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MULTINOMIAL LOGISTIC MODELLING TO STUDY SOCIO-ECONOMIC FACTORS INFLUENCING SPENDING BEHAVIOR OF UNIVERSITY STUDENTS IN KENYA (CASE STUDY: UNIVERSITY OF EMBU)

6 ABSTRACT

This study aims to determine the use of Multinomial Logistic Regression (MLR) model which is 7 8 one of the important methods for categorical dataanalysis. This model particularly deals with one nominal or ordinal response variable that has more than two categories. Despite the fact that 9 10 many researchers have applied this model in data analysis in many areas, for instance behavioral, social, health, and educational, a study on spending habits of University students have never been 11 12 done. To identify the model by practical way, we conducted a survey research among students from University of Embu. Segment of the population of students in undergraduate level, a 13 14 sample of 376 was selected. We employed the use stratified random sampling and simple random sampling without replacement in each stratum. The response variable consisted of five 15 16 categories. Four of explanatory variables were used for building the primary(MLR) model. The model was tested through a set of statistical tests toensure its appropriateness for the data. From 17 the results, the study reveals that year of study, family financial level, gender and school are 18 significant factors in explaining spending habits of students. Despite the fact that gender is one of 19 20 the deterministic factors of financial behavior of student, this model identified family level of income as a major deterministic factor. Conclusively, usingMLR model accurately defines the 21 relationshipbetween the group of explanatory variables and the response variable. It also 22 identifies the effect of eachof the variables, and we can predict the classification of any 23 individual case. The researchers recommend that, the Universities peer counselling department, 24 25 should hold trainings on the basis of major determinant of financial spending behavior i.e. family financial level. 26

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28 Key words

29 Multinomial logistic regression model, categorical data, Undergraduate University students,

30 spending behavior.

31 Introduction

University or college students are in a distinct period of their lives where they start to manage 32 33 their money independently without their parent's supervision(Gutter, M. S., Garrison, S., & Capur, Z., 2010). Most of them start to deal with monetary challenges such as paying bills, 34 keeping a budget, or having bank account bearing their own names for the first time. Thus due to 35 this reason many students find themselves unable to manage their finances well hence ending up 36 being so much broke that they are unable to meet their financial obligations towards the end of 37 the semester as compared to the start of the semester, where they spend their finances 38 extravagantly. This is a problem which most of the students are facing throughout their campus 39 life. Very little studies have been done among Kenyan Universities and none in University of 40 Embu to explain the above observed behavior. Therefore, there is a need of drawing a 41 satisfactory statistical model of personal finances among university students to explain the 42 observed behavior of financial hiccups. Consequently, providing solution to issues that may arise 43 thus identifying the difference in spending habits of students of different gender, years of study, 44 family financial background and school which this study will address 45

With a specific end goal to analyze the trend of the relationship between the impact of 46 social factors and average amount spend by students, historical perspectives were 47 48 explored.(Lyons, 2004), investigatedCredit Practices and Financial Education Needs of Midwest CollegeStudents. The researcher used simple random sampling to obtain a sample of 835 49 collegestudents. The study found that gender, ethnicity, financial independence, total amount of 50 debtand credit card acquisition prior to the college were significant predictors of risky 51 52 financialbehaviors. Some of these factors are among what I consider studying. With the below studiesit is apparent that none of them was conducted in Kenya, also very little has been done 53 inAfrica. Therefore, it was worth to establish the social-economic factors influencing 54 thespending habits in Kenyan universities. The findings of this study can help students to know 55 the factors which affect their habits of spending and take correct measures. For instance, to learn 56 how they should spend their finance based on the findings of this study, so that, towards the end 57 of semester they will still have some amount to cover for their needs. These findings can be used 58 to create awareness among parents so that they could understand the rate at which they will be 59 providing financial support to their children It can also help the university counseling department 60 61 to point out the key factors to consider when solving cases where students find themselves

straining to meet their basic needs as a result of poor finance management at the beginning of the
semester. Furthermore, the department can also utilize these findings to organize training on
financial awareness.

65 Gender against spending habits

66 Adrian conducted a study on the saving and spending habits of young people(Furnham, 1999). 67 This was among British adolescents in London. It is important to note the findings of such a study, as not many researchers have attempted to investigate the financial habits of children. 68 Insights on reasons as to why college students spend or save the way they do may be provided by 69 70 focusing on a younger age bracket.(Furnham, 1999), is able to suggest why an individual may be more susceptible to spending, as early exposure to certain attitudes and parental treatment can 71 largely factor into the development of spending habits. The study on British children asks 72 participants to complete a questionnaire which asks about sources of income, how much money 73 is generally put into savings, where it is stored and the purpose it is intended for(Furnham, 74 1999). The main demographics (Furnham, 1999) focuses on are gender, age and class, with the 75 first two proving to be highly significant. This research conclude that age is the most powerful 76 predictor of saving(Furnham, 1999). The older a child is, the more money he or she will receive 77 and save. However, this could be due to differences in socialization, as it is found that at a 78 79 younger age, boys are receiving more pocket money and are allowed to take on part-time jobs before girls(Furnham, 1999). This finding by (Furnham, 1999) may explain what gender 80 differences cause on financial attitudes that appear within multiple studies. The socialization and 81 upbringing of boys in comparison to girls builds a separate framework for handling money 82 83 issues. Finally, social class differences appear to be a difficult demographic to measure. It isforeseen that higher socioeconomic status implies huge savings. However, the sample turned 84 out to be a homogenous population of children from middle class backgrounds(Furnham, 1999). 85 The challenges faced during the study did not give room for full investigation of the range of 86 demographics that were initially intended for study. According to most of the studies, gender has 87 been identified as a deterministic factor of spending habits. For instance, if we consider a 88 research on Attitudes toward Credit and Finances among College Students in Brazil and the 89 United States. In this study participants were recruited from several departments and classes all 90 over the campuses, comprising of core courses. In this study, the researcher employed the use of 91 92 simple regression analysis. The study reveals that women have a more frequent participative

budget than men. (Norvitilis, 2006). According to the research conducted by (Roberts, J.A. &
Jones, 2000) on Consuming in a Consumer Culture: College Students, Materialism, Status Consumption
and Compulsive Buying is a contradiction to (Norvitilis, 2006).(Roberts, J.A. & Jones, 2000)
Found that women have been brought up and enculturated to obtain satisfaction from shopping.
Therefore, there is a manifestation of spending behaviors among them, particularly compulsive
buying compared to men.

