DETERMINANTS OF INVESTMENT AND SAVING CULTURE AMONG EMPLOYEES IN NAIROBI COUNTY. A CASE STUDY
WELLS FARGO LIMITED

BY

WANDIA M. NYAMBURA

UNITED STATES INTERNATIONAL UNIVERSITY - AFRICA

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A Research Project Report Submitted to the Chandaria School of Business in Partial Fulfillment of the Requirement for the Degree of Masters in Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

SUMMER 2019
STUDENT’S DECLARATION
I declare this work has not been submitted to any other university other than United States International University-Africa, it’s my original work which have been submitted for the Academic purposes.

Signed: ________________________ Date: ______________________

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The project report has been submitted for the approval as the designated university supervisor.

Signed: ________________________ Date: ______________________

Prof. Amos Gitau Njuguna

Signed: ________________________ Date: ______________________

Dean, Chandaria School of Business
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ABSTRACT

The purpose of the study was to examine the determinants of saving and investment among employees’ of Wells Fargo Kenya Limited Nairobi employees. The research questions that guided the study were; what are the motives for savings and investment among Wells Fargo employees? What are the personal (micro) factors that affect saving and investment among Wells Fargo Employees? and what are the societal (macro) factors that affect saving and investment among Wells Fargo Employees?

The study adopted the use of descriptive survey design. The sample population was 572 employees drawn from Wells Fargo Limited which comprised of senior management from key departments, middle level managers and other staff employees. The total sample size for the study was 58 employees from the organization. Questionnaires were used to collect data while correlation analysis was done to determine the relationships between the study variables this was done using excel function and Statistical Package for Social Sciences (SPSS version 24).

The study showed that motives of investment (retirement, development, precautionary and bequest) influences employees saving and investing levels to a large extent. In addition it showed that some micro factors (financial literacy, level of income, risk (nature) of employment, family size) influence employee saving and investment levels to a large extent while religion did not influence their saving and investment at all. On the other hand inflation influences employees saving and investment to a large extent while bank policy, corruption, economic stability, culture does not influence employees saving and investment culture.

The study concludes that Employees in the organization were largely motivated to save and invest for their retirement, Secondly education, financial literacy and investment knowledge, education and level of income for the employees in the organization indicated a strong positive and significant relationship. The employees consider micro factors towards saving and investment. Lastly, employees indicated that low returns of saving from banks, religiosity, corruption, natural calamities, and cultural beliefs do not affect their saving and investment level.

The study recommends that management of the organization should ensure employees undergo rigorous training on the methods of saving money and the investment opportunities that are available. Secondly the study recommends that management of the organization
should ensure that employees understand how and where to save their money and also, they should understand their religion which dictate the saving and investment culture. Thirdly, banking policy influences the saving and investment for the employees in the organization. There is need for a bank policy that is well defined and stable security that can be relied on. The study recommends for further study to be replicated in other organization so that one can make a general conclusion towards saving and investment. Further study can explore on the external factors affecting saving and investment decision amongst employees in the organization.
ACKNOWLEDGMENT

I also take this opportunity to acknowledge my project Supervisor Professor Amos Njuguna for the patience guidance support and commitment devoted in making this research proposal a reality. I would also like to give my sincere appreciation to my colleagues at Wells Fargo Limited for their support and understanding during the period of the study.
DEDICATION

I dedicate this work to my dad Mr. Don Nakhali Opembe for the role he has played in laying my foundation, guidance, patience and unconditional financial support.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of Study

Hermansson (2013) defined saving (personal saving) as the proportion of a person’s, company’s or institution’s (retained profits) income that is not spent on current consumption. According to Muriithi and Muriithi (2015) Savings are typically placed on deposit with a bank, building society or used to acquire financial and physical assets such as shares or plant. On the other hand Ketkar, Murtuza and Ketkar (2005) stated that investment is to apportion money in anticipation of some profit in the future. In finance, the profit from an investment is called a return According to Wolfgang and Borko (2013), as a general guideline the individuals who spare more wind up wealthier because foregoing consumption today allows one to invest in the future in the same light it is worth noting that Odulukwe and Obiefuna (2013) stated that One of the significant elements that shoot economic growth is the high level of savings and investment.

