8	5.0	7.1	5.7	4.8	5.2	4.1	4.4	3.4

Table 2

Dynamics of amount and structure of household expenditures in Ukraine in 2005–2014

Indicators	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Total average monthly expenditures per one household, UAH	1229.4	1442.8	1722.0	2590.4	2754.1	3073.3	3458.0	3592.1	3820.3	4048.9
Structure of total household expenditure, per cent										
Total consumptive expenditures	91.1	90.5	90.0	86.2	87.8	89.9	90.1	90.8	90.2	91.6
Food and soft beverages	56.6	53.2	51.4	48.9	50.0	51.6	51.3	50.1	50.1	51.9
Alcohol beverages, tobacco	2.9	2.6	2.6	2.2	3.2	3.4	3.4	3.5	3.5	3.4
Non-foods and services, including:	31.6	34.7	36.0	35.1	34.6	34.9	35.4	37.2	36.6	36.3
- clothes and footwear	5.7	5.8	5.9	5.9	5.6	6.0	5.7	6.1	5.9	6.0
- accommodation, water, power, gas and other fuel	8.5	9.6	10.9	9.1	9.4	9.2	9.6	9.9	9.5	9.4
- householdware, domestic appliances and current housekeeping	2.6	2.8	2.9	2.8	2.3	2.3	2.2	2.3	2.3	2.3
- healthcare	2.5	2.5	2.5	2.7	3.1	3.2	3.2	3.4	3.4	3.6
- transport	3.0	3.7	3.4	4.0	3.8	3.7	4.0	4.3	4.3	4.3
- communication	2.1	2.6	2.6	2.3	2.5	2.7	2.6	2.8	2.8	2.8
- leisure and culture	2.6	2.4	2.4	2.5	1.8	1.8	1.9	2.0	2.1	1.8
- education	1.1	1.4	1.3	1.3	1.3	1.3	1.3	1.3	1.2	1.1
- restaurants and hotels	1.7	2.2	2.3	2.4	2.5	2.4	2.5	2.5	2.5	2.3
Miscellaneous goods and services	1.8	1.7	1.8	2.1	2.3	2.3	2.4	2.6	2.6	2.7
Non-consumptive total expenditures	8.9	9.5	10.0	13.8	12.2	10.1	9.9	9.2	9.8	8.4
Ref: payment for utility and housing maintenance services	6.4	7.1	8.5	6.6	7.7	7.6	8.0	8.3	8.0	8.1

Table 3

Ranking of households in Ukraine by the average equivalent total per capita income in 2005–2014

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Average per capita income, UAH	Population percentage, %									
Less than 480.0	37.3	21.5	9.3	2.5	1.9	0.7	0.2	0.3	0.1	0.1
480.1–840.0	62.7	78.5	45.1	21.2	17.1	8.0	5.0	3.1	2.3	1.4
840.1–1200.0	45.6	32.1	32.0	26.0	18.7	12.9	9.1	7.9
1200.1–1560.0	21.1	22.1	27.0	26.7	23.9	21.3	19.2
1560.1–1920.0	11.2	12.5	16.4	20.0	21.1	22.1	23.1
1920.1–2280.0	11.9	14.4	21.9	29.4	14.4	16.6	16.5
2280.1–2640.0	9.4	10.4	11.7
2640.1–3000.0	5.6	6.7	7.8
3000.1–3360.0	3.0	4.3	4.6
3360.1–3720.0	2.2	2.0	2.5
over 3720.0	4.1	5.1	5.2
Subsistence minimum	423.0	463.8	518.5	607.5	638.5	843.2	914.1	1042.4	1113.7	1176.0

ic indicators (GDP (Y_3), consumer price index (Y_4), average nominal wages (Y_5), compensation of employees (Y_6), households' expenses on food (Y_7) and education (Y_8)); 3) indicators of budget and tax sector (revenues of the consolidated budget of Ukraine (Y_9), tax on income of a physical person in consolidated budget (Y_{10})); 4) indicators of the monetary market (households' credits (Y_{11}), households' deposits (Y_{12}), monetary base (Y_{13}) – the National Bank of Ukraine determines the money supply primarily through monetary base [7], which includes a set of cash funds, required reserves, funds on correspondent accounts of banks and other funds, funds of public non-financial corporations and households in the NBU.

