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Peculiarities of the monetary culture in the period of society transformation

***Abstract:** In this article within the framework of economic socialization the author considers peculiarities of the monetary culture in the conditions of modern Ukrainian society, regularities of its formation and development, social functions that it exercises. Components of the examined phenomenon are analyzed – cognitive, affective and conative.*

The notion “monetary culture” is determined as independent structural component of the public culture. In any culture the essence of person is represented in the normative image of person which in each historical period has concrete historical demonstration. According to this the monetary culture of society carries an image of the “homo economicus” that responds to the certain type of the economic society culture built on the developed monetary relations.

In the context of research money is considered as a specific social and cultural phenomenon, special symbol of social and cultural life, importance of the study of its social essence is underlined. In the process of society’s adjustment to the new reality of the market and commodity-money relations attitude of persons and groups to money, norms of the monetary behavior changes greatly. Money is means of person’s inclusion to the connections with other participants of the monetary relations and has an immediate influence on the persons’ behavior, on the change of their personal economic and psychological qualities. In the conditions of re-orientation of Ukrainian economy towards market values a

problem of rational attitude to money and effective handling of them by representatives from different social groups becomes extremely topical.

Keywords: *culture, monetary culture, functions of the monetary culture, money, monetary behavior.*

Introduction

Transformations that take place in all fields of the vital activity of the modern Ukraine are characterised by sharpening of the ideological, social and economic and cultural tendencies of development. The process of transfer to the regulated economy will last quite a long period of time. In this conditions it becomes obvious that formation of the new relations of property and changes of the value representations related to the role of money in the day-to-day life of certain individuals and social groups is a necessary factor of the monetary culture formation that has local tendencies in the concrete society determined by a specific character of its cultural and historical development.

System reforms of Ukrainian society on the principals of market economy broadened substantially social and psychological functions of money and stimulated formation of the fundamentally new model of the monetary culture with such core as consciousness of the necessity of responsible and independent choice of the monetary behavior model.

Current state of knowledge referring to the topic of the research

Conceptual basis of the monetary culture formation study is represented in the papers of filosofers and economists: O. Arnoldov (1992), M. Berdyayev (1997), F. Bacon (1978), N. Boenko (2005), P. Bunich (1989), N. Zlobin (1970), I. Kant (1986), A. Mazaraky (2004), T. Parsons (1965), V. Popov (1995), O. Uledov (1990), K. Ulibin (1986), V. Fofanova (1979); sociologists: G. Simmel (1999), M. Weber (1990), T. Veblen (1984), A. Mohl (2008); an outstanding contribution to the development of this problem was made by scientists whose researchs are dedicated to the theorie and methodology of economic education: A.

Amend (1997), I. Alenchikov (1990), Y. Babansky (1989), M. Vladyka (2002), I. Lipsits (1993), A. Prutchenkov (1992), I. Sasova (1988), B. Shemyakin (1986); in the researches of B. Ananov (1980), O. Deyneka (2004), A. Zhuravlev (2002), O. Kitova (2004), A. Kupreychenko (2004), O. Leontiev (1975), E. Mishchenko (2011), V. Moskalenko (2007), O. Petrovskogo (1982) psychological aspect of the economic culture is reflected.

Theoretical and methodological basis of the research

Theoretical and methodological basis of the research includes general psychological provisions on essence and development of person in the process of vital activity: B. Ananov (1980), L. Vigotsky (1984), G. Kostiuk (1988), S. Maksimenko (2002), S. Rubinstein (1998); philosophical, sociological, socio-psychological and psychological concepts of the culture: A. Arnoldov (1992), V. Bibler (1990), P. Gurevich (1995), E. Ion (1996), L. Ionin (1996), V. Moskalenko (2010), V. Shinkaruk (1996); papers on economic psychology: I. Andreeva (2004), O. Deyneka (2004), A. Zhuravlev (2007), N. Zhuravleva (2004), G. Lozhkin (2004), V. Khashchenko (1998); research of the problem of person's economic consciousness formation: L. Borisova (2001), A. Boyarintseva (1994), O. Dancheva (1998), A. Zhuravlev (2002), L. Karamushka (2004), O. Kozlova (2004), V. Moskalenko (2004), A. Furnham (2005), U. Shvalb (1998), O. Shchedrina (1994).