(Villanueva, 2017), had interest on factors affecting spending and saving habits of college 99 students. In the study the gender tests for differences in spending that may arise was treated 100 depending on if either the participant was male or female. The study spliced data for gender into 101 25 male participants and 30 female participants. The numbers for the gender variable were thus 102 aggregated across all class years and ethnicities. Between males and females, data supports the 103 idea that males are more likely to spend more in a given month than females. More precisely, 104 results reveal that females are 4.1% less likely to spend than the average male student, a finding 105 that was expected. Again, the sample population, consisting of 54.5% female and 45.5% male, is 106 representative of the more populous female demographic of Skidmore College(Villanueva, 107 2017). From this we can see that none of them fitted a multinomial regression model to assess 108 whether gender is significant instead they just give descriptive on the effect of gender on 109 110 spending habit and did not give the extend in which gender affect spending habit.

111

112 Family financial background against spending habits

To validate the fact that the financial behaviors and attitudes of college students are an 113 international focus. (Sabri, M. F., & MacDonald, M., 2010), analyzes the relationship of savings 114 behavior and financial issues among college students in Malaysia. From their results, financial 115 116 experience prior to college often fosters poor habits. Majority of students first experience financial self-reliance at the university level, there is overall low financial literacy among young 117 118 people. The sample consists of both private school and public school students, which later proves to be a significant factor in the study (Sabri, M. F., & MacDonald, M., 2010) Participants that 119 come from private schools are more likely to come from wealthier backgrounds, which can 120 account for the high volume of spending among these students (Sabri, M. F., & MacDonald, M., 121 122 2010). Moreover, (Sabri, M. F., & MacDonald, M., 2010) were also able to identify that those of Chinese descent are a specifically wealthy 18 populations in Malaysia, and much of the spending 123

124 is linked to this group of students. Overall, respondents in this sample are more prone to spending than saving; more than half of the respondents choose to spend money that is received 125 126 for scholarships or education loans(Sabri, M. F., & MacDonald, M., 2010). Often, this money is spent on personal shopping, most of which is consumed before the end of one semester (Sabri, 127 M. F., & MacDonald, M., 2010). This highlight that the students who are from richer background 128 tend to spend more than the other students since they have enough money to use unlike the other 129 students from lower class background who try to spend carefully their resources thus it is 130 believed that the financial status of a student have on how influence he/she spend their money. 131

132 Year of study against spending habits

In the study by about financial literacy(Haiyang Chen, 2008), the findings shows that younger 133 people do not know how to handle their finances well and moreover, there is a learning curve 134 that exists when making the transition from being completely financially dependent to slowly 135 becoming financially independent where students from their first years were considered as 136 financially dependent and fourth years were considered almost financially independent (Haiyang 137 Chen, 2008).(Haiyang Chen, 2008), also believed that people with less work experience which 138 comprise of young people are more likely to have less knowledge on managing their finances. 139 (Villanueva, 2017), in her study where she took class year as one her factors influencing 140 spending habits of students. The regression results of class year from her study found that 141 freshman and senior students exhibit higher spending behaviors while sophomores and juniors 142 exhibit less spending. However, their findings indicate that fourth years also tends to spend more 143 144 on average. Thus arguing that transition from college to post graduation may also probe more spending in preparation and anticipation of a higher income (Villanueva, 2017). Also in their 145 findings show the signs of the coefficients were as expected, where freshman students were 146 positively correlated and sophomore and juniors were negatively correlated with average 147 spending (Villanueva, 2017). From this literature we can see that since most of them was done 148 149 outside our continent there is need to study for us to research on this and determine whether the findings will be the same. 150

151 Research gap

After analyzing most of the researchers done in this field most of them have been conducted outside the country and few in our continent. Many of these studies did descriptive statistics only which end up only drawing conclusions from them and none used multinomial logistic regression. Effect of social economic factors on spending habits of university students has not been done in Kenyan universities and particularly University of Embu. So there was a need to undertake this research (case study). Is there a difference in the pattern of spending habits of University students with reference to different times in a semester? Further, this study sought to demonstrate the application of multinomial logistic model to examine the factors associated with the spending behavior of University students in high income families, low and middle income families. Finally, determine the significance of the explanatory variable.

162 RESEARCH METHODOLOGY

163 **Definition of variables**

There are two categories of variables in the study. First is the dependent variable which analyzes 164 the average spending habit of an individual per month which was measured through a multi-165 choice question that asked students to estimate their average spending and will categorized into 166 five categories? The second category was independent variables which include; year of study 167 which is quantitative i.e. it take values 1, 2, 3 & 4, gender which had two categories, family 168 financial status which was also categorized into three categories depending on income of the 169 parents and school of the respondent which was also categorize depending on each one's school 170 where we had five categories representing each school. 171

Target population

The target population was University of Embu undergraduate students. This was because thestudy was about the spending habit of undergraduate students in Kenya.

175 Scope of the study

The study area was University of Embu which was partitioned into five strata which were the schools of study of respective students. These included: School of Pure and Applied Sciences (SPAS), School of agriculture (SOA), School of Education and Social Sciences (SESS), School of Nursing (SON) and School of Business (SOB). It's a public university which is fully chartered with an approximate population of 6200 students ((University of Embu, 2018)).

181 Sample size and sampling technique

182 Sampling size

The researcher obtained representative sample for the population as follows; (Xiangqin Cui, Gary A Churchill, 2003), states that a sample size needs to be adequately and accurately selected so as to make sure the sample is indeed a representative of the whole population under study in order to provide reliable and accurate information needed.

