

Assessing the Outcome of Demographic Variables on the Saving Determinants and Saving Behaviour of the Individuals of Ludhiana

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ABSTRACT

Purpose: The major purpose of the study relates to assessing the impact of different demographic factors on the saving determinants and saving behaviour of the individuals of Ludhiana. Therefore, in this study saving determinants and behaviour were considered as dependent variable and the demographic variables as independent variable.

Design, Methodology & Approach: The data was collected from 100 respondents which comprised of individuals representing different heterogeneities of Ludhiana. The tools of Factor Analysis, Independent T-test and One Way ANOVA were applied to study the impact of five demographic variables on the saving determinants and behaviour on the individuals of Ludhiana.

Findings: The studies revealed that certain factors of saving behaviour had an insignificant relationship with the demographic factors while virtuous considerations and financial considerations resonated a significant impact with certain demographic factors.

Research Limitations: The major limitation of the study was that the sample was relatively of a smaller size. Had it been of a larger size, the results would have been an accurate one.

Originality/Value: This paper was a first in its kind to study the saving behaviour of the Individuals of Ludhiana on the basis of their demographic factors.

Keywords: saving determinants, saving behaviour, demographic factors, ludhiana

I. INTRODUCTION

In this dynamic and unpredictable world, savings play a vital role in making a person's future more secure and certain. The concept of emergency fund that originated long back clearly indicates that a person must have certain amount of liquid assets with himself in order to meet his current as well as future needs for which he needs to maintain some cash as well. In such a case savings come into force which is basically a fundamental element in the life of every individual. Savings indicate the residual amount which is left out of the income after deducting all the expenses which are spent towards personal and household consumption. This residual amount called savings maybe utilized for the spending for different avenues and is financed accordingly. This savings may be treated differently by different individuals and maybe put to use in a varied manner accordingly and hence the saving behaviour of every individual is differentiated in diverse ways. Also, there are different factors which affect the saving determinants of an individual and the level of saving is also affected by several factors such as the age, the income level, occupation, the education level, the gender and many such factors.

One of the major factors which affects the decision making both at the micro level and at the macro level particularly at the level of individuals in and at the level of government entirely depends upon the income level and savings of the individuals because savings enhance further consumption in the long run and this consumption by the individuals helps the policy makers to frame the policies at country level accordingly. So, savings has emerged to be one of the major instruments that has affected and impacted the economy at large. Therefore, it becomes imperative to study all those factors that affect the saving of an individual and how these are actually influenced through the demographic factors of different individuals since every individual has a different background and different social and demographic traits and backgrounds. Therefore, this study analyses the impact of demographic variables on deceiving determinants in saving behaviour of different individuals of Ludhiana.

This study takes the base of The Theory of Planned Behaviour which aims at predicting the individual motives and the individual engagement at a particular point of time and towards a particular notion. The Theory of Planned Behaviour states that inside an individual there are different intentions to behave which are caused by numerous factors such as the attitude, the beliefs and these factors are certainly going to have an expected outcome. The Theory of Planned Behaviour is majorly based upon six variables namely attitude, behavioural intention, subjective beliefs, social norms,

perceived power and perceived behavioural control. Taking the base of this theory, the study aims at studying those motivational factors and determinants that motivate an individual to save and also examines the willingness and effort to save which has resulted in the notion that the more amount and individual saves the more will be his financial stability. Further, factors like financial literacy and education awareness also impact the saving behaviour of an individual at large as the more aware and educated and individual is the mood alternatives will you look for saving his money so that it could be employed to a well-defined portfolio.

The most prominent factor that affects an individual 's willingness to save is the financial literacy and financial behaviour. This is basically concerned with what knowledge does an individual have with regards to managing his finances and where does he allocate his savings in order to finance a better proposition. Therefore, financial literacy and financial behaviour encompasses a very important component of an individual saving behaviour. There are numerous determinants that largely impact the individual savings which may include the interest rates, inflation, consumption pattern, peer involvement, family association, education level, financial awareness and many others. With the availability of such heterogeneous factors the saving behaviour of every individual is heterogeneous in nature and therefore there is a need to study the same. So, this study takes into consideration the saving determinants of the individuals from Ludhiana and how these are impacted by their demographic factors respectively and the results further have accordingly been aligned.

