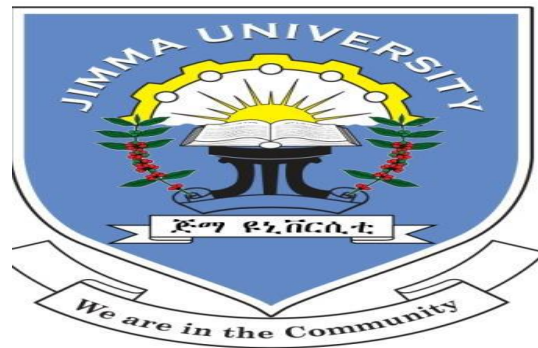# JIMMA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF ACCOUNTING AND FINANCE

FACTORS THAT AFFECTS INDIVIDUAL SAVING HATIS

IN THE CASE OJ JIMMA ZONE LIMMU KOSSA DISTRICT.

PREPERED BY : GEMECHU NEGASA JIRU.

JULY , 2020

JIMMA, ETHIOPIA

JIMMA UNIVERSITY

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I

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DECLARATION

This research paper undersigned, I declare that this is my own original work and has not been
presented in this or in elsewhere colleges , and all sources of materials used in this research has been fully acknowledged

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Table of Contents

VII

LIST OF TABLES

LISTS OF GRAPH

LISTS OF FIGURE

ACRONYM

 SH..Saving Habits
FF ....Financial Factor
SCF...Socio-cultural factor
FIF....................................... .Financial Institution Factor
DF..Demographic Factor
DV...Dependant Variable
IV...Independent Variable
A ....The sum of agree & strongly agree
D.. The sum of disagree& strongly disagree
VIF...variance inflation factor

ABSTRACT

The avail of this study is to analyze factors that affecting individual saving habits in the case of Jimma Zone Limmu kossa woreda Genet towns. Thus the study was performed on those target groups, Merchandise, government employees and members of micro and small enterprise. Those respondents were found in Limmu kossa worada, Genet town . The study was focused on the analysis of factors that affects individual saving habits in line to the independent variables over dependant variables. The independent variable that investigated to determine as it has its own effects on dependant variable was, financial institution factors, socio-culture factor, financial factor and demographic factors on individual saving habits .To overcome the investigation , A descriptive and explanatory study design was adopted and the data was collected by using questionnaires, group discussion and document review. A data analysis method to test the hypothesis was correlation and regression analysis using 20 SPSS used . As per finding of the investigation indicated that , un accessibility and poor customer service of Financial institution and the existence and the low rate of interests has direct effect on saving habits and as well as, the absence of the knowledge about saving, occupation status ,un regularity of income, age, number of family, level of education has significant effect on individual saving habits. Thus the accessible financial institution , moderate & absence of interest rate that satisfy the demands of the society and changing the awareness & attitude of the society on saving habits would mainly recommended

Keywords: saving habits, financial factors, Socio-culture factor, financial institution factor and Demographic factors.

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the study

Savings is the portion of income that not spent on current expenditures. Because a person does not know what will happen in the future, money should be saved to pay for unexpected events or emergencies for all those have either low or high income levels. As the portion of income is not saved, an individuals may faced for repair their valuable destroyed or breakdown items like maintenance of fence, for medical and for other investments. Without savings, unexpected events can become huge financial burdens. Therefore, savings helps an individual or family become financially secure. Money can also be saved to purchase expensive items that are too costly to buy with monthly income only. Buying new items for personal use purchasing electronic and paying loans that being lending for constriction of house, or paying for a vacation can all be accomplished by saving a portion of income(Gedela, 2012).

At the macroeconomic level, individual saving benefits the entire nation. Saving has a positive impact on the economy because funds that are placed in financial assets are then channeled through financial intermediaries to fund investments by firms. Subsequently, investments by individual will ultimately benefit the nation through higher productivity and economic growth. Furthermore, high savings can also hedge countries against economic downturns and financial crisis. One of the avenues to boost national saving is by encouraging individuals to increase personal saving (Davis & Hu 2005). This can be achieved by implementing financial educational programs and minimizing all other independent variables that hinders individual saving habits to increase individuals' financial literacy. i.e, to understanding of their own financial circumstances, enable them to make financial plans, and choose the most appropriate financial instrument that will help them achieve their financial goals (Jonubi & Abad 2013).

High savings leads to accumulation of wealth that allows individuals to improve their living standard (Bernheim & Gokh 2000) and could hedge the country against economic downturns and financial crisis, insuring against time of economic shocks and an important way of

improving well-being (Mahdzan & Tabiani 2013) In some countries, savings are considered as backbone to certain sectors of its economy.

Savings takes place when an individual is able to spend less than his/her income which later leads to investment. Higher investment leads to the accumulation of assets which results in higher living standard of the people through higher economic growth. The growth model of Solow (1956) emphasizes on savings for steady economic growth. In a developing country like Ethiopia savings act as a life blood of growth as savings helps to get rid of so called equilibrium trap and vicious cycle of poverty by creating a big push. Saving decision basically depends on many significant factors such as financial factors, Socio-culture factor financial institution factor, Demographic factors. In Ethiopia, saving habits very pure, particularly, the individual saving is very low and this low level of individual saving is expected to limit the expected rate of economic growth of the country (Morduch J, 1999).

According to Ministry of Finance and Economic Development (2010), one of the major challenges encountered in the past few years of PASDEP implementation is low level of domestic savings to support the huge demand of the country's investment for accelerating growth and development in the process of eradicating poverty. In fact, the rate of domestic saving in developing countries including Ethiopia is believed to be insignificant. However, reliance on foreign aid and debt is not always imperative due to different socio-economic and political aspect. Therefore, it is believed that the pattern of domestic saving, improvement in individuals' saving behavior is believed to be a crucial element for economic growth. This is more fruitful, if channeled to investment. In the process of channeling the domestic saving for investment, the role of financial institutions is valuable with corporation of saving .

 According to (Bairamli & Kostoglou 2010) strong financial institutions facilitate the flow of funds from savings to investments between the deficit and supplier of economic unit .To summarize, individual savings will not merely benefit themselves and households, but also benefit's the entire nation, as well. Therefore, it is important to search in depth and will have the knowledge, on the factors that affecting individuals' saving habits and inversely attack as it is essential in maintaining the economic growth since it will give benefits to the individuals, households, financial institutions, government and other related stakeholders as specific and the entire nation as a whole.

1.2 Statement of the Problems

Improving saving behavior of individuals is given attention to look at a variety of savings services used by people/customer in the community. Improving not depends only on attending of government provider but also on appropriate execution of recommending components of saving in household of the community and institutions (GIZACHEW, 2017) .

Saving behavior and institutions of saving area have become increasingly important for financial security of the individuals. Investigation of factors associating with saving habits assumes critical importance.

Most of previous studies conducted worldwide as well as in Ethiopia indicate that there are controversial issues in literatures regarding to the factors affecting individual saving habit. Here According to (Gezachew,2017) that studded in the case of factors that affect youth saving behaviors , one of the most factors that hinders youths as they were not have the behavior to save was the low of interest rate , were as   (ELIUD 2017) conducted on the factors influencing the savings decisions among Kenyan professional football players and the findings established that the existence of interest rate and the level of education influenced their savings decisions. On analyzing the level of income, it was revealed that it does influence their level of savings. According to ELIUD (2017) shows a very strong positive relationship between income, level of education with individual saving habits .

According to (Lidetu and Markos,2019) on Equb stated that factors such as income, economic factors, social factors and psychological attitude was significantly affecting the saving habit of urban households. The other research conducted on Determinants of Household Saving the variables that are positively related with the probability of saving are household head age, sex, marital status, household education, credit, annual income and interest rate. The variables that are negatively correlated with the probability of saving are family size, distance from financial institution, distance from market and annual consumption expenditure (Zegeye Paulos, 2018).

The initiating force/motivation/ to conduct this study is that; it is important to have the knowledge on factors affecting individuals' saving habits as it (Lidetu and Ewun 2019) is essential in maintaining the economic growth since it will give benefits to the entities involved such as households, financial institutions, government and other related stakeholders.

Secondly, the socio-economic and the accessibility of financial institution and the capability of interest loans with the ability of the individuals & culture of societies in the study areas and due to such like research findings are not have been done here around.

Finally, while very few studies have made attempts on identifying factors affecting different category of individual saving habit, there is no mention of employees (government), members of small microenterprise and business man at Jimma Zone Limmu Kossa Woreda .

1.3 Objective of the study

1.3.1 General objectives
The general objective of this study is to assess factors that affecting individual saving habits in Jimma Zone Limmu Kossa worada Genet Town.

1,3,2 Specific Objective
To identifying the effects of financial institution factors on individual saving habits

To identifying the effects of socio-cultures factors on individual saving habits

To identifying the effects of financial factors on individual saving habits

To identifying the effects of Demographic factors on individual saving habits

1.4 Hypothesis
For the purpose of testing the relation between the dependent and independent variables, the following hypothesis was set and test

The hypothesis expected as, H=0 , then , after the finding the null hypothesis was accepted .

H01; There was significance relationship between Financial institution factor and saving habits

HO2: There was significance relationship between socio-cultural factor and saving habits

HO3: There was significance relationship between financial factor and saving habits

HO4 : There was significance relationship between demographic factor and saving habits

1.5 Significances of the study

This research was conduct to assess the saving habits of the Government employees, member of micro and small enterprise and merchandise and then on the identified bodies, the survey will identifies factors that affects those individual inline to their saving habits in case study area called Jimma Zone Limmu Kossa woreda. The survey will results in improving the livelihood of individuals, families and society and the grow up of financial institutions as well as the government (political moderation, economical growth and in social aspect) will maximize as the saving habits increase.

1.6 The scope of the study

Saving is a concept that starts from individuals then to house hold and private as well as to Organizations. So the study is focused only on the assess of individual saving habits and factors that affecting it where the identified study area called Limmu kossa woreda which is selected among 21 woreda of jimma zone due to the most cash crop area, especially by coffee Arabica . This study was scoped only on the Government employees, members of micro and small enterprise and merchandise on how independent variables (financial institution factors, socio-cultural factors, financial factors and demographic factors) affects dependant variables. (saving habits)

1. 7 Organization of the paper

The paper was organized in five chapters; the second chapter was review of literatures, the third chapter research methodology, the fourth chapter findings of the results and the last is the summery and conclusion

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Definition of Saving

The word "saving" according to (Wa rneryd 1999) contained broad-based meaning and numerous explanations. In economic contexts, saving is defined as the residual income after deducting current consumption over a certain period of time. Conversely, saving in psychological context is referred to the process of not spending money for current period in order to be used in future. In other word, saving behavior is the combination of perceptions of future needs, a saving decision and a saving action. On the other hand, people are likely to define saving as investing, putting money in a bank account, speculating and paying off mortgages.

In developing countries, saving is difficult to capture as it can be raised on an informal basis and as a result, it cannot be completely assessed by the national accounts.

On the other hand, according to (Schmidt-Hebbel 1999) in OECD countries, saving is largely made up of property investments, monetary and financial investments. In developing countries, as households hoard money, savings are perfectly liquid so they can be used to face any urgent need or investment opportunity. This becomes all the more important since households' confidence in the banking system is low. Moreover, non-financial saving is important in developing countries (Goldstein 1999). On the other hand It can take various forms as precious or semi-precious materials. In Ethiopia, precious or semi-precious materials are accumulated on a regular basis and are exchanged against liquidities in order to meet lifecycle (education, marriage, immigrations, etc.) or urgent spending. The non-financial household saving also consists on housing properties and other forms of ownership (land, livestock, machines, etc.) . According to (Robinson, 2004) adds building materials, cereals and harvest to these main forms of savings. More generally, this kind of saving accounts for a large part of households' saving. According to (Goldstein, 1999) one of the essential characteristics of non-financial savings is to be able to be easily used in case of social need or economic opportunity. For cereals stocks or livestock purchases, can add high motivation of economic profitability meaning livestock accumulation is a source of profit in such a way that livestock can be easily sold; some of them produce other consumable and tradable goods (eggs, milk, wood) or others can be used as

agricultural inputs in which this form of savings present some drawbacks: cattle breading requires resources like water, animal food, pasture, work-time and can be lost in the case of illness or natural disasters.