187 The target population is all the undergraduate students in University of Embu taking various188 courses. The sample will be arrived at Yamane's formula

$$n = \frac{N}{1 + Ne^2} = \frac{6200}{1 + 6200(0.05)^2} = 375.75 \approx 376$$

189 See (Yamane, 1967)

190 Where \mathbf{n} =the sample size, \mathbf{N} =is the size of the population and \mathbf{e} is the error of 5% points.

191 Proportional allocation was then used to distribute the sample among the five strata which were 192 the five schools and the sample per school was as follows

- 193 > School of pure and applied sciences
- 194 > School of Agriculture
- 196 > School of Education and Social Sciences
- 197 > School of Business

198 Sampling technique

I used stratified sampling technique. The entire population was classified into five strata in which 199 each stratum represented each school in University of Embu. The strata were of unequal sizes 200 and therefore the researcher employed the use of proportional allocation to eliminate sampling 201 error (lack or representativeness of the exact population). And therefore, the sample was large to 202 represent the whole population. Simple random sampling without replacement technique was 203 employed within each stratum to obtain stratum sample. This was because each element of the 204 population had equal probability of participating in the study.(Mark Saunders, Philip Lewis, 205 Adrian Thornhill, 2003), argues that this technique involves one selecting the sample at random 206 207 from the sample frame. This methodology was considered to be very good for the study. The following are the results from proportional allocation. 208

Strata	No. of students
School of pure and applied sciences	125
School of Agriculture	62
School of Nursing	34
School of Education and Social Sciences	73
School of Business	86

210 Data sources and instruments

In order to acquire accurate information, the study relied mainly on primary sources of data. This 211 type of data was collected using structured questionnaires which was formulated by the 212 researcher on the basis of research objectives. The questionnaire was structured with both closed 213 214 ended and open ended type of questions. (McNabb, 2008), claims that a questionnaire is considered to be the best tool for collecting data in a descriptive design. The questionnaire was 215 divided into two main section, the first section made up of questions seeking background 216 information of the respondent. The second part of the questionnaire had questions regarding to 217 218 the above objectives.

219 **Reliability**

It was concerned with the extent to which instruments yield the same results on repeated trials. 220 Even though unreliability was unavoidable to a certain extent, there exist a good deal of 221 consistency in the results from a quality instrument gathered at different times. The tendency 222 toward consistency found in repeated measurements is referred to as reliability (Edward G. 223 Carmines, Richard A. Zeller). This makes it very important that the researcher in social sciences 224 and humanities determine the reliability of data gathering instrument to be used(Allan S. 225 Willmott, Desmond L. Nuttal, 1975). The reliability of the instrument was tested using SPSS, by 226 computing Cronbach's alpha coefficients. I had desired a higher values of alpha and this showed 227 that items had relatively high internal consistency (measure how well the items on the same test 228 measure the same idea). A score of 0.75 will be deemed sufficient for the study. The manual 229 formula is as follows; 230

$$\alpha = (n/(n-1))(1 - (\sum var(xi))/var(test))$$

231 Where

$$\alpha = reliability$$

п

= number of questionnaires (total number of the sampling elements i.e. sample size)

$$var(xi) = variance$$
 associated with each item

232 *Var* (test) = variance associated with test scores.

After performing the analysis using Cronbach's in SPSS we generated the output below which shows that the questionnaire was reliable and questions had high internal consistency α =0.86.

235 Validity

Validity of a measuring tool is the degree to which a test measure what is supposed to measure.

237 To check validity of the instrument used I content validity method as suggested by(Emanuel J.

Mason, William J. Bramble, 1989) where I subjected questionnaires to three experts includingmy supervisor.

240 Data analysis

241 Model specification

Suppose we obtained a sample of **n** independent observations of the pair $(X_iY_i)i =$ 1, 2, ... **n** where Y_idenotes the value of a dichotomous outcome variable with j categories j = 1, 2, 3, 4, 5 and Xi is the value of a single independent variable for the **i**th subject. Furthermore, assume that the outcome variable has been coded as shown below.

246 Define; $\pi_{ij} = \Pr(Y_i = J)$, the probability of the i-th average amount spend whose outcome falls 247 in the j-th category. To model the probabilities π_{ij} ($i = 1 \dots n$ and $j = 1 \dots J$) we allow these 248 probabilities to depend on a vector $x_i = (x_{i1}, x_{i2}, \dots, x_{ip})$ of the covariate associated with the ith 249 average amount spend.

250 Multinomial logistic model

The analysis adopted was multinomial logistic regression since my response variable was measured in terms of five categories which each category was compared to an arbitrary providing j-1 logistic regression models which were fitted. The following were the categoriesused.

Less than 2500 category j = 12501 - 3750 category j = 23751 - 4500 category j = 34501 - 5500 category j = 4Above 5500 category j = 5

This model was used to test the effects of the independent variable on the average amount spent per month in a semester. The model was as follows;

257 Let probabilities associated with the response category for the i-th average amount spend

258 will be $\pi_{i1,}\pi_{i2},\pi_{i3},\ldots,\pi_{ij}$. The probabilities of the response $Yi = 1,2,\ldots,J$ were

259 expressed probability of a response of jth category. The probabilities are given as;

$$P(Y_i = j) = \pi_{i1} + \pi_{i2} + \pi_{i3} + \dots + \pi_{iJ}, \quad j = 1, 2, 3, \dots, J$$

260 Where $\pi(Xi) = \frac{e^{\beta o + \sum \beta i Xi}}{1 + e^{\beta o + \sum \beta i Xi}}, \forall i = 1, 2, 3, 4$

$$Logit(\pi(Xi)) = \beta o + \sum \beta i Xi + \varepsilon$$

261 See (P. Bartlett and S. Mendelson, 2002)

262 Where

- 263 \succ x1 represent gender as a factor
- 264 \succ x2 represent year of study
- 265 > x3 represent the family financial status
- 266 \succ x4 represent the school
- 267 \succ ϵ is the error component
- 268 $\succ \pi(xi)$ is the probability of an event belong to an jth category

Also, independent variables correspond to each specific factor being tested in relation to the

270 individual spending mechanism.