Monetary culture as social and psychological phenomenon

For research of the monetary culture, determination of the notion of culture in whole plays very important role because only on the basis of determination of the general notion it is possible to determine notions derived from it.

The views on the nature of culture, on its significance changed along with development of the scientific thought in social psychology. The complexity of this notion determination consists in its interdisciplinary character and in certain theoretical papers it hasn't received a determination as social and psychological category.

The problems of the role of values, culture, ideology arised before social psychology as never before sharply in the 20th century. Researchers admit that such theoretical lines of social psychology in the USA as behaviourism, cognitivism, symbolical interactionism being on the positions of the methodological individualism explain the phenomena of culture, values, value orientations.

For example, an outlook to analise a social setting as attitude to certain culture was a dominant in the concept of W. Thomas and S. Zanetsky at the beginning of the 20th century. The social setting is presented by the reaserchers as psychological experience by individual of the significance or value of the social object that functions simultaneously as the element of the psychological structure of person and as the element of the social structure because a content of the psychological experience is determined by external, localized in the society objects. The setting in this concept is a psychological process that belongs to the social world, first of all in connection with social values (W. Thomas, 1918-1920).

Other scientists conducted a research of the culture influence on the thinking and cognitive processes: comparative analysis of differenet cultures confirmed a reality of the variables appeared in the society that influence on the visual perception. The research of interection between culture and thinking, culture and perception was conducted (G. Hofstede, 1980).

Deutsch and Gerard divided group influence into two types: normative and informative. The first type is connected with the group norms. The norms are standardized roules of behavior, one of the components of the society culture.

As from 1970 social psycologists of the Western Europe started to develop own theories. The symbolical interactionism develops. The main ideas of this line are following: a person is a social being, its behavior is regulated by social values and norms, and it is imposible to understand the origin of the latter without the exit outside the bounds of the individual to the overindividual system of knowledge. Denying a principle of the methodological individualism Western European social psychology approached to the system analysis.

Groups of scientists under the direction of S. Moscovici and H.Tajfel formulated an approach that is conventionally called culturological.

Social quality, in opinion of S. Moscovici, is determined by internal qualities of the more high level system – society. It has its own structure that can't be determined by individuals' characteristics; this structure is determined by processes of manufacture and consumption, rituals, symbols, institutions, norms and values. S. Moscovici asserts that study of cultural processes is the main field of social psychology research (S. Moscovici, 1998).

In one of his last works H.Tajfel marked out three levels of formation of the social reality image. To the first level he refers culture and aggregate of views, representations, images and other ideological formations that describe and explain a social system, its organization (H.Tajfel, 1978).

In the papers under the direction of M. Argyle that started a new paradigm of the social and psychological research, social situation appeared as an object that is mainly social and psychological. In that researches a tendency to the development of the approach that was determined as culturological was sharply defined (I.Sushkov, 2006).

As for becoming of the notion of culture in the domestic social psychology, in the pre-revolutionary period a lot of problems – a role of language, emotions and feelings as expression of attitude, significance of the social exchange, connection between psychology and ideology was determined long before their elaboration in the USA and Western Europe. For example, K. Kavelin proposed a method of research of the person's spiritual side on the basis of the products of spiritual activity – cultural monuments, beliefs, folklore (O. Budilova, 1983). The paper of S. Frank "Spiritual foundations of the society: Introduction to social philosophy" is called by scientists a methodological basis of the modern social psychology (S. Frank, 1992).

USSR is the only one country where "the second" version of the psychology of W. Wundt became famous. In this connection researchers define concepts developed by L. Vigotsky, A. Lauria and O. Leontiev. Their papers gave a fundamental ground to cultural psychology of W. Wundt. In opinion of M. Cole if their approach had

prevailed, all psychology would have considered a culture along with biology and social interactions as a central factor (M. Cole, 1997).

