



KABARAK UNIVERSITY

6TH ANNUAL INTERNATIONAL RESEARCH CONFERENCE

AN ANALYSIS OF SAVING AND INVESTMENT AMONG JKUAT UNIVERSITY STUDENTS - NAKURU, KENYA.

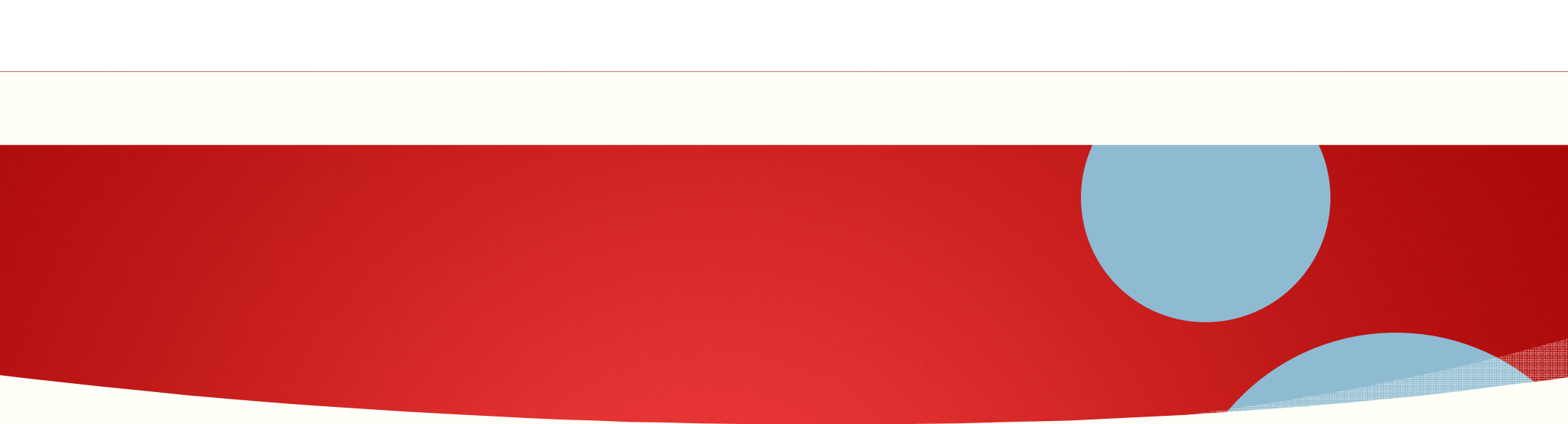
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20/07/2016

Introduction / Background

For the youth to have success in self-employment they need to develop saving and investment skills.

Students, being on the verge of entering the job market and thereby starting to earn, need to demonstrate a proper understanding of the need to save as well as the investment avenues open to them.

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- ▶ Many people experience financial hard times when they get older because they never got the facts on saving and investing.

Statement of the problem

- Kenyan youth consume airtime worth Ksh. 23.6 billion while spending some Ksh. 64 billion annually on clothes and other accessories and over Ksh. 65 billion on entertainment and outings annually. However, students do not have a culture of saving and investment. This study thus sought to bridge the knowledge gap by establishing the financial management practices of university students as a remedy towards economic self-reliance.



Therefore the researcher sought to analyse saving and investment among JKUAT students.

Study objectives

- . To examine how saving literacy influence JKUAT University students.
- . To determine the investment literacy among University students.
- . To assess the attitude of the university students towards financial management

