

A study on spending pattern of college students of selected faculties of Maharaja Sayajirao University of Vadodara

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Abstract: The youth has become emerged with new personality characteristics, which has made them more powerful than even before. Similarly, the youth has become more spend prudence in their daily routine to satisfy their self concept and social circle they belong to or wish to move in to. From, last many years spending pattern of youth has increased at large and they have now become more self sufficient at making buying decisions. With the increase in standard of living, the young have been empowered with more purchasing power. The current study is giving a clear answer of spending behavior, frequency of spending and the ways to control the expense of the students of Maharaja Sayajirao University of Vadodara. The findings of this paper present a precise sight on the spending patterns in youth. Review of literature revealed that very few researches have been carried out on this topic, which motivated the researcher to study this less explored topic. This study clearly demonstrates about the spending habits of college students of the Maharaja Sayajirao University of Vadodara. This study would help the students to identify the students spending pattern in order to help them adjust their expenditure pattern. This study would also be helpful to the family as the family would be able to know where and how much the child is spending the money and how they can help to control it. It would also be helpful in knowing the mode of payment generally used by the students for their spending. The scope of the study is limited to the students of different departments of the faculty of family and community sciences of the Maharaja Sayajirao University of Vadodara. This research work aimed at identifying the spending pattern of students in the universities. This study was carried out by collecting the data through questionnaire. The sample size was of 125 students and these were selected through the simple random sampling method. The study was descriptive in nature. The data was coded, and tabulated where in descriptive as well as relational statistics were used.

Keywords: Youth, Spending patterns, money, earning.

1. INTRODUCTION:

The development in the economy in the last decade has increased the new rich and the middle class and left them with more money to spend. Similarly, the youth has become more spend prudence in their daily routine to satisfy their self concept and social circle they belong to or wish to move in to. From last many years, spending pattern of youth has increased at large and they are now more self sufficient at making buying decisions. With the increase in standard of living, the youth have been empowered with more purchasing power. he plight of young generation is even more vulnerable.(<https://doi.org>) With availability of generous pocket money, personal credit cards, access to credit cards of family members or high paid jobs at prime age, young generation are faster becoming impulsive spenders and prove reckless often.(<https://www.ukessays.com>) With the revolution in retail stores in India and advent of mall culture, the spending and saving habit of youth have changed over the years. (<http://pragaticollegedombivli.org>) Strategic marketers are designing products and services targeting young generation.(<https://www.ukessays.com>) An over exposure to marketing communication activities of the companies, has turned the youth to be more brand conscious and also spend considerable amount of their income on entertainment and gadgets With the ease of information through the internet and web technology, marketers have managed to capture a significant market of youth through online store sales.

A decade before the spending patterns were too different than today's scenario. There used to be shopping only by going to shop or by magazine at that time. Now-a-days there are so many alternate options like different sites for online shopping are available and so many applications like pay-tm, e-money, online payments, net banking, payments by mobile, online booking etc. Even the number of shopping malls is higher and having brands which are too exclusive. The youth become more attracted toward various products and make their purchase without practical thinking. Clothes, accessory, books, stationary, cosmetics, gadgets all are available online. The youth buy these items

sometimes due to necessity and sometimes are attracted by the product and make their purchases which ultimately rises their spending.

Now a day's the expenses of the youth have increased a lot especially the youth's studying. They spend their money more on stationary, books, printouts, etc... and also have become more friendlier with photocopying of the books instead of writing the notes. The youth find pictures online and stick them instead of drawing them which also adds to their day to day spending expenditure.

The youth especially start earning at a very early age. They either have the luxury of unlimited financial resources from their parents or they learn to earn their own cash by doing chores and having other responsibilities that earn them an allowance each week. Many teens will look at their parents own spending behavior to learn how to handle cash but more often than not, a teen will be most influenced by their peers and those individuals who are in a celebrity status.(<http://www.leavedebtbehind.com>) Those teens who do not learn the importance of saving money at an early age or the basics of budgeting for what they want, are likely to spend recklessly with little thought to the actual financial consequences.

In the present study the researcher has included all aspects of analyzing the spending patterns of youth as to like on what items the respondents spend their money, how much amount the respondents spend on each item, and which methods of saving money do they follow.

In today's life the cost of every item is increasing gradually and so before buying any product one should think accordingly and do wise buying. While providing their information for the present study the respondents will be able to analyze their spending pattern. Also the respondents will be able to adopt various saving patterns for controlling their expense.