On the basis of the studies of L. Vigotsky about cultural and historical determination of the mental, psychological activity theory was developed (L. Vigotsky, 1983).

Until 1980s representatives from different theoretical schools of social psychology became aware of the significance of the phenomenon of culture.

It is necessary to admit that in social psychology the notion of culture practically isn't determined and usually is transferred from the kindred humanities. At the same time a lot of researchers emphasize that culture is a system of different public relations to which a subject is involved and which forms a subject (communicates him knowledge, skills, notions of norms and values and serves as an arena of his own activity) (N. Kosolapov, 1983).

Theoretical analysis of the culture as a system made for determination of the monetary culture as an independent structural component of the general culture qualities and properties of which extrapolate to the financial and economic sphere.

The main function of the financial and economic sphere is to secure a stability of the society that is a necessary condition of the state's development and functioning and represents a stable position of the social system characterised by ability to resist internal and external influences owing to the high adaptative potential of the creatively acting subjects.

Monetary culture of the person is a result of the process of socialization where a normative image of the "homo economicus" exercises a determining function and corresponds to the certain type of culture of the economic society constructed from developed monetary relations. The main characteristic of this person is a spiritual orientation toward money as a self-equivalent, equivalent of own capacities, own value, own dignity (V. Moskalenko, 2010).

Monetary culture of the person owing to the values that dominate in the group reflects a spiritual level and psychological peculiarities of the society as well as includes first of all personal qualities that ensure person's ability to act in the financial

and economic sphere. The person gains these abilities in the process of values learning, bearers of which is a normative image of “homo economicus” that is embodied in the monetary culture of the society as its print.

Monetary culture as a monetary aspect of the culture is an integral part of it and if culture is a level of the social development than the monetary culture favours to this development. It is an artificial environment that a person creates by itself in the process of its own financial and economic activity.

Aspects of the monetary culture

In the structure of the monetary culture personal and institutional aspects can be defined (T.Zaslavskaya, 1991).

Personal aspect is immediately connected with the individual culture. The main mechanism of the monetary culture formation in the personal aspect is the process of socialization as well as resocialization.

Institutional aspect of the monetary culture reflects norms and values stipulated by functioning of the financial institutions, other economic as well as non-economic institutions. For example, passive investment behavior of the Ukrainian population for a long period of time could be stipulated by both personal aspect of the monetary culture – non-awareness of laws and rules of the banking activity, stock market, propensity for the traditional forms of money saving and use and institutional aspect – loss of trust to the banking as well as financial system in whole as a result of the state monetary policy.

Researchers divide all social institutes according to the influence on the monetary culture into three types: institutes that influence immediately on the monetary culture production; institutes that provide a transfer of the cultural forms connected with money and institutes that control execution of the monetary culture requirements (M. Shkrabets, 2006). Among the first type of the institutes are politics, economy and science, among the second type are institute of family, education, mass media and among the third one - moral, law.

Factors of the monetary culture formation on the institutional level are numerous and specific for each single social institute. In general, the most important process that leads to the social institutes functioning change that in their turn change the monetary culture is market reforms in the modern Ukraine. Adjustment of the institutes functioning to the new market conditions is a factor that favours transformation of the institutional aspect of the monetary culture.

Two described aspects of the monetary culture – personal and institutional – defined conventionally and are mutually dependent. Institutes that had formed and existed quite a long time in this society influence on the formation of adequate cultural features of population as well as individuals can give certain features to the institutes according to their representations.