II. LITERATURE REVIEW

Amari M., et al. (2020) made an attempt to explore the different effects of financial literacy and averting the risk on the saving behaviour and also attempted to study the mediating effect of risk aversion on the relationship of demographic determinants and saving behaviour through a moderating effect of financial literacy level. Using the structural equation model, the studies concluded to a result that there was a significant impact of demographic factors on the risk aversion. The limitation pointed out by this research is that it was restricted to only a particular area of French Households and the sample size was small. Results further propounded that financial literacy was able to enhance the saving behaviour of the individuals which may lead to the promotion of the demand for the financial services which stimulate and regulate the savings.

Opoku P.K. (2020) through their study investigated the relationship between the interest rates and the household savings rates of 19 OECD countries from a period ranging for 23 years between 1995 to 2018. This study used the tool of collective average group methodology to examine that which interest rate effect the income or the substitution in both long and short periods. The study found out that income effect and the substitution effect will change in the short run and inflation, household wealth, unemployment rate, taxes and government debt have a negative impact on the household saving in the long run.

Kusairi S., et al. (2019) investigated the household financial efficacy using the tool of psychometric instruments financial literacy, risk preferences and demographic characteristics and their impact was analysed towards the individual saving behaviour particularly from the lower income households in Malaysia. This study chalked out the factors like financial literacy, race, education and the dependency of the individuals and the location also play a very crucial role in the selection of different saving instruments. This study further propounded that the households who have a greater level of financial efficacy may prefer the bank-based saving instruments and other lower risk instruments. The study also made a suggestion that government should take into consideration such suggestions while framing the policy for the country at large and also financial institutions should also take preferences from the savers and depositors accordingly.

Pandu G.A., R.S. (2019) examined the relationship between the saving determinants and saving behaviour amongst different households in Tamil Nadu and Puducherry. The major reason and purpose of the study was to identify the relationship between investment directives and saving behaviour and to also check out the most influential construct of saving behaviour. The study further found out using Pearson correlation in multiple relations that there existed a significant relationship between all the predictors of saving determinants which were the financial knowledge, interested socialisation, fellow citizen socialisation, peer inspiration, self-determination, willpower and motivation. The study at the end suggested that they must be different investment avenues which would be able to meet out the commitments for savings by the individuals.

Baidoo S.T., et al. (2018) took into consideration the existing studies done on private savings and the determinants affecting the same in Ghana. Building on the similar studies, the study propounded the impact of financial literacy on the domestic savings and using the regression model the studies found out that the improvement of financial literacy should be taken as a very crucial measure in order to increase domestic savings and common policies should also be made such that investments can be smoothly made by the residents of Ghana which would result into an equitable economic growth across the nation. The study concluded that the individuals who have certain level of education would have more chance of saving a large amount of money. On the other hand, self-employed people and private sector employees and more likely to seal and different demo graphic factors significantly affects the level of savings in Ghana.

Grigoli F., et al (2018) through the study presented new evidence on the impact of saving behaviour through different saving determinants by taking into consideration the respondents from 165 countries between the period of 1981 to 2012. The study highlights the saving behaviour of individuals across different countries during the time period

specifically in 2008 to 2010 during the crisis faced and also searched for different criteria is that affected the savings. The studies highlighted that there were certain factors which highly impacted saving behaviour but remained neglected.

Kamarudin Z., Hashim J. (2018) aimed at starting the saving behaviour amongst different students of the Taj international College and also follow the deductive approach wherein using the existing theories in research is it is the relationship between deceiving behaviour of the students on the basis of three factors namely financial literacy, parental socialisation and peer influence. This study concluded that all the three factors which were taken into consideration have a significant relationship with the saving behaviour and the cycle of parental socialisation has the most powerful influence towards saving behaviour which is then followed by financial literacy.

Mohammed Esmail Alekam et. al (2018) aimed at investigating the level of financial literacy among younger generation in Malaysia and its impact on the spending behaviour and saving behaviour. Different factors like family, peers, attitude of saving, and spending behaviour taken into consideration which influences their financial literacy. Different respondents were taken into consideration from various districts of Malaysia and the findings concluded that parental control and peer influence significantly influences the financial literacy and it implied that the educational institutions in the government at large needs to work strenuously towards uplifting the financial literacy and the study was successful towards developing apprehensions towards financial literacy.