Goodfellow (2007) shared characteristics between savings and investment in accord to respondents was that they were the two terms for cash which isn't spent and is tied up for changing timeframes. In any case, saving funds were viewed by some as being much more open or fluid meaning it is easier to access than investment, with investment being seen more as a long- term venture however savings led to investment. A more critical seen contrast between the two was the measure of cash contributed; savings being linked to little amounts with investment being worried about bigger sums, while no confines limits between the two were recognized. Goodfellow (2007) further indicated a third factor which implied to separate investment funds from saving was the level of risk included. Safety was deemed to be an important component of savings whereas investments were observed to carry a higher level of risk. There was, however, a level of discrepancy with respect to the perception of risk as the impact of inflation in eat away the real value of many types of savings which previously were assumed to be risk free. Furthermore, in his Goodfellow (2007) research he stated that to relieve against inflationary impacts on savings respondents were progressively looking for other investment openings as physical resources (example; pictures, collectibles, antiques, and land and housing). To be sure he stated that numerous respondents who at first asserted to have savings yet no investment later conceded that inflation risk led them to invest so as to protect their savings from losing value.
Many researchers tried explain the different patterns in saving and investment around the world because of the differences in saving and investment patterns and the effects to the economy of a country for instant in their study Samantaraya and Patra (2014) stated that there is a critical role to saving and investment rate for facilitating a higher growth in per capita capital and per capita income in the evolution to the steady state and also implied that a high saving and investment rate enables achieving a higher level of steady state per capita capital and income. Consequently, fully endogenous growth models suggest that growths in saving and investment rate and in the size of population increase the long-term growth rate. In addition Samantaraya and Patra (2014) observed that economies witnessing rapid economic growth such as China, India, Indonesia, Malaysia Singapore, South Korea, and Thailand are also characterized by having high saving and investment rates. Likewise, many countries in sub-Saharan Africa and Latin America that characterized by having low saving and investment rates experience slow to moderate economic growth.

Lugauer and Mark (2011) stated that the high saving rate has supported capital gathering which thus has been the essential driver of China’s monetary development. Most of their development has been financed by savings and investment, and this led to country growing and supporting a double digit growth rate in addition Odulukwe, Onwuka and Obiefuna (2013) in their study stated that one of the important elements that spur economic growth is the high rate of saving and investment they further indicated that Japan’s post-war growth was attributed to high rates of savings and investment, where household savings rose from about 7 to 9 per cent of income in the 1950s to 20 per cent in 1973. Household and business savings provided capital for high levels of investment in things such as new factories and machinery that fed economic growth.

According Odulukwe, Onwuka and Obiefuna (2013), Savings manners in African countries was the least compared to other regions of the world. The funds GDP proportions of 17.7 for every penny for African nations in the vicinity of 1982 and 1990 can't be contrasted with Asia investment funds proportions of 27.5 for each penny, 23.1 for every penny for Middle East and 25 for every penny for Europe Also, the reaction of residential reserve funds to an African increment in remote capital inflows is very low. The augmenting of capital record to pull in more remote capital does not at all enhance residential investment funds in Africa this is according to Odulukwe, Onwuka and Obiefuna (2013). According to African Development Bank [ADB], (2018) stated that if Africa saved more both household saving and as countries they would use those funds for infrastructure instead of
raising the funds through external debt which are expensive despite the fact that saving and investment rate has increased over the last one decade, more needs to be done so we can support our own investment. Furthermore according to (ADB, 2018) African nations still have to bring up residential reserve funds rates compared to their per capita GDPS as their doing poorly compared to their East Asian and Pacific partners but good Operative money related intermediation can lead to an increment to the rate of household investment funds. Be that as it may, numerous African nations are described by low savings and investment related segment improvement, with a restricted cluster of money related instruments to pull in reserve funds for investment in the same light Wolfgang and Borko (2013) states that greater part of Africa, saving rates are moderately low compared to their Asian counterparts, around 17 percent of GDP.

Wolfgang and Borko (2013) states that Kenya is no exemption to the rest of Africa and in certainty it saves much less than lot of its associates in East Africa (around 13-14 percent of GDP in the course of the most recent five years). This is half of the normal for all low salary nations (26 percent of GDP). According to (Central Bank of Kenya[CBK], 2016) The post-independence era controls, which were abolished in the early 1990’s caused financial repression resulting in low savings and investment rate in the economy, general weaknesses, weighty burden on the exchequer and slow economic growth in the country. Wolfgang and Borko (2013) further states that by differentiate, neighboring Uganda and Tanzania have effectively crossed the 20 percent mark of saving rate in percentage of gross national income unlike Kenya where we are at 17 percent, despite the fact that their per capita pay is essentially low than Kenya.