Functions of the monetary culture

Monetary culture performs in the society a number of functions, analysis of which is also very important for this phenomenon understanding. Among the main social functions of the monetary culture are:

- integrative function – ability of the monetary culture to unite members of the society on grounds of their monetary culture commonality;
- disintegrative function consists in ability of the monetary culture to oppose one social societies to another in case of their monetary culture distinction;
- the third function of the monetary culture is a function of socialization, i.e. involvement of the society's members to the prevailing system of values connected with money;
- regulative function of the monetary culture lies in its ability to regulate person's monetary behavior;
- transmission function of the monetary culture (function of the economic experience transmission) consists in transfer by the monetary culture from the past to the present settings and orientations that regulate profitable, consumable, saving and other types of the monetary behavior;

- innovation function displays in constant change, improvement, alteration and creation of the new values in the monetary culture. This ability of the monetary culture to be renovated, reject outdated elements and create new one allows it to secure adjustment of the person and society to the changeable social environment;

- essence of the cognitive function of the monetary culture consists in arming the individual with knowledge necessary for its successful activity in the financial sphere;

- and finally, we can define prognostic function of the monetary culture, because the monetary culture of the society determines an adequate to it type of the monetary behavior, thus it helps to understand possible directions, speed of change of the monetary behavior of the society in different spheres (investment, crediting etc.).

In the conditions of the modern Ukrainian society some functions of the monetary culture take on a special significance – it is the researchers' opinion (M. Shkrabets, 2005) that among these are disintegrative function (it is connected with considerable differences between the monetary culture of different groups of the modern Ukrainian society); innovation function (in the modern Ukraine the process of renovation of the monetary culture of the society with the view of adjustment to the modern social and economic conditions takes place); cognitive function (it is actualized by the insufficient level of knowledge and experience of the Ukrainian society activity in the market conditions); prognostic function (consideration of the society's monetary culture specific character is very important in the course of the modern social and economic reforms for the choice of the optimum ways of reforming, minimization of their negative influence on population).

Therefore, we have defined a functional diversity of the monetary culture and functions that start playing the most significant role in the modern Ukrainian society.

Money as social and cultural phenomenon

As we have already noticed we consider the monetary culture as a result of the economic socialization. Money is the most important mean of the person's economic socialization at all stages of this process. Due to money one person unites with another in the single economic reality. Money is a necessary attribute of the society's monetary culture functioning stimulating economic and social progress through functions that they exercise.

Representatives of the scientific disciplines - philosophy, sociology, psychology: I. Andreeva (2004), M. Weber (1990), J. Habermas (2001), G. Hegel (1971), G. Simmel (1999), S. Moscovici (1998), Z. Skrinnik (2006), A. Furnham (1986) – examined a role of money in the social and cultural reality's becoming.

For the social and psychological analysis of money's nature their economic functions go by the wayside, approach to money that induces to see their deep essence as social and cultural phenomenon that is an instrument of the specific communication looks perspective. System of money communicative actions influences on the behavior of certain individuals, social groups and society in whole. Communicative approach allows to see economy as a compound system of interaction of real people, their interests and value orientations. Money in this system plays a role of one of the most important and most universal mechanisms of self-regulation and self-development (Z. Skrinnik, 2005).

In the analysis of money's nature researchers imply by communication any process of information transfer by means of sign systems. In the analysis of psychological nature of money according to J. Habermas' communication theories banknotes can be considered as symbols that represent in the modified form a meaning of the goods for people. Meaning is semantic content, information by means of which a sign sorts with one or another object. It fixes and represents certain sides, qualities, characteristics of the object that determine a direction of its use by person (J. Habermas, 2001).

Informational uniqueness of money appears in their universalism as well as in the peculiar display of integrity that transforms in the ability to unite and at the same time separate people. Such exchange creates a connection between

individuals and along with this determines their belonging to the certain group, society or institute, in other words, separates.

Banknotes are a special-purpose financial documents that exercise functions of money. They differ from the signs in other communicative systems in the following: they can exercise their significative function only subject to the state and legal legitimation, a state legally establishes and preserves their standard, face-value, conditions of issue and circulation through fulfillment of norms of domestic and international law. Banknotes serve to provide a specific type of communication – cash circulation, i.e. circle of commodities and services circulation as well as payments between economic entities. Therefore, they exercise two functions – medium of payment and medium of circulation.