2.1.2 Benefits of Saving

Saving has a multidimensional benefit both for the saver himself, and for the nation at large. Individuals get benefited from saving in case of emergency funds, retirement benefits, payment for house, buying new car, entitlements of sinking funds, and education. Chenery & Srinivasan (1998) also states that savings not only allow for growth in income and increases in consumption, but also for the smoothing of consumption in the presence of various uncertainties. Saving behavior can only be understood fully after the sources of uncertainty facing decision-makers and their opportunities for responding to them are specified.

As (Gedela, 2012) put, since the classical times, saving has been considered as one of the determinants of growth. He also suggested that, to achieve higher rate of growth with relative price stability, the marginal propensity to save should be raised by appropriate incentives and policies

General, as (Robert, 1984) summarized that saving is crucial to a growing economy because it makes resources available for the production of physical capital, for the research and development needed to fuel economic growth, and enhance our standard of living. Coupling this important role of saving with the anxiety of policymakers, it is not surprising that legislators have backed tax reforms aimed at eliminating perceived anti-saving biases in the code

2.1.3 Types of Savings

The types of saving are mainly based on the income available to the household, firm and corporate bodies. The saving type can be classified on the basis of the sectors accounting for the saving distribution. It can be broadly classified under three headings namely, household sector saving, private sector saving and public sector saving(Nayak, 2013)

Household Sector saving; the savings done or accrued by the individual members in a household consists of household sector saving. The household saving contributes to a larger share in the Indian economy which comprises of the individuals saving behavior at a larger scale including the financial as well as the financial assets. The individuals at the household level make a share to the national income computation of a country (Nayak, 2013)

Private Corporate Sector saving; the savings made in the privately owned corporations are called as the private sector corporations' savings. The private corporate sector comprises of non-governmental and non-financial companies, commercial banks and insurance companies working in private sector, co-operative banks, credit societies and non-credit societies, and - non-banking financial companies in the private sector (Nayak, 2013).

Public Sector saving; the public sector's savings are constituted into government savings, and savings generated by the public sector undertaking in the form of internal resources. One process of estimating public sector saving is to scrutinize the relationship between public savings and the consolidated returns shortage of government which is an alternative measure of government savings (Nayak, 2013)

2.1.4 Nature of Saving

Savings can be known as the cash or physical products set aside for future use. People in urban and other low-income communities can save when they are guided and encouraged by the Government and financial institutions. For the people in the urban regions, savings are made through traditional credit rotation groups, or purchase of domestic animals (goats, pigs, chickens or cows). Gradually, the traditional way of saving in rural region has been abolished; the people shifted their saving pattern to save in form of physical assets, like gold, land and durable goods and financial assets like shares, stocks, and bonds (Nayak S, "Determinants and pattern of saving behavior, 2013) According to (Subhashree Nayak, 2013), the Micro Finance Institutions (MFIs) and micro-enterprises are playing a major role in recent years in urban region by encouraging the people to save more. MFIs need to inject capital or funds which may be the owners of money or loan. When a loan is used, it is someone else who has done the saving. Micro enterprises, like other businesses, convert savings (of the owners and of others) into investment, in the creation of wealth. Variations in the saving pattern is mostly found in different societies, as there exists, a difference in environmental, social, economic and cultural contexts.

Human beings wants to get transformed as the society grows and in turn cause substantial changes in the outlook of the people towards saving. In low-income communities, the ability to save is low and often is in cash or kind. Saving in cash is cheap and convenient. Variations in saving is visible in different communities as there exists difference in income levels, consumption pattern, awareness of the saving benefits, family size, investment opportunities, etc.

Human attitude towards saving has been changed through decades as in the remarkable growth in the society (Nayak S, 2013)

2.1.5 Forms of Savings

An individual or a family's choice as to where to save in order to determine most extreme fulfillment also, and guarantee the security of their funds, is an exceptionally fundamental individual and family choice. It has been contended by (Railly, 1992) that individuals save when their salaries surpass their present utilization longings, and that the abundance investment funds should be possible in a few ways and to save cash, families can choose to put the cash under their bed or cover it in the terrace until some future time when utilizations surpass their present wage as well as there are two principle outlets where families can store any reserve funds that they mean to do .

Formal Savings; formal savings occur when individuals or families keep their money with formal financial institutions such as commercial banks or other non-bank financial institutions such as insurance companies, credit unions or savings and loans companies (Boating I k, 1994).

Informal Savings Institutions; informal savings are any savings that occur within the informal sector of the economy. As (Aryeetey, 1998) observed that, the informal financial sector participates in all commercial savings and lending that take place outside the formal sector in the developing economy. And (Work Yohannes, 2000) Observed that, in Ethiopia various types of informal saving like, private sector rotating saving and credit groups such as iddir and iqqub that are initiated and organized by the people themselves, under the premise of financial relations based on reciprocity are exist. Iddir and iqqub are the most important informal organization, based on the pre-established social ties.

Saving Account; saving accounts are accounts maintained by retail financial institutions that pay interest but cannot be used directly as money in the narrow sense of a medium of exchange for example, by writing a cheque. These accounts let customers set aside a portion of their liquid assets while earning a monetary return (Robert and Josephine, 2006).

2.1.6 Saving Habit

Accordig to (Darnton, 2011) defines, Habit as a factor in behavior and/or a practice. And the authors added that, worked out on the ground, "practices" and "behaviors" are hard to distinguish. Neal, Wood, (Jennifer S Labrecque, 2011) put their meaning of habits as

psychological dispositions to repeating past behavior. They also noted that most researchers agree that habits often originate in goal pursuit, given that people are likely to repeat actions that are rewarding or yield desired outcomes. In addition, habit strengths a continuum, with habits of weak and moderate strength performed with lower frequency and/or in more variable contexts than strong habits.

Based on the definition of saving as a behavior or a practice different author's use the term saving behavior, saving propensity, saving practice, saving likelihood and saving habit interchangeably. For instance, Fisher (2006) used the term saving likelihood to indicate savers, the intensity where people are willing to save some portion of income. As (Mhadzan, 2010) used the term propensity to save to refer the intensity of setting aside a portion of income as saving, or an inclination to save whereas (Fisher J. & Anong,2012) and (Fisher J, 2010) use saving habit to express the regularity of saving over periods.

2.2 Empirical Framework

As (Webley & Nyhus, 2013) conducted two studies; Dutch study and Norwegian study to understand the economic socialization of the European young adults. Parental teaching about budgets and encouragement affected the future orientation of young adults. Individuals having encouragement preferred to save than spend, had better orientation for future, more conscientious and saved more. Norwegian evidence showed that parental affluence or education didn't impact the economic socialization practices. Parental practices had no association with income and education. Children had piggy banks and had access to saving accounts in bank. They were more likely to have bank accounts and received pocket money.

As (ELIUD,2017) conducted on the factors influencing the savings decisions among Kenyan Professional Football Players and the findings established that most respondents believed that the level of education influenced their savings decisions. On analyzing the variable level of income, it was revealed majority agreed that it does influence their level of savings and this tends to agree that there is very strong positive relationship between income and saving.

The variables that are negatively correlated with the probability of saving are family size, distance from financial institution, distance from market and annual consumption expenditure (Zegeye Paulos, Determinants of Household Saving, 2018).

As (Lidetu Alemu, 2019) and (Ewun Markos, 2019) conducted on the Factors Affecting the Household Saving Participations on 'Equb' and findings of the study shown that factors such as income, economic, social and psychological is significantly affecting the saving habit of urban households. The other research conducted on Determinants of Household Saving the variables that are positively related with the probability of saving are household head age, sex, marital status, household education, credit, annual income and interest rate.