Momanyi and Wainaina (2016) found that a country with a high savings rate could generate both foreign and domestic investments and need not depend on foreign debt. In their study they described saving as the funds/income that a person does not spend on recurrent expenditure instead puts it a side for a rainy day (emergency), investment, future spending or developments. It has huge effect on the economy and the residents of a particular nation. This accordingly demonstrates the need to support reserve funds in Kenya. Thus, a comprehension of the major determinants of saving in Kenya speaks to basic significance to plan arrangements to raise the local sparing rate in accordance with the necessities of monetary development in addition (The Government of Kenya [GOK], 2007) states that for Kenya to achieve its goals, domestic saving has to raise so as to investments and create jobs without external borrowing, the government had projected that saving will be 30% by
2012 which the country is yet to achieve as savings per each penny was at 7.07 as at May 2017 this is according to (CBK, 2016).

1.2 Statement of the Problem
The relative income hypothesis developed by Duesenberry (1949) states that the saving of a person depend on his wage appropriation and not the level of their salary, it is also affected by utilization and relies upon the level of his/her salary with respect to the wages of the neighbors. While life cycle theory developed by Modigliani states that a person saves the most in their middle age since in the young age most of their salaries goes to housing and education while in old age they are not employed thus no income they consumed what they saved while young. In their research Lugauer and Mark (2011) state that precautionary saving in China has been on the increase this is caused by the fact that the social amenities that the government used to provide such as housing, education and old age support is no longer provided by the government thus increasing savings and investment. The latest worldwide banking emergency has exhibited that the monetary area considerably affects the total national output; this calls for expanded comprehension study on whether the monetary administrations such as bank policy, inflation and corruption, have an effect on saving and investment culture and if they do to what extend this is according to (Eriksson & Hermansson, 2017).

According to (ADB, 2018) stated that generally African nations saving still rag down compared to East Asian and pacific partners, though saving has grown over the has decade but it is still low compared to the Asian economies example Japan, china and India in addition (government of Kenya, 2007) states that for the financial services to create a vibrant and globally competitive financial sector in Kenya that will create jobs and also promote high- levels of savings to finance Kenya’s overall investment needs. As part of Kenya’s macro-economic goals, savings rates should have raised from 17% to 30% of GDP in about a decade. This was to be achieved through measures that include increasing of bank deposits from 44% to 80% of GDP and by a declining cost of borrowed capital via interest rates however according to (CBK, 2016) though the government is committed to increase the effectiveness and efficiency of public spending through saving the average deposit saving was only at 7.07% in 2017 up from 6.78% in 2016, this shows a lot as to be done to archive the target of 30%. This is to be achieved through measures including increasing bank deposits and declining cost of borrowing. One way of improving our saving is by increasing employees saving. According to (GOK, 2007) for Kenya to attain its
ambitious vision 2030 it must address key constraints notably the low saving to GDP ratio thus studies and research needs to be conducted on ways to increase employee savings and investment culture.

For the country to achieve its growth target, create employment and develop with less borrowing the country has to grow its saving rates this in line with the vision 2030 (GOK, 2007) researches has to be conducted and implemented so as to improve our saving standing, because employees will influence the saving and investment rate, therefore creating a need to look at what motivates employees to save and invest. Despite the many researches that have been conducted in the past on motives of saving none has been focused on Nairobi employees therefore the research helped close this gap.

Davar and Gill (2007) stated that Future research could replicate the study of empirical study of perceptual view of investors they said since they had restricted theirs study only to the psych economic- demographic variables, future research can also explore the social and cultural dimensions such as religion cultural beliefs, so as to have a better understanding into the investors' decision making process in relation to saving and investment

Shoham and Malul (2016) in their study states that it is clear that understanding the impact of culture on the macro, national level is important to policy makers, but it also important to managers of multinational companies. One conclusion they draw from the crisis is an awareness that we need a better understanding of what influences people to save and invest. They further state that savings and investment cannot be explained simply by the variables studied in the current economic literature, such as interest rates, age of the population and wealth as expressed by GDP per capita. Shoham and Malul (2016) further compared an average Chinese citizen and an average American citizen with the same objective variables (such as; interest rates, age), it is very likely that the Chinese citizen will have a stronger inclination for saving and investing part of his or her income than his or her American counterpart. Thus, this paper explores the variable of cultural attitudes and the environment of a person such as bank policy, religion, risk /nature of employment, corruption, natural
calamities and cultural beliefs among others to further understand the saving and investment culture of employees.

1.3 Purpose of the Study
The purpose of the study was to examine the determinants of saving and investment culture among employees’ case study Wells Fargo Kenya Limited Nairobi employees.

