



## The study on saving habits of rural women's with special reference to Pollachi

P Girija, R Kalaivani

Assistant Professor in Commerce, Rathinam College of Arts and Science, Rathinam Techzone Campus, Eachanari, Coimbatore, Tamil Nadu, India

### Abstract

Savings are very imperative for supporting and developing the individual and the society. The saving behavior empowers the women in one way or the other. They provide several benefits for households directly. Savings could be used to manage planned and unexpected happenings. Indirectly, saving indicates repayment ability and also increases credit rating. Majority of the rural peoples are small scale farmers, their significant part of their income is from farms in some special cases they own small and medium enterprises for their income. Saving can be defined as the income which cannot be spent on current consumption, which is only for future. In this paper an attempt has been made to analyze saving behavior of rural women and also it analyze the factors that influence the saving habits among rural women.

**Keywords:** rural, savings, empowers

### Introduction

India is a developing country. Savings is very imperative for supporting and developing rural industries they provide several benefits for households directly. Savings could be used for investments. Indirectly saving indicates repayment ability, also increases credit rating and as collateral in a credit market Individuals and families attitude towards money vary greatly. People have different behavior towards savings and disparities in income levels. There are people who believe that money obtained today must be used to meet present needs and the future will care for itself (spenders). There are others who also hold the view that no matter how little one's income is there is the need to save part of that income

Individuals and families attitude towards money vary greatly. People have different behaviour towards savings and disparities in income levels. There are people who believe that money obtained today must be used to meet present needs and the future will care for itself (spenders). There are others who also hold the view that no matter how little one's income is there is the need to save part of that income.

### Statement of the problem

Saving is a very important component which is responsible for combating or meeting any emergency accrued by the individuals or the households or any corporate agencies.

### Analysis

Saving is meant for meeting contingencies but sometimes it also acts as a form of investment. But sometimes people are not inclined towards saving due to lack of financial planning. The present study can be a relevant one to know the determinants which are responsible for saving.

### Scope of the study

This study focus on the saving behaviour of rural women in Pollachi. The result of the study cannot be generalized to other areas, Further this study can be extend to different areas with any other focus.

### Objective of the study

- To examine the factors influenced by the saving.
- To understand the socio economic background of the rural women.

### Research Methodology

The study is done by collecting primary data from the rural women using random sampling methods. Total number of samples used is 500. Simple percentage analysis is used to find out the demographic profile of saving habits of rural women and Likerts 5 point scaling technique is used to find out the level of satisfaction of the respondents and accordingly ranked.

**Table 1:** Showing Demographic Profile of saving habits of rural women

S. No	Content	No. of Respondents	Percentage
1	Age		
	Up to 20	105	21
	21-30	226	45
	31-40	113	23
	Above 40	56	11

	Total	500	100
2	Qualification		
	Illiterate	72	15
	S.S.L.C	106	21
	H.S.C	92	18
	Graduate	160	32
	Post Graduate	70	14
	Total	500	100
3	Occupation	108	22
	Self-Employee	122	24
	Cattle raring	130	26
	Agriculture	63	13
	Government-Employee	77	15
	Total	500	100

Source: Primary Data

Demographic profile of saving habits of rural women shows that (45%) of the respondents are between 21-30 years, (23%) of the respondents are between 31-40 years, (21%) of the respondents are Up to 20 years, (11%) of the respondents are between Above 40 years. (32%) of the respondents are Graduate, (21%) of the respondents are S.S.L.C, (18%) of the respondents are H.S.C, (15%) of the respondents are Illiterate,

(14%) of the respondents are Post graduate. The above table shows that (26%) of the respondents are involved in agriculture, (24%) of the respondents are cattle raring, (22%) of the respondents are Self-Employee, (15%) of the respondents are others. (13%) of the respondents are Government-Employee.

Table 2: Showing level of satisfaction towards saving habits

Factors	Factors that influence to make a saving					Total	Rank
	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree		
	5	4	3	2	1		
Educational Expenses	128(640)	113(452)	80(240)	81(162)	98	500(1592)	III
Marriage Expenses	223(1115)	109(436)	59(177)	41(82)	72	500(1882)	I
House hold Expenses	157(785)	60(240)	102(306)	97(194)	84	500(1609)	II
Business Expenses	71(355)	62(248)	59(177)	172(344)	138	500(1262)	IV

Source: Primary Data

The table 2 shows the level of satisfaction of the sample respondents. It is evident that, the first rank is given to Marriage expenses because it scored 1882 points, the second rank and third rank is given to House hold expenses which scored 1609 points respectively and finally fourth rank is given to business expenses which scored 1262 points. Hence, it is analyzed that the marriage expenses will be useful for future due to high cost of expenses.

**Findings**

1. It is inferred that majority (45%) of the respondents are 21-30 years.
2. It is inferred that majority (32%) of the respondents are Graduate.
3. It is inferred that majority (80%) of the respondents are the habit of saving Up to ₹ 1000 per month.
4. The level of satisfaction of the sample respondents. It is evident that, the first rank is given to Marriage expenses because it scored 1882 points, the second rank and third rank is given to House hold expenses which scored 1609 points respectively and finally fourth rank is given to business expenses which scored 1262 points.

**Recommendations**

1. Awareness campaigns would be useful in promoting saving. Banks should be promoting the poor with highlight on formal banking.

2. Rural women should stick on the formula to strengthen the saving behavior  
Expenses = Income – Savings.

**Conclusion**

Savings is an important factor for the economic growth of the country. In India, the rural population is very high and the contribution of these particular population is very much need for economic development. Rural women’s need to be educated for numeracy, compound interest, effect on inflation and time value of money and illusion, as these knowledge would be of more help to improve their standard of living and saving habit, reduce informal way of lending and to promote long term bank deposit. For effective financial inclusion, the Government, NGOs and other financial institution need to pay special attention in imparting and improving basic financial literacy knowledge as it is stepping stone for improving advance literacy knowledge.

**Reference**

1. Surya prabhakaran an empirical analysis of Visakhapatnam District, International Journal of research in social sciences. 2012; 2(3):108-128. ISSN:2249-2496.
2. Rehman *et al.* Pakistan journal of social sciences p JSS, 2010; 30:17.
3. Jame Ang. household saving behaviour in an extended life cycle model; a comparative study of China and India.

2009; 45(8):1595-1601.

4. Athukorala, Sen. The determinants of private saving in India. *World Development, International Journal of research in social sciences*, 2004; 32:491-503.
5. Borsch-Supan. saving and consumption patterns among the elderly: the German case. *Journal of Population Economics*, 1992; 5:289-303.