Significance of the Study

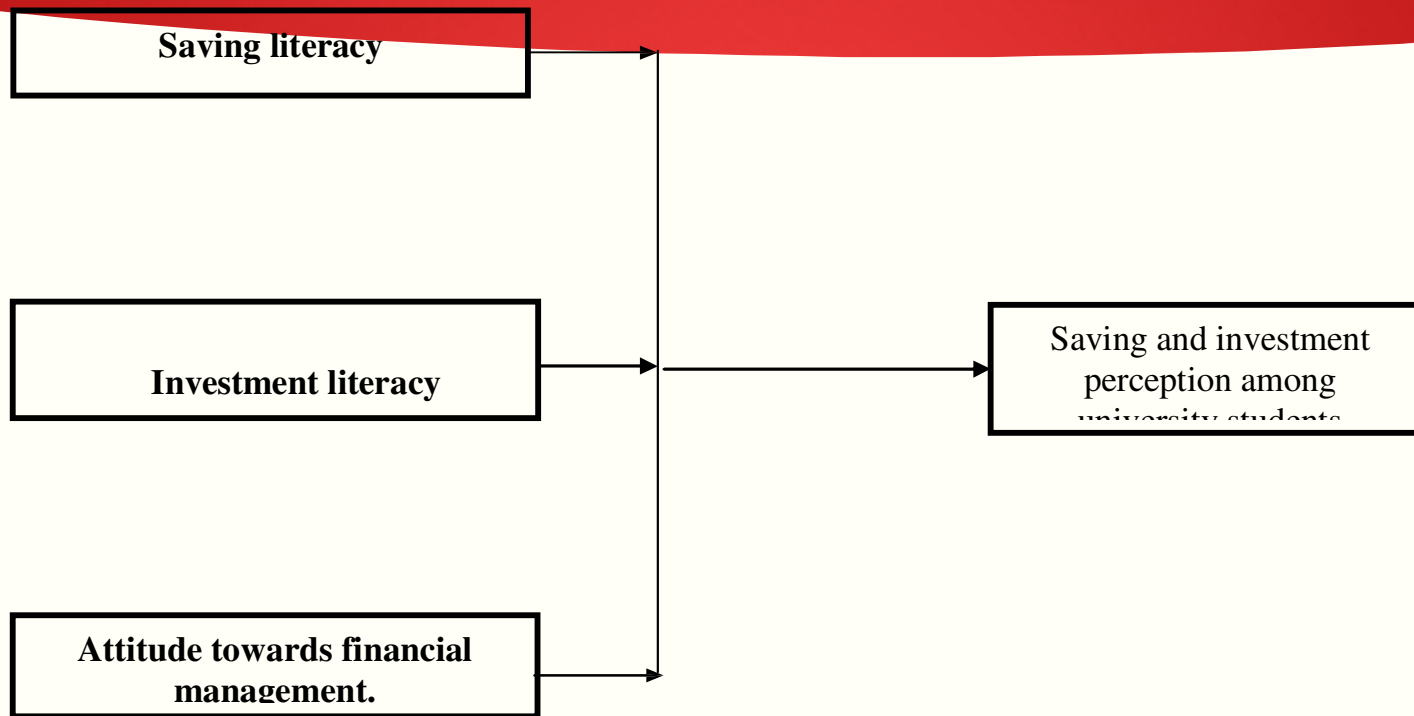
- Assist the youth to develop proper saving and investment techniques.

Theoretical Review

- . Rational choice Theory-The basic premise of rational choice theory is that aggregate social behavior results from the behavior of individual actors, each of whom is making their individual decisions.
- . ***Saving literacy of university students***-Financial education can empower students to better manage their personal resources, both on a day-to-day basis and over a long-term horizon.

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- **Investment Literacy of University Students**-students who had prior experience investing in Boda boda business, shares, cyber, mali mali business, Grocery and Kiosk showed difference in their personal investment knowledge than students without prior experience.

Conceptual framework



Independent variables

Dependent variables

Methodology

- 1. Research design used was descriptive survey.
- 2. target population of 684 students from JKUAT
- 3. stratified random sampling stratified was used according to the courses offered.
- 4. data was collected using questionnaires.

Findings / Results

Savings Literacy among University Students-level of savings literacy among university students was generally moderate the level of expenditure literacy and practice among university students was generally high.

Investment Literacy among University Students-despite the respondents' knowledge on the rate of returns on various investments, a significant section still lacked information on either of the identified investments.



Attitude towards Financial Management among University Students-overall level of attitude towards financial management was generally high.

financial management literacy among university students was generally moderate.

Conclusions

despite the respondents' efforts to invest in various investment options, a significant proportion still lacked information knowledge on critical aspects such as the rate of returns on various investments.