This particular selection of parameters chosen by the authors for analysis allows us to present concisely the impact of household finances on the characteristics of their mobility (indexes Y_1 and Y_2 , because, as it has been stated above, mobility is primarily realized through the growth in economic activity and the choice of the form of employment) and on the trends of social and economic development (most important social and economic indexes Y_3 – Y_8 , indicators of budget and tax sector Y_9 – Y_{10} , indicators of the monetary market Y_{11} – Y_{13} ,) because such parameters allow reflecting the most urgent problems of the current state of the financial system of Ukraine.

As you know, correlation analysis establishes the presence or absence of a significant relationship between indicators. Thus, a change in one parameter leads to systematic changes of others [8].

The correlation coefficient serves as a mathematical degree of correlation of two random variables. In this case, the correlation coefficient $R_{X,Y}$ can be calculated using Microsoft Excel, the Corel tool.

According to the calculations in Microsoft Excel the correlation coefficient would be obtained. The correlation coefficient can takes values from “–1” to “+1”. If the modulo is closer to “1”, it means having a strong relationship, and if it is closer to “0”, there is no relationship or relationship is essentially nonlinear [8]. We have used the scale of evaluating the relationship for the correlation coefficient on the base of “Cheddok's table” (Table 4).

The sample for the calculation of ratio amounted to 10 years – from 2005 to 2014 inclusive. Initial data for calculation of the correlation coefficient were taken from the website of the State Statistics Service of Ukraine [5]; they linked in the Table 5.

Data from 2010 are based on “Methodological provisions of the revised System of National Accounts 2008”, approved by the State Statistics Service of Ukraine of 12.07.13. № 398. The data of 2014 do not include information on the Autonomous Republic of Crimea and the zone of anti-terrorist operation.

Summarising the results of the correlational analysis, we should point out that computational values of the correlation coefficient testify to the existence of direct, mostly strong, relationship and confirmed impact of households' finances on almost all the other indicators chosen for analysis. It is obvious that popu-

Table 4

The scale of evaluating the relationship regarding the correlation coefficient on the base of “Cheddok's table”

$R_{X,Y}$	1.00	0.9–0.99	0.70–0.89	0.5–0.69	0.3–0.49	0.1–0.29	0
relationship	functional relationship	very strong	strong	considerable	temperate	weak	no relationship

Table 5
 Output data and results of calculating the correlation coefficient for establishing dependence between dynamics of households' finances and their mobility indicators, social and economic indicators, indicators of budget and tax sector and indicators of monetary market

