A STUDY ON SPENDING AND SAVING PATTERN OF MALE EMPLOYEES IN BANKING SECTOR

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ABSTRACT:

This study delves into the spending and saving habits of male employees within the banking sector, aiming to provide valuable insights into their financial behaviors and attitudes. With the financial sector being pivotal in managing economic resources, understanding the financial behaviors of its workforce becomes imperative. Through a mixed-methods approach, combining quantitative surveys and qualitative interviews, data was gathered from male employees across various levels within banking institutions. The research investigates factors influencing spending and saving decisions, including income level, age, familial responsibilities, financial literacy, and psychological factors. Findings reveal diverse spending habits among male employees, ranging from prudent savers to impulsive spenders. In conclusion, this study contributes to the understanding of spending and saving behaviors among male employees in the banking sector, offering implications for financial institutions seeking to enhance employee financial well-being and productivity. Moreover, it underscores the significance of tailored financial education programs to empower employees with the knowledge and skills necessary for effective financial management in both their personal and professional lives.

KEYWORDS:

Spending, Saving, Banking, Male employees

INTRODUCTION:

The financial landscape of any economy is significantly influenced by the spending and saving patterns of its workforce. Within the banking sector, employees play a crucial role not only in shaping the financial well-being of individuals but also in contributing to the broader economic dynamics. Understanding the spending and saving patterns of men employed in the banking sector becomes imperative, as it sheds light on their financial habits, investment choices, and the overall impact on economic stability.

As financial institutions are at the forefront of managing and advising on monetary matters, the study of spending and saving patterns among male employees in the banking sector provides valuable insights into the effectiveness of financial education, institutional policies, and the general economic health of the workforce. This research aims to explore the diverse factors influencing the financial behaviours of men working in the banking sector, examining the interplay between income levels, career stages, financial literacy, and personal financial goals.

By delving into these spending and saving patterns, we can gain a deeper understanding of the financial decision-making processes of male employees in the banking sector. This understanding is not only essential for designing targeted financial wellness programs within the sector but also contributes to the broader discourse on economic resilience, workforce stability, and the overall health of the financial system.

In this study, we will employ a mix of quantitative and qualitative research methods to analyse the spending and saving habits of men employed in the banking sector, aiming to identify patterns, challenges, and opportunities that can inform both individual financial planning and institutional strategies. Ultimately, the findings of this study are anticipated to offer valuable insights for policymakers, financial institutions, and individuals seeking to optimize their financial well-being in the dynamic landscape of the banking sector.

STATEMENT OF THE PROBLEM:

Despite the pivotal role played by the banking sector in shaping the financial landscape, there exists a significant knowledge gap regarding the spending and saving patterns of men employed within this industry. The intricate interplay of factors influencing the financial behaviours of these individuals remains understudied, leaving a void in our understanding of how their financial choices impact both personal financial well-being and contribute to broader economic stability. Having listed out the above said scenario and problems, the researcher has taken this to next level by studying on the spending and saving habits of men employees of banking sector in Thoothukudi city and how this lays an impact in the near future and also the potential changes which may occur.

OBJECTIVES:

1. To determine the spending style of men employees in banking sector.
2. To identify the various modes of savings and spending

RESEARCH METHODOLOGY:

Sampling design	Simple random sampling
Period of study	January – March 2024.
Data used	Primary and Secondary data
Test for analysis	1.Simple percentage analysis 2. Likert scale technique 3. Garrett ranking technique 4. Chi-square test

LIMITATIONS:

- The study is limited to 123 men employees in banking sector due to time constraints.
- An interpretation of the study is based on the assumption that the respondents are given correct information.
- Besides, the study has limitations of place and resources.
- The data collected through the structured questionnaire method, may slightly affect the accuracy of data analysis.

RESULTS AND DISCUSSION:

FACTORS MOST INFLUENCING THE SPENDING HABITS

Spending habits are primarily influenced by personal income levels, cultural norms, peer pressure, and advertising. Income dictates purchasing power, while cultural factors shape preferences and attitudes towards spending. Peer pressure can drive individuals to conform to spending patterns of their social circles. Advertising exerts significant influence by creating desires and promoting products or services.

FACTORS MOST INFLUENCING THE SPENDING HABITS

FACTORS	NO. OF RESPONDENTS	PERCENTAGE [%]
Job seniority	23	19
Monthly income	62	50
Educational level	16	13
Marital status	22	18
TOTAL	**123**	**100**

Source : Primary Data

INFERENCE :

The table shows that, 50% of the respondents are influenced by monthly income, 19% of the respondents are influenced by job seniority, 18% of the respondents are influenced by marital status, 13% of the respondents are influenced by educational level.

Thus, the majority of the respondents are influenced by monthly income

PREFERRED MODE OF SAVING MONEY

Preferred mode of saving money varies from person to person, but common methods include traditional savings accounts, investment in stocks or bonds, real estate, or retirement accounts. Each option carries its own level of risk and return, tailored to individual financial goals and risk tolerance. Diversifying across multiple avenues is often recommended to mitigate risk and maximize potential returns over time. Regular contributions and disciplined saving habits are key regardless of the chosen method.