2.3 Conceptual Framework
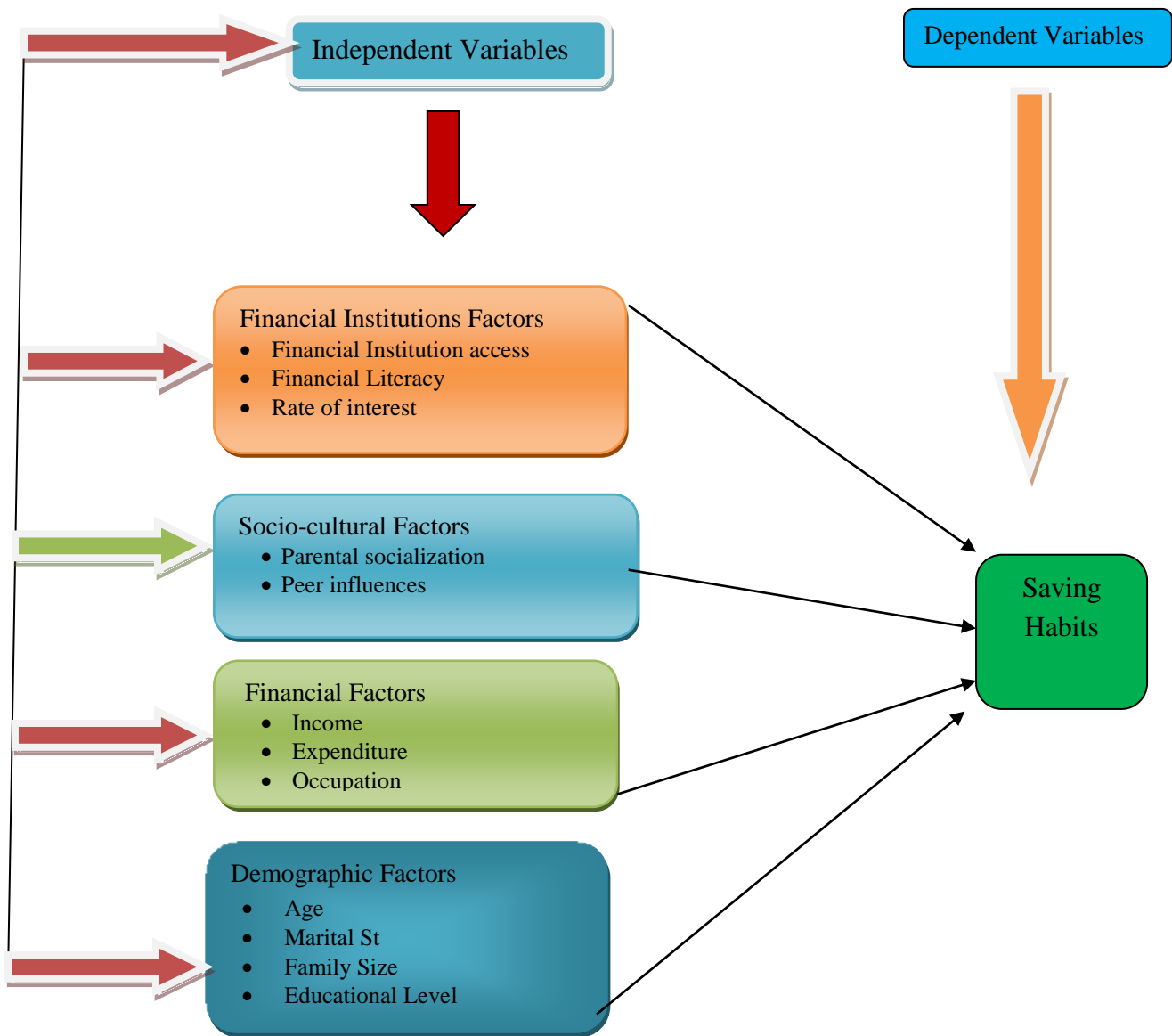
2.3.1 Dependent Variable

2.3.1.1 Saving Habits

Habit as a factor in behavior and/or a practice and worked out on the ground, "practices" and "behaviors" are hard to distinguish. (Lally, 2011) put their meaning of habits as psychological dispositions to repeating past behavior. They also noted that most researchers agree that habits often originate in goal pursuit, given that people are likely to repeat actions that are rewarding or yield desired outcomes. In addition, habit strengths a continuum, with habits of weak and moderate strength performed with lower frequency and/or in more variable contexts than strong habits. Based on the definition of saving as a behavior or a practice different author's use the term saving behavior, saving propensity, saving practice, saving likelihood and saving habit interchangeably. As (Katona G, 1975) proposed three categories of saving habits among average persons: first one is contractual saving, where one makes routine installment payments for an asset like a home mortgage, which is forced or obligatory saving; second one is discretionary saving, where one deliberately saves; and the third one is residual saving, where one does not spend all of in- come and therefore saves by default. Conversely, saving in psychological context is referred to the process of not spending money for current period in order to be used in future (Wa¨rneryd K -E, 1999). In other word, saving behavior is the combination of perceptions of future needs, a saving decision and a saving action. On the other hand, people are likely to define saving as investing, putting money in a bank account, speculating and paying off mortgages (Wa¨rneryd K -E W. , 1999) . Thus to make the findings clear, residual saving habits was taken from the tree types of (katona G,1975) that one does not spend all of in- come and therefore saves by default

2.3.2 Independent Variables

2.3.2.1. Financial Institutions Factors:- comprise factors that include, Access of Financial Institution, Financial Literacy and interest rate .

2.3.2.1.1 Access of Financial Institution are designed to provide safe and attractive investment options to the public and at the same time to mobilize resources for development (Morduch J, 1999) When speaking of a life well lived, financial independence, as exhibited by money conscious living and good saving habits, is one of the fundamental expectations.

2.3.2.1.2 Financial literacy is defined as sufficient knowledge of personal finance, facts and terms for successful personal financial management (Garman E T & Forgue R E, 2006.) Meanwhile, (Anthes W L., 2004) defines financial literacy as the ability to read, analyze, manage and communicate about the personal financial conditions that affect the material well being the saving habits

2.3.2.1.3. Rate of Interest, could encourage or discourage rural households and this could in turn influence their willingness to save in financial institutions. (Mahlo N, 2011) estimated the relationship between household savings and interest rate in South Africa and his result showed that there was a positive relationship but (C Simleit G Keeton, 2011) found a negative effect on rural household savings.

2.3.2.2. Socio-Cultural Factors:- comprise factors that include religion, parental socialization and peer influence for this study.

Religion has its own effects on individual saving habits , on society those living in the study area and intern through the entire of the country for these have identical religion.

2.3.2.2.1. Parental socialization, (Webley P & Nyhus K E, 2006) have investigated the concept in respect of parents' behavior in influencing the economic behavior of their children. The results show that parental behavior and parental orientation have a weak but clear impact on the economic behavior of their children and in adulthood.

2.3.2.2.2. Peer Influence, the most frequently observed category of As far as I know, some of my friends regularly do save with a saving account was agree and hence according to most of the respondents the friends of the respondents regularly do save with a saving account.

2.3.2.3. Financial Factors comprise income, expenditure and occupation which highly or positively related with individual saving.

According to (Chang, 1994; Foster, 1981; Hefferan C, 1982; Hefferan C, 1982; Lee et al., 2000) stated that, income and saving are positively related. In the real world, uncertainty about future income affects household saving (Yuh, 2010). But some researchers have reported that households facing higher income risk are more likely to save (Carroll, 1994).While others have

found no significant relationship between income uncertainty and saving behavior (Fisher, 2010).

2.3.2.3.1 Income, Individual can get money by working. It is a continuous variable and operational zed as the total earnings of an individuals from sale of goods service as well as from salary . Income level shows that, when the income level of households increase the saving rate will also increase by some amounts . Anderson and B (2002) presented a model of intra-household conflicts in consumption decisions..

2.3.2.3.2 Expenditure, refers to money which is spent by the people for consumption. It is a continuous variable which is measured in Birr. It affects rural households saving negatively. The more the households spends on the consumption, their saving will be reduced.

2.3.2.3.3 .Occupation, Previous study indicates that as occupation changes from being unemployed to employ then to be employed and then starting to saving from the portion of income. There for there is a significant positive correlation between occupation and rate of saving habit

2.3.2.4 Demographic Factors, comprise socio economic variable which can affects the saving habit of individuals that include age, gender marital status, family size and educational level

Many researchers have reported a positive relationship between age and savings and that saving increases with age (Chang, 1994; Katona G, Psychological economics, 1975 Mirer, 1979) .

(Furnham A, 1985) found age to be strongly and linearly related to respondents' attitudes toward saving, and age has been found to determine how regularly a household saves, where a household saves, and why a household saves. (Yuh Y & Hanna S D, Which households think they save, 2010) found the predicted probability of saving to be the highest among respondents under age 30, with the predicted probability generally decreasing with age.

2.3.2.4.1 Age, Much of the research on the influence of age on saving is motivated by the life-cycle hypothesis proposed by (Modigliani & B 1954). The Life Cycle Hypothesis argues that individuals will smooth consumption over their lifetime given expected lifetime resources. The theory leads to the prediction that individuals will exhibit a saving rate that rises with income

during their work life, and declines and turns negative during retirement. It is expected that when age increases, people save more money, because elderly people are more likely to be concerned about their retirement period. After retirement savings decreases as now they will be spending and meeting their health costs. Furthermore, elderly people have lower life-cycle expenses such as education, wedding and house expenses. It is posited that age is positively related to individual saving habits. In the traditional lifecycle view of saving, households maximize utility over the lifecycle, resulting in a profile whereby they borrow when young, save in mid-life, and spend down their assets

2.3.2.4.2 Marital Status, of individuals are also an important factor that has very significant effect on individual saving habits When individuals are un-married, he or she has no responsibility regarding family. He or she has less expenditures and more money to save for future needs. But after marriage, he has to look after his family, children, relatives, and have more domestic expenditures than past; (Rehman N, 2010) indicated that expenditure significantly and inversely affects household saving.

2.3.2.4.3. Family Size, of the household family measured in terms of total number of members in a family which includes both spouse and children. Since food requirements increases with the number of persons in the household, food and non- food expenditure increases with increase in household size and this could reduce the saving of the household. The expected effect of family size on saving is negative.

2.3.2.4.4. Educational Level, Understanding money, banking, credit, and how best to use financial assets to build wealth is an important skill for all families, including the low-income and disadvantaged.

CHAPTER THREE

3.0 RESEARCH DESIGN AND METHODOLOGY

3.1 Research design and Approach

Research design is the conceptual structure within which research is conducted and it constitutes a blue print for the identified procedure. Research designs are plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis (Creswell, 2009).

This study was employed a descriptive and explanatory research design which is referred as ex-post facto research because the researcher has no control over the variables and the researcher can only portray what has happened or what is happening (Kothari, 1990). It include survey and fact finding inquiries of different kinds that later be subject to several co-relational methods. On the other hand, research design was performed in mixed-methods that is as a quantitative and qualitative (Creswell, 2009).

3.1.1 Target Population

Target population was theoretically specified the aggregation of survey elements from which the survey sample was actually selected . A researcher can obtain population parameters either by considering complete enumeration of the population parameters census or by choosing a sample subset of the population. However, this study was consider a sample survey to obtain the desired sample. The total target population of this study was 6,499 of those, the individuals from those were merchandise who's annual capital income or turnover is above 100,000, is 1,503 , government employees 2,334 and member of micro and small enterprise were 2, 662 found in each selected groups in the study area , Jimma Zone L/kossa worada

3.1.2 Sources of data and methods of data collection

The sources of the data for the research are both primary and secondary sources, in order to collect reliable data, both primary and secondary sources of data are the major focus in this study

3.1.2. 1 Primary Source

Primary data was be organized for the specific purpose of addressing the problem on hand. The primary data was obtained from merchandise those annual capital incomes above 100,000 Birr that one call a category of C, B & A, Government Employees & members of micro and small enterprise, in the form of questioner and interviews that would have been achieve the objectives of this study.

3.1.2.2 Secondary Source

Secondary data refer to information gather by other party that already conducted a previous study. It helps researchers to get better understand and define the problems. In this case secondary data was collected from trade & Government revenue authority office, job creation and food security office & civil servant office to check the respondent, but not other purposes .

3.1.3 Sampling Technique

To carry out the research investigation, about 6,499 target populations selected. Of those, 261 respondents have been selected as a sample size. To address the individual respondents, the probability sampling techniques was used and the stratified sample techniques was adopted. The study was focused on Limmu kossaWoreda Genet town.

3.1.4 Sample Size

Sample size as per Kothari (1990) was defined as the number of cases/elements that were gathered from the population to make a sample. In order to collect the primary data for the study, the sample was selected from the population by using kothari formulas. The woreda administration data indicates that the target group the respondents were merchandise those annual capital incomes above one thousand , government Employees & members of micro and small enterprise were selected and a sample size of respondents would have been selected from target population that likely represented 95% of the total number of merchandise, government Employees & members of micro and small enterprise.

According to (Kothari, 2004) stated that, the sample size of this study that determined in the given formula was generalized 95% of the target groups .

Thus, **no= no/ (1+no/N)**

Where no is equal to, e= $z\sqrt{(p.q)}/\sqrt{n}$ $\approx$ **e= z√(p(1-p)/√n**

5%e= 1.96× √0.14(0.86)/√n , no= 272

p=the proportion of the population to be included in the sample size, i.e 10%

q= 1-p , that means 1-10%= 90%

N =the total number of populations

z = is 95% confident level, i.e 1.96

e = the margin of error (MoE) ,

Thus the sample size **n** will be =272/(1+272/6499)=261

Furthermore, convenience sample technique was used in selecting respondents from each target population. A proportional allocation method was applied in selecting samples from each target population and care was taken to represent all categories of the target population in the total samples by using stratified to clearly understand the sample size of each target populations.

n = n/ (1+n/N) = 272/(1+272/6499)= **261**

n1 =no (N1)/N = 261(2662)/6499=**107**, Respondents of members micro and small enterprise.

n2 = no (N1)/N = 261(2334)/6499=**94**, Respondents of government employee.

n3 = no (N1)/N = 261(1503)/6499=**60**, Respondents of merchandiser.

3.1.5 Methods of data collection
The study used a survey method consisting of a questionnaire instrument and collected data from the respondents. The questionnaires distributed to the respondent were organized in to two parts; the first part comprises general information about the respondents , and the second part contains the determinant relating to factor affecting individual saving habits. Thus, sequentially Financial factor, socio-cultural factor, Financial institution and Demographic factor has been analyzed and interpreted here hander.

The questionnaire was develop first in English language and then translate to Afan Oromo language that why it is ease understandable for the respondents. The appropriate way of translating procedures was applied at the time of translate the questions from the English language to Afan Oromo language. Skilled professional enumerators, who have previous experienced in data collection. For those who can read and write, respondents were first brief about the technique of filling and how they can indicate their choice.

