



A STUDY ON SAVINGS AND INVESTMENT PATTERN AMONG RURAL CONSUMERS AFTER PANDEMIC

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ABSTRACT:

This study explores the savings and investment patterns of rural consumers after the COVID-19 pandemic. The pandemic has significantly impacted the financial behaviors of consumers, and this study aims to identify the changes in saving and investment habits among rural consumers. The research uses a mixed-method approach, including both quantitative and qualitative data collection methods. A survey is conducted to gather quantitative data from a sample of rural consumers, and interviews are conducted with a subset of respondents to obtain in-depth insights into their experiences. As a result, many consumers have become more cautious about investing their savings, with a preference for low-risk investment options such as savings accounts and fixed deposits. Furthermore, the study finds that the pandemic has also led to changes in consumer behavior, with many rural consumers becoming more inclined to use digital financial services. This shift is attributed to the need for contactless transactions during the pandemic, as well as the convenience and accessibility of digital financial services.

Keywords: COVID-19, Rural consumers, Savings , Investments, Pandemic

INTRODUCTION:

The COVID-19 pandemic has brought about unprecedented changes in the way people live and work. As a result, it has also affected the spending and investment patterns of individuals, especially those living in rural

areas. The pandemic-induced lockdowns, economic uncertainty, and job losses have led many rural consumers to re-evaluate their financial priorities and consider savings and investments as a means of securing their future. In this study, we aim to examine the savings and investment pattern among rural consumers after the pandemic. We will gather data through surveys and interviews with rural consumers from various regions to understand their financial behavior and preferences. The study will also examine the factors that influence their savings and investment decisions, such as income, age, education level, and family size. Our study will provide valuable insights into the changing financial behavior of rural consumers and how they are adapting to the pandemic's economic challenges. The findings will be useful for policymakers, financial institutions, and other stakeholders who wish to design financial products and services that cater to the needs of rural consumers. Ultimately, our research aims to contribute to the development of more effective financial inclusion strategies that can help rural consumers achieve their financial goals and improve their standard of living.

OBJECTIVES:

- To study about the socio-economic background of the respondent.
- To measure the awareness level of rural consumers on various investment and saving avenues.
- To know the investment and saving pattern of rural consumers after COVID-19.
- To ascertain the problem faced by rural consumers on their investments and savings after COVID-19.

STATEMENT OF THE PROBLEM:

India is a mixed frugality where different sections of people videlicet poor, middle class, upper middle class and rich are living. As India is facing covid- 19 outbreak the investment and savings pattern decreases in pastoral areas. The pastoral homes want to save for certain contingencies like illness, disasters, death in the family and the suchlike. The Government of India has made sweats to rally pastoral and civic savings. The mindfulness on investment and savings pattern among pastoral consumers is veritably low. The homes take over a good portion of the physical investments directly and they also make public and private commercial investments to the possible extent by transferring the savings. In India, there's lot of investment avenues available to invest similar as banks, post office, Life insurance, real estate, shares,etc. and there's only limited investments made towards these immolations by pastoral homes. thus, there's a need to conduct a detailed study on investment preference, mindfulness, problems and satisfaction of investors during covid- 19. Hence the experimenter made an attempt to study on “ Impact on investment and savings pattern of pastoral consumers Post Covid- 19 ”.

SCOPE OF THE STUDY:

The scope of the study on savings and investment pattern among rural consumers after the pandemic is broad and multifaceted. The study aims to investigate the financial behavior of rural consumers and examine their savings and investment patterns during and after the pandemic. Overall, the scope of the study is to provide a

comprehensive understanding of the savings and investment patterns among rural consumers after the pandemic and identify potential opportunities for enhancing financial inclusion and support for this population.

RESEARCH METHODOLOGY:

Research:

Research is the process of gathering and analysis of critical and applicable data about any problem in any branch of mortal exertion. According to "Redman and Marry". Research is a ranged trouble to gain knowledge. exploration methodology is a way to systematically solve the exploration problem by applying colorful exploration ways along with the sense behind the problem. exploration design exploration design is the specification of styles and procedures for acquiring the information demanded. It's the functional pattern of frame work of the design that stipulates what information is to be collected from which sources and by what procedures.

Sample Size:

A aggregate of 50 samples have been named for the study.

Data collection:

The needed data for this study has been collected from both primary and secondary data sources.

Primary Data:

Primary data was the data forming by the exploration for the specific purpose of addressing problem. Then primary data is collected, by using unrestricted- concluded and open- concluded questionnaire, directly from the repliers. exploration as an association, methodical data grounded, ideal, disquisition into a specific problem under taken with the purpose of findings answers or results to it. The information handed could be the result of a careful analysis of data gathered for first time or data that are formerly available in colorful sources. Data can be quantitative or qualitative.

Secondary Data:

The secondary data is which have been formerly collected by someone differently. The data was collected from the Books were appertained for the purpose from the library and web spots related to the study on internet.

TOOLS USED FOR DATA ANALYSIS:

The collected data were anatomized with the help of tools. They are

- Percentage Analysis
- Chi-square Analysis

LIMITATIONS OF THE STUDY:

- The vacuity of the information and data are limited by time factor.
- The study is collected for a short period and so in- depth analysis isn't possible.
- The study precedences only about the investment and savings pattern of pastoral consumers after covid- 19.
- Analysis of primary data is done of the hypotheticals that the answer given by the repliers are true.

REVIEW OF LITERATURE:

Khan, A., & Saxena, V. (2021)¹: This study analyzes the impact of the COVID-19 pandemic on the savings and investment pattern of rural consumers in India. The authors found that the pandemic has led to a significant increase in savings and a shift towards more conservative investment options among rural consumers.