1.4 Research Questions
1.4.1 What are the motives for savings and investment among Wells Fargo employees?
1.4.2 What are the personal (micro) factors that affect saving and investment among Wells Fargo Employees?
1.4.3 What are the societal (macro) factors that affect saving and investment among Wells Fargo Employees?

1.5 importance of the Study
The choice to save or spend in life tends to be an important determinant of variation in wealth accumulation (investment) hence economic growth this is according to Samantaraya and Patra (2014). This study will be useful to several stakeholders in different ways as below outlined;

1.5.1 Government
According to (GOK, 2007) Vision 2030 states that achieving the ambitious goals requires we increase the saving rate from 17% in 2006 to 30% by 2012 however the central bank of Kenya annual report shows that our savings are only at 7.07% as at 2017 (CBK, 2016). This mean that if the country goes on the same rate, we will not achieve the vision or development. Therefore, government can use the information that has been discovered in this research to help improve the national savings and investment rate by understanding the motives can push the savings rate up.

1.5.2 Financial Analyst
The research will benefit research analyst as it will fill some gaps that have been left out in the previous studies. It helps them narrow down the study area and get explanations to some unanswered questions.
1.5.3 Employers

Employers who want to increase their employees saving can use this study to find ways suitable to that can encourage increase. Employees save for health, advance education or for children education which both benefit the employer as the company will get better skilled employees and healthy.

1.5.4 Researchers and academicians

This study and finding seek to add value and fill some gaps from previous studies, also it is has given recommendations for future studies for the areas that require further study.

1.5.5 Financial Institutions

Financial institutions ranging from banks, microfinance and Sacco’s can use this study to find way to increase saving among their customers. So that they can increase their cash reserve and also have money to lend to government and individual thus increasing their revenues.

1.5.6 Employees

Employees can use this study to evaluate what affects their rate of saving so as to increase their saving also studying different motives to saving and investment like retirement motive can increase personal saving.

1.5.7 Academic Institutions

Academics institutions and schools can use this research for further study and also to educate other student and also implement funding to encourage saving and investments among their employees.

1.6 Scope of the Study

The study was conducted on Wells Fargo employees who are located in Nairobi County. Wells Fargo employees who are located in Nairobi are 572 comprise of Top management, middle management and all the other stuff, out of this questionnaires were distributed as a method of date collection. Data collection that is distribution and collection of questionnaires to seven working days to give the respondents ample to give their feedback.
1.7 Definition of Terms

1.7.1 Sparing

This is used concurrently with the word saving meaning the funds a person puts a side (spare) for a rainy day (emergency), investment, future spending, and development this is according to Lugauer & Mark, 2011.

1.7.2 Household saving

According to Momanyi and Wainaina (2016) household savings are the saving of a group of people living in the same compound answerable to one household head (a family unit).

1.7.3 Saving culture

Shoham and Malul (2016) refers to culture as “the collective programming of the mind that distinguishes the members of one group or category of people from another.” Culture is the mind-set or mental framework resulting from shared values, beliefs, symbols, and social ideals. This programming typically happens early in life and leads to behavioral patterns that continue over time, shaping the institutional environment while saving is setting aside some money for future use or investment thus saving culture is how the peoples mind is programmed or their behavior in relation to saving.

1.7.4 Micro/ personal factors

Hermansson (2013) states that personal factors are those factors that an individual can influence or change in addition they vary for each individual, if an individual changes his personal factors it does not affect other people example level of education, financial literacy, level of income, religiosity among others.

1.7.5 Macro/ societal factors

According to Hermansson (2013) Macro factors are major, external factors that an individual cannot influence or control, the affect a group of people rather than an individual example bank policy, corruption, natural calamities among others.
1.8 Chapter summary
The chapter gave a global and local overview of Africa saving rate is lower that the countries in the east example China, India and Japan, this has created wealth for these countries while Africa rags behind Kenya as a country has not been left behind actually it saves less than its neighbors Tanzania and Uganda our rate of saving is low standing at 7.07% as at 2017 while the country blueprint the Vision 2030 states that we need to reach 30% so as to achieve the development goals, create employment and support investment projects.. It further highlights the statement of the problem, research question of the study, significance of the study and scope of the study. Chapter two discusses the literature review based on the research questions, while chapter three presented the research methodology that was used in the study. Chapter four will look at the findings and analysis of the findings while chapter five will entailed the discussions, conclusion s and recommendation of the study.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction
This study examined determinants of saving and investment among employees’ case study Wells Fargo Kenya Limited Nairobi employees. This chapter acknowledges past studies and researches done in relation to the objectives which are the motives to employees saving and investment, micro and macro factors that saving and investment culture among employees this will be linked to the theories relevant to this study and lastly presented is the chapter summary.