Model diagnostic and building

Goal of model building was to develop a model with the best set of independent variables. The models were compared using AIC (Akaike Information Criterion), which measures the goodness of fit and the complexity of the model. The preferred model has the minimum AIC value, where AIC = -2In(L) + 2k, where;

- 276 L- Maximum likelihood value
- 277 k- Number of free parameters in the model
- 2782k- Represents the penalty of increasing function of the number of279estimated parameters in the model

280 I used Wald to test the significance of individual coefficients comparing the chi-square p-value

281 with our level of significance.

282 Model assumptions

- 283 The distribution of response variable Y_i was multinomial (n_i, π_i)
- 284 Errors are independent but not normally distributed
- 285 I preferred using maximum likelihood estimation (MLE) rather than ordinary least squares
- (OLS) to estimate parameters of the model. This was because of my large sample size.

287 Linearity

288 The explanatory variables have a linear relationship with the logit of the outcome of the variable

289 There is no multi-collinearity

The reciprocal of the tolerance is known as the Variance Inflation Factor (VIF). The VIF shows 290 us how much the variance of the coefficient estimate is being inflated by multicollinearity. 291 Normally, multi-collinearity occurs under cases where the independent variables are highly 292 correlated with each other. Thus checked this by running VIFs where values higher than 10 293 indicates that multi-collinearity was a problem otherwise it was not. As from the table below, 294 there was no multicollinearity. On the other hand, atolerance close to 1 means there is little 295 multicollinearity, whereas a value close to 0 suggests that multicollinearity may be a threat. 296 297 (Williams, 2015)

298 Estimation and interpretation of coefficients

299 OR (exponentiation of β_i 's) represented the odds increased (or decreased) for category j 300 compared to reference category for each unit increased in X that is;

- 301 If $\beta i > 0$: e^{β_i} then odds and probabilities of being in the jth category increased as X_i increased 302 reference to the baseline category
- 303 If $\beta i < 0 e^{\beta_i}$ then the odds and probabilities of being in the jth category decreased as X_i increased 304 reference to the baseline category
- If= 0 : e^{β_i} then the odds and probabilities of being in the jth category remained constant as X_i increased reference to the baseline category.

307 Data analysis and presentation

Data was coded and cleaned in Excel sheet then exported to SPSS for correlations and cross tabulation and finally to STATA to generate the MLR model. It was presented using tables, charts, bar graphs and any other appropriate presentation method as well as data collected. This formed a suitable basis for arriving at important findings and conclusion

312 **RESULTS AND DISCUSSION**

313 Introduction

This chapterdescribes the output that was generated from both the STATA and SPSS and interpretation of results.

316 Demographic summary of the respondent

317 Gender of the respondent

According to this study, the valid respondents were students from University of Embu undergraduate level. From the study, majority of the respondents were male (52%) which represented 197 male students of the total sample. On the other hand, 179 female students participated in the study which was (48%) of the students. See (Figure 1).



323 Figure 1

322

324 Year of study of the respondent

- 325 From this study, most of the respondents were third years (30%), followed by second years
- 326 (27%), then forth years (22%) and finally first years (21%). See (Figure 2).



327

328 Figure 2

329 **4.2.3 School of study of the respondent**

According to the anticipation of the researcher before this study was conducted, as compared to the weighted means calculations of the sample in the methodology section of this project. It is clear that majority of the respondents (34%) were in the school of pure and applied sciences (SPAS). Only (8%) of the respondents are in the school of nursing (SON). See (Figure 3)







Family Level of income

- 337 From this study, it is believed that different students have different family level of income.
- Majority of the respondents has claimed to have between Sh. (20,000-50,000) which was (55%)
- of the respondents. See (Figure 4)



343 Majority of the students sometimes do budgeting. See (Figure 5).



346 Average daily spending

The average amount spent throughout the semester is decreasing as the semester ends. This indicate that during the start of the semester students tend to have a lot of cash to spend and they spend them extravagantly without planning for them as evident in the financial preference awareness. Towards the end they are remaining with only small amount of cash in their hands so they are forced to adjust to this amount hence ending up spending less in order to succumb to them. This scenario happens because of failing to plan their finances well as they start the semester hence there is a need to create awareness on good financial practices. See (Figure 6)



356 Testing Overall Relationship

357 Before conducting any analysis as far as Multinomial Logistic Regression model is concerned, the first thing any analyst must put into consideration is to test the overall 358 relationship between dependent variable and independent variables(Madhu B, Ashok N 359 C and S Balasubramanian, 2014). It is evident that there is a relationship between 360 dependent variable and combination of independent variables on the basis of statistical 361 significance on the chi-square model which is our model fitting information. According 362 to this analysis, the below model fitting information reveals that the probability of 363 likelihood ratio test chi-square (680.927) was (0.000) which less than level of 364 significance 0.05 i.e. (p<0.05). See (Table 1) $\overline{\}$ 365

366 Table 1

Model Fitting Information	l				
	Model	Fitting	Likelihood		
Model	Criteria		Ratio Tests		
	-2 Log Likelihood		Chi-Square	df	Sig.
Intercept Only	1152.907				
Final	471.981		680.927	88	0

367

368 **Cross tabulation**

369 As per the objective of this study, various categories of spenders were correlated by use of Chisquare tests. This test was carried out to check if there was significant relationship between the 370 371 independent variable and dependent variables. From the study, majority of students who spend very less amount (less than 2,500) are male (68%). This is a similar case in the second and third 372 373 categories with (88.4 %), (75%) respectively. This a total contradiction in category of Sh. (4501-5000) and (Above KSh.5000) where female tends to spend more than male (77%) and (83%). 374 See (Figure 7). According to the analysis, this relationship was considered statistically significant 375 (p-value=0.00) which was less than our default value. 376





378 Figure 7

The study confirms that there was statistically significant relationship between amount spent by students and year of study (P-value= .001). Second years and third years takes lead in spending above Ksh.5000 monthly (40%) and (33.3%). Very few forth years spend cash that is above KSh.5000 (3.3%). From the table below, Majority of the students who spend less than Ksh. 2500 are forth years (34.7%) See (Figure 7).