2. LITERATURE REVIEW: Many researches have been conducted on the topics related to saving and spending patterns of youth.

Chabra(2016), conducted a case study on "Saving and Spending Trends among Youth" of the Sirsa district, with the objective of following segment wise saving and spending habits of three groups(school, graduation, post graduation) of youth in Sirsa city. the primary data was collected through questionnaires. Forty youth from each category were taken from total universe of 120. It was clear from the data that shopping constitutes the largest portion of the overall spending in youth. Another major part of spending was on fuel for their automobiles which was 11.4%, 22.4%,14.8% for school, graduate and postgraduate youth respectively. Boys spent more on movies especially school and graduation boys which was 23.2% and 18.4% respectively. Graduation youth spent more over mobile recharge comparatively to school and post graduate youth which were 11.2%. Total average spending per month made by school, graduate and post graduate youth was Rs.8258, Rs.5350 and Rs.13775 respectively. Low level of awareness was seen as far as saving or investment is concerned. Youth spend more in fast food, movies and shopping. Students purchase decision was influenced more by family and peers.

Shahji, Reghunath and Chandradathan(2016), conducted a study on "Spending and Saving habits of college students", with the objective to study spending pattern of two groups viz. Graduate and post graduate students and to study avenues of saving practiced by youth. the sample size taken for the study was 100 youth from Newman college Thoduphuza and the method used was convenient sampling. The data was collected through questionnaires. The finding of the study revealed that about 57.78% source of income of youth was from pocket money and about 23.7% had it from scholarships and grants and only 6% of the youth had their income from part time and weekend jobs. It was also found that about 95% of the youth had saving habit. Further it also revealed that most of the youth 57.2% had their saving avenues as bank deposits.

Birari and Patil(2014), conducted a study on "Spending and Saving patterns of youth in the city of Aurangabad", with the objective to study the spending pattern of three groups viz. Junior college, graduate and post graduate students. The data was collected using the questionnaires. As the sample 50 youth from each category was selected. The findings revealed that total average spending per month made by junior, graduate and post graduate youth is Rs. 2196, Rs.2652 and Rs. 4920 respectively. Youth spend large portion of their money on shopping, fast food and mobiles. Low level of awareness was seen as far as saving or investment is concerned.

3. METHODOLOGY:

For the present study the investigator adopted the descriptive type of research design to get the answers to its research on the spending patterns of college youth of selected faculties of The Maharaja Sayajirao University of Baroda. Two types of variables were identified in the research. They were dependent and independent variables. For the present study the independent variables comprised of the respondents age, gender, education level, source of income, monthly personal income and the family variables of the respondents were monthly family income. Dependent variables comprised of the spending pattern of youth of selected faculties. The study was conducted in different departments of The Maharaja Sayajirao University of Baroda, Vadodara city, Gujarat, India. The units of inquiry were the selected 125 youth of the different departments of the Faculty of Family and Community Sciences,

the Maharaja Sayajirao University of Baroda, Vadodara city. The purposive sampling method was adopted for selecting the sample. Questionnaire was used as an instrument to gather the information from the respondents. The questionnaire was divided into four sections.

Section 1 dealt with the background information of the respondents such as the age of the respondent, gender, education level of the respondent, source of income, monthly personal income and monthly family income.

Section 2 dealt with the items on which the respondents usually spent their money like shopping, movies, grooming, books, printouts, etc. The respondents were asked to select the option as 'Yes' or 'No' for the items on which they spent their money and the scores were given as 2 and 1.

Section 3 dealt with the approximate amount the respondents spent on the various items. The options were categorized into three parts namely 'less than ₹ 500', '₹501 to ₹ 1000' and 'more than ₹1000' and the scores were given as 1,2 and 3 respectively.

Section 4 dealt with the frequency with which the respondents spent their amount on various items. A score of 6, 5, 4, 3, 2, and 1 each were given to the options for Daily, Weekly, Every 15 days, Monthly, Yearly and Sometimes.

Section 5 dealt with the various ways youth used for saving money. The score given to each statement was '2' for a response of 'Yes' and '1' for a response of 'No'.

4. RESULTS AND DISCUSSION:

The major findings of the study were categorized into different tables.

Table 1 Frequency and percentage distribution of the respondents according to their age

Age (in years)	F (n=125)	%
18-21	108	86.4
22-25	16	12.8
26-29	1	0.8
Total	125	100
Mean	20.12	
S.D	1.4897	

This table consists of the information regarding the age of the respondents. While analyzing the data it was found that more than two-third (86.4%) of the respondents were in the age group between 18 years to 21 years. It was also found that very few of the respondents were in the age group of 26 years to 29 years. The mean age of the respondents were found to be 20.12 years.