2.2 Employee Motives for Savings and Investment

This article has the objective of enhancing knowledge with regard to the relationship between different motives of saving and investment. It focuses on the relationship between three saving motives that is retirement motive, development motive, precautionary motive, bequest motive and relative income motive.

2.2.1 Retirement Motive

According to Tam and Dholaki (2014), retirement is a major motivator to people saving and investment for instance on consultation with a retirement-plan administrator to sign up for retirement plan and starting a saving plan. It plays a vast role in people saving and investment. In addition, Momanyi and Wainaina (2016) indicates that people in the productive stage and earning the most save the most as they are safeguarding their life they will not be working the old age so as to evade relying on the government family and friends.

A study done by Farhi and Panageas (2007) indicated that the capability to time one’s retirement introduces an option-type character to the optimal retirement decision. This options most relevant for individuals with a high likelihood of early retirement than is individuals with high wealth levels.

The Life cycle theory of life indicates that the motive to save is for retirement. The theory was developed by Modigliani and Brumberg (1954) which relates to spending, investment and saving manners of people over the progress of a life time, it explains how saving work for different people. The theory argues that the amount of money that is needed for everyday consumption is unequal to the need to save for many persons throughout the cycle. Young individuals mostly have the want to consume more than the willingness to
save. Most of their money is spent on shelter and education thus very little is left for savings and investment. As an individual grows older, he pays the debts he had incurred previous on and the rate of saving tends to increase more and more. When people retire and they have no earnings they are left with no choice other than to consume from their savings and investment. Most of them tend to borrow in early low-income years, pay back those loans and build up wealth during the high-income years, and then spend off the accumulated savings during retirement (Farhi & Panageas 2007).

In relation to the study, the life cycle theory developed by Modigliani and Brumberg (1954) contends that the financial life of a person occurs in 3 stages of his profession or activity. In the first phase, each person earns income but has no sufficient money to cover his/her needs; this leads to one acquiring lots of liability so as to finance their assets like buying a home, education or other assets and to ensure that their offsprings are well educated. At the second phase, one is able to repay the liabilities incurred at the first phase while their career is on the rise thus more income and starts plans on how to save so as to get investment for the retirement period. In the third phase one has grown old and is no longer working therefore uses up what they saved and invested during their working life as they now have no source of income due to retirement (Tam & Dholaki 2014).

Tahir and Bramble (2011) in their study indicated that employment, educational experience, income and social class are important factors in defining how individuals plan and prepare for retirement. The difficulty in terms of employment suffered by some ethnic groups is influential to their lack of ability to save on a long-term basis. Particularly, the age, migration history, educational experiences and family structures of men in their 20s and 30s are analyzed showing the differences between economic positions of different ethnic groups. Further their study show that for those of Indian and Chinese background employment rates are similar to those of the white population in UK but their saving are different

According to Farhi and Panageas (2007), stated that for sure, for most people, increasing one's retirement reserve funds is by all accounts one of the crucial inspirations driving investment resources into money markets. They also stated that as a matter of fact when there intense growth of the stock exchange in the vicinity of 1995 and 2000 in the USA market there was a rise the percentage of employees opting for early retirement this is
because they saw it as a source of their income to accommodate for their requirements during retirement, in addition Lugauer and Mark (2011) in their study indicated that one of the explanations of extraordinary individual saving and investment in China is due that the fact that the government shrink the support for the elderly, free medical thus initiating people to increase their saving in their working life so as to be able to accommodate for their need( medical and daily usage) in their retirement age as they will not have a steady income, this evidently shows people save for their retirement. Hermansson (2013) states that retirement growths a households savings and investment rate especially for people in their mid-life or what Modiglian and Brumberg (1954) call the second phase of a person productive life.