In figure 8, most of the students who spend less than KSh.2500 are from the school of business (SOB) (28.80%). Majority of the business students spend amount in the category j=3 i.e.KSh.

(3750-4500). Similarly, School of business takes the lead in category j=2. We can as well see that most of the students in the school of nursing (SON) spend more than KSh.5000 per month in a semester (38.70%). Very few students in the School of business spent amount of money more than Ksh. 5000 (1.76%). From the Chi-square test, we observed that, the researcher found out that the amount spend by the university students is significantly related to the school of study (p=0.000).



395 Figure 9

394

396 There was a significant relationship between the category of amount spent and the family level of income. This was from the Chi-Square test where the Asymptotic Significance (2-sided) of 397 Pearson Chi-Square (p=0.000). This was less than the default value 0.05. Majority of students 398 who spend less than Ksh.2500 per month (91.70%) have their family income level below Ksh.20, 399 400 000. None of the students who spent less than Ksh. 2500 per month of the semester have their family level of income above Ksh (50,000). We can also see that, students whose family level of 401 402 income is above Ksh.50, 000, have their spending levels increasing. Most of these students spend more than Ksh.5500. We can also see that amount spent by students from low level of income 403 decreases from the left hand side. The distribution of amount spent by students from a low level 404 family income is skewed to the left, while the distribution of amount spent by students from high 405 level of family income is skewed to the right. Students from a moderate family level of income 406 has a normal distribution. See (Figure 9). 407





410 There is no multi-collinearity

411 Normally, multi-collinearity occurs under cases where the independent variables are highly 412 correlated with each other. The variance inflation factors (VIFs) indicated the degrees that 413 variances in the regression estimates were increased due to multi-collinearity. Thus checked this 414 by running VIFs where values higher than 10 indicates that multi-collinearity was a problem 415 otherwise it was not. As from the table 2, there was no multicollinearity.

416 Table 2

		Collinearity Statistics	
Мос	lel	Tolerance	VIF
1	Gender of the respondent	.941	1.062
	Year of study of the respondent	.995	1.005
	School of study of the respondent	.945	1.058
a. C	ependent Variable: Category of Expenses		

417

418

The strength of multinomial logistic regression relationship

In the statistical world, to measure the strength of a multinomial logistic regression (MLR), we shall consider Pseudo R². According to Borooah(Borooah, 2002), Pseudo Random square is defined as $1-LL_{R+F}/LL_R$ and is bounded from below by 0 and from below by 1. Here I can say 422 that LL_{R+F} is the value of log-likelihood function when the explanatory variable is a constant term. On the other hand, LL_R is the value of the log-likelihood function when all the explanatory 423 424 variables are included. MLR normally computes the correlation measures to estimate the strength of the relationship (Pseudo Random square). This study will make use of the three commonly 425 used R² statistics. These are Cox and Snell, Nagelkerke and McFadden to measure the strength 426 of the relationship between the dependent variable and the concomitant variables. From the 427 analysis of this study, Cox and Snell, Nagelkerke and McFadden R squares, are 0.809, 0.846 and 428 0.529 respectively. This suggest that 80%, 84% and 52% variability is explained by the by the 429 variables in this model.. 430

431 Table 3

		132
Pseudo R-Square		152
Cox and Snell	0.809	433
Nagelkerke	0.846	131
McFadden	0.529	134
		435

436 **Evaluating the Usefulness of logistic model**

437 It is of great importance to evaluate the usefulness of MLR. The model is useful if and only if, 438 the overall classification accuracy in the predictive table is noted. From table 4, the overall 439 predictive accuracy for the present model is 68.9%, suggesting that the model was useful.

440 Table 4

Classification						
Observed	Predicted					
	Less than	Between	Between	Between	Above	Percent
	2500	Sh.(2501-3750)	Sh.(3750-4000)	Sh.(4001-5500)	5500	Correct
Less than 2500	58	7	5	2	0	80.60%
Between						
Sh.(2501-3750)	22	16	4	1	0	37.20%
Between						
Sh.(3750-4000)	1	5	72	25	0	69.90%

Between						
Sh.(4001-5500)	1	0	21	70	6	71.40%
Above 5500	0	0	3	14	43	71.70%
Overall %	21.80%	7.40%	27.90%	29.80%	13.00%	68.90%

442 How does the explanatory variable relate with the independent variable?

After ascertaining how much the model is useful, I further subject this study to higher analysis to 443 spot out the relationship of individual independent variable to my dependent variable. Much of 444 my interest was in two types of tests. I used the likelihood ratio test to evaluate the relationship 445 between individual independent variable and dependent variable that is (gender and category of 446 amount spent, SOS and category of amount spent, YOS and category of amount spent and 447 finally, family level of income and category of amount spent). For sure, likelihood ratio test 448 presents the contribution of each independent variable to the model. From (Table 5) we can 449 conclude that the independent variables like gender, School of study, year of study and family 450 level of income are significant independent variables related to the amount spend for students 451 who spent low, moderately and extravagantly high amount. 452

453 Table 5

Likelihood Ratio Tests							
	Model Fitting Criter	ia		Likelihood Ratio Tests			
	-2 Log Likelihood						
	AIC of Reduced	BIC of Reduced	of Reduced				
Effect	Model	Model	Model	Chi-Square	df	Sig.	
Intercept	351.380	524.282	263.380 ^a	.000	0		
GENDER	411.751	568.935	331.751	68.372	4	.032	
SOS	366.424	476.453	310.424	47.045	16	.000	
YOS	378.149	503.895	314.149	50.769	12	.010	
FAMILYLEVELOFINCOME	741.674	883.140	669.674	406.295	8	.002	

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

454 Secondly, I further employed the use of Wald test to evaluate whether the independent variable is 455 statistically related to differentiate between categories in each embedded binary logistic 456 comparison. From the table 5, the (Ksh. 2500) represents category j=1. It describes the risk

- 457 factors associated with the spending behavior of students. Female university students had an
- 458 Odd Ratio (OR) =19.785(95%CI 3.213to 121.846), p=.001. SPAS had an (OR) =0.052(95%CI
- 459 0.004 to0.695), p=0.025. SOA had an (OR) =0.007(95%CI 0to0.216), p=0.005. SON had an
- 460 (OR) =0.003(95%CI 8.38E-0.5 to 0.089), p=0.001. See (Table 7 from the Appendices)

461 Model building

In order to obtain final model fit for the data, I decided to adopt forward elimination method where it begins by entering all terms specified on the stepwise list into the model. At each step, the least significant stepwise term is removed from the model until all of the remaining stepwise terms have a statistically significant contribution to the model. In this study all factors were significant thus the final model was generated having all the variables.