Satsios N., Hadjidakis S. (2018) attempted to identify the factors which stimulate the saving behaviour of various households in Pomak, Greece. This study made the application of theory of planned behaviour so that a significant contribution could be understood between savings behaviour and a healthy financial life. Using path analysis, the study indicated that factors like the individual attitude, different norms and behaviour control of certain individuals have a direct relationship and effect towards the individual saving behaviour. but, the factor of perceived behavioural control had an inverse effect on deceiving such behaviour which later led to realise that banks would gain a better insight to understand the saving behaviour of house jewels and accordingly extend the services to the people of that region.

Murendo C., Mutsonziwa K. (2017) analysed the effect on the individual's saving behaviour through the determinants of financial literacy on the citizens of Zimbabwe. The results displayed that woman had less financial literacy as compared to men and urban people were more financially aware as compared to the people of rural areas. The study had a major discovery that financial literacy and financial awareness both had a positive role in channelizing the formal and informal savings of an individual. The study also propounded a suggestion that financial literacy needs to be fostered amongst the people of Zimbabwe in order to have a better saving behaviour.

Jamal A., et al. (2016) made a point to investigate different factors that influence the saving behaviour and also examine the role of financial attitudes towards mediating the relationship of financial stress in savings behaviour amongst the students of Sabha in Malaysia. Using the approach of structural equation modelling this study revealed out that the involvement of family, friends and self-control in financial literacy had a crucial role towards inculcating and developing deceiving behaviour among students. The study of super pounded that a financially literate student would have a positive financial attitude when it comes to savings.

Magendas J., et. al (2016) critically examined the different psychological determinants which lead to saving by an individual in case of meeting the financial needs at times where short-term financial crunch exists. This study took into consideration the theory of planned behaviour and also considered three new contracts which were financial risk tolerance, regulatory focus and different saving barriers. The study later analyses that the factors like perceived financial self-efficacy and financial risk tolerance were positively related with the intention of saving by an individual in case of a financial buffer. The study further also propounded that the existence of a legal and regulatory focus impacts the financial risk tolerance.

Brown, S., Taylor, K., (2015) aimed at examining the saving behaviour of individuals by during a particular span of time and took into consideration several factors that impact the saving behaviour. The study examined different factors that affect the saving behaviours of children from the range of age of 11 to 15 years. The findings propounded that factor like parental allowance and pocket money increases the chance of saving by a child. The study also found out that saving by a child has a long positive influence on his present as well as future savings.

Gatt W. (2014) aimed at analysing the different determinants of aggregate household savings behaviour in Malta. The took into consideration the residual income of the residents which was one of the most important macroeconomic variables for short-term analysis. The study took into consideration certain determinants which was split into four categories namely the financial determinants, precautionary motives, demographics and the intervention of the government. Based on these determinants the results of the study were calculated and it was found out that the real deposit rate was one of the most significant dominant and impact in the saving behaviour of the people in Malta

Thung M.C., et al. (2012) aimed at investigating whether factors like financial literacy, parental socialisation, peer influence and self-control have a significant influence on the saving behaviour of university students in Malaysia by the use of Theory of Planned Behaviour. Using Pearson correlation and multiple regression the study found out that all these four factors had a positive relationship with the saving behaviour of individuals in Malaysia and to be specific the parental socialisation factor had a significant impact amongst all the four factors on deceiving behaviour of the individuals in Malaysia. The study enlightens the phone fulfilling the need of the policymakers to stimulate the savings amongst different university students.

Nyhus E.K., Webley P. (2001) purported to investigate the level to which the borrowing and saving behaviour of different individuals is affected by their personality. The findings of the study laid out that different personality factors such as emotional stability, autonomy and extra virgin boy accurate predictors of savings and boring behaviour. Whereas, factors like agreeableness, inflexibility and tough mindedness explain different types of savings through different individuals. This study recommended that if more factors of personality could be added on to the study therefore it would result into a more meaningful insight into the saving behaviour and the study also recommended that while starting the saving be where it is fruitful to divide the same in categories as per the personalities of the individual.

Snyder W.D. (1974) made an attempt to measure and study the saving behaviour of households in different developing economies. It tried to establish a relationship between savings and different other factors such as permanent income, wealth, rate of interest, price level, different varied characteristics of demography of the households, occupation, distribution of income, taxation. In the light of these factors the saving behaviour of the households was reviewed and it was found out that the factor which could have been studied more was the impact of culture on the saving behaviour and established an emotional listen ship between wealth and savings. This theory also propounded that they were too critical factors which remained and add that significant impact on the civil behaviour of the individuals which includes the taxation rates and the increase size of families.