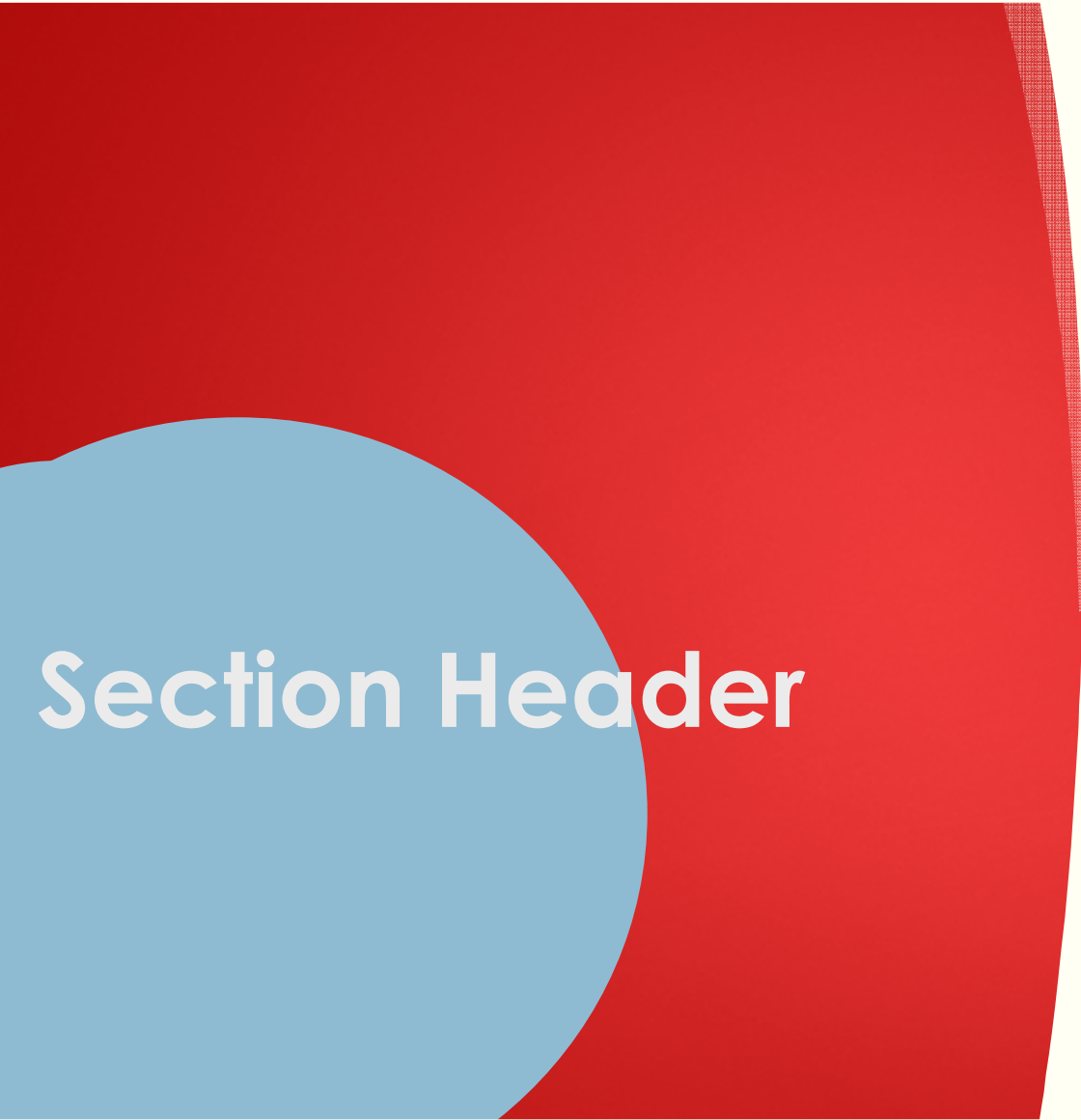
university students sought financial advice mostly from financial experts/advisor/consultant/manager/specialist, Friends, Relatives and Family members/spouse/siblings

Recommendations

- ▶ awareness and education campaigns to be regularly carried out among the university students to improve their financial management literacy

Areas for further study

- Savings among students in private universities versus public university students.



Section Header

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