From table below, we can see that all the four factors under study are significant in explaining variation in the response variable (average amount spent). These factors are school, year of study, family financial level and gender at 5% level of significance (0.00<0.05). Therefore I can conclude that gender, school, year of study and family level of income are the factors contributing to variation in average amount spent by student. See (Table 6)

472

473 Table 6

Multinomial logistic Log likelihood = -3	regression 26.7064	Num LR Pro Pse	ber of ok chi2(16) b > chi2 udo R2	os = = 521 = 0.0 = 0.4	376 .61 000 439	
Categoryofexpending	Coef.	Std. Err.	Z	₽> z	[95% Conf.	Interval]
T						
Gender	.736188	.5406756	1.36	0.173	3235167	1.795893
YOS	.8811861	.3082256	2.86	0.004	.277075	1.485297
SOS	3367515	.1732175	-1.94	0.052	6762516	.0027486
FAMILYLEVELOFINCOME	6.191551	.0002493	7.74	0.000	7.760011	4.623091
_cons	6.619915	1.434239	4.62	0.000	3.808858	9.430972
2						
Gender	.3908365	.553455	0.71	0.480	6939155	1.475588
YOS	.6468959	.3112867	2.08	0.038	.0367853	1.257007
SOS	1593144	.1767973	-0.90	0.368	5058307	.1872019
FAMILYLEVELOFINCOME	-5.393299	.7700515	-7.00	0.000	-6.902572	-3.884026
_cons	5.761189	1.461533	3.94	0.000	2.896638	8.62574
3	(base outo	ome)				
4						
Gender	.3902355	.2913569	1.34	0.180	1808135	.9612844
YOS	2770881	.1487196	-1.86	0.062	5685732	.014397
SOS	3137886	.0909232	-3.45	0.001	4919947	1355825
FAMILYLEVELOFINCOME	2.522597	.7772832	3.25	0.001	.9991498	4.046044
_cons	-4.110492	1.679848	-2.45	0.014	-7.402934	8180499
5						
Gender	1,139214	.4883091	2.33	0.020	.1821461	2.096282
YOS	9013189	.2573913	-3.50	0.000	-1.405797	3968412
SOS	8936748	.1922993	-4.65	0.000	-1.270575	516775
FAMILYLEVELOFINCOME	6.165209	.9007092	6.84	0.000	4.399851	7.930566
cons	-11.88556	2.145768	-5.54	0.000	-16.09119	-7.679931

475 Model 1

This model takes probability of success as spending an amount in less than Kh.2000 categoryrelative to spending an amount in above 3750 category;

478 $\log it(\pi) = 6.619915 + 0.8811861 Year - 6.191551$ Familyleve l

From this model it can be seen that, having all other factors constant the odds of a student spending an amount in less than 2500 category relative to the above 3750-4500 category increases by 6.619915 times. The odds of a student spending an amount in less than 2500 category relative to the above 3750 category increases by 0.8811861 times for every unit change in year of study of a student. Lastly, in terms of family level of income, the odds of a student spending an amount in less than 2500 category relative to the above 3750-4500 category
decreases by 6.199551 times for every unit change in family level of income of a student. Gender
and School of study were excluded from this model because they are not statistically significant.
See (Table 7). Family level of income has a stronger magnitude of effect on the spending
behavior of students in this model.

489 Model 2

This model takes probability of success as spending an amount in 2501-3750 relative to spending
an amount in above 3750-4500 category;

492 $\log it(\pi) = 5.761189 + 0.6468959 Year - 5.393299 Familylevel$

From the above model 2, we can see that gender and school of study had no significant effect on 493 the spending behavior of the students. From this model it can be seen that, having all other 494 factors constant the odds of a student spending an amount in (2501-3750) category relative to the 495 above 3750-4500 category increases by 5.761189 times. In terms of family level of income, the 496 odds of a student spending an amount in (2501-3750) category relative to the above (3750-4500) 497 category decreases by 5.393299 times for every unit change in family level of income of a 498 499 student. This is a big effect to the spending behavior of the students. From the magnitude of 500 coefficients family level of income has greatest influence on spending habit of an individual.In terms of year of study, the odds of a student spending an amount in (2501-3750) category 501 relative to the above (3750-4500) category increases by 0.6468959 times for every change in 502 year of study of a student. Gender and School of study was not significant in this model that's 503 why I have excluded it in the model 504

505 Model 4

506 This model takes probability of success as spending an amount in 2001-3750 category relative to 507 spending an amount in above 3750 category;

508 $\log it(\pi) = -4.110492 - 0.3137886$ School + 2.52259 Familyleve l

From this model, it can be seen that, having all other factors constant the odds of a student spending an amount in 4501-5500 category relative to the 3750-4500 category decreases by 4.110492 times. The odds of a student spending an amount in 4501-5500 category relative to the 512 3750-4500 category decreases by 0.3137886 times for every unit change in School of study of a 513 student. Lastly, in terms of family level of income, the odds of a student spending an amount in 514 4501-5500 category relative to 3750-4500 category increases by 2.52259 times per unit change 515 in family level of income. It also clear in this model that family level of income is the major 516 effect to the spending behavior of university undergraduate students. Since gender of the students 517 and the year of their study were not statistically significant, I excluded from this model.