III. RESEARCH METHODOLOGY

3.1 Research Objective

To study the influence of demographic variables on the saving determinants and saving behaviour of the individuals across Ludhiana.

3.2 Research Hypothesis

H_0 : There is an insignificant influence of the demographic factors on the saving determinants and saving behaviour of individuals in Ludhiana.

- **H_{0_1} :** There is an insignificant influence of age on saving behaviour of Individuals of Ludhiana.
- **H_{0_2} :** There is an insignificant influence of gender on saving behaviour of Individuals of Ludhiana.
- **H_{0_3} :** There is an insignificant influence of the income level on saving behaviour of Individuals of Ludhiana.
- **H_{0_4} :** There is an insignificant influence of the occupation on saving behaviour of Individuals of Ludhiana.

H_1 : There is a significant influence of the demographic factors on the saving determinants and saving behaviour of individuals in Ludhiana.

- **H_{1_1} :** There is a significant influence of age on saving behaviour of Individuals of Ludhiana.
- **H_{1_2} :** There is a significant influence of gender on saving behaviour of Individuals of Ludhiana.
- **H_{1_3} :** There is a significant influence of the income level on saving behaviour of Individuals of Ludhiana.
- **H_{1_4} :** There is a significant influence of the occupation on saving behaviour of Individuals of Ludhiana.

3.3 Sampling Unit and Accessible Universe

With the intent of enhancing the purpose of the study, the sample for the study comprises of Individuals of Ludhiana lying amongst different income groups. The target population was a composition of individuals from the public sector, private sector, self-employed people and students.

3.4 Data Collection

The data collected was primary in nature through a well-structured questionnaire from 100 respondents which included different statements on saving behaviour and saving determinants. The method of sampling used was Non-Probability Sampling (Convenience Sampling).

3.5 Data Analysis

For the meaningful analysis of the gathered data, the Statistical Package for Social Sciences (SPSS) software has been used and the tabular presentations for demographic data have been made and the test analysis has been conducted using Factor Analysis, Independent T-test and One Way ANOVA in order to formulate meaningful interpretations. Since, the saving determinants are considered to be the dependent variable and the demographic variables as independent ones, so the test analysis has been accordingly conducted.

IV. DATA ANALYSIS AND INTERPRETATION

4.1 Demographic Analysis

The following table illustrates the demographic profile gathered from 100 respondents across the city of Ludhiana. The detailed bifurcation is stated in Table 1.

Category	Classification	Frequency	Percentage (%)
AGE			
	Below 25 Years	40	40
	25-35 Years	41	41
	35-45 Years	8	8
	45-55 Years	8	8
	Above 55 Years	3	3
	TOTAL	100	100
GENDER			
	Male	46	46
	Female	54	54
	TOTAL	100	100
MONTHLY INCOME LEVEL			
	Less than Rs 20,000	49	49
	Between Rs 20,000 to Rs 50,000	24	24
	Between Rs 50,000 to Rs 80,000	10	10
	More than Rs 80,000	17	17
	TOTAL	100	100
OCCUPATION			
	Public Sector Employee	4	4
	Private Sector Employee	64	64
	Self Employed	6	6
	Others	26	26
	TOTAL	100	100
EDUCATIONAL QUALIFICATION			
	Doctorate	5	5
	Post-Graduation	62	62
	Graduation	22	22
	Upto Class 12th	11	11
	TOTAL	100	100

Table 1: Demographic Profile of Respondents
Source: Author's Calculation based on Primary Data

4.2 Test Analysis

In order to conduct the hypothesis testing, the collected data has been analysed firstly by using Factor Analysis through Principal Component Analysis so as to extract the factors and further Independent T-test and One Way ANOVA has been applied in order to know the significant influence of demographic variables on the saving determinants and saving behaviour.

Principal Component Analysis

The results of the Principal Component Factor Analysis have been illustrated in Table 2 which displays the four factors which have Eigen Values greater than 1. The results that have generated by these four factors have 15 statements in total.

Using the exploratory factor analysis, the validity of the constructs has been put to test so as to check whether the further testing using Independent T-test and One Way ANOVA could be used. Eigen Values have further explained that it is apt to proceed towards the further testing and proceed towards examining the effect of demographic variables on the saving behaviour and saving determinants of the individuals.