Banknotes reflect a history and traditions of each nation and its state. As an illustration of correlation between economic and social functions of money we can give the simplest example of their primary function. On each banknote we can see on the one side a quantitative nomination of its “weight”: 10, 20, 500 hryvnia etc. On the other side of the banknote, except for cost sign, there is a picture of portrait of certain country political leader (from kings to presidents) or a great poet, musician; there are seldom female portraits. Portraits and architectural monuments personifying a country are depicted on the Ukrainian banknotes. These are so-called ideograms that mirror a history and traditions of the nation, its state.

In the conditions of globalization the obliteration of national peculiarities in all spheres of public life including money circulation takes place. Since 1999-2000 euro has become a single currency in 12 countries of the European Union. Former historical and culturological characteristics reflected in the ideograms have disappeared from the banknotes; instead abstract pictures-graphites are depicted on them. Nevertheless there are a national symbolics on the head side, but it has nothing in common with a real history, concrete events and activity of the historical personalities of the Western Europe countries. We can say that a change of traditional function of money – historical and culturological – takes place. Nowadays, passing through a long period of existence in the concrete national

forms, money by means of modern electronic technologies passes easily all bounds of national currencies, space, time and becomes one of the leading factors of the globalization (Z. Skrinnik, 2006).

Each cultural world, as R. Kis admits, is a peculiar cultural sphere, bounds of which are not determined by formal membership in the group but by bounds of effective communications. Money as a system of communication changes traditional means of social environment division, separates it from physical reality reference points, extending them considerably and moving into the sphere of preterensual, particular social dimension (R. Kis, 2002).

Summarizing above-mentioned, we can make a conclusion: “language of money” has changed people’s perception of environment, thinking, behavior; it has created a culture radically different from the culture of “moneyless” society.

Structural components of the monetary culture

Monetary culture is a difficult phenomenon that reflects a multiplicity of the role of money in society and in life of certain individuals. Integrity and consistency of the monetary culture can be represented in accordance with traditions of social psychology by constellation of affective, cognitive and conative components.

Affective component unites phenomena of economic consciousness connected with emotional attitude to the monetary system of society and displays through value judgments and monetary emotions.

Cognitive component of the monetary culture constitutes information contained in the individual or group or public consciousness and necessary for person to build a picture of the economic world or preserve it, to realize a self-place in the system of monetary relations.

Conative component of the monetary culture includes monetary behavior that is an applied aspect of the monetary culture and reflects involvement of the individuals and groups to the practical activity. Researchers imply by the monetary behavior a form of activity of individuals and social groups on the financial market connected with redistribution and utilization of the monetary resources.

Decision related to the correlation between different variants of the monetary behavior: consumption, savings, investment, is the most principle decision for person. Undoubtedly, macro- and microeconomic conditions, personal economic situation play the first and leading role in this choice, nevertheless the monetary behavior is substantially influenced by perception and interpretation by person a social and economic environment, its expectations, settings, value orientations that organically enter into the structure of the person's world outlook position.

To the world outlook position that influences on the monetary behavior, we can ascribe decisions that each person makes personally concerning the most desirable issues:

- to earn money by fair means – or to get rich in any way;
- to satisfy easily own requirements – or to self-actualize in the continuous stress;
- to have the monetary independence – or to have a possibility to obtain loans and aid;
- to depend on the material welfare – or to have a personal freedom at the cost of certain financial restrictions;
- to care only about personal welfare – or to spend a time, energy and other resources for public duty realization;
- what is my personal value: something that I own or something that I can;
- whether trust another people or rely on nobody except for yourself;
- whether trust a state and its concrete bodies or view them as a threat to own financial interests (Skrinnik, 2006).

Solution to these issues depends on economic situation in the society, level of general and particular monetary culture of the person. Based on the own world outlook settings, a person makes concrete decisions whether to spend own money, how much to spend and on what, whether to invest money and in what concrete business, whether to make loans, obtain credits etc. Particularly there is a wide range of consumer's models of behavior, content of which is determined by the

following issues: what a person is induced to spend money on, how its preferences, self-restrictions and structure of expenses form.