518 Model 5

519 This model takes probability of success as spending an amount in 2001-3750 category relative to 520 spending an amount in above 3750 category;

 $\log it(\pi) = -11.88556 + 1.139214$ Gender -0.9013189 Year -0.8936748 Shool + 6.165209 Familylevel 521 All the variable under study were statistically significant. This means that these factor had a 522 considerable effect on the spending behavior of students. Having all other factors constant the 523 odds of a student spending an amount in above 5500 category relative to the 3750-4500 category 524 decreases by 11.88556 times. The odds of a student spending an amount in above 5500 category 525 relative to the in 3750-4500 category decreases by 0.901389 times for every unit change in year 526 of study of a student. In terms of gender, the odds of a student spending an amount in above 527 5500 category relative to the above 3750-4500 category increase by 1.139214 times for every 528 unit in gender. In terms of school, the odds of a student spending an amount in above 5500 529 category relative to the above 3750-4500 category decreases by 0.8916748 times for every 530 change in school of a student. Lastly, in terms of family level of income, the odds of a student 531 spending an amount in above 5500 category relative to the above 3750-4500 category increases 532 533 by 6.165209 times for every unit change in family level of income of a student.

534 Conclusion

For sure, findings in this study are in line with the findings of other researchers in which their work have been cited. This study reveals that year of study, family financial level, gender and school are significant factors in explaining spending habits of students. These findings are in line with the previous researchers. Given that from this study students tend to spent more resources during the start of the semester and continue decreasing towards the end of the semester shown by the trend line fitted in chapter four, I agree by the (Sabri, M. F., & MacDonald, M., 2010).

From this study, different University students from different financial background have different 541 spending behavior. As we can see from the generated multinomial models, family level of 542 income has been identified to be the major determinant of students spending behavior. Even 543 though year of study, school and gender is a contributing factor to different spending behaviors, 544 family level of income takes the lead with largest coefficient and appearing in all the above 545 models. Despite the fact that gender is one of the deterministic factors of financial behavior of 546 students, this study contradicts a research conducted by Adrian(Furnham, 1999) who claims that 547 gender is the major determinant of spending behavior. Students from higher financial 548 background tends to spend more as compared to students from a poor background. This is 549 because these students receive a lot of cash from their guardians or parents more than enough 550 thus spending extravagantly. This is in agreement with my fellow researchers(Sabri, M. F., & 551 MacDonald, M., 2010) 552

553 CONCLUSION AND RECOMMENDATIONS

554 Conclusion

The spending habits of college students help in providing insights on the mechanisms used by 555 young adults. The results of this study show that there are clear patterns that have arose, which 556 are in line with the findings indicated by other researchers on this subject. Conclusive evidence 557 present of the fact that family financial background is a strong determinant of certain spending 558 patterns. As highlighted by other researchers, (Sabri, M. F., & MacDonald, M., 2010), students 559 who come from wealthier background tend to spend more money as compared to those from 560 humble background. Not only is this further indicated in our study but it was also found that 561 there is a larger difference between their spending habits. 562

563 In addition, in this study it was found that school of student was also a determinant of how students spend their resources. In school where financial courses are offered like school of 564 business, tend to spent less amount than students pursuing other courses. This is an insight in 565 which no researcher has ever established. This call for more studies to be done in this factor 566 567 since this study only established its influence on spending habit. Furthermore, students in their 568 first year of study were spending more compared to other students, followed by those in their final year. This can be due to the fact that first years have just entered stage of financial 569 independence while fourth years have different sources of finances which can serve as a 570

supplement to the money given by their parents. The results of this study provide various
inferences and policy suggestions that can contribute to the literature of the spending habit of
college students.

574 **Recommendation and Limitations**

Biasedness is inevitable in the study design. Participants were carefully selected via stratified 575 576 sampling. However, students were asked to participate in the study based on demographic factors under study. Since demographic characteristics are at large focus in this study, it was 577 crucial that those who participated in the survey came from a variety of combinations in school, 578 gender, year of study and family financial level. As such, students were first asked their school 579 580 prior to recruiting them to participate in the proposed study. Although simple random sampling without replacement was used within the strata (school) selection bias was inevitable. These 581 582 intrinsic limitations that can be addressed in future studies.

This study fitted a multinomial logistic models some other models may be fitted and compare the results with the results obtain from this study. Fitting a different model might change significance of factors included in the model.

On the other hand, there is an issue on how the study was conducted. It cannot be completely 586 assessed whether the explanatory variables are the factors with the confounding effects on the 587 dependent variable. The issue, also known as reverse interconnection, indicates that there is a 588 continual response loop to show if the explanatory variable has an impact on the response 589 variable, or if this association exists in the contrasting direction as well. For instance, there is no 590 way to completely determine whether the association exactly exists in the sense that average 591 spending is affected by year of study, gender, school, family level of income, or if the opposite 592 could happen. The study only considers the above factors there might be other factors which may 593 be affecting average spending of students. Therefore future studies should focus on other factors 594 595 believed to also influence spending habits. The scope of this study fails to take into consideration 596 habitual spenders and how individuals of this kind may affect the results. Future studies on this 597 subject should take into consideration types of spenders in order to compare findings and draw meaningful conclusions about financial practices these spenders exhibit. As more attention is 598 599 being drawn towards studying this subject of spending habits of young adults, there is an 600 increasing desire to understand the issue and the main reason contributing to development of 601 financial habits. It will be of great importance if the impact of formal education on spending habits of students in institution of higher learning. A little research has been done in this branch 602 603 of a topic especially in African continent. Kenya is not exceptional and doing so could shed some light on methods that allow students to develop good financial habits. Most of the young 604 people realized financial independence during their college years, therefore having no prior 605 knowledge of experience may make them face a lot of difficulties in future. The scope and depth 606 of studies can be extended to further analyze other variables that may have significant effects on 607 the financial habits of college students. Demographic factors such as age, gender and family 608 financial seem to be most commonly studied. Student spending habits should be studied before 609 joining college in order to establish the trend in order to provide more insights since it will have 610 be a reference for other studies on the same subject. 611