Years	Amount of households' financial resources (income), mln UAH, (X)		Indicators of households' mobility in labour market		Social and economic indicators							Indicators of budget and tax sector		Indicators of monetary market		
	Economically active population at the age of 15-70, K persons (Y ₁)	Employed population at the age of 15-70, K persons (Y ₂)	GDP in actual prices, mln UAH (Y ₃)	Consumer price index (Y ₄)	Average monthly nominal wages, UAH (Y ₅)	Compensation of employees, mln UAH, (Y ₆)	House-holds' food expenses, mln UAH, (Y ₇)	House-holds' education expenses, mln UAH, (Y ₈)	Revenues of consoli-dated budget, mln UAH, (Y ₉)	Tax on income of a physical person in consoli-dated budget, mln UAH (Y ₁₀)	House-holds' credits, mln UAH (Y ₁₁)	House-holds' deposits, mln UAH, (Y ₁₂)	Monetary base, mln UAH, (Y ₁₃)			
2005	22280.8	20680.0	457325	110.3	806	216600	99013	5222	134183.2	17352.2	35659	74778	82760			
2006	22245.4	20730.4	565018	111.6	1041	268631	121127	6127	171811.5	22791.1	82010	108860	97214			
2007	22322.3	20904.7	751106	116.6	1351	351936	159139	7150	219936.5	34782.1	160386	167239	141901			
2008	22397.4	20972.3	990819	122.3	1806	470464	227301	8576	297893.0	45895.8	280490	217860	186671			
2009	22150.3	20191.5	947042	112.3	1906	451343	231427	9913	272967.0	44485.3	241249	214098	194965			
2010	21980.6	19180.2	1079346	109.4	2250	518184	259949	10886	314506.3	51029.3	209538	275093	225692			
2011	20894.1	19231.1	1299991	104.5	2648	610615	320272	12092	398553.6	60224.5	201224	310390	239885			
2012	20893.0	19261.4	1404669	99.8	3041	705837	352953	12785	445525.3	68092.4	187629	369264	255283			
2013	20851.2	19314.2	1465198	100.5	3282	730653	399216	13243	442788.7	72151.1	193529	441951	307139			
2014	19920.9	18073.3	1566728	124.9	3480	733402	415816	13746	456067.3	75202.9	211215	418135	333194			
R _{x,y}	-0.881	-0.873	0.995	-0.235	0.999	0.996	0.997	0.993	0.991	0.994	0.586	0.992	0.986			
relationship	strong	strong	very strong	weak	very strong	very strong	very strong	very strong	very strong	very strong	considerable	very strong	very strong			
impact	inverse	inverse	direct	inverse	direct	direct	direct	direct	direct	direct	direct	direct	direct			

lation mobility produces an inverse impact on the amount of households' finances. The same is true for the consumer price index that produces a weak influence comparing to other indicators.

Such results allow stating that mobility is one of the determinants of households' finance growth and of increase in economic development of the country on the whole, which calls for more profound research into possibilities of mobility coordination in the upward direction.

At the same time, according to some scientists [9], the possibility to measure social and economic mobility indicators is rather debatable.

Moreover, we consider it essential to establish correlational dependence between rates of households' finances growth and other indicators presented in Table 5 as it will allow making a deeper analysis of the dynamics rows relating to the selected indicators. Let us recall that in terms of statistics the "growth rate" is the indicator of dynamics which characterizes a relative rate of values change in time, presented in per cent, as a rule. Table 6 contains the results of calculations done in Microsoft Excel.

Since resulting values of $R_{x, y}$, as evident from Table 6, are reaching "1", then for most indicators it is true that there is mostly direct, strong and very strong relationship between rates of households' finance growth and the growth rate of indicators in each group. It is also noteworthy that the tendencies of indicator growth rate change coincide.

Thus, the above data graphically reflect the impact of households' finance growth on other indicators: we can definitely speak about mostly direct, strong and very strong relationship between rates of households' finance growth and the growth rate of indicators in each group. It is also noteworthy that the tendencies of indicator growth rate change coincide.

It is especially important that the positive increment rate of economically active and employed population corresponds to the rising mobility, which, in its turn, results in the relevant change of the produced GDP growth rate.

State regulation of households' mobility and its stimulation should play the dominant role in activation of the positive impact of households' finances on the national economy.

The main priorities of such regulation should be: establishing an effective social and economic mechanism of interaction between the labour and education services markets [10]; modification of educational program contents; minimising imbalance between supply and demand of the labour force; replacement of state – private partnerships in financing projects related to development of the labour market infrastructure; intensive implementation of new efficient forms of retraining the unemployed, which will allow reducing the term of education and ensure the necessary level of proficiency; extending the boundaries of mobility for small enterprises through stimulating internal markets by the instruments of active credit and budget policy, by infrastructure projects; by stimulating

household economic activity via youth enterprise development, by credit and consulting support, by joint projects with the local administration.