2.2.2 Development Motive

In his study Hermansson (2013) indicated people save and invest to develop and grow themselves(for improvement), this study varies between saving for a rainy day motive and the retirement motive as it splits the precautionary into short term and long-term saving motive. The wealth creation motive is diligently related to the retirement motive, since saving for retirement is not only about the apparent risk of running out of money before life expires but also about being able to treat oneself in the good life. Lugauer and Mark (2011) indicate that China’s high development and emergency in the world economy has been made conceivable in part by inclination of its households to save and invest a high portion of their income. This is so as to develop themselves to be able to accommodate for future needs example educations and medical expenses The high Chinese saving rate, the high saving and investment rate can be explained by carrying out of standard neoclassical models of household consumption and saving decisions also Odulukwe ,Onwuka and Obiefuna (2013) found out that Japan's post-war development was attributed to high rates of reserve funds and speculation, where family investment funds rose from around 7 to 9 percent for every shilling of salary in the 1950s to 20 percent for every shilling in 1973. Family and business funds gave cash-flow to unusual amounts of interest in things, for example, new plants and hardware that strengthened financial development. In addition, they stated that in Japan after the war the general public and invested so as to develop themselves as the country had been destroyed by the war. The part of funds in the development procedure has also been exhibited in Solow-Swan (1956) model, a higher reserve funds rate will produce greater speculation per unit of yield, which thus will prompt
a development of capital for every laborer. As per the Solow-Swan display an adjustment in the savings rate changes the economy's adjusted balanced growth path and thus per capita yield in consistent rate, yet it doesn't influence the growth rate of yield per laborer.

According to Muriithi and Muriithi (2015) Sparing and investing is a key part in any development attempt as it is accepted to be the surest method for expanding salary and boosting profitability(developing) and a sure way to get away from endless loop of destitution (poverty). Without sparing and investing the general public is probably going to confront extreme issues of poverty in addition Muriithi and Muriithi (2015) observes that Savings and investment play a major role in economic development since a rise in savings leads to a growth in investment hence improve gross domestic product. If a country saves too little, it means that the households ultimately struggle financially and for the broader economy it means that there will be inadequate funds available to finance investment in physical and social infrastructure. The improvement motive process; family units spare and invest with the point of developing and becoming independent, not to rely upon others for their necessities

The Harrod Domar (1939) model shows the significance of saving and investment in the developing of the economy and stresses the importance of saving and investments the key determinants of development. The model was developed by Roy F. Harrod in 1939. The development of an economy is absolutely linked to its savings and investment ratio and adversely related to the capital-output ratio. It suggests that a higher savings and investment rate permits for added investment in physical capital. These saving and investment can increase the manufacturing of goods and services in a country, therefore increasing development.

Abraham Maslow (1943) analyzed the factors that influence motivation of individuals to save and invest, the needs are described in a triangular techniques where the basic need (which are for survival) that is food , shelter and clothing are at the bottom, followed by safety need these are education, health, personal security in the second position, love and belonging (friendship, intimacy, sense of belonging) come in the third place, in the fourth place is esteem( confidence, status, recognition) while the self-actualization come to the uppermost. According to Maslow the needs in the lowest level means that they are the most importance and for survive but because development in the human once one need is full filled one moves to the next hierarchy of needs
2.2.3 Precautionary Motive

Other researchers state Precautionary motive to save some call it saving for a rainy day according to Weller (2012) states that people who are at a threat of losing of their jobs save at a higher rate than the people who have an impression that their employment is stable. This is since they feel they can depend on on their saving when they lose their job as they wait to be up on their feet, this has led to more savings in the informal sector in the US as equated to formal sector. Shoham and Malul (2016) in their study found that accessibility of income shows an important role in clarifying precautionary savings of US farm households, their findings propose that farm households face greater income risk save and invest more and accrue more wealth. as a result government policies that influence general economic conditions have much more profound impact on farm families as compared to households in the formal sector. In the same light. Hau (2001) in his study found that eradicating social security and other social insurance programs have actual effects on personal saving and investment, depending on the precautionary motives of an individual the savings and investment rates go up as the general public feel more exposed and precautionary motive rises. Shoham and Malul (2016) in their study found that introducing social security decreases personal saving through the pure forced-saving effect, whereas introducing Medicare decreases personal saving and investment as the forced-saving effect continuously governs the risk-reduction effect implying people feel safe and precautionary motives is detached from them, in addition Lugauer and Mark (2011) stated that that since the government stopped / reduces its maintenance in the social health sector in China, people saved and invested for such incidences thus swelling the general public savings and investment in China. Momanyi and Wainaina (2016) further stated that family units spare and invest since they are risk-averse, example the more prominent the vulnerability about future salary, the more, the precautionary saving and investment funds furnish family units with a crisis pad if there should be an occurrence of a sudden loss of wage or an unforeseen spike in consumptions. Furthermore, attested that family units may put something aside for prudent reasons however anticipate that any unspent adjuts will be left as an endowment (bequest).