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657 Appendices

658 Table 7

Parameter Estimates В Wald 95% Confidence Interval Category of Amount spent (Ksh) Std. df Sig. Exp(B) Error for Exp(B) Upper Lower Bound Bound 1.74 84.01 1 0 Less than Intercept -2500 4 15.94 4 [GENDER=1(female)] 2.985 0.927 10.35 1 0.001 19.785 3.213 121.846 7 [GENDER=2(male)] 0b 0 . . • . . -2.948 1.319 4.998 0.052 0.004 0.695 [SOS=1(SPAS)] 1 0.025 [SOS=2()SOA] -4.998 1.769 7.982 0.005 0.007 0 0.216 1 [SOS=3(SON)] -5.901 1.779 11.00 1 0.001 0.003 8.38E-05 0.089 8 6.751 0.009 0.013 0.001 0.345 [SOS=4(SESS)] -4.332 1.667 1 [SOS=5(SOB)] 0b 0 [YOS=1] -6.954 1.562 19.83 1 0 0.001 4.48E-05 0.02 [YOS=2] -8.47 1.59 28.37 1 0 0 9.29E-06 0.005 -3.717 1.302 8.154 0.004 0.024 0.002 0.312 [YOS=3] 1 [YOS=4] 0b 0 [FAMILYLEVELOFINCOME=1 44.93 1719.58 0.001 0.979 1 3.28303E+1 0 .c 8 8 9] [FAMILYLEVELOFINCOME=2 21.07 0 1 1421833823 142183382 142183382 . . 5 3 3] [FAMILYLEVELOFINCOME=3 0b 0 . . 1.826 -89.24 1 0 Between Intercept Sh.(2501-17.25 4 2 3750) [GENDER=1] 4.391 0.997 19.40 1 0 80.72 11.444 569.335 9 [GENDER=2] 0b 0 1.323 6.829 0.032 0.002 0.422 [SOS=1] -3.456 0.009 1 [SOS=2] -4.811 1.752 7.543 1 0.006 0.008 0 0.252

655

656

	[SOS=3]	-5.679	1.785	10.12	1	0.001	0.003	0	0.113
				3					
	[SOS=4]	-3.777	1.653	5.22	1	0.022	0.023	0.001	0.585
	[SOS=5]	0b	•		0		•	•	•
	[YOS=1]	-5.952	1.559	14.56	1	0	0.003	0	0.055
				8					
	[YOS=2]	-7.06	1.575	20.09	1	0	0.001	3.92E-05	0.019
				6					
	[YOS=3]	-3	1.315	5.201	1	0.023	0.05	0.004	0.656
	[YOS=4]	0b	•		0			·	
	[FAMILYLEVELOFINCOME=1	43.78	1719.58	0.001	1	0.98	1.03687E+1	0	.c
]	5	8				9		
	[FAMILYLEVELOFINCOME=2	21.12	0		1		1491630778	149163077	149163077
	1	3						8	8
	[FAMILYLEVELOFINCOME=3	0b	•		0		\cdot	·	•
	1								
Between	Intercept	0.933	1.741	0.287	1	0.592			
Sh.(3750-									
4000)									
-	[GENDER=1]	3.185	0.701	20.63	1	0	24.178	6.117	95.562
				7					
-	[GENDER=2]	0b			0				
	[SOS=1]	-4.387	1.106	15.73	1	0	0.012	0.001	0.109
				8					
-	[SOS=2]	-3.948	1.296	9.274	1	0.002	0.019	0.002	0.245
	[SOS=3]	-3.585	1.372	6.826	1	0.009	0.028	0.002	0.408
	[SOS=4]	-1.918	1.268	2.29	1	0.13	0.147	0.012	1.762
	[SOS=5]	0b			0				
	[YOS=1]	-4.651	1.196	15.11	1	0	0.01	0.001	0.1
				5					
	[YOS=2]	-4.846	1.203	16.21	1	0	0.008	0.001	0.083
				4					
	[YOS=3]	-2.642	1.12	5.566	1	0.018	0.071	0.008	0.639
	[YOS=4]	0b			0				
	[FAMILYLEVELOFINCOME=1	22.27	1719.58	0	1	0.99	4697123407	0	.c
	1		8						
	[FAMILYLEVELOFINCOME=2	6.355	1.356	21.97	1	0	575.479	40.365	8204.52
]			3					
	[FAMILYLEVELOFINCOME=3	0b			0				
]								
Between	Intercept	3.329	1.284	6.719	1	0.01			
Sh.(4001-									
5500)									
,									

	[GENDER=1]	0.602	0.626	0.924	1	0.336	1.826	0.535	6.231
	[GENDER=2]	0b		•	0	•			
	[SOS=1]	-3.139	1.033	9.226	1	0.002	0.043	0.006	0.328
	[SOS=2]	-2.633	1.201	4.809	1	0.028	0.072	0.007	0.756
	[SOS=3]	-1.908	1.112	2.946	1	0.086	0.148	0.017	1.311
	[SOS=4]	-1.657	1.179	1.975	1	0.16	0.191	0.019	1.923
	[SOS=5]	0b		•	0	•			
	[YOS=1]	-2.983	1.073	7.726	1	0.005	0.051	0.006	0.415
	[YOS=2]	-3.759	1.102	11.63	1	0.001	0.023	0.003	0.202
				4					
	[YOS=3]	-2.321	1.039	4.996	1	0.025	0.098	0.013	0.751
	[YOS=4]	0b			0		·		•
	[FAMILYLEVELOFINCOME=1	16.76	1719.58	0	1	0.992	19157423.9	0	.c
]	8	8				2		
	[FAMILYLEVELOFINCOME=2	3.662	0.591	38.38	1	0	38.954	12.228	124.093
]			2					
	[FAMILYLEVELOFINCOME=3	0b			0	•			•
]								
a The reference	category is: Above 5500.	•	•						
b This paramete	er is set to zero because it is red	undant.							
c Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.									