For each society, especially in the periods of deep historical transformations, development of the consumption culture must include three lines that exist in the indivisible unity: accumulation and transfer of values of the traditional consumption culture that provide for connection between generations; external taking of the positive experience from the consumption culture of another nations; internal innovations that appear in the course of solution to the consumption problems in the concrete socio-historical and economic conditions (L. Rostovtseva, 2002).

Particularly, modern economic conditions are specific because crucial priorities of the economic activity are changing. On the stage of “wild” capitalism the priority of profit was basic. If we talk about situation in Ukraine this stage was passed by. Modern priority is competitiveness that provides for orientation toward person, its choice and needs. It stipulated re-orientation from the priority of national manufacturer protection to the priority of national consumer protection. For Ukraine where a manufacturer is mainly noncompetitive, consumer protection becomes important; this is a formation of the culture of competitive product manufacture as well as consumption culture.

Monetary behavior of people includes also a dynamic of savings, investment activity. Giving a definition of the monetary behavior of the Ukrainian citizens regarding consumption as well as savings and investment we must take into account a differentiation of behavior models reasoning from the differences between three social groups:

- «new poor» – the most numerical group, monetary behavior of which can be determined as a strategy of survival;
- middle stratum – their property characteristics are mainly confined to apartment, cottage, car, only a small part of this stratum has certain production or financial capital;

- «new rich» – a narrow circle that owns a main part of financial resources of the population. Models of the monetary behavior of this stratum generally aren't connected with the interests of economic development of all society and don't correspond to them.

When we talk about the first group a question of the monetary behavior choice can be considered only within very limited framework because a survival strategy doesn't leave an opportunity of such choice. Therefore a research of the problem of investment and savings must be conducted only regarding relatively small part of the Ukrainian citizens.

The following factors influence on the degree of readiness of people to invest and make savings (T.Efremenko, 2004):

- level of money gain. Effect of this factor in the modern conditions in Ukraine against the background of low life level of the main part of population reveals in the row of pretty specific peculiarities. This is an aspiration for financial relations evasion as far as possible, when citizens instead of adjustment to the market conditions try to avoid its influence by means of household naturalization, family and friendly help. Secondly, this is a compensating character of the monetary relations of the state and citizens, when monetary function of the state regarding a considerable part of population comes to compensation of losses instead of social problems prevention policy. Thirdly, this is a simplification of the monetary behavior as a result of its resource base narrowing. Cash becomes dominating in the financial assets. Finally, this is non-payment, unprecedented payment instrument in the developed countries;

- system of social values that regulate an economic behavior of person. In order to provide a real participation of person in the economic life it must be aimed at social perception and approval of economic activity, business decency, wealth earned by honest labour, money serving for personality's development, and at the same time to cut off such social acknowledged behavior samples as demonstrative consumption as well as narrowness of survival strategy;

- large scale and complexity of information operated by market participants and which needs a huge intellectual resources for correct interpretation. Lack of knowledge, strangeness of new roles and lack of necessary competence in financial resources disposition are a barrier against financial activity of the significant part of population in Ukraine;

- availability of such social and psychological regulators as customs, stereotypes, conventionalities, trust or distrust, panic, agiotage that mobilize or demobilize financial market participants taking into account this market is very sensible to subtle psychological moods and motions. So, price of securities is influenced by trust to the firm, intentions and motives of seller and buyer, different psychological perception of future tendencies on the market – optimism or pessimism, anxiety or confidence etc. Information received from mass-media, behavior of other market participants, even a period of day or year also influence;

- subjective psychological peculiarities of financial reality perception by person. In Ukraine due to objective reasons a public psychology of poverty has become widespread, the main features of which are a loss of life perspective, envy, simplification of needs and interests, low estimate of personal significance, worship of wealth and money, fear of them, that leads to aspiration for financial relations evasion;

- means of money earning influence on choice of the monetary behavior. So, easy money is spent for irrational consumption, invested in risky financial operations, but people make harder decisions on savings. Money earned by hard work is disposed with the highest degree of responsibility.

The most attractive, non-inflationary resource of investment is savings. Among these are saved cash in national and foreign currency, money on banking accounts, personal investments in shares and other securities as well as purchase of insurance policies, acquisition of durable goods that have a real liquidity.