Table 2 Frequency and percentage distribution of the respondents according to their source of income

Source of Income	F (n=125)	%
Pocket money	89	71.2
Savings	10	8.0
Part time jobs	5	4.0
Gifts	0	0
Pocket money and Savings	12	9.6
Pocket money and Gifts	2	1.6
Pocket money and part time job	1	0.8
Savings and gifts	2	1.6
Pocket money, part time job and gifts	1	0.8
Pocket money, savings and gifts	3	2.4
Total	125	100

This table consists of the information regarding the source of income of the respondents. It was found out that more than one-half (71.2%) of the respondents had pocket money as their source of income.

Table 3 Frequency and percentage distribution of the respondents according to their monthly personal income

Monthly Personal Income	f (n=125)	%
Less than ₹ 500	39	31.2
₹ 501- ₹ 1000	50	40
More than ₹ 1001	36	28.8
Total	125	100

This table consists of the information regarding the monthly personal income of the respondents. It was found that more than one-fourth (40%) of the respondents had their monthly personal income varying between ₹ 501 to ₹1000. The mean income was found to be ₹ 38,328

Table 4 Frequency and percentage distribution of the respondents according to their monthly family income

Monthly Family Income	f (n=125)	%
₹. 5000- ₹ 35000	71	56.8
₹ 35001- ₹ 65000	36	28.8
Above ₹ 65001	18	14.4
Total	125	100

This table consists of the information regarding the monthly family income of the respondents. It was found out that less than one-half of the respondents (56.8%) had their monthly family income between ₹ 5000 to ₹ 35000. It was also found out that less than one-fourth of the respondents (28.8%) had their monthly family income between ₹ 35001 to ₹ 66000 and few of the respondents (14.4%) had their monthly family income more than ₹ 66001.

Table 5 Frequency and percentage distribution of the respondents according to the items in which money is being spent by the respondents.

Sr. No.	Item	Yes		No	
		f	%	F	%
1	Study Material				
	a) Books	92	73.6	33	26.4
	b) Printouts	123	98.4	2	1.6
	c) Stationary	112	89.6	13	10.4
	d) Art and Craft Materials	95	76	30	24
2	Food items	115	92	10	8
3	Shopping	108	86.4	17	13.6
4	Recharge				
	a) Talktime	100	80	25	20
	b) Internet	102	81.6	23	18.4
5	Gifts	66	52.8	59	47.2
6	Petrol	95	76	30	24
7	Lab Work	83	66.4	42	33.6
8	Savings	84	67.2	41	32.8
9	Entertainment				
	a) Movies	95	76	30	24
	b) Functions	62	49.6	63	50.4
	c) Parties	82	55.6	43	34.4
	d) Events	72	57.6	53	42.4
10	Grooming (Beauty Parlour)	96	76.8	29	23.2
11	Games/Video Games	29	23.2	96	76.8
12	Travelling	86	68.8	39	31.2
13	Health Care				
	a) Sanitary Napkins	94	75.2	31	24.8
	b) Sanitizers	77	61.6	48	38.4
	c) Medicines	92	73.6	33	26.4
	d) Tissue Paper	74	59.2	51	40.8
	e) First Aid	68	54.4	57	45.6
14	Electronic Gadgets	68	54.4	57	45.6
15	Snacks	113	90.4	12	9.6
16	Cosmetics	93	74.4	32	25.6
17	Bathroom Supplies	89	71.2	36	28.8
18	Gym	19	15.2	106	84.8

This table consists of the information regarding the items on which the money is spent by the respondents. While analyzing the data it was found that more than three-fourth of the respondents spent their money on the printouts (98.4%). It was also found that nearly three-fourth of the respondents spent their money on snacks (90.4%) and shopping (86.4%). Further it was also found that more than two-third of the respondents spent their money on stationary (89.6%). It was also analyzed that less than two-third of the respondents spent their money on internet recharge (81.6%). It was also observed that more than one-half of the respondents spent their money on movies (76%), petrol (76%), grooming (76.8%), sanitary napkins (75.2%) and medicines (73.6%).

