

A Study on Savings and Spending Habits Among Youngster with Special Reference to Coimbatore City

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Abstract: *The spending and savings habits of youngsters has changed drastically in past few years as a result of Westernization and higher spending power. Youngsters have become more brand conscious and have begun to spend more money on entertainment and leisure. With the rise in adult living standards, young people have been hired with more money and have greater spending power. Similarly, youngsters saving habits have been steadily diminishing over a time. This study is an attempt to investigate the spending and saving habits of youngsters, with special reference to Coimbatore city. The objective of the study is to analyze the various modes of savings and spending habits of youngsters. Both primary and secondary data were used in the study. Primary was collected through the well-structured questionnaire with the help of Google form and secondary data was collected through journals, article etc. The sample size of the study is 100 respondents. The respondents of this study are youngster from Coimbatore city only. The data was analyzed using Percentage Analysis and Chi-Square Test. The study concludes that majority of youngster spend a large portion of income on entertainment, cloth, accommodation and food. The study further indicates that most of the youngsters savings are less than their spending but their savings and spending avenues are different from each other.*

Keywords: Savings habits, Spending pattern.

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