The shift of priorities in the state regulation system from general support of socially unprivileged strata of the society to developing mechanisms of stimulating population's economic activity and mobility will first of all produce a positive impact on the structure of budget finances, as it will allow allotting more resources not on disinvestment but on expanding investment potential. Besides, this is likely to bring about changes in "consumer mentality" which rooted in the Soviet times and acts as a deterrent of market economy development.

When regulating dynamics and structure of households' finances, it is necessary, from our perspective, to intensify the state regulation of the following issues: reduction of inner solvent demand accompanied by high inflation rate (40 %) and significant devaluation of the national currency due to emission rate growth, military conflict in the East of Ukraine and negative expectations; on-going inactivity of the unemployed and economically passive population of the productive age resulting in their deskilling and marginalization; decrease in trust to the state economic and social institutions; low level of the cost of labour in Ukraine which is one of the cheapest in Europe – one hour of labour in the European Union is an average of 23 euros (244 hrn.), that is 16 times as much as a Ukrainian earns [11]; poverty of employees causes lower rate of birth, health deterioration, impossibility to get quality education, low competitiveness in the labour market and downward social mobility; absence of professional growth prospects ensues positive migration balance which is the reason for losses in the country labour resources.

Thus the state economic transformations are to solve the tasks set in the priority areas: 1) focusing results of economic development on improving life quality of people, ensuring inclusive growth; 2) active involvement of households in investment process as a consequence of a higher level of trust and guarantee of their rights, stimulation and development of self-employment and entrepreneurship potential; 3) creating conditions for returning qualified emigrants to Ukraine in order to enhance positive dynamics of the GDP; 4) development of the national and regional models of alignment and depolarization of employment conditions of different employees' categories, economic activity types on the basis of their organizational and financial support, agreement between the social dialogue parties and civil structures; 5) creating foundation for social enterprise to form the base for employment of socially vulnerable groups of population, activation of investment into the social sphere, filling the national market with social services and commodities at affordable prices; 6) coordination of the state tax policy and the policy of wage level regulation, differentiation of work payment according to the area of employment and the region.

Conclusions and recommendations for further research. Summing up the results of the conducted analysis, we can make the following conclusions:

Table 6

Output data and results of calculating the correlation coefficient establishing dependence between dynamics of the rate of households' finance growth and the rate in increase of their mobility indicators, social and economic indicators, indicators of budget and tax sector and indicators of monetary market

Years	Rate of households' financial resource growth (incomes), % (X)	Indicators of households' mobility in the labour market		Social and economic indicators							Indicators of budget and tax sector		Indicators of monetary market		
		Rate of economically active population growth at the age of 15-70, % (Y ₁)	Rate of employed population growth at the age of 15-70, % (Y ₂)	Rate of GDP growth in actual prices, % (Y ₃)	Growth rate of consumer price index, % (Y ₄)	Growth rate of the average monthly nominal wages, % (Y ₅)	Growth rate of the compensation of employees, % (Y ₆)	Growth rate of the household food expenses, % (Y ₇)	Growth rate of the household education expenses, % (Y ₈)	Growth rate of the revenues of consolidated budget, % (Y ₉)	Growth rate of the tax on income of a physical person in consolidated budget, % (Y ₁₀)	Growth rate of the household credits, % (Y ₁₁)	Growth rate of the household deposits, % (Y ₁₂)	Growth rate of the monetary base, % (Y ₁₃)	
2005	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
2006	19.20	-0.16	0.24	19.06	1.16	22.57	19.37	18.26	14.77	21.90	23.86	56.52	31.31	14.87	
2007	24.26	0.34	0.83	24.78	4.29	22.95	23.67	23.89	14.31	21.88	34.47	48.87	34.91	31.49	
2008	26.29	0.34	0.32	24.19	4.66	25.19	25.19	29.99	16.63	26.17	24.22	42.82	23.24	23.98	
2009	5.44	-1.12	-3.87	-4.62	-8.90	5.25	-4.24	1.78	13.49	-9.13	-3.17	-16.27	-1.76	4.25	
2010	15.07	-0.77	-5.27	12.26	-2.65	15.29	12.90	10.97	8.94	13.21	12.82	-15.13	22.17	13.61	
2011	13.04	-5.20	0.26	16.97	-4.69	15.03	15.14	18.83	9.97	21.09	15.27	-4.13	11.37	5.92	
2012	13.15	-0.01	0.16	7.45	-4.71	12.92	13.49	9.26	5.42	10.54	11.55	-7.25	15.94	6.03	
2013	5.68	-0.20	0.27	4.13	0.70	7.34	3.40	11.59	3.46	-0.62	5.63	3.05	16.45	16.88	
2014	3.46	-4.67	-6.87	6.48	19.54	5.69	0.37	3.99	3.66	2.91	4.06	8.37	-5.70	7.82	
R _{x,y}	X	0.506	0.570	0.902	-0.041	0.981	0.960	0.901	0.740	0.884	0.922	0.717	0.838	0.737	
relationship	X	considerable	considerable	very strong	weak	very strong	very strong	very strong	strong	strong	very strong	strong	strong	strong	
impact	X	direct	direct	direct	inverse	direct	direct	direct	direct	direct	direct	direct	direct	direct	