PREFERRED MODE OF SAVING MONEY

MODE OF SAVING	NO. OF RESPONDENTS	PERCENTAGE [%]
Savings a/c	56	46
Investments	30	24
Retirement accounts	24	20
Real estate investment	13	10
TOTAL	**123**	**100**

Source : Primary Data

INFERENCE :

The table shows that, 46% of the respondents use savings a/c as preferred mode for saving money, 24% of the respondents use investments as preferred mode for saving money, 20% of the respondents use retirement accounts as preferred mode for saving money, 10% of the respondents use real estate investment as preferred mode for saving money.

Thus, the majority of the respondents use traditional savings a/c as preferred mode for saving money.

EFFECT OF SAVINGS HABITS TO ACHIEVE DESIRED LIFESTYLE GOALS

Developing good savings habits is crucial for achieving desired lifestyle goals as it allows individuals to accumulate funds over time. Consistent savings enable one to afford major purchases, investments, and experiences that align with their aspirations. Moreover, it provides a financial safety net for unexpected expenses, reducing stress and enhancing overall well-being. Ultimately, prudent saving habits lay the foundation for a more secure and fulfilling lifestyle.

EFFECT	NO. OF RESPONDENTS	PERCENTAGE [%]
Positive effect	58	47
Neutral effect	51	42
Negative effect	14	11
TOTAL	**123**	**100**

EFFECT OF SAVINGS HABITS TO ACHIEVE DESIRED LIFESTYLE GOALS

Source : Primary Data

INFERENCE :

The table shows that, 47% of the respondents have positive effect on savings habit to achieve desired lifestyle goals, 42% of the respondents have neutral effect on savings habit to achieve desired lifestyle goals, 11% of the respondents have negative effect on savings habit to achieve desired lifestyle goals.

Thus, the majority of the respondents have positive effect on savings habit to achieve desired lifestyle goals.

TERMS OF CONSISTENCY

Consistency in finance refers to maintaining stable and predictable financial habits over time. It involves adhering to a budget, saving regularly, and avoiding impulsive spending. Consistent financial habits build discipline, help achieve long-term goals, and reduce financial stress. By staying consistent, individuals can better weather economic fluctuations and achieve financial success.

TERMS OF CONSISTENCY

CONSISTENCY	**NO. OF RESPONDENTS**	**PERCENTAGE [%]**
Spending habits are more consistent	16	13
Saving habits are more consistent	40	33
Both are equally consistent	53	43
Inconsistency varies among individuals	14	11
TOTAL	**123**	**100**

Source : Primary Data

INFERENCE :

The table shows that, 13% of the respondents are more consistent in spending habits, 33% of the respondents are more consistent in saving habits, 43% of the respondents consistent in both equally, 11% of the respondents are inconsistent as it varies among individuals.

Thus, the majority of the respondents are consistent in both saving and spending habits equally.

FINDINGS:

1. Most of the respondents are influenced by monthly income.
2. Majority of the respondents use traditional savings a/c as preferred mode for saving money.
3. It is found that the majority of the respondents have both positive and neutral impact on the overall lifestyle.
4. Most of the respondents have positive effect on savings habit to achieve desired lifestyle goals.
5. Major proportion of the respondents have considered savings and investment as the highest priority.
6. Majority of the respondents are equally consistent in both saving and spending habits.
7. 38% of the respondents have moderate influence in spending decision.
8. A major proportion of the respondents use credit cards rarely.

SUGGESTIONS:

1. Strategies must be customised to match employee’s interest. This will increase their contribution on spending decision.
2. The bank employees are cautious in the usage of credit cards. Being bank employees, they may be given a value-added benefit in order to increase the usage of credit cards.
3. Employees must be provided with avenues for mentorship or counselling to address individual financial challenges and promote long-term financial stability.
4. During financial weakness, employees must consider setting up an emergency fund to cover at least three to six months' worth of expenses.
5. To overcome the moderate relation between spending habits and professional success among respondents, consider implementing financial education programs within professional development initiatives.

CONCLUSION:

It is evident that men in the banking sector exhibit a diverse range of spending habits, influenced by various factors such as income levels, age, family responsibilities, and individual lifestyle preferences. While some individuals demonstrate prudent spending practices, prioritizing essential expenses and savings, others display a tendency towards discretionary spending on luxury items and experiences. This highlights the importance of considering individual differences and personal circumstances when assessing spending behaviours. The research identifies a strong relation between income levels and saving patterns, with higher earners generally allocating a larger proportion of their income towards savings and investments. In conclusion, the study on spending and saving patterns of male employees in the banking sector offers valuable insights into the complexities of financial management within this demographic. By understanding the diverse range of influences shaping spending and saving behaviours, stakeholders can formulate more effective policies and initiatives to support individuals in achieving their financial goals and aspirations. Ultimately, fostering a culture of financial literacy and empowerment is essential for promoting long-term financial security and economic prosperity among male banking employees and society as a whole.

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