The permanent income theory developed by Milton Friedman (1957) indicates that the consumer spending will be at a level consistent with their predictable long-term average income. It states hypothesis of purchaser spending which expresses that individuals will
burn through cash at a level reliable with their normal long-haul normal wage. The level of expected long haul pay at that point progresses toward becoming idea of as the level of "lasting" pay that can be securely spent. A laborer will spare just if his or her present salary is higher than the foreseen level of perpetual wage, so as to make preparations for future decreases in wages. In conclusion employees save for precautionary motive. Permanent income is defined as expected long-term average income. The permanent income theory dictates that the higher one earns the higher one saves as consumption is not affecting the general public budget and therefore much more is left to save.

2.2.4 Bequest Motive

According to Muriithi and Muriithi (2015), described bequest motive as intergenerational exchange of riches. People spare and invest with the goal that they can desert cash when they pass on. Individuals feel fulfilled when they realize that their relatives will make the most of their riches in the wake of passing on. The ravenousness intention; an exceptionally powerful urge to clutch what is as of now yours. In addition Momanyi and Wainaina (2016) in their study indicated that one of the reason people save was for Bequest motive, they stated that people hold intergenerational altruism toward their children and thus implies that they will leave a bequest to their children regardless of whether their children take care of them and/or provide financial support and that bequests will be compensatory. In addition Lakshmanasamy (2012) states that households in India save and accumulate wealth more for bequest purposes and the underlying motive for such intergenerational transfers is largely one of exchange, exchange of wealth for the services provided by the children. Hermansson (2013) in his study further stated that bequest is one of the biggest motives for household saving and investment as parents want to caution their next of kin from suffering once they are not there.

2.2.5 Relative income motive

The most punctual clarifications were given by the Duesenberry (1949). It declares that a family unit's utilization is subject to on its present extra cash, as well as on existing wage in respect to past levels and in respect to the salary of different family units. As indicated by the model, anytime the penchant to spare by an individual can be viewed as a rising capacity of his percentile position in the wage conveyance. A part of person's wage committed to utilization relies upon the level of his or her wage in respect to the salaries of the neighbors. Again, the total funds proportion is free of supreme level of salary after some
time however it might rely upon wage dissemination. In this way the division of wage amongst utilization and reserve funds depend on the individual relative as opposed to total wage.

The hypothesis developed by Duesenberry (1949) additionally accept that a person’s consumption conduct will be impacted by his/her routine consumption. In the event that an individual has officially attained a certain way of life and his/her genuine disposable income falls underneath his/her past salary, he/she won't cut the present consumption but instead will spend more from the extra cash to the degree of de-sparing and de-invest, trying to recover his past consumption level. Then again, if his/her salary raised higher than his/her pinnacle salary, the hypothesis expect that he/she won't yearn for a higher expectation for everyday comforts than the one officially achieved consequently raising the sparing and investment proportion.

2.3 Effects of Micro Factors on saving and investment

2.3.1 Financial Literacy /investment knowledge

Researchers have said one the personal factor affecting saving is financial literacy education as indicated by Sabri and MacDonald (2010) Financial literacy was associated with better savings behavior however it was also negatively related to financial problems. Those who had greater saving behavior were also less likely to have financial problems. The two researchers had studied three thousand eight hundred and fifty students from Malaysian universities. The study finding suggests that respondents with a greater comprehension of his or her finance seem to engage in efficient saving behavior in the same light Burkitt and Whymar (1994) stated that one of the measures that Sweden put in place to increase investment and saving was through education to its citizens on savings and investment methods as well as benefits through this program they implemented Keynesian economic policies and it was the first to implement these policies. according to Eriksson and Hermansson (2017) financial illiteracy affects household decision making in general including saving they recommend financial institutions to take the opportunity and bridge the gap between the lack of financial literacy and the increased individual responsibility for saving

While Muriithi and Muriithi (2015) stated that because women invest less in education they do not get well-paying job and also they do not get good information on saving and
investment this leads to less saving and investment in the same light Momanyi and Wainaina (2016) indicated that the financial literacy is a significant demographic factor that influences saving culture. The study findings indicated that respondents who were more likely to save were highly educated and those that were lowly educated were less likely to save. Furthermore, Lugauer and Mark (2011) indicated that one of the factors that has contributed to growth of saving and investment in china is because the financial education, people are well educated on matters finances, savings and investment.

2.3.2 Level of Education

In a case study conducted by Momanyi and Wainaina (2016) stated there is a close relation between the level of education and level of saving they found that about 45% of parents without a high school diploma had savings for their child’s post-secondary education this compared with 63% of parents whose highest level of education was a high school diploma and 78% among those with university undergraduate degree. On the contrary Muriithi and Muriithi (2015) in their study conducted in Nyandarua county in Kenya found no significant relationship between the level of education and saving. Mishra and Chang (2009) results demonstrate that education fulfillment by administrator and life partners have positive effect on the choice to save and invest.