- the primary source of forming household money revenues in Ukraine is wages. Dynamics of household expenditures testifies that consumptive spending of income increases, and their structure is not optimal because of excessively big share of food expense and too low non-consumptive expenses. Currently, households are characterized by a low level of mobility, irrational behaviour, and limited investment potential of savings;

- dynamics of households' finance amount and structure influences mobility and socio-economic indicators, as well as indicators of budget and tax sector, of monetary market, this impact is inverse to indicators of mobility in the labour market and consumer price index, but it is directly proportional to other indicators;

- negative impact of Ukrainian households' income dynamics on indicators of state social and economic development is most dramatically manifested in low labour cost, poverty of population and its downward social mobility, reduction of workforce demand, insufficient state of the budget system and national finances, general degradation of the country's economy;

- the proposed guidelines of state transformations aiming at solving the above problems include: engaging households into investment process, stimulating and developing self-employment potential; ensuring employment by optimization of regional labour markets, etc.;

- higher rates of economic development in Ukraine call for changes in the system of households' finance regulation with the emphasis on supporting mechanisms of economic activity and households' mobility stimulation rather than providing for socially vulnerable population.

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Мета. Ідентифікація впливу фінансів домогосподарств України на їх мобільність на ринку праці, соціально-економічні показники, показники бюджетно-податкового сектору та грошово-кредитного ринку.

Методика. У процесі дослідження використані наступні методи дослідження: системний підхід — для комплексного вивчення такого складного об'єкту як фінанси домогосподарств, як єдиної

цілісної системи з урахуванням взаємозв'язків і взаємодії як між її внутрішніми елементами, так і поза її межами, зокрема, зв'язків з іншими елементами економічної системи України; табличний метод – для наочного викладення систематизованої інформації про досліджуваний об'єкт у цифровій формі та у певному порядку розміщення; метод групування – у процесі утворення однорідних груп показників (мобільності домогосподарств на ринку праці, соціально-економічних показників, показників бюджетно-податкового сектору й грошово-кредитного ринку) для об'єднання досліджуваних одиниць у часткові сукупності за суттєвими для них ознаками; кореляційний аналіз – для дослідження взаємозалежності обраних для аналізу показників (фінансів домогосподарств і виділених вищеназваних груп показників) і встановлення причинно-наслідкових зв'язків між ними, а також наявності й характеру їх взаємного впливу; динамічний аналіз – для характеристики зміни (темтів приросту) обраних для аналізу показників і виявлення основних тенденцій та закономірностей їх розвитку; логічного узагальнення – при формулюванні висновків.