In addition to the questionnaires collected by the assigned enumerators, the researchers gather additional data from the focused group discussion and key informants. Focus group discussion comprises identifying respondents having sufficient knowledge depending on the prepared questioners to having more knowledge about the phenomena in the forms of qualitative data observation . After all the required data was collected, the data's were entered and coded in SPSS version 20 software for data validate and analyzed.

3.1.5.1 Data collection instrument

The primary data has been used to accomplish the study, and to collect the data from the respondents included in the sample questionnaires was distributed. The questionnaires are distributed for these selected targeted group namely, merchandise those annual capital incomes above 100,000 that a category of C, B & A, Government Employees & members of micro and small enterprise.

The questionnaires has been adopted and modified from the prior author, literature review and those questionnaires were prepared in the form of general and Likert -Scale type (showing respondents agreement or disagreement) by constructing into five to three point scale where the lowest scale represent strongly disagree and the highest scale represent strongly agree by coding the sum of strongly disagree and Disagree as SD and Agree and strongly agree as SA as well as undecided as it is U (Likert R, 1932)

3.1.5.2 Method of Data Analysis and presentation.

Data analyses was conducted through a descriptive statistics to provide details regarding the general information and the factors , financial factor, socio-cultural factor, financial institution and Demographic factor those affecting individual saving habits in the case study.

To evaluate the effects of saving habits(dependant variables) in line to factors(independent variable) that affecting individual saving habits, the correlation bivairate and linear regression analysis was used. correlation and regression was used to measure the magnitude of variation between dependant and independent variables. And also, the Statistical Package for Social Sciences (SPSS) version 20 and Excel was used for the data analysis. In order to assess the reliability and consistency of the instrument the Cronbach's Alpha (α) analysis was conducted. Whereas, to determine the relationship among the variables and to test the research hypothesis correlation and regression analysis were used by meeting the ordinary least square (OLS) assumptions of the linear regression.

3.1.6 Sampling Design

Sampling design deals with the choice of probability and non probability sampling techniques and is a definite as a plan for obtaining a sample from a given population. It refers to the technique or the procedure that the researcher would adopt in selecting items for the .Sample. Sample design was determined before data were collected. There are many sample designs from which a researcher can choose. Some designs are relatively more precise and easier to apply than others. Researcher must select/prepare a sample design which should be reliable and appropriate for his research study. Thus, to address and achieve the reliable information the target population stratified methods was applied.

3.1.7 Sampling Frame

Sampling frame is the list of elements from which the sample was drawn from, that Merchandise, government employees and member of micro and small enterprise who's living in L/kossa District, Genet towns was selected.

. Limmu kossa District is one of the twenty one District that found in Jimma zone which located in North east of jimma Town and far apart from 75 km. This District contain about 44 kebeles. of those, forty one are found as a rural administration and the rest three are considered as a town administration, namely Limmu Genet, Babo and Ambuye. The main or the reasons why the study area selected was because Limmu Kossa Ditrict is known as the one that prospered with coffee plantation ,cash crop and more economical areas among all of District found in jimma Zone. Thus, in the place at where such green gold of our country coffee is available and there is

some wealth of the society here , what is about saving may be the main question that requires sufficient answers.

3.1.8 Regression Model:

Multiple regressions is not just one technique but a family of techniques that can be used to explore the relationship between one continuous dependent variable and a number of independent variables or predictors (usually continuous).

Here linear multiple regression models was used. The dependent variable is SH (saving habits) and independent variables are, FF (Financial Factors), SCF (socio-cultural factor), and FIF (Financial Institution Factor), DF (Demographic factor),

$SH = \alpha + \beta1 \, (FF) + \beta2(SCF) + \beta3(FI) + \beta4 \, (DF) + (A) + e_t$

SH = Saving habits

FF= Financial Factors

SCF= socio-cultural factor

FIF =Financial Institution Factor

DF= Demographic factor

.where, **α=** is a constant, represents the effectiveness of SH when every independent variables are zero.

B1,B2,....B4 is the coefficient, in which every marginal change in variables on dependant variable (SH) and **et** =the error term

For the purpose of the regression, the variables was identified using response from the questionnaires; with specific question assigned for the measurement of each variable and the variables above was changed as per the result of the measurement is change and as well as all sub-division of each independent variables were analyzed and computed to one concrete independent variables in the form sum by using SPSS version 20 and then all main four independent variables were investigated as it has effects on dependant variables.

CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 INTRODUCTION

The chapter indicates the final findings of the study. Depending on the methodology, The main objective of this study was to observe the factors that affects individual saving habits in line to the identified respondent ; Government employees, merchandise and members of microenterprise that targeted at Jimma zone Limu Kossa districts . As in the sample size indicated, 261 respondents were targeted with its own ratio of the identified respondents . Of these , n=252, 96.5% were fully responded. The data was analyzed by using SPSS 20 version model. After data was inputted using SPSS, it was analyzed by descriptive in five three scale of linker scale and the inferential output of linear regression methods .

4.2 Descriptive Analysis

In this section , the output of data collected using SPSS was analyzed through sequential process. Thus, firstly the general information about the respondent , like age, gender, educational level , numbers of family, marital states , religion and occupation was discussed. Secondly, depending on the collected data that regarded to how mach the knowledge the respondent have on the saving habits, in line to the frequency of linker scale that observing by the ratio of either agree or disagree. Trendily , the four factors , that financial factors, socio-cultural factor, accessibility of financial institution and Demographic factors was deeply discussed by using five to three linker scale methods that the output sum of strongly disagree and disagree denoted SD and strongly agree and agree by SA and as well as U as un decided one.

4.2.1 General Information

General Information presented in this section consisting of Age, Gender, Marital status, Educational Level , occupation statues and religion of the targeted respondent. .

Response rate

s/n	Action	Number of respondent	%
1	Collected	252	96.5
2	Uncollected	9	3.5
3	Total distributed	261	100

Table 4.1 Response rate

As per the table 4.1 above indicated that , from the sample size of 261 respondents assumed to answer the question , 252 respondents were responded properly whereas, only 9 respondents were absents in the case of not repack the paper being given them as to answer the questions.

4.2.1.1 AGE
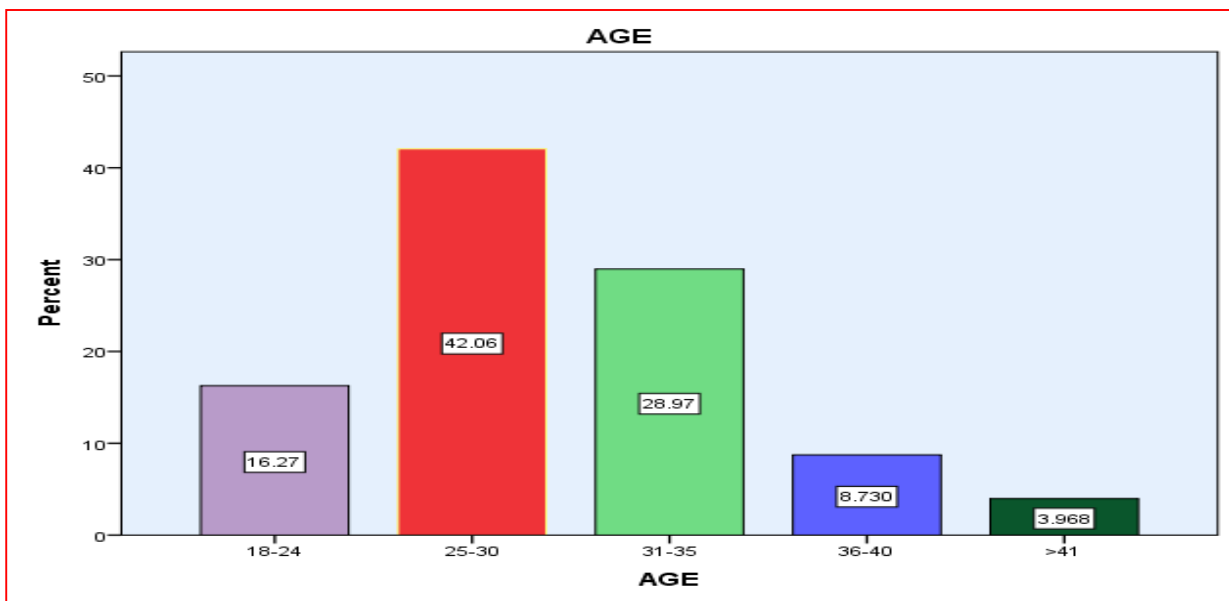
As per the graph above indicated that, the highest frequency of the respondents were those aged between 25-30 years, that n=106 (42.06% and followed by age of 31-35 that ,n=73 (28.970 and the last and the list respondent that   responded were   those age that greeter than 41 and

frequented in n=10 (3.9%). From this analysis, the respondents those participate highly in to responding the answering being questioned were the youngest one .

4.2.1.2 Gender

Graph 4.3 Gender
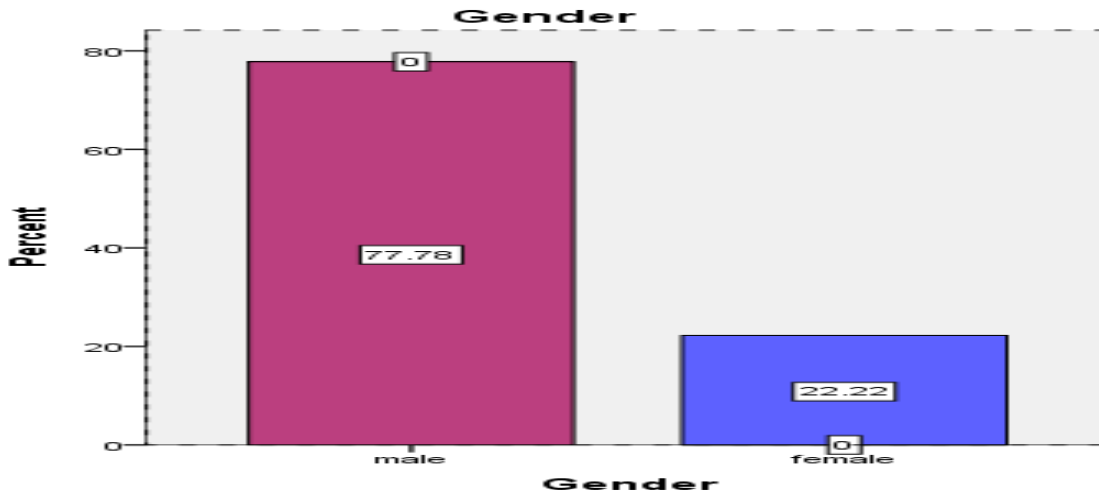
From the findings the frequency of male and female was graphically as shown above that n=196 (77.78%) and n=56 (22.22%) for male and female respectively. This shows the highest ratio of frequency were males that participates to responds the questioners.

4.2.1.3 Marital statues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Non-married	81	32.1	32.1	32.1
	Married	167	66.3	66.3	98.4
	Divorced	4	1.6	1.6	100.0
	Total	252	100.0	100.0	

Table 4.4 marital status.

As per the above table 4.4 indicates, the highest frequently observed class of marital status was married which was n=167,(66.3%) and none married was n=81 (31.2%) . This implies that ,most of the respondents engaged to answer the question were married .

4.2.1.4 Number of family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alone	73	29.0	29.0	29.0
	with my wife/husband	57	22.6	22.6	51.6
	With my wife/husband and one boy/girl	80	31.7	31.7	83.3
	Above in number	32	12.7	12.7	96.0
	With others	10	4.0	4.0	100.0
	Total	252	100.0	100.0	

Table 4.5 member of family

According to most often the interviewees indicated table 4.5 above, the most frequently observed category of family those live together that with a wife/ husband with their one boy/girl that means more than two families, n=80,31.7% and followed by alone ,n=73 (29%). This indicating that, the highest respondent were households.