The reliability of the sample has been adequate which has been checked using Cronbach Alpha which comes out to be 0.768. Further in order to determine the adequacy of the data the KMO Bartlet Test has been used the value of which was found out at 0.724 which provided a surety to proceed with the Factor Analysis further. The further tables illustrate the factor analysis approach in detail:

**Table 2: Principal Component Analysis
 ROTATED COMPONENT MATRIX**

STATEMENTS	COMPONENT			
	1	2	3	4
S1- Interest Rate is a significant factor when it comes to saving a large amount of money.	.807	-.044	.107	-.074
S2- The more will be my Income, the more I will save	.746	.227	.051	.067
S3- I am more attracted towards saving schemes such as Pension Funds and Retirement Schemes for making my future secure	.608	.226	.133	.300
S4- My Culture encourages me a Strong Saving Habit	.597	.348	.107	-.258
S5- With the increase age, the tendency to save becomes more.	.559	-.144	.438	-.135
S6- Inflation is a positive factor that encourages savings	.499	-.066	.271	.199
S7- I have a strong inclination towards spending more in terms of shopping and consumption which reduces savings	.490	.054	-.269	.383
S8- I believe that an increased awareness about different saving alternatives increases saving habits	.470	.224	-.052	.466
S9- Education plays a pivotal role towards fostering a greater amount of savings	.146	.803	.054	-.081
S10- I prefer to invest my savings in the avenue which as a greater return	.070	.706	.091	.184
S11- Risk Consideration is an important factor for my decision to save	.277	-.196	.647	.061
S12- Larger the family size, less will be the Savings	.058	.266	.595	.243
S13- Saving Money is a virtue	.018	.260	.554	.096
S14- My nature of job affects my level of savings	-.030	-.155	.193	.749
S15- My Saving habits are influenced by the habits of my friends and peers.	.029	.276	.222	.518

Source: Author's Calculation based on Primary Data

Table 3: Factor Analysis- Saving Determinants that stimulate the Saving Behaviour

Factor No.	Factor	Variables	Eigen Values	Explained Variation (%)
F1	Demographic and Intellectual Considerations	S1, S2, S3, S4, S5, S6, S7, S8	3.809	25.396
F2	Virtuous and Professional Considerations	S9, S10	1.540	10.265
F3	Personal Considerations	S11, S12, S13	1.404	9.363
F4	Financial and Economic Considerations	S14, S15	1.126	7.506

Source: Author's Calculation based on Primary Data

After using the Principal Component Analysis, the following four factors have been drawn out and the variations explained by them are signified in the brackets along.

1. Demographic and Intellectual Considerations (25.396%)
2. Virtuous and Professional Considerations (10.265%)
3. Personal Considerations (9.363%)
4. Economic and Financial Considerations (7.506%)

These above-mentioned factors explain a total variation of 52.53% which signifies that the remaining 47.47% variation remains unexplained which maybe because of the presence of some other factors which affect the saving determinants and saving behaviour but have not been taken into consideration in this study. The factors which explain the variation of 52.53% signify that these affect the saving determinants of the individuals of Ludhiana significantly.

Independent T-test and One Way ANOVA

Interpretation 1: Effect of Gender on the Saving Determinants and Saving Behaviour

Table 4: Analysis of Gender on Saving Behaviour of Individuals

		Levene's Test for Equality of Variances		
		F	Significance Value	t
Regression F1 Score for 1 st Analysis	Assumption of Equal Variances	.022	.882	.408
	Assumption of Non-Equal Variances			.400
Regression F2 Score for 1 st Analysis	Assumption of Equal Variances	1.565	.014	-.870
	Assumption of Non-Equal Variances			-.855
Regression F3 Score for 1 st Analysis	Assumption of Equal Variances	.796	.375	-.971
	Assumption of Non-Equal Variances			-.964
Regression F4 Score for 1 st Analysis	Assumption of Equal Variances	.835	.363	-.276
	Assumption of Non-Equal Variances			-.277

Source: Author's Calculation based on Primary Data

As shown above in table 4, Independent T-test has been used to analyse the effect of gender on the saving determinants and behaviour of the individuals. From the results it is found out that gender has a significant impact on virtuous and professional considerations (F2) because it displays a significant value of 0.014. On the other hand, the impact of gender on other factors is insignificant on demographic and intellectual considerations (F1), personal considerations (F3) and economic and financial considerations (F4).

