

# A Study on Saving and Investment Habits of Individuals

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## Abstract

Saving and investment are important components of personal financial management because they help individuals meet future goals, manage emergencies and build financial security. This study examines the saving and investment habits of individuals using primary data collected through a structured Google Form. The study follows a descriptive and cross-sectional survey design and uses convenience / non-probability sampling. Frequency and percentage analysis are used to describe the responses. The available survey results show a strong preference for bank fixed deposits, followed by gold and mutual funds. The responses also indicate mixed knowledge of investment alternatives, a preference for a one-to-three-year investment period, substantial emergency-saving behaviour and regular family discussion about saving. The study is descriptive and the findings should be interpreted as applying to the surveyed respondents rather than to the wider population.

**Keywords:** Saving Habits, Investment Habits, Financial Awareness, Fixed Deposits, Mutual Funds, Financial Planning.

## 1. Introduction

Saving and investment decisions play an important role in an individual's financial well-being. Saving provides funds for emergencies and short-term needs, while investment can help individuals achieve longer-term financial objectives. The choice of an investment option may depend on income, financial knowledge, risk perception, expected return, liquidity and future goals.

Understanding saving and investment behaviour is useful for assessing financial awareness and planning needs. This study therefore examines the saving patterns, investment preferences, investment knowledge, investment duration, emergency saving and perceptions of future financial adequacy among the respondents.

## 2. Review of Literature

Previous financial-management research broadly indicates that saving and investment decisions are influenced by financial literacy, income, risk perception, investment objectives and demographic characteristics. Financial literacy can support informed decision-making, while limited knowledge may lead individuals to depend on familiar or

traditional investment products. Investment diversification and long-term planning are commonly considered important elements of personal financial management.

The present study provides a descriptive assessment of saving and investment habits using direct Google Form responses, with emphasis on the respondents' saving practices and investment preferences.

## 3. Research Gap

Existing studies examine financial literacy, investment preferences and saving behaviour across different populations. The present study provides a small-sample descriptive assessment based on the specific survey responses collected through Google Forms. It focuses on practical saving and investment behaviour, including preferred investment options, knowledge of alternatives, investment duration, emergency saving, adequacy of savings and family discussion about saving.

## 4. Objectives

- To study the saving and investment habits of individuals.

- To identify the most preferred investment options among respondents.
- To examine respondents' knowledge of different investment alternatives.
- To study the investment holding period preferred by respondents.
- To examine emergency saving behaviour.
- To assess whether respondents consider their current savings adequate for future needs.
- To understand family discussion about saving and financial planning.

## 5. Research Methodology

| Particular      | Description                                                                        |
|-----------------|------------------------------------------------------------------------------------|
| Research design | Descriptive and cross-sectional survey                                             |
| Data source     | Primary data collected through a structured Google Form                            |
| Sample          | Approximately 45–47 responses; valid responses vary by question                    |
| Sampling        | Convenience / non-probability sampling                                             |
| Analysis        | Frequency and percentage analysis                                                  |
| Scope           | Results describe the supplied survey dataset and are not population-representative |

## 6. Demographic Profile

The supplied Google Form results indicate that the respondent group is concentrated among younger individuals. The available demographic results include age, gender and occupation. Because individual questions have different valid response counts, percentages are interpreted question-wise.

| Profile    | Observed result                                                                 |
|------------|---------------------------------------------------------------------------------|
| Age        | 20–30 years: 73.9%; 31–40 years: 15.2%; other age groups make up the remainder  |
| Gender     | Female: 65.2%; Male: 34.8%                                                      |
| Occupation | Job: 41.3%; Student: 26.1%; Homemaker: 17.4%; Business: 10.9%; other: remainder |

## 7. Data Analysis and Findings

### 7.1 Monthly Saving

| Saving proportion | Percentage |
|-------------------|------------|
| 0–10%             | 32.6%      |
| 1–20%             | 26.1%      |
| 21–30%            | 23.9%      |

The reported responses show that saving is practiced at different levels, with the 0–10% category forming the largest reported group among the listed categories.

### 7.2 Importance of Saving and Investment for the Future

| Response  | Percentage |
|-----------|------------|
| Important | 93.3%      |

A large majority of respondents consider saving and investment important for their future, indicating a high perceived importance of financial planning.

### 7.3 Saving in Difficult or Emergency Situations

| Response | Percentage |
|----------|------------|
| Yes      | 86.4%      |

Most respondents believe that saving helps during difficult or emergency situations, highlighting the role of savings as a financial safety reserve.

### 7.4 Keeping Records of Savings

| Response | Percentage |
|----------|------------|
| Yes      | 66.7%      |

Two-thirds of the respondents reported keeping records of their savings, suggesting that many respondents monitor their saving activity.