4.2.1.5 Level of education

Graph 4.6 level of education
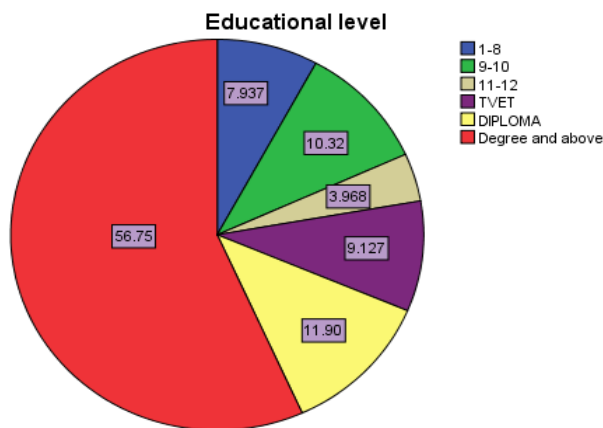
The most frequently observed category of highest level of education was degree and above which is n=143 (56.75%) and followed by Diploma holders that n=30 (11.9%). Here the figure indicates that, the highest participant of the respondents were well educated ones

4.2.1.6 Occupation status

Status

Occupation	occupation statuses	Frequency	Percent	Valid Percent	Cumulative Percent
	Government employee	93	36.9	38.0	38.0
	Merchandise	53	21.0	21.6	59.6
	members of microenterprise	98	38.9	40.0	99.6
	33.00	1	.4	.4	100.0
	System missing	7	2.8		
		252	100.0		
Religion	Muslim	124	49.2	49.2	49.2
	Christian	106	42.1	42.1	91.3
	Wakefata	20	7.9	7.9	99.2
	23.00	1	.4	.4	99.6
	31.00	1	.4	.4	100.0
	Total	252	100.0	100.0	

Table 4.7 Occupation status and Religion

As table 4.7 indicated that, the most frequently observed class of the respondent that inline to their fields of occupation was; member of microenterprise, n=98 ,38.9% followed by government employees that n=93, 36.9% and as well as merchandise n=35 (13.88%). In regards to Religion ,Muslim and Christian were ,n=124 49.2% n=106 42.1% and Wakefeta was n =20 ,7.9% . thus, the balance n=2, 1% is the missing questioners.

4.3 Saving accounts

saving states

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	169	67.1	67.1	67.1
Valid	No	83	32.9	32.9	100.0
	Total	252	100.0	100.0	

Table 4.8 Saving accounts

As per the above table 4.8 indicates that about 67% of the respondents were have the saving accounts from the bank and the balance did not have the saving accounts. This implies that the respondent has the knowledge to have t saving accounting.

Graph 4.9 the preference of financial institution.
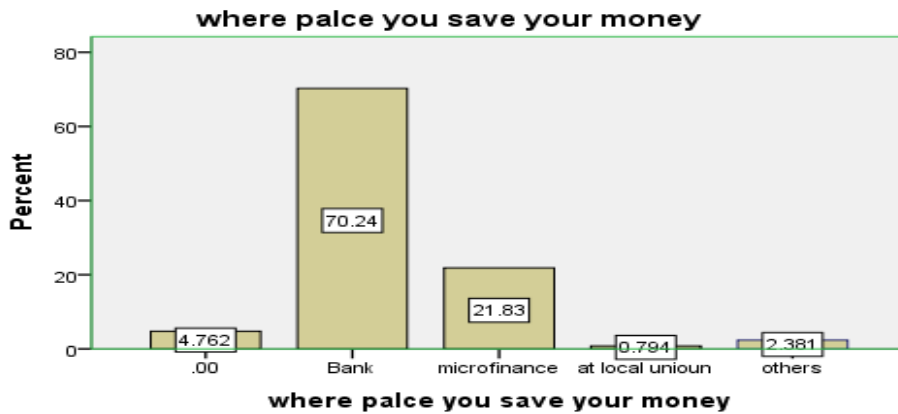
The place at where the respondent prefers to save their money were at Bank. from those who have saving accounts that n= 169. Of this , 70.24% of the respondent were prefer at bank to have their money. and about 21.83% at Limmu kossa oromia microfinance .

4.4 Knowledge about saving habits (Dependent variable)

In this findings , the key point that take place as a base to overcome the result of this thesis were, having the ability of the respondent to have the knowledge of saving habits and five testing points were given and the result is displayed here under in table followed .

Sequences of table		Frequency	Percent	Valid Percent	Cumulative Percent
In order to save , I think the importance of liquidity	Highly Disagree	4	1.6	1.6	1.6
	Disagree	21	8.3	8.3	9.9
	Un decided	73	29.0	29.0	38.9
	Agree	83	32.9	32.9	71.8
	Highly Agree	71	28.2	28.2	100.0
	Total	252	100.0	100.0	
To Save , I often think what I am going to will be spent on	Highly Disagree	15	6.0	6.0	6.0
	Disagree	56	22.2	22.2	28.2
	Un decided	89	35.3	35.3	63.5
	Agree	89	35.3	35.3	63.5
	Highly Agree	64	25.4	25.4	88.9
	Total	252	100.0	100.0	252
In order to save, I often analysis the specification of purchasing Item	Highly Dis agree	35	13.9	13.9	13.9
	Disagree	57	23	22.6	36.5
	Un decided	50	19.8	19.8	56.3
	Agree	58	22.6	22.6	79.0
	Highly Agree	53	21.0	21.0	100.0
	Total	252	100.0	100.0	
To save , I minimize my daily expenditure	Highly Di agree	35	13.9	13.9	13.9
	Disagree	55	22.6	22.6	36.5
	Un decided	50	19.8	19.8	56.3
	Agree	59	22.6	22.6	79.0
	Highly Agree	53	21.0	21.0	100.0
	Total	252	100.0	100.0	
I save, to be overcome my goal	Highly Disagree	27	10.7	10.7	10.7
	Disagree	68	27.0	27.0	37.7
	Un decided	81	32.1	32.1	69.8
	Agree	47	18.7	18.7	88.5
	Highly Agree	29	11.5	11.5	100.0
	Total	252	100.0	100.0	

Table 4.10 Knowledge about saving habits (Dependent variable)

Depending on the above table 4.10 ,the respondents were arise their idea on the knowledge that they have on the saving habits before other factors face them . In order to save , I think the importance of liquidity n=83 (33%), as they know often think what they going to will be spent on, the most frequently occurred were agree with n=89 (35.3%), I often analysis the specification of purchasing Item n=58 (23%) and on , I minimize my daily expenditure n=59,(22.6%) . But the inverse on question I save, to be overcome my goal n=68 (27%) Disagree. This implies that, the respondent have the knowledge to save. on the other hand the frequency indicates that , the most frequent respond was equal both in undecided and agree that both has n= 89,(35.3%) and undecided n=81 (32.1%) respectively on the question given. This means , even if other factor not determine the individual saving habits, they have not have the knowledge to save.

4.5 Factor affecting individual saving habits

To deeply observe the findings of the projects, each and every questions categorized under the factors assumed to be affect the individual saving habits, that has been responded from the respondents. Here the five and three scale methods was the case that depends on the respondents saying that adding both Agree & Strongly agree as satisfying side and both disagree and strongly disagree as not satisfying and as well as neutrals as not decided on the given idea .

4.5 .1 Financial institution factor

Table 4.11 financial institution factor.

Questions that has asked	n	SD	D	U	A	SA	SD+D	U	SA+A
Un accessibility of financial institution , determines saving habits .	n	83	35	23	70	11	118	23	81
	%	32.9	13.9	9.1	27.8	16..3	46.8	9.1	32.1
Poor customer service at bank leads to challenges savings.	n	18	8	13	181	32	26	13	213
	%	7.1	3.2	5.2	71.8	12.6	8.4	5.2	84.4
Because lack of preferable bank service, individuals forced to un save .	n	142	19	24	44	12	161	24	56
	%	56.3	7.5	9.5	17.5	9.1	63.8	9,5	26.6
The inflation rate of interest rate of loan is make as someone not save capital .i.e borrowing and reinvest	n	10	47	58	15	122	57	58	137
	%	4	18.7	23.0	6.0	48.4	22.7	23	54.4
Because of the loan interest rate is high, I do not borrow and save capital rather I prefer saving the money at bank.	n	16	148	46	33	9	164	46	42
	%	6.3	58.7	18.3	13.1	3.6	65	18.3	16.7
The low of interest rate; that not much attractive ,so that i use my money for consumption	n	59	42	18	14	119	101	18	133
	%	23.4	16.7	7.1	5.5	47.2	40.1	7.1	52.7
Due to the existence of interest I do not save to bank.	n	72	25	17	87	51	97	17	138
	%	28.6	9.9	6.7	21.9	20.2	38.5	6.7	42.1
You do not have a good understanding to save your money in cash or by means of borrowing	n	63	58	30	52	49	121	30	101
	%	23	23	11.9	20.6	19.4	46	11.9	40
Because of I have poor knowledge that money has use full for uncertainty floating money rather than recorded & manage it	n	129	19	20	48	36	148	20	84
	%	51.3	7.5	7.9	19	14.3	58.8	7.9	33.3
Due to I do not know why contingency of money is important, I do not save .	n	48	20	43	42	99	68	43	141
	%	19.9	7.9	17.1	16.7	39.3	27.8	17.1	56
Due to financial institution far apart from, it Discourages saving habit.	n	24	37	18	63	110	61	18	173
	%	9.5	14.7	7.1	25	43.7	24.2	7.1	68.7

As per table 4.11 above indicates that, the most frequently observed from the respondent regarding to un accessibly of financial institution and because of preferable bank service as well as the high loan interest rate significant numbers of respondents has concluded as disagree in that , DA, n=118;(46.8%) & A, n=81;(32.1%) and DA, n=161;(23.8%) & A, n=56;(26.6%). and DA, n=164;(65%) & A, n=42;(16.7%) respectively and inversely a significant frequents of respondents agreed that , on poor customer service and the inflation of interest rate that hinders loan takers especially form non government financial institution ,like oromia microfinance Sh.co. that DA, n=26;(8.4%) & A, n=213;(84.4%) and DA, n=57;(22.7%) & A, n=137;(54.4%). respectively and this means poor customer service around the financial institution, the low of interest rate to save, the existence of interest rate for the case religion and the inflation of interest rate to receiving loan to be re invest has a relationship with saving habits. More significant numbers of respondent frequented argue that, as no problem to know saving either in cash or in kind and the importance of saving for uncertainty that, DA, n=121;(46%) & A, n=101;(40%) and DA, n=148;(58.8%) & A, n=84;(33.3%) respectively

4.5.2 Socio-cultural factor

Questions that has asked	n	SD	D	U	A	SA	SD+D	U	SA+A
The indifference of activities individuals work from	N	42	41	75	67	27	83	75	94
	%	16.7	16.3	29.8	26.6	10.7	33	29.8	37.3
At low level of activities that you work seems you as you can't save	N	42	43	57	76	44	75	57	120
	%	12.7	17.1	22.6	30.2	17.7	29.8	22.6	47.7
The parent is not promote their children to save from their tea given cost	N	27	46	81	53	43	73	81	96
	%	10.7	18.3	32.1	21	17.1	29	32.1	38,1
If you have not have the experienced of saving from ancestor family	N	33	54	54	55	56	87	54	116
	%	13.1	21.4	21.4	21.8	22.2	34.5	21.4	44
As your friend has not a good saving habits , you will like to him and vise versa?	N	34	50	46	82	40	84	46	122
	%	13.5	19.8	18.3	32.5	15.9	33.3	18.3	51.1
If you have un awareness and not Discussing about money saving with your friends and that leads individual as they are not save .	N	12	48	92	73	27	60	92	100
	%	4.8	19	36	29	10.7	23.8	36.5	39.7
Un wanted expenditure for late comers fashion	N	9	107	56	61	18	116	56	79
	%	3.6	42.5	22.2	24.2	7.1	46.1	22.2	31.3

Table 4.12 Socio-cultural factor

As per table 4.12   socio-cultural statues above indicated that , the variance of the factors that assumed to be have the effect on saving habits   and that has been asked and responded by the respondents. According to the table indicates , the indifference of activities of individual works from has a significant effect on individual saving habits and the same is true for at low level of

activities that you work from seems you as individual cannot save. that, SD, n=83;(33%) & SA, n=94;(37.3%) and SD, n=75;(29.8%) & SA, n=120;(47.7%) respectively. More of families has not exercise their children from the beginnings. Thus as seen in the table bellow, the significant respondents agree that as they have not promote and un experience about saving from their parents that SD, n=73;(29%) & SA, n=96;(38,1%) and SD, n=87;(34.5%) & SA, n=116;(44%) respectively. Insignificant respondents has been disagree that ,on unwanted expenditure for late comers fashions that, SD, n=116;(46.1%) & SA, n=79;(31.3%) and both the habits relation to friends has significant effects on saving habits that means friend statues has direct relationships that shows , SD, n=84;(33.3%) & SA, n=122;(51.5%) and SD, n=60;(23.8%) & SA, n=100;(39.7%).