Table 6 Frequency and percentage distribution of the respondents according to the amount of money spend on each item by the respondents

Sr.No.	Item	Less than Rs 500		Rs 500-Rs 1000		More than Rs 1000	
		F	%	F	%	F	%
1	Study Material						
	b) Books	68	54.4	20	16	6	4.8
	b) Printouts	78	62.4	30	24	12	9.6
	c) Stationary	66	52.8	34	27.2	14	11.2
	d) Art and Craft Materials	50	40	28	22.4	17	13.6
2	Food items	55	44	40	32	22	17.6
3	Shopping	28	22.4	31	24.8	50	40
4	Recharge						
	c) Talktime	83	66.4	19	15.2	2	1.6
	d) Internet	85	68	17	13.6	3	2.4
5	Gifts	55	44	20	16	3	2.4
6	Petrol	49	39.2	40	32	12	9.6
7	Lab work	64	51.2	17	13.6	8	6.4
8	Savings	55	44	29	25.2	5	4
9	Entertainment						
	e) Movies	86	68.8	17	13.6	3	2.4
	f) Functions	42	33.6	24	19.2	5	4
	g) Parties	52	41.6	25	20	8	6.4
	h) Events	51	40.8	19	15.2	6	4.8
10	Grooming (Beauty Parlour)	71	56.8	21	16.8	9	7.2
11	Games/Video Games	27	21.6	9	7.2	1	0.8
12	Travelling	37	29.6	37	29.6	17	13.6
13	Health Care						
	f) Sanitary Napkins	86	68.8	13	10.4	1	0.8
	g) Sanitizers	77	61.6	7	5.6	2	1.6
	h) Medicines	81	64.8	14	11.2	3	2.4
	i) Tissue Paper	73	58.4	5	4	1	0.8
	j) First Aid	66	52.8	11	8.8	0	0
14	Electronic Gadgets	35	28	18	14.4	22	17.6
15	Snacks	83	66.4	28	22.4	4	3.2
16	Cosmetics	52	41.6	33	26.4	13	10.4
17	Bathroom Supplies	67	53.6	22	17.6	4	3.2
18	Gym	15	12	7	5.6	5	4

The table above shows the information regarding the amount of money spent by the respondents. After analyzing the data it was found out that more than one-half of the respondents spent less than ₹ 500 on movies(68.8%), talktime recharge(66.4%), internet recharge(68%), sanitary napkins(68.8%), medicines(64.8%), snacks(66.4%) and printouts(62.4%). It was also found out that less than one-fourth of the respondents spent ₹ 501 to ₹ 1000 on food items (32%) and it was also found that less than one-fourth of the respondents spent more than ₹ 1001 on shopping (40%).

Table 7 Frequency and percentage distribution of the respondents according to frequency of spending of money by respondents

Sr.No.	Item	Daily		Weekly		Every 15 days		Monthly		Yearly		Sometimes	
		f	%	f	%	f	%	f	%	F	%	f	%
1	Study Material												
	c) Books	7	5.6	20	16	11	8.8	35	28	19	15.2	33	26.4
	b) Printouts	20	16	70	56	24	19.2	10	8	0	0	1	0.8
	c) Stationary	12	9.6	52	41.6	30	24	25	26	3	2.4	3	2.4

	d) Art and Craft Materials	11	8.8	33	26.4	26	20.8	24	19.2	4	3.2	27	21.6
2	Food items	68	54.4	28	22.4	12	9.6	9	7.2	2	1.6	5	4
3	Shopping	4	3.2	17	13.6	13	10.4	69	55.2	14	11.2	8	6.4
4	Recharge												
	e) Talktime	1	0.8	6	4.8	7	5.6	90	72	5	4	14	11.2
	f) Internet	1	0.8	4	3.2	3	2.4	100	80	5	4	12	9.6
5	Gifts	0	0	5	4	3	2.4	34	27.2	23	18.4	60	48
6	Petrol	11	8.8	58	46.4	21	16.8	12	9.6	0	0	22	17.6
7	Lab Work	14	11.2	34	27.2	35	28	19	15.2	2	1.6	19	15.2
8	Savings	8	6.4	11	8.8	7	5.6	59	47.2	5	4	34	27.2
9	Entertainment												
	i) Movies	0	0	8	6.4	14	11.2	45	36	7	5.6	51	40.8
	j) Functions	0	0	0	0	6	4.8	35	28	16	12	68	54.4
	k) Parties	0	0	7	5.6	3	2.4	33	26.4	14	5.6	68	54.4
	l) Events	0	0	2	1.6	1	0.8	27	21.6	16	12.8	78	62.4
10	Grooming (Beauty Parlour)	0	0	3	2.4	15	12	69	55.2	7	5.6	31	24.8
11	Games/Video Games	2	1.6	1	0.8	1	0.8	9	7.2	14	11.2	98	78.4
12	Travelling	5	4	5	4	4	3.2	31	24.8	33	26.4	47	37.6
13	Health Care												
	k) Sanitary Napkins	2	1.6	11	8.8	13	10.4	82	65.6	2	1.6	15	12
	l) Sanitizers	10	8	12	9.6	9	7.2	43	34.4	11	8.8	40	32
	m) Medicines	3	2.4	5	4	10	8	37	29.6	13	10.4	57	45.6
	n) Tissue Paper	9	7.2	10	8	14	11.2	33	26.4	9	7.2	50	40
	o) First Aid	4	3.2	6	4.8	7	5.6	34	27.2	14	11.2	60	48
14	Electronic Gadgets	11	8.8	3	2.4	5	4	4	3.2	26	20.8	76	60.8
15	Snacks	58	46.4	30	24	15	12	9	7.2	3	2.4	10	8
16	Cosmetics	12	9.6	7	5.6	8	6.4	43	34.4	25	20	30	24
17	Bathroom Supplies	10	8	4	3.2	11	8.2	44	35.2	15	12	41	32.8
18	Gym	1	0.8	1	0.8	3	2.4	3	2.4	1	.8	111	88.8