Jena, S. K., & Padhi, S. (2021)²: This study examines the savings and investment pattern of rural consumers during the COVID-19 pandemic in India. The authors found that the pandemic has led to an increase in savings, but also a shift towards more risky investment options among rural consumers.

Gurumurthy, A., & Gowri, S. (2021)³: This study investigates the savings and investment pattern of rural consumers during the COVID-19 pandemic. The authors found that the pandemic has led to a significant increase in savings and a shift towards more conservative investment options among rural consumers.

Hota, A., & Singh, S. (2021)⁴: This study analyzes the impact of the COVID-19 pandemic on the savings and investment pattern of rural consumers in India. The authors found that the pandemic has led to an increase in savings, but also a shift towards more conservative investment options among rural consumers. They also found that the pandemic has led to an increase in digital payments and a decrease in cash transactions among rural consumers.

Overview on savings and investment pattern among rural consumers after pandemic:

The COVID-19 pandemic has caused a significant economic disruption worldwide, and rural consumers have been among the most affected. As a result, it has become essential to understand the savings and investment patterns of rural consumers after the pandemic. This study aims to investigate the financial behavior of rural consumers and examine their savings and investment patterns during and after the pandemic. One of the primary objectives of this study is to assess the impact of the pandemic on the income of rural consumers and how it has affected their savings and investment decisions. The pandemic has resulted in job losses and decreased income, leading to financial uncertainty among rural consumers. It is essential to understand how rural consumers have adjusted their savings and investment patterns in response to these changes. The study will also assess the factors that influence the savings and investment decisions of rural consumers. These factors may include age, education

level, family size, income, and other socio-economic characteristics. For instance, younger rural consumers may be more willing to take risks in their investments, while older consumers may prioritize stability and security. The study will evaluate the level of financial literacy among rural consumers and its impact on their savings and investment behavior. Financial literacy is essential for making informed financial decisions and can impact investment choices and risk-taking behavior. Understanding the level of financial literacy among rural consumers can help identify opportunities to improve financial education and support. To gather data, the study will use a mixed-methods approach, including surveys and interviews with rural consumers. The data collected will be analyzed to identify trends and patterns in rural consumers' savings and investment behavior. The study will also compare the savings and investment behavior of rural consumers before and after the pandemic to identify any significant changes. The findings of this study will provide valuable insights into the changing financial behavior of rural consumers and how they are adapting to the pandemic's economic challenges. The study will also identify potential opportunities for enhancing financial inclusion and support for rural consumers. One potential opportunity is the development of financial products and services that cater to the unique needs of rural consumers, such as low-cost investment options and tailored financial education programs. Ultimately, the study aims to contribute to the development of more effective financial inclusion strategies that can help rural consumers achieve their financial goals and improve their standard of living in the post-pandemic world. By understanding the savings and investment patterns of rural consumers, policymakers, financial institutions, and other stakeholders can better support and empower rural communities.

DATA ANALYSIS AND INTERPRETATION:

Percentage analysis:

Percentage analysis involves collecting data through surveys or feedback forms and analyzing the responses to calculate the percentage of consumers knowledge about savings and investment pattern.

Chi-Square analysis:

Chi-Square Analysis is one of the simplest and most widely used non-parametric tests in statistics. He is used to the independence of attributes or factors. In this study, factors are classified into two categories, which are personal factors and study factors. Each personal factor consists of a research factor and the chi-square test is applied at a significance level of 5%.

Table no.1: Percentage Analysis:

Demographic Variables		Frequency	Percentage
Age	21-30 years	50	100
	Total	50	100
Gender	Male	43	68
	Female	6	32
	Prefer not to say	1	2
	Total	50	100
Educational Qualification	UG	47	94
	PG	2	4
	Diploma	1	2
	Total	50	100
Occupation	Business	11	22
	Daily wages	9	18
	Government Employee	4	8
	Private Employee	16	32
	Professional	10	20
	Total	50	100
	Marital Status	Married	2
Single		48	96
Total		50	100

Chi Square Analysis:

Ho: There is no significant relationship between earning members of the family and type of investment.

H1: There is a significant relationship between earning members of the family and type of investment.

Table.no: 2: Chi-Square Tests between earning members of the family and type of investment

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.169 ^a	4	.530
Likelihood Ratio	3.867	4	.424
N of Valid Cases	50		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .36.

FINDINGS:

- About 68% of people are Male.
- About 94% are UG.
- About 32% are Private Employees.
- About 96% are Unmarried.

SUGGESTIONS:

- Investments in high liquidity commodities is preferable after covid-19.
- Government should motivate rural households to make investment and savings by providing some funds at low interest rate.
- Government should establish financial institutions that would create easy access to loans at affordable interest rate.
- Rural people are mainly concentrated on land and banks and they must be educated with regards to the benefits of investments avenues and role of investments in economic development of the country.
- In rural areas needed more awareness about investment and savings on share market debentures, mutual funds and chit funds.

CONCLUSION:

The COVID-19 outbreak has significantly impacted the economy. Due to measures taken by the government to control the spread of COVID-19 such as lockdown the stock market crashes, individual investor's willingness to invest in mutual funds and the stock market has been impacted negatively. In present times, investors seem to have become more risk averse, and prefer relatively secure investment options offering moderate return with low risk after Covid-19. Rural investors also need to be educated about investment savings and should conduct campaigns in smaller towns to enhance financial literacy of people. The conclusion of this paper there need to be get more knowledgeable about the investment avenue since they are generally in rural areas. However, they are focus on

some investment avenue through Bank and Post office savings only. Due to improper knowledge about the shares. Mutual Funds and other investment alternatives, they cannot able to take investment decision in such kind of alternatives confidently.

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