4.5.3 Financial factor

Questions that has asked	n	SD	D	U	A	SA	SD+D	U	SA+A
Un regularity of income	N	65	39	56	35	57	104	56	92
	%	25.8	15.5	22.5	13.9	22.6	41.3	22.5	36.5
Low of income the one that challenge individuals as they are not save	N	30	33	46	44	99	63	46	143
	%	11.9	13.1	18.3	17.5	39.3	25	18.3	56.8
The cost incurred for living statues and other consumption purpose	N	21	23	47	57	104	44	47	161
	%	8.3	9.1	18.7	22.6	41.3	17.4	18.7	63.9
Un certainty of expenditure	N	28	43	60	52	69	71	60	121
	%	11.1	17.1	23.8	20.6	17.4	28.2	23.8	48
Fluctuation of in came	N	41	51	66	49	45	92	66	94
	%	16.3	20.2	26.2	19.4	17.9	36.5	26.2	37.3
Low occupation statues	N	29	37	59	49	77	66	59	126
	%	11.6	14.7	23.4	19.4	30.6	26.2	23.4	50

Table 4.13 Financial factor

The output figure displayed in the above table 4.13 shows that, the saving of respondents depending on the given questioners that as un regularity of income have the effect on individual

saving habits by confirming the frequency of SD, n=104;(41.3%) and SA , n=92;(36.5%). Thus, the observation indicates un regularity of income has not have the effect on individual saving habits and in reversely low of income has the effect on saving habits in that , SD ,n=63;(35%) and SA, n=143;(56.8%) and too for cost incurred for living status, where SD, n=44;(17.4) and SA, n=161;(63.9). Most of respondent ,responds on both un certainty of expenditure and fluctuation of income as well as low occupation of statues have significant effect on individual saving habits, that SD ,n =71;(28.2) & SA, n=121;(48) ,   SD ,n =92;(36.5) & SA, n=94;(37.3) SD ,n =66;(26.2) & SA, n=126;(50) respectively which mean those have the effect on saving habits.

4.5.4 Demographic factor

Questions that has asked	n	SD	D	U	A	SA	SD+D	U	SA+A
Age has the effects on saving habit	n	12	37	41	45	117	49	41	162
	%	4.8	14.7	16.3	17.9	46.4	19.5	16.3	64.3
Marital status (ie, divorce, mortality and widowed) has the impact on individual saving habits	n	20	35	30	97	70	55	30	167
	%	7.9	13.8	12	38.4	27.7	21.7	12	66.1
As member of family increase, the individual saving will decrease , i.e it is inverse relation ship	n	14	19	35	135	49	33	35	184
	%	5.55	7.5	13.9	53.5	19.4	13.05	13.9	92.9
Level of education has direct relationship with that of individual saving habits	n	17	30	58	92	55	47	58	147
	%	6.7	11.9	23	36.5	21.8	18.6	23	58,3

Table 4.14 Demographic factor

As per table 4.14 Demographic factor indicated that, most of the respondents have argued that , as the age, A ,n=162;(64.3%) and DA, 49;(19.5) and marital status A, n=167;(66.1)   has significantly effect on saving habits   and the same is true for both numbers of family and education levels has highly significant effect on saving habits that, A ,n=184;(92.9%) and DA, n=33;(13.05%)   and A ,n=147;(58.3%) and DA ,n= 33;(13.05%) respectively

4.6 Techniques to Explore the reliability and Relationships among Variables

In this part the researcher will have been looking at some of the techniques available in SPSS for exploring relationships among variables. These techniques can be used to: explore the association between pairs of variables (correlation) and predict scores on one variable from scores on another variable (Bivariate regression) as well as predict scores on a dependent variable from scores of a number of independent variables (multiple regression); Thus, the correlation and ANOVA of regression has been taken to explore the relationship of variables, between dependant and independent and within independent and independent variable

4.6.1 The analyzed correlations of the factors on saving habits

Correlation is crucially important to indicate the redundancy or omission of the sample N, and determine the strength and direction of the relationship between two variables by using statistical package for social science(SPSS) and as well as calculating the coefficients of the determination that identifies wither the between variable has high or low ratio from the observed results of r which is found between -1 and 1., Cohen (1988).

4.6.1.1 Model of all summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F C
1	.852[a]	.726	.722	2.09828	.726	163.731	4	247	.000

a. Predictors: (Constant) FI , SCF, FF, DF

SCF11 b. Dependent Variable: SH11

Table 4.15 Model of summery

From this regression statistics it has been observed that the extent of the correlation is high. The R-square is very high which indicates that 72.6% % value of the individual saving habits has been explained the components of the all independent variable .But still the standard error of the estimate was high.

4.6.1.2 Pearson correlation analysis

Correlations

Variables		Saving habits	Financial institution factor	Socio cultural factor	financial factor	Demographic factor
Saving Habits	Pearson Correlation	1	*			
	Sig. (2-tailed)					
	N	252				
Financial institution factor	Pearson Correlation	.662**	1			
	Sig. (2-tailed)	.000				
	N	252	252			
Social culture factor	Pearson Correlation	.665**	.538**	1		
	Sig. (2-tailed)	.000	.000			
	N	252	252	252		
Financial factor	Pearson Correlation	.248**	.366**	-.270**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	252	252	252	252	
Demographical factor	Pearson Correlation	.803**	.580**	.750**	.113	1
	Sig. (2-tailed)	.000	.000	.000	.074	
	N	252	252	252	252	252

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.16 Pearson correlation

As per table 4.16 indicated that , there was significant positive correlation between financial institution   and saving habits   that r=0.662,p<0.01. This indicate that, the correlation between financial institution factors and saving habits was 0.662,indicating that large effects of size and as the financial institution factor of the respondents increased ,saving habits was too, which is direct relationships.

There was a positive significant correlation between financial factor and saving habit ($r = 0.248$, p <0.01). The correlation coefficient between financial factor   and saving habit was 0.248, indicating a small effect size. This indicates that as the financial factor   of the respondents increased, saving habit tends to increase but not such much correlated compared to the other

independent variable selected. Socio-cultural factor was positively significant correlation with saving habits r=0.665,p<0.01. The same is true for the access of financial institution and saving habits that was r= 0.662, both have large effects of size and as well as Demographic factor was highly correlated with individual saving habits with r=803,<0.01. Inversely to demographic factor, financial institution was moderately positive correlate, with its dependant variables. Here all questioners were summed under each of sub-division of independent variable and this in turn, the sub-division of independent variables were computed or converted by the form of summation using SPSS version 20 then it come up to four main or abroad independent variables these tested as table above.

4.6.1.3 Cronbach's alpha test

Cronbach alpha is a measure of internal consistency . ie how closely related a set of items are as group. It is considered to be a measure scale reliability. A high value for alpha does not imply that the measure is un dimensional. As the formula $\alpha = N c/v+(N-1)*c$

Then, N=5, V= 1+1+1+1+1/5=1, c=0.665+0.248+0.803+0.538+0.366+0.580-0.270+0.750+0.113/5= 3.793/5=**0.7589.** so the cronbach's alpha test was, 5*0.7586/(1+(5-1)0.7586=0.94. so that ,cronbach alpha of this finding was 0.94 which is above 0.70 which is standard one. Thus, the results of the research for the variable was reliable enough for data analyzed**.**

4.6.1.4 Multi co linearity Test

Variables	Co linearity statistics	
	Tolerance	Variance inflation factors (VIF)
Financial institution factor	0.428	2.335
Socio-cultural factors	0.233	4.3
Financial factors	0.469	2.133
Demographic factor	0.331	3.023

Table 4.19 Multi co linearity Test

as per table 4.19 indicated that ,Multi co linearity test exists when there are r - value greater than 0.80, tolerance value below 0.10 and variance inflation factor (VIF) greater than 10. Thus since the results of the finding results in r valve of the model was less than 80%, the result were free from multi co linearity

4.6.1.3 Analysis of variance

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.f
1	Regression	2883.495	4	720.874	163.731	.000ᵇ
	Residual	1087.489	247	4.403		
	Total	3970.984	251			

a. Dependent Variable: SH11

b. Predictors: (Constant), DF, FI, FF11, SCF11

Table 4.17 analysis of ANOVA

As per table 4.17 above indicated that , the value of significance F is exactly zero which indicates the perfectness of the data that means the data of the DV and IDV components were appropriate. If the value of the significance F is above .05 there is no way to conduct the research which indicates the inconsistency of the data**.**

4.6.1.4 Coefficients test

Model	Un standard coefficients		Standard coefficients	t	Sig	Co linearity statistics	
	B	Standard error	Beta			Tolerance	VIF
Constant	-6.303	1.095		-5.755	0.00	-	
FI	0.280	0.091	0.157	3.090	0.02	0.428	2.335
SCF	0.420	0.104	0.278	4.032	0.00	0.233	4.3
FF	0.131	0.03	0.212	4.358	0.00	0.469	2.133
DF	1.209	0.146	0.479	8.273	0.00	0.331	3.023

Table 4.18 Beta coefficient test

$P<0.05$,95% level of Confidence, $N = 252$, then the null hypothesis was accepted

From the above table 4.18 the required standard regression model:

$SH = \alpha + \beta1 \ (FI) + \beta2 \ (SCF) + \beta3 \ (FF) + \beta4 \ (DF) + e_t$

- $SH = (6.303) + 0.280 \ (FI) + 0.420 \ (SCF) + 0.131 \ (FF) + 1.209 \ (DF) + 2.141$

From the above regression equation, it has been observed that as per unit increase in each betta of coefficient, increase the dependant variable SH and all hypothesis were supported the expectation

.