Результати. На основі деталізованого аналізу структури доходів і витрат домогосподарств було виявлено, що, по-перше, визначальним джерелом формування грошових доходів домогосподарств в Україні є оплата праці, по-друге, динаміка витрат домогосподарств демонструє, що відбувається зростання споживчого використання доходів, а їх структура, як і доходів, є неоптимальною, оскільки завищеною є частка витрат на продукти харчування та знизьюкою – на неспоживчі витрати; по-третє, спостерігається низький рівень мобільності домашніх господарств в Україні, ірраціональний характер поведінки, обмежений інвестиційний потенціал заощаджень. Доведено, що вплив динаміки обсягу й структури фінансів домогосподарств на обрані для аналізу показники (мобільності, соціально-економічні, бюджетно-податкового сектору та грошово-кредитного ринку) має місце, причому він є зворотнім щодо показників їх мобільності на ринку праці та індексу споживчих цін і прямим щодо інших представлених показників. Наявність, переважно, сильного та дуже сильного кореляційного зв'язку підтверджена, зокрема, соціально-економічними показниками, показниками бюджетно-податкового сектору й грошово-кредитного ринку. Запропоновані вектори державних перетворень у контексті вирішення окреслених питань, головними з яких виступають: активне залучення домогосподарств до інвестиційного процесу на основі зміцнення рівня довіри та гарантування їх прав, усебічне стимулювання й розвиток потенціалу самозайнятості та підприємництва; забезпечення зайнятості через оптимізацію регіональних ринків праці, збільшення інвестицій у сферу освіти та підвищення кваліфікації; створення умов для повернення кваліфікованих емігрантів до країни;

розробка національної та регіональних моделей вирівнювання й деполяризації умов зайнятості різних категорій працівників, видів економічної діяльності за умов забезпечення їх необхідною організаційно-фінансовою підтримкою та згоди сторін соціального діалогу й громадських структур; узгодження загальної державної політики доходів та політики щодо регулювання розміру й виплат заробітної плати, її диференціація за сферами зайнятості та територіями.

Наукова новизна. Доповнені теоретичні уявлення, по-перше, щодо розуміння сутності фінансів домогосподарств, визначена специфічна відмінність фінансів домогосподарств від державних фінансів та фінансів підприємств, що полягає в методах формування доходів і фінансових ресурсів, а також у напрямках і структурі їх витрачання та зберігання. По-друге, щодо розуміння мобільності домогосподарств, яку запропоновано трактувати як трансформацію професійних, соціальних і географічних позицій членів домогосподарств, що відбувається внаслідок реагування на внутрішню мотивацію та регулюючий вплив інституційного середовища через вибір конкретних форм і напрямів мобільності. Дістало подальшого розвитку обґрунтування положення щодо необхідності зміни акцентів у системі державного регулювання від практики загальної соціальної підтримки соціально вразливих верств населення на механізми стимулювання мобільності населення. Запропоноване використання певного складу показників, що дозволяють за результатами кореляційного аналізу з'ясувати вплив фінансів домогосподарств на характеристики їх мобільності та тенденції соціально-економічного розвитку країни.

Практична значимість. Урахування органами державної влади висвітлених у статті висновків та рекомендацій сприятиме підвищенню темпів економічного зростання в Україні, що потребує негайних змін у системі регулювання фінансів домогосподарств із пріоритетом не на підтримці соціально вразливих верств населення, а на механізмі стимулювання економічної діяльності й мобільності домогосподарств.

Ключові слова: *фінанси домогосподарств, динаміка, структура, мобільність, кореляційний аналіз, соціально-економічні показники, бюджетно-податковий сектор, грошово-кредитний ринок, державне регулювання*

Цель. Идентификация влияния финансов домохозяйств Украины на их мобильность на рынке труда, социально-экономические показатели, показатели бюджетно-налогового сектора и денежно-кредитного рынка.