Interpretation 2: Effect of Age on the Saving Determinants and Saving Behaviour

Table 5: Analysis of Age on Saving Behaviour of Individuals

ANOVA						
		Square Sum	Degree of Freedom	Square of Means	F Value	Value of Significance
Regression F1 Score for 1 st Analysis	Between the Groups	2.053	4	.513	.503	.734
	Within the Groups	96.947	95	1.020		
	Total	99.000	99			
Regression F2 Score for 1 st Analysis	Between the Groups	4.786	4	1.197	1.207	.013
	Within the Groups	94.214	95	.992		
	Total	99.000	99			
Regression F3 Score for 1 st Analysis	Between the Groups	2.309	4	.577	.567	.687
	Within the Groups	96.691	95	1.018		
	Total	99.000	99			
Regression F4 Score for 1 st Analysis	Between the Groups	12.327	4	3.082	3.378	.012
	Within the Groups	86.673	95	.912		
	Total	99.000	99			

Source: Author's Calculation based on Primary Data

As shown above in table 5, One Way ANOVA has been used to analyse the effect of age on the saving determinants and behaviour of the individuals. From the results it is found out that age has a significant impact on virtuous and professional considerations (F2) and financial and economic considerations (F4) because it displays a significant value of 0.013 and 0.012 respectively. On the other hand, the impact of this is insignificant on demographic (F1) and intellectual considerations and personal considerations (F3).

Interpretation 3: Effect of Occupation on the Saving Determinants and Saving Behaviour

Table 6: Analysis of Occupation on Saving Behaviour of Individuals

ANOVA						
		Square Sum	Degree of Freedom	Square of Means	F Value	Value of Significance
Regression F1 Score for 1 st Analysis	Between the Groups	2.079	3	.693	.686	.563
	Within the Groups	96.921	96	1.010		
	Total	99.000	99			
Regression F2 Score for 1 st Analysis	Between the Groups	5.717	3	1.906	1.961	.025
	Within the Groups	93.283	96	.972		
	Total	99.000	99			
Regression F3 Score for 1 st Analysis	Between the Groups	1.727	3	.576	.568	.637
	Within the Groups	97.273	96	1.013		
	Total	99.000	99			
Regression F4 Score for 1 st Analysis	Between the Groups	6.058	3	2.019	2.086	.107
	Within the Groups	92.942	96	.968		
	Total	99.000	99			

Source: Author's Calculation based on Primary Data

As shown above in table 6, One Way ANOVA has been used to analyse the effect of Occupation on the saving determinants and behaviour of the individuals. From the results it is found out that occupation has a significant impact on virtuous and professional considerations (F2) because it displays a significant value of 0.025. On the other hand, the impact of this is insignificant on demographic (F1) and intellectual considerations, personal considerations (F3) and financial and economic considerations (F4).

Interpretation 4: Effect of Monthly Income Level on the Saving Determinants and Saving Behaviour

Table 7: Analysis of Monthly Income Level on Saving Behaviour of Individuals

ANOVA						
		Square Sum	Degree of Freedom	Square of Means	F Value	Value of Significance
Regression F1 Score for 1 st Analysis	Between the Groups	1.407	3	.469	.961	.020
	Within the Groups	97.593	96	1.017		
	Total	99.000	99			
Regression F2 Score for 1 st Analysis	Between the Groups	1.253	3	.418	.410	.746
	Within the Groups	97.747	96	1.018		
	Total	99.000	99			
Regression F3 Score for 1 st Analysis	Between the Groups	2.109	3	.703	.696	.556
	Within the Groups	96.891	96	1.009		
	Total	99.000	99			
Regression F4 Score for 1 st Analysis	Between the Groups	1.578	3	.526	.518	.671
	Within the Groups	97.422	96	1.015		
	Total	99.000	99			

Source: Author's Calculation based on Primary Data

As shown above in table 7, One Way ANOVA has been used to analyse the effect of Monthly Income Level on the saving determinants and behaviour of the individuals. From the results it is found out that monthly income level has a significant impact on demographic and intellectual considerations (F1) because it displays a significant value of 0.020. On the other hand, the impact of this is insignificant on virtuous and professional considerations (F2), personal considerations (F3) and financial and economic considerations (F4).