4.6.1.5 Hypothesis test

Hypothesis	Variable	Beta	t-value	Sig p-value	Out come
H1	Financial Institution	0.157	3.090	0.02	Accepted
H2	Socio-cultural factor	0.278	4.032	0.00	Accepted
H3	Financial factor	0.212	4.358	0.00	Accepted
H4	Demographic factor	0.479	8.273	0.00	Accepted

Table 4.19 test of hypothesis

As per table 4.20 above indicated that ,the results of the significant value (p) was <0.05. thus the null hypothesis was accepted in all independent variables

4.5.3. Normality test

Graph 4.25 Regression of Histogram
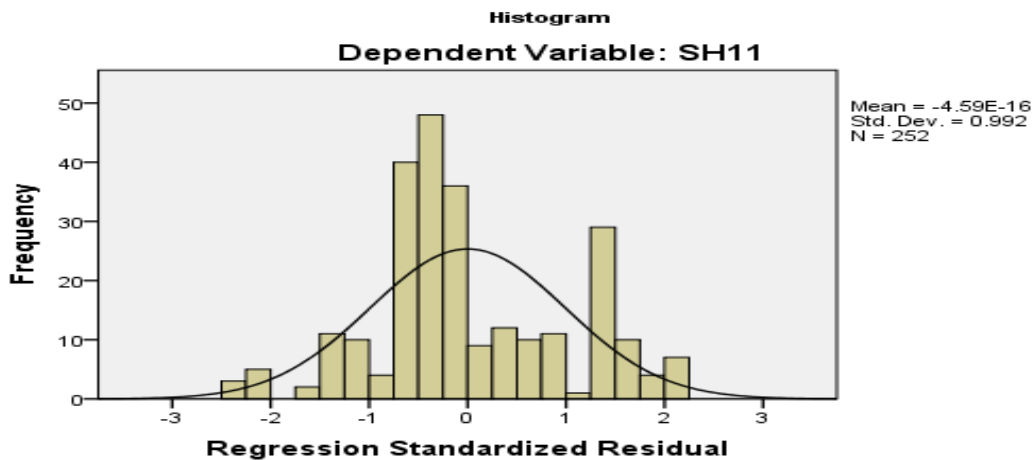
As shown above graph 4.25 , Normality is one of the assumptions of classical linear regression model that requires the disturbance to be normally distributed around the mean. For this study the graphical method for testing normality were applied using histogram and P-P Normal Plot

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: SH11
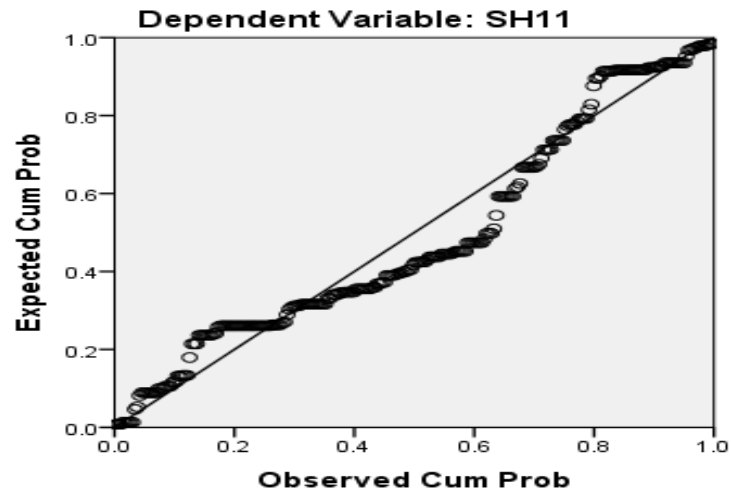
4.5.4. linearity test

According to Ghozali ,2011 data set is free from heteroscedasticity when there is no pattern to the data distribution and residuals are scattered randomly around the horizontal line through zero of the residual plots like the above graph 4.26 regression of linearity. Thus as per graph indicates, the residual scores of the dependant variable are concentrated at the center along zero in line to diagonal line . This indicates that the model is free from any heteroscedasticity and the assumption of homoscedasticity is satisfied to large extent as well as the assumption of linearity is achieved when the relationship between the dependant variable and independent variables

CHAPTER FIVE

5.0 CONCLUSION AND RECOMMENDATION

5.1 Summary of the Findings

From the total respondents those available themselves to respond the questioners, 96.5% of the respondents were response the questions and the other were uncollected . Of those , 77.78 % were males and 22.22% were female . About 42% of the respondent was a ranged between 25-30 ages and 56.75% degree holders and as well as 39% participate in their own occupation called small and microenterprise and the rest was Government employee and merchandise that presented in 36.9% and 21% respectively . Most of the respondent has the knowledge about saving and currently about 67% had saving accounting , of those about 70% were use at bank other than local saving institution but insignificant respondents did not have a save accounts, due to un accessibility and poor customer service of Financial institution and the existence interest and low rate of interests which has a direct effect on saving habits. From the ground ,the absence of the knowledge about saving, occupation status ,un regularity of income, age, number of family, level of education has significant effect on individual saving habits

Demographic, socio-cultural and financial institution has significant effect on individual saving habits and financial factor was less significant effects relative to the other factors on individual saving habits .

5.2 Conclusion

This finding were intended that to explore the factors that affects the individual saving habits in the case of Jimma zone Limmu Kossa Districts in line to selected targeted groups , Government employees , members of micro and small enterprise and Merchandise those their own capitals were more than 100,000 by using mixed research approach.. The study was identified four main determinants of factors that was affect the saving habits and that analyzed by using both the descriptive and regression analysis method using SPSS 20 version software's and the variance that consisted in the main factors identified was explored .

The first factor that tasted was the accessibility of financial institution factors of the individuals by sub consists of three sub-factors namely ,Financial institution accesses, financial literacy and rates of interest. After findings, the result indicates that, financial institution factor have a

statistically significant and positively related to saving habits by a large size Pearson correlation(r) and in line to this, the accessibility of financial institution, lack of good customer service, the low and the existence of interest rate for deposit was the main factors that hinder individuals as they are not save.

The second factor that was tasted is the socio-cultural factors, that consists of a sub main parental socialization and peer influences in turn those both have contain other variable in each and analyzed through SPSS. Thus, the result indicated that the socio-cultural factors has a positive effect on individuals saving habits in large size Pearson correlation(r). That means as the socio-cultural factors increase then too does saving habits .

The 3rd factor that was explored using both descriptive analysis and regression analysis method was the financial factors of the individuals in line to the saving habits that contained in; the income ,expenditure & occupation statutes. Thus, the result of the study indicates that the financial factors of the individuals have a positive significant impact on the saving habits in a small size of Pearson correlation(r)

The last and the most determinant that has been tested was , demographic factors which contain in; Age, marital Statue , family size & educational level of the individuals. Thus the result indicates that demographic factors have a positive effect in line to individual saving habits.

Generally, all independent variables that has selected as it could have an effect on dependant variable was actually tested in OLS assumption and the result shows that, all are a positive related and significant effects with large size Pearson correlation(r) except the financial factors, that r =0.248. So that other research should be conducted by other researcher to explore the factors regarding to the impacts of financial factor, since there is a saving problem actually identified around the case area.

Finally ,most of the targeted group of respondents those found at jimma zone limmu kossa district were no has saving habits except having saving accounts only for the sake of receiving their salaries through this saving account for government employees and the same is true for members of small and micro enterprise due to they forced by the government to have the saving account because of they use either revolving fund or regular capitals by a means of loan. Most of the merchandiser

have the saving habits ,only for the purpose of transmission their money here and there when purchase is available . Here, the main reason why the individual saving habits was not progressed is that due to the less thinking of individuals that as they have not sufficient money, less of interest rate and lack of available financial institution which respond the individual interest in all direction : like havening at list moderate saving interest rate and loan interests as well as interest free of savings financial intuitions .

Generally , the factor, those have been identified; demographic factors, socio-cultural factors, financial factors and lack of access of financial institution factor were have directly correlate to individual saving habits.

5.3 Recommendations

5.3.1 For the individual savers

The individuals , those found at Jimma Zone Limmu Kossa District and all of the country people should have the saving habits , because saving is nothing but save money that do not use today of the purpose of tomorrow ie, what individual save today ,use tomorrow for the use of regular program and for uncertainty faced , in the form of contingency. Additionally, saving is not from a sufficient money, only form what we have. So, each and every individual through ought the country should completely change the attitude of saying that, my money or income is not sufficient so I do not save, because without saving today , no there for tomorrow retirement ; without saving, nothing of investment; without investment , no macro economy; if so no change. Thus, having the knowledge why saving and minimizing the factor that hinder individual saving habits, meet the individual and country goals.

5.3.2 for Financial institution

For the develop of one country , Financial institution has plays a pivotal role. Thus, the financial institution found in Limmu Kossa District and entire throughout the country should have fulfill the interest of the society without violencing the rule of the country . Since the customer is king; the service rendered by financial institution worker should be attractive and deeply thinking and assess the attitude and demand of the customer, even to change the policy, especially regarding to insignificant of interest rate on saving and significant of interest loan, it must closely fair as well as establishing the access of interest free saving bank closely to the customer

5.3.3 Policy

In developed country , Government is a bridge between society and societies economic growth ; because society without economy growth means, lion without teeth ; that means no strong economy   no active society then no strong government around . because the root cause the attitude of the society to ward saving like, saving will after sufficient income, saving will from residual after all things are available and in general   ."because of haven't sufficient money, I can't to save" .   Thus , the government should have to changing the attitude of the society by capacitate the awareness of the society   regarding to individual saving habits, socio-cultural factors in line to peer and friend influence as well as demographic factors like size of family by educating and changing the attitude of the society by communicate with concerned bodies .

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APPENDANCE

JIMMA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF ACCOUNTING AND FINANCE

I : QUESTIONER

Please take a few minutes to answer the following questions to help understand the factors influencing the Individual saving Habits that targeted respondents of Government employees , Business man and members of micro and small enterprise which sampled from targeted population in case study Jimma Zone Limmu kossa worada . The data collected here will be anonymous and your confidentiality is highly assured.

II GENERAL INFORMATION

Questions related to demography of the respondents

Please answer the questions as accurately as possible by ticking the appropriate answer or filling in the blank.

1 Age in Year?

18-24 ☐   25-30 ☐   31-35 ☐   36-40 ☐   Above 41 ☐

2, Gender;   Male ☐   Female ☐

3 Marital status;   Married ☐   Non-married ☐   Divorced ☐   Others ☐

4, How many family do you have ?