Strategy of savings has its own factors and peculiarities (Skrinnik, 2006):

- social and economic – availability of resources for making savings. So, unfavourable macroeconomic situation in Ukraine led for a long time to stagnation

of savings. At the same time theories that made linear subjection between profit and savings don't prove to be correct. Particularly, consumer confidence index takes into account a fact that during economic recession people are more inclined to savings while in the periods of economic growth a tendency to consumption is more expressed.

- peculiarities connected with effect of value orientations. This approach based on their consideration examines savings as consumption postponed to the future. Money becomes a symbol and guarantor of future pleasure. Choice of strategy aimed to savings is connected with the fact that person prefers future win to minute's pleasure from spending money here and now, moves aside for a certain time pleasure from consumption.

Strategy of savings depends on settings of social behavior formed in the process of upbringing and social experience adoption. For example, there is a connection between savings and belonging to the certain class, socio-cultural society or ethnic group.

Age and gender peculiarities influence on people's inclination for savings: a desire to make and have savings grows in the senior age, although abilities for this quite often decrease. Women are more disposed to savings than men, although they have less concrete intentions to make them and, actually, make them less.

The next form of the monetary behavior that ordinary Ukrainian is still becoming familiar with is discharge of tax. A huge scale of shadow economy evidences that a considerable or even primary part of citizens during the choice – to pay or not to pay taxes – to a greater or lesser degree chooses an asocial variant contrary to traditional values of market economy and civil society. But discharge of tax is not only a redistribution of financial resources for the country's good. Tax sphere is mutual political and economic relations between citizen and society where subjects of economic activity appear as citizens realizing socially significant aims:

- creation of financial base for solving a number of generally valid problems for the sake of entire society;

- since taxes are used for social protection of citizens, discharge of taxes implements solidary functions uniting population of the country in the wholeness – civil society.

Each of the forms of the monetary behavior bears a certain risk - loss of the invested money, absence of profit, receiving less profit than expected, impossibility to repay a credit, let alone risks of illegal financial behavior. Risk is an inevitable constituent of financial activity. Therefore leading values, that determine people's activity on the financial market, are a peculiar social capital – trust, stability, reliability, protectability, business honesty (F. Martsutdinov, 2001).

Determined components of the monetary culture – cognitive, affective, and conative – exist in the systemic unity and interdependency.

Summary

The results of our research allow to make the following conclusions.

1. Monetary culture is independent structural component of the general culture, qualities and properties of which extrapolate to the financial and economic sphere that exercises a function of ensuring society stability that is a necessary condition of the country's development und functioning.

2. Monetary culture is a difficult phenomenon that reflects a multiplicity of the role of money in society and in life of certain individuals. Integrity and consistency of the monetary culture can be represented in accordance with traditions of social psychology by constellation of affective, cognitive and conative components.

3. Monetary culture of the person is a result of the process of socialization where a normative image of the “homo economicus” exercises a determining function and corresponds to the certain type of culture of the economic society constructed from developed monetary relations.

4. Depending on the way of behavior with money in the structure of monetary culture there are integrative, disintegrative, socializing, regulative, transmission, innovation, cognitive and prognostic functions.

5. In the conditions of modern Ukrainian society some functions - disintegrative function (it is connected with considerable differences between the monetary culture of different groups of the modern Ukrainian society); innovation function (in the modern Ukraine the process of renovation of the monetary culture of the society with the view of adjustment to the modern social and economic conditions takes place); cognitive function (it is actualized by the insufficient level of knowledge and experience of the Ukrainian society activity in the market conditions); prognostic function (consideration of the society's monetary culture specific character is very important in the course of the modern social and economic reforms for the choice of the optimum ways of reforming, minimization of their negative influence on population) – become very important.

6. Monetary behavior of people in the modern Ukraine should be determined as adaptive, constantly adjusting to the social and cultural transformations, and depends on differences between three social groups: “new poor”, “middle stratum”, “new rich”.

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