Interpretation 5: Effect of Educational Qualification on the Saving Determinants and Saving Behaviour

Table 8: Analysis of Educational Qualification on Saving Behaviour of Individuals

ANOVA						
		Square Sum	Degree of Freedom	Square of Means	F Value	Value of Significance
Regression F1 Score for 1 st Analysis	Between the Groups	1.844	3	.615	.608	.612
	Within the Groups	97.156	96	1.012		
	Total	99.000	99			
Regression F2 Score for 1 st Analysis	Between the Groups	.987	3	.329	.322	.809
	Within the Groups	98.013	96	1.021		
	Total	99.000	99			
Regression F3 Score for 1 st Analysis	Between the Groups	2.485	3	.828	.824	.484
	Within the Groups	96.515	96	1.005		
	Total	99.000	99			
Regression F4 Score for 1 st Analysis	Between the Groups	4.171	3	1.390	2.427	.045
	Within the Groups	94.829	96	.988		
	Total	99.000	99			

Source: Author's Calculation based on Primary Data

As shown above in table 8, One Way ANOVA has been used to analyse the effect of Educational Qualification on the saving determinants and behaviour of the individuals. From the results it is found out that educational qualification has a significant impact on financial and economic considerations (F4) demographic (F1) and intellectual considerations because it displays a significant value of 0.045. On the other hand, the impact of these demographic factors is insignificant on F1, F2 and F3.

V. FINDINGS AND DISCUSSIONS

From the above analysis and interpretation, it can be found out that due to heterogeneity of data and differences in the perspectives with regards to the saving determinants, the results are varied for every demographic factor. Though, the sample reliability and the data adequacy has been significant as measured by a Cron Bach Alpha and KMO Bartlett test respectively.

Through the analysis it can be seen that the effect of gender is mainly significant upon the professional considerations which points out that education plays a significant role in creating financial awareness. Further upon analysing age with the factors it was discovered that professional and economic considerations play a significant role towards the saving behaviour of individuals. Further the effect of occupation was more significant towards the professional consideration which pointed out that people employed or more aware about various aspects related to savings. The analysis of monthly income level on the saving behaviour revealed out that it was more significant towards the demographic and intellectual considerations of different individuals and this is the only factor which give a significant result for F1 as saving has a direct connection with the income of the person and further educational qualification was more significant towards the financial and economic considerations of the person.

Overall, in a nutshell it could be pointed out that, the demographic factors were more insignificant towards F1 in majority of the cases this may be because of the reason of varied demographic characteristics. A smaller sample size of 100 respondents can also be the reason that some of the results are found insignificant, had the sample size been large the results would have been significant.

VI. LIMITATIONS OF THE STUDY/GAPS FROM THE EXISTING STUDY

The following gaps were found out from the study conducted. These are listed below:

- Due to a smaller sample size, the results of some of the factors are insignificant. A larger sample could be taken for an enhanced study.
- Only a single district was taken for the purpose of this study, multiple districts could have been taken for better results.
- Only 15 factors concerning the saving determinants and behaviour were taken, as illustrated by eigen values only 52% variation could be explained from them. Had there been more factors the variation would have been more.

VII. METHODOLOGICAL LITERATURE REVIEW

Wubie A. et al. (2015) identified and analysed the different demographic factors which impacted the saving and investment decisions of the high school teachers in Ethiopia. Using the linear regression model, the study identified eight variables that affected the saving behaviour out of which four variables showed significant results which explain that they had a significant impact on the saving investment decision of the respondents and hence established a significant

relationship with the demographic variables which included gender, age, family size and social ceremonies. The remaining four variables showed an insignificant impact.

Rengrajan V., et al. (2016) attempted to study the influence of demographic factors on the saving behaviour of the households in a district of Chennai. Using the approach of cluster analysis and chi-square test the study found out that out of seven demographic factors five factors were found to have a significant impact on the saving behaviour and two factors namely the education level and gender had no impact on the saving behaviour.

VIII. CONCLUSION

From the above study it can be concluded that saving money is an essential part of the life of every individual. Though the goal is homogeneous across the world for all but there are different heterogeneous factors that affect this homogeneous goal. This study made an attempt to study a limited number of factors that affected the saving determinants and behaviour of individuals across Ludhiana. Taking demographic factors as independent variable and saving determinants as dependent variable, this study chalked out certain factors such as demographic and intellectual considerations, virtuous considerations, financial considerations and economic considerations. Some factors resonated an insignificant impact with the demographic variable while some number of factors showed a significant relationship with the demographic variables. Therefore, it can be concluded that the saving behaviour of individuals is not based on one factor but a multiplicity of factors.

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