### 7.5 Self-rated Saving Habits

| Rating    | Percentage |
|-----------|------------|
| Very good | 33.3%      |
| Good      | 42.2%      |
| Average   | 17.8%      |
| Poor      | 6.7%       |

The largest group rated their saving habits as Good, while one-third rated them as Very good.

### 7.6 Encouraging Others to Save

| Response | Percentage |
|----------|------------|
| Yes      | 95.5%      |

An overwhelming majority would encourage others to save, reflecting a positive attitude towards saving.

### 7.7 Preferred Investment Option

| Investment option  | Percentage |
|--------------------|------------|
| Bank Fixed Deposit | 51.1%      |
| Gold               | 22.2%      |
| Mutual Funds       | 15.6%      |

|               |       |
|---------------|-------|
| Other options | 11.1% |
|---------------|-------|

Bank fixed deposits were the most preferred investment option. This suggests a strong preference for familiar and comparatively stable investment instruments.

### 7.8 Knowledge of Different Investment Options

| Response | Percentage |
|----------|------------|
| Yes      | 39.1%      |
| No       | 39.1%      |
| Somewhat | 21.7%      |

The results show mixed financial awareness. Equal proportions reported having knowledge and no knowledge of different investment options, while 21.7% reported partial knowledge.

### 7.9 Investment Holding Period

| Duration          | Percentage |
|-------------------|------------|
| Less than 1 year  | 28.3%      |
| 1–3 years         | 34.8%      |
| 3–5 years         | 19.6%      |
| More than 5 years | 17.4%      |

One to three years is the most common investment duration. Longer-term investment behaviour is less common in the supplied responses.

### 7.10 Emergency Saving

| Response | Percentage |
|----------|------------|
|----------|------------|

## 8. Major Findings

- Bank fixed deposits are the most preferred investment option at 51.1%.
- Gold and mutual funds are the next most preferred reported investment options.
- Knowledge of different investment alternatives is uneven among respondents.
- One to three years is the most common investment holding period.
- 73.9% of respondents reported saving for emergencies.
- 46.7% of respondents feel that their current savings are not sufficient for future needs.
- 71.1% of respondents discuss saving money with their families.
- 93.3% consider saving and investment important for the future.
- 95.5% would encourage others to save.

|           |       |
|-----------|-------|
| Yes       | 73.9% |
| No        | 15.2% |
| Sometimes | 10.9% |

A substantial majority of respondents save for emergencies, indicating awareness of the importance of maintaining financial reserves.

### 7.11 Adequacy of Current Savings for Future Needs

| Response | Percentage |
|----------|------------|
| Yes      | 44.4%      |
| No       | 46.7%      |
| Not sure | 8.9%       |

More respondents reported that their current savings are not sufficient for future needs than those who considered them sufficient. This indicates a need for stronger future-oriented financial planning.

### 7.12 Family Discussion about Saving

| Response  | Percentage |
|-----------|------------|
| Yes       | 71.1%      |
| No        | 15.6%      |
| Sometimes | 13.3%      |

Most respondents discuss saving money with their families, suggesting that family communication can form an important part of personal financial planning.

- 42.2% rated their saving habits as Good and 33.3% as Very good.

## 9. Suggestions

- Promote financial literacy programmes covering risk, return, diversification and investment products.
- Encourage individuals to maintain an emergency fund.
- Encourage goal-based and long-term financial planning.
- Provide simple guidance on mutual funds, shares, insurance and other investment alternatives.
- Review savings regularly against future financial goals.
- Encourage families to discuss budgeting, saving and investment decisions.
- Encourage respondents with limited investment knowledge to learn about different investment alternatives before investing.

## **10. Conclusion**

The study provides a descriptive picture of saving and investment habits among the surveyed respondents. The results indicate that saving and investment are considered important by most respondents. Bank fixed deposits are the dominant preferred investment option, while awareness of different investment alternatives is mixed. Most respondents maintain some form of emergency saving and a majority discuss saving with their families. At the same time, a slightly larger proportion feels that their current savings are insufficient for future needs. The findings therefore highlight the importance of financial literacy, emergency funds, disciplined saving and goal-based long-term investment planning.

## **11. Limitations**

- The study is based on a small convenience sample.
- Valid response counts vary across individual Google Form questions.
- The study uses descriptive frequency and percentage analysis only.
- The findings describe the surveyed respondents and cannot be generalized to the entire population.
- The study does not establish causal relationships between demographic factors and investment behaviour.

## **12. References**

- Google Form survey responses collected by the researcher on saving and investment habits of individuals.
- General financial-management literature on saving behaviour, financial literacy, investment preferences and personal financial planning.