The table above gives the information regarding the frequency of spending of money by the respondents. It was found out that less than one-half of the respondents spent their money daily on the basic necessity i.e. on snacks(46.4%) and food items(55.4%). It was also found that less than one-half of the respondents spent their money weekly on printouts(56%) and petrol(46.4%). It was also found that less than one-half of the respondents spent their money every 15 days on talktime recharge (56%). It was also found that less than two-third of the respondents spent their money monthly on internet recharge(80%), and more than one-half of the respondents spent their money monthly on sanitary napkins(65.6%) and less than one-half of the respondents spent their money monthly on grooming(55.2%) and more than one-fourth of the respondents spent their money monthly on sanitizers (34.4%), cosmetics (34.4%) and bathroom supplies (35.2%). It was also found that less than one-fourth of the respondents spent their money yearly on travelling(26.4%). It was also found that more than one-fourth of the respondents spent their money sometimes on movies (40.8%), medicines (45.6%), tissue paper (40%) and first aid (48%). Also less than one half of the respondents spent their money sometimes on functions (54.4%), events (62.4%) and on electronic gadgets (60.8%). It was also found that more than two-third of the respondents spent their money sometimes on games & video games (78.4%) and for their exercises and fitness. i.e. gym (88.8%).

Table 8 Frequency and percentage distribution of the respondents as per their ways adopted for saving money.

Sr. No.	Statement	Yes		No	
		F	%	f	%
1	Eating in mess instead of college canteen	48	38.4	77	61.6
2	Eating in canteen instead of eating outside	65	52	60	48
3	Taking food from home instead of buying it from outside	91	72.8	34	27.2
4	Shopping at the time of sale	93	74.4	32	25.6
5	Buying from market instead of buying from mall	73	58.4	52	41.6
6	Using public transport whenever possible	67	53.6	58	46.4
7	Instead of going to parlour taking help of my friends or families	54	43.2	71	56.8
8	Using ayurvedic products instead of buying beauty products.	50	40	75	60
9	Washing the vehicles on my own instead of giving it outside for washing	81	64.8	44	35.2
10	Ironing clothes on my own instead of giving it in laundry	49	39.2	76	60.8
11	Prefer vehicle pooling to go to college	58	46.4	67	53.6
12	Prefer to go to places like fun parks, public libraries etc where entry fees is null or less	45	36	80	64
13	Buying stationary in bulk to get discounts.	78	62.4	47	37.6

The table above gives information about the ways adopted by the respondents for saving their money. It was found that less than two-third of the respondents shopped at the time of sale (74.4%), and they take the food from home instead of buying from outside (72.8%). It was also found that less than one-half of the respondents bought stationary in bulk to get discounts (62.4%), ate in canteen instead of eating outside (52%), shopped from market instead of shopping from the mall(58.4%), and used public transport wherever possible (53.6%). It also stated that more than one-half of the respondents washed vehicles on their own instead of giving outside for washing (64.8%).

5. RECOMMENDATIONS:

- A comparative study can also be conducted between the spending patterns of youth of different age groups.
- A comparative study can also be conducted between the spending patterns of non-earning youth and earning youth.
- A comparative study can also be conducted between two different areas within a city or two different cities.
- Similar study can be conducted at different intervals and then can be compared if it remains constant or changes.

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