Alone ☐   with my wife/husband ☐   With my wife/husband and one boy/girl ☐

Above in number ☐   With others ☐

5 , Educational level ;

Illiteracy ☐   1-8 ☐   9-10 ☐   11-12 ☐   TVTET ☐

Diploma ☐   First Degree ☐   Above First degree ☐

6 occupation statuses , Government employee ☐ merchandise ☐ Micro enterprise ☐

7 About religion; Muslim ☐ Christian ☐ Wakefata ☐ Others ☐

8 Do you have the habits of saving from your income ? Yes ☐ No ☐

9 If your answer on question number 8 is Yes, where you prefer to save your money ?

Bank ☐ Oromia credit and saving S.C ☐ Home ☐ In local union ☐ Others ☐

10 If your saving preference is at bank , is there the accessibility of it as you went? Yes
No ☐ ☐

11 In question number 10 above, if your responses is NO, what is your suggestions?-----------
----
----

12 would you think that the interest rate that you rendered from your deposit is much attractive?
Yes No ☐ ☐

13 In question number 12 if you answer is No, what is your filling?

----

14 please , suggest it if there is other comment to regard --
----

III , Please indicate to what extent the factors below influence your saving habits that considers as independent variables ? , As from Question Number 15- 47 given blow , say 1 = Highly Dis agree , 2= Dis agree, 3=Un decided, 4= Agree, 5 Highly Agree

I	Financial Institution factors	5	4	3	2	1
	The accessibility of financial Institution					
15	Un accessibility of financial institution , determines saving habits .					
16	Poor customer service at bank leads to challenges savings.					
17	Because lack of preferable bank service, individuals forced to un save their money					
18	The inflation rate of interest rate of loan is make as someone not save capital .i.e borrowing and reinvest .					
	The effects of Interest rate on saving					
19	Because of the loan interest rate is high, I do not borrow and save capital rather I prefer saving the money at bank.					
20	The low of interest rate that means , the existence of interest rate is not much attractive ,so that i use my money for current concussion purpose					

21	Due to the existence of interest I do not save to bank.					
22	**The effects of financial Literacy**					
	You do not have a good understanding to save your money in cash or by means of borrowing and re invests					
23	Because of I have poor knowledge that money is use full for uncertainty and other purposes and floating money rather than recorded & manage it					
24	Due to I do not know why contingency of money is important, I do not save .					
25	Due to financial institution far apart from, it Discourages saving habit.					
II	**Socio-cultral Factors**					
26	The indifference of activities individuals work from					
27	At low level of activities that you work seems you as you can't save					
28	The parent is not promote their children to save from their tea given cost					
29	If you have not have the experienced of saving from ancestor family					
30	As your friend has not a good saving habits , you will like to him and vise versa?					
31	If you have un awareness and not Discussing about money saving with your friends and that leads individual as they are not save .					
32	Un wanted expenditure for late comers fashion					
	Financial factors					
33	Un regularity of in come the one that challenge individuals as they are not save					
34	Low income that challenges individual to save					
35	The cost incurred for living statues and other concussion purpose					
36	Fluctuation of in came					
37	Low occupation statues					
38	Un certainty of expenditure					
IV	**Demographic factor**					
39	Age has direct relationship with saving habit ,that means as age increase , individual saving habit is too!!!					
40	Marital statues (ie, divorce, mortality and widowed) has the impact on individual saving habits					
41	As member of family increase, the individual saving will decrease , i.e it is inverse relation ship					
42	Level of education has direct relationship with that of individual saving habits					
	Savaging Habits					
43	In order to save , I think the importance of liquidity					
44	To Save , I often think what I am going to will be spent on					
45	In order to save, I often analysis the specification of purchasing Item					
46	To save , I minimize my daily expenditure					
47	Why I save, to be overcome my goal					

Thank you !!!!!!!

GAAFANNOO

YUUNIVERSIITII JIMMAA

KOOLLEEEJJII BIZINESII FI IKKOONOOMIKSIITTI,

MUUMMEE AKKAAWUNTII FI FAAYINAANSII

Kabajamtoota gaafatamtoota gaafannoo dhimma rakkoowwan namoonni dhuunfaan galii argatan irraa qusachuu hin dandeenyee maal akka ta'e warra yaada keessan akka gumaachitaniif filatamtanii,

Akkuma beekamu biyya keenya keessatti aadaan qusannoo nama dhuunfaa baay'ee laafaadha. Anis qorannoo gabaabaa dhimma rakkoo qusannaa nama dhuunfaa adda baasuu fi furmaanni rakkoo isaa maal akka ta'e qorachuuf yaalii gaggeessaan jira. kanaafuu dhimma qorannoo kanaa milkeessuuf gaheen keessan guddaadha. Walumaa galatti, qorannichi dhimma jedhame kanaaf malee homaa waan biroo kan of keessaa hin qabne ta'uu beektanii yaada keessan of taatanii ofitti amanamummaa guddaadhaan akka guuttaniif waamichikoo kabaja guddaa waliin.

kabajamtoota gaafatamtootaa, gaaffiiwwan filannoo armaan gadiitti gaafatamtaniif deebii sirriidha kan jettan filachuudhaaf mallattoo (√) kana fuuldura filannoo keessaniitti gabatee qophaahe keessatti agarsiisaa.

I Gaafannoo/odeeffannoo waliigalaa (Demographic Factors)

1 Haala umurii (Age in Year)? 18-24☐   25-30☐   31-35 ☐   36-40☐   41 oli ☐

2 Haala saalaa (Gender),   Dhiira ☐   Dhalaa ☐

3 Haalli fuudhaa fi heerumaa (What is your marital status) maali?

   kan hin fuune/hin heerumne ☐ kan fuudhe/fuute ☐   kan hiike/hiikte(divorced) ☐
kan boroo ☐

4 Haala maatii (How many family)

- Qofaan jiraadha ☐   Haadha/ abbaa manaakoo wajjin jiraadha   ☐
- Haadha/abbaa manaakoo fi mucaa dhiiraa/durbaa tokko wajjin jiraadha   ☐
- Haadha/abbaa manaakoo fi hijoollee tokkoo ol waliin jiraadha   ☐
- kan biroo wajjiniinan jiraadha ☐

5 Haala barumsaa (Educational level)maali?

kan hin baratiin ☐   kutaa 1-8 ☐   kutaa 9-10 ☐   kutaa 11-12 ☐

Tekinikaa fo ogummaa ☐   Dippiloomaa ☐   Digirii ☐   Digiriidhaa Oli ☐

6 Haala hojii , Hojii mootummaa ☐   Daldaalaa dhuunfaa ☐   (IMXn) gurmaaheen ☐

7 Haala Amantaan , Musiliima ☐   kiristaana ☐   waaqeffataa ☐   kan biroo ☐

8 Maallaqa yokiin galii argattanirraa ni qusattuu? Eeyyeen ☐   Lakkii ☐

9 Yoo deebiin keessan gaaffii 8^{ff}aa armaan olitti filattan "Eeyyeen " kan jedhu yoo ta'e, eessatti qusattu?

 Baankii ☐   Dhaabbata WLQO ☐   Bifa waldaa gamtaatiin ☐

 Mana dhuuffaa keessa kaawwachuu ☐   kan biroo ☐

10   Deebiin keessan gaaffii 9^{ff}aa armaan olitti filattan "Baankii" yoo ta'e, haalli mijaahaan akka isin achitti qusattaniif isin kakaasu jiraa? Eeyyeen ☐   lakkii ☐

11 Deebiin keessan   gaaffii 10^{ff}aa armaan olitti filattan "lakkii" kan jettan yoo ta'e, akka rakkootti   maaltu   otoo   furmaata   argatee barbaaddu?..
....
....

12 Dhalli isin qusannoo keessan irraa argattan isin gammachiisaa?

    Eeyyeen ☐   Lakkii ☐

13   Deebiin   keessan   lakkii   yoota'e,   rakkoon   isaa   gadi   fageenyaan   haa   ibsamu
....
....
....

14 kabajamtootaa, Hadaraa yoo rakkoon biroo jiraate haa ibsamu-------------------------------------
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III Gaafannoo gabateedhaan mala Liinkeert Iskeeliidhaan fayyadamuuf qophaahe

Gabatee armaan gadiirratti hundaahuun gaaffiilee 14-44 jiran , rakkoowwan qusannoo ati gootuuf gufuudha Yookiin sirriidha jettee yaaddu sirriitti gadifageenyaan ilaalii guuti . yeroo guuttu filannoo shanan kenname keessaa haala armaan gadiitiin ilaalii erga gabatee keessatti dubbiftee bakka qixa filannoo keetiin mallattoo " √" kana kaahi .

Baay'een itti quufa ----------- 5,   Ittan quufa-------------------- 4

Hin murteessu --------------- 3 ,   Itti hin quufu ------------------2

Baa'isee itti hin quufu ---1

I Dhaabbata maallaqaa (Financial Institution factors) irratti

I	Rakkoowan akka hin qusanne isin taasisan(Financial factors)	1	2	3	4	5
15	Galiin argattan dhaabbataa ta'uu dhabuu					
16	Galiin argattan xiqqoo ta'uu					
17	Jireenya guyyaa guyyaa mohachuuf					
18	Baasii tasaaf saaxilamuu					
II	**Rakkoo hawaasumaan wal-qabatuun (social factors)**					
	Haala ykn amala maatiin ofii isaatii itti qusataa ture (**Parental Socialization**)					
19	Maatiin ofumaa turtii umurii isaanii darbe keessatti amala qusannoo dhabuu.					
20	Maatiin , hijoolleen isaanii waanuma shaayeedhaaf isaaniif kennamu akka isaan qusatan barsiisuu dadhabuu					
21	Barmaatilee qusannoo maatii darbanirraa fudhatame gahaa ta'uu dhabuu.					
	Dhiibbaa hiriyyaa (**Peer Influence**)					
22	Yoo hiriyyaankee amala qusannoo hin qabaanne , atis innis akkanamu taata/ta'a/taati					
23	Yoo ati dursitee waahee qusannoo hin beeknee fi dhimma qusannoo yoo hiriyyaankees hin beekne, atis qusachuu hin dandeessu.					
24	Hiriyyaa fakkaachuuf jecha qofa baasii hin malle baasuu .					
III	*Dhaabbata maallaqaan wal-qabatu (financial inistitution)*					
25	Dhaabbileen qusannoo kun mijaahaa ta'uu dhabuun, qusannoorratti dhiibbaa qaba.					
26	Fagaachuun baankii nama keessatti miira qusachuu dadhabsiisa					
27	Mana baankiitti tajaajila gahaa kennuu dhabuun, qusannaa dadhabsiisa					
III	Tajaajilamtootaaf hubannoon waahee baankii abbootii baankiirraa kennamuu dhabuu					
	Haala kaffaltii dhalaa qusannoof qabamu ilaalchisee					
29	Olka'iinsi dhala liqii waan guddateef, liqeeffatanii gara qabeenya dhaabbiitti jijjiirrachuun jabaadha.					
30	Maallaqan harkaa qabutti dabalee liqeefadhee ittiin hojjechuuf dhalli dhaabbilee liqeessuu guddaa waan ta'eef, hojiin karoorse dhiiseen kanan harkaa qabu san					

	baankii keewwachuun filadha.					
31	Qusannoodhaaf dhalli baankiin kaffalu xiqqoo waan ta'eef qusachuurratti dhiibbaa qaba.					
32	Baankiin dhala malee qusachiisu waan hin jirreef , maallaqa qusachuun rakkisaadha.					
	Haalli baramaan hawaasa keessatti dhimma qusannootiin walqabatee jiru gadi aanaa ta'uu (financial Literacy).					
33	Ani dhimmuma qusannoo kana hubannoo hin qabu					
34	Ani ejjennoo jabaa maallaqa liqeeffachuun ittiin hojjedhee gara qabeenya dhaabbiitti jijjiirachuurratti nan rakkadha.					
35	Qusannoon gaafa rakkoof akka qusatamus hin beeku. kanaaf hin qusadhu.					
IV	**Haala rakkoo facaatii hawaasaa** (**Demographic factor)**					
36	Haalli umurii walitti dhufeenya kallattii qusannoo dhuunfaa godhamu waliin ni qabaata.					
37	Haalli gaahila qabaachuu fi dhiisuu qusannoo nama dhuunfaa irratti dhiibbaa ni qabaata .					
38	Baay'inni maatii qusannoo dhuunfaa murteessuurratti dhiibbaa qaba.					
39	Haalli barumsa qabaachuu fi dhiisuu qusannoo dhuunfaarratti dhiibbaa kallattii qabaata.					
V	Amaleeffannoo qusannoo (Savaging Habits**)**					
40	Qusachuudhaaf kan nakakaasu, dursee faayidaa maallaqa dheedhii waanan beekuuf					
41	Kanan qusadhuuf , dursee waanan qusadhu sun waanirran oolchu waanan beekuuf					
42	Qusannoo kiyya cimsuuf , wantootan bitu durseen gatii isaanii adda baafadha.					
43	Qusannookoo fooyyessuuf , baasii guyyaatti baasu nan hir'isa.					
44	Ani kanan qusachuu barbaaduuf, kaayyoon qabadhe galmaan gahuuf.					

Deeggarsa Naaf Gootaniif Hedduu Galatoomaa !!!