Методика. В процессе исследования используются следующие методы исследования: системный подход – для комплексного изучения такого сложного объекта как финансы домохозяйств, как единой целостной системы с учетом взаимосвязей и взаимодействия как между ее внутренни-

ми элементами, так и за ее пределами, в том числе связей с другими элементами экономической системы Украины; табличный метод – для наглядного изложения систематизированной информации об исследуемом объекте в цифровой форме и в определенном порядке размещения; метод группировки – в процессе образования однородных групп показателей (мобильности домохозяйств на рынке труда, социально-экономических показателей, показателей бюджетно-налогового сектора и денежно-кредитного рынка) для объединения изучаемых единиц в частные совокупности по существенным для них признакам; корреляционный анализ – для исследования взаимозависимости выбранных для анализа показателей и установления причинно-следственных связей между ними, а также наличия и характера их взаимного влияния; динамический анализ – для характеристики изменения (темпов прироста) выбранных для анализа показателей и выявления тенденций и закономерностей их развития; логического обобщения – при формулировке выводов.

Результаты. На основе детального анализа структуры доходов и расходов домохозяйств было выявлено, что: во-первых, определяющим источником формирования денежных доходов домохозяйств в Украине является оплата труда; во-вторых, динамика расходов домохозяйств показывает, что происходит рост потребительского использования доходов, а их структура, как и доходов, является неоптимальной; в-третьих, наблюдается низкий уровень мобильности домашних хозяйств в Украине, иррациональный характер поведения, ограничен инвестиционный потенциал сбережений. Доказано, что влияние динамики объемов и структуры финансов домохозяйств на выбранные для анализа показатели (мобильности, социально-экономические, бюджетно-налогового сектора и денежно-кредитного рынка) имеет место, причем оно обратное по показателям их мобильности на рынке труда и индексу потребительских цен и прямое относительно других представленных показателей. Предложены векторы государственных преобразований в контексте решения обозначенных вопросов, главными из которых выступают: активное привлечение домохозяйств к инвестиционному процессу на основе укрепления уровня доверия и обеспечения их прав, всестороннее стимулирование и развитие потенциала самозанятости и предпринимательства; обеспечение занятости через оптимизацию региональных рынков труда, увеличение инвестиций в сферу образования и повышения квалификации;

создание условий для возвращения квалифицированных эмигрантов в страну; разработка национальной и региональных моделей выравнивания и деполяризации условий занятости различных категорий работников, видов экономической деятельности при условии обеспечения их необходимой организационно-финансовой поддержкой и согласия сторон социального диалога и общественных структур.

Научная новизна. Дополнены теоретические представления, во-первых, о понимании сущности финансов домохозяйств, определено специфическое отличие финансов домохозяйств от государственных финансов и финансов предприятий. Во-вторых, о понимании мобильности домохозяйств, которую предложено трактовать как трансформацию профессиональных, социальных и географических позиций членов домохозяйств, что происходит вследствие реагирования на внутреннюю мотивацию и регулирующее воздействие институциональной среды через выбор конкретных форм и направлений мобильности. Получило дальнейшее развитие обоснование положения о необходимости изменения акцентов в системе государственного регулирования и практики общей социальной поддержки социально уязвимых слоев населения на механизмы стимулирования мобильности населения. Предложено использование определенного набора показателей, позволяющих по результатам корреляционного анализа выявить влияние финансов домохозяйств на характеристики их мобильности и тенденции социально-экономического развития страны.

Практическая значимость. Учет органами государственной власти освещенных в статье выводов и рекомендаций будет способствовать повышению темпов экономического роста в Украине, что требует немедленных изменений в системе регулирования финансов домохозяйств с приоритетом не на поддержку социально уязвимых слоев населения, а на механизмы стимулирования экономической деятельности и мобильности домохозяйств.

Ключевые слова: *финансы домохозяйств, динамика, структура, мобильность, корреляционный анализ, социально-экономические показатели, бюджетно-налоговый сектор, денежно-кредитный рынок, государственное регулирование*

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