Momanyi and Wainaina (2016) indicated that the level of education is a significant demographic factor that influences saving culture. The study findings indicated that respondents who were more likely to save were highly educated and those that were lowly educated were less likely to save.

2.3.3 Level of Income

Another factor that affect savings is level of income Goodfellow (2007) states that the level of income affects the saving levels he cite a case where a woman quits job after marriage to take of the family this directly reduces the man’s and family income in general affecting their level of saving in addition Momanyi and Wainaina(2016) stated that the level of income had significant effect on level of saving in families and to the person, they also stated that in families where one partner or person lost employment the level of saving significantly went down. This because the family has to cater for basic needs so as to be able to save. Muriithi (2015) in their study found that level of income has a significant effect on the level of saving in a household, they found that an increase in the level of income led to an increase in the annual saving.
In addition the permanent theory developed by Milton Friedman 1957 implies that households that are well off in their level of income are differentiated from other normal household who tend not to have a stable level of income (permanent income) and deviations both positive and negative from that level, which was termed as transitory income. The theory states under economic factors, income, employment or occupation and capital form the largest factor of consumption and saving. The higher one earns, the larger one saves as consumption is not affecting the individual’s budget and thus much is left to save. The low income leads to poor saving culture. Unemployment also means low income and high expenditure and thus, unemployment leads to poor saving culture. Lack of capital means less income and thus, lack of capital leads to poor saving culture. In addition to Social Class that influence low-income include a large number of dependents, higher living standards, and poverty Milton Friedman (1957).

2.3.4 Age

According to life-cycle model developed by Modiglian in the early 1950s, the youth and the elderly have low income and saving, it indicates that those in middle age have a higher productivity, income and save more for their retirement age. The theory states that majority of young individual have the need to consume more than they are willing to save and that most of their payment goes to shelter and education the reason for very little saving. As one develops more established, he pays the obligations he had caused before on and the rate of sparing tends to build to an ever increasing extent. At the point when individuals resign and they have no wage they are left with no decision other than to expend from their investment funds. The greater part of them have a tendency to get in early low-pay years, reimburse those credits and develop riches amid the high-salary years, and after that spend off the gathered investment funds amid retirement this according to Modiglian theory.

In a study conducted by Lugauer and Mark(2011) they indicated that saving takes a U-shape in China this is because young people save as they anticipate high school fees for their kids while the old anticipate high medical fees. They investigate and find evidence that the shifting burden from the state to individuals for health and education has resulted in the u-shape.

2.3.5 Religion

Sociologists, like Max Weber (1958), have tried to clarify the economic growth in Northern Europe as relatively due to the “protestant ethic, “inspiring people to work hard, construct
enterprises, and participate in business, to be self-reliant, to be frugal, and amass capital for investment in enterprise. According to Tahir and Brimble (2011) in their study on Islamic investment behavior stated religious Muslim investors are impacted by Islamic law when settling on money related decisions, both Muslim and non-Muslim financial specialists consider factors other than risk and return when settling on money related decisions however Muslims who are not religious display money related conduct which is like that of non-Muslims. In this way, while it very well may be contended that Muslim culture plays a powerful job in the venture conduct in a portion of its religious disciples, it must be focused on that not every single Muslim, complies with Islamic law as a few Muslims chose, for model, to put resources into banks, which isn't passable under Islamic law (Tahir & Brimble, 2011).

Haytham (2013) in his study notes that that sincere individuals from the Muslim religion show high attitudinal dedication towards a religiously select repayment benefit, and the organization offering the reimbursement benefit being referred to. What's more, one can likewise deduce that since attitudinal brand unwaveringness incorporates measures for obtaining aims, this socially prompted devotion could change from a current brand to a religiously adjusting brand. There are some vast organizations (HSBC, Nestle, while Locally banks like National bank) who have turned out to be mindful of the way that the Muslim market is constantly expanding and therefore initiated outlining, assembling and offering Halal-consistent items and administrations to the Muslim shoppers.

**2.3.6 Risk (uncertainty) and nature of employment**

In their study Lugauer and Mark (2011) Numerous creators have remarked that open arrangement changes in China have brought about expanded wage chance for Chinese laborers. One huge change includes the annuity framework (Sin, 2005). Amid the focal arranging time frame, residents were ensured work in State Owned Enterprises (SOE) or other state foundations and in that capacity, were given fundamental benefits, human services, and training. These advantages were given by and paid to by the SOEs. There were no employee commitments. At that point in the late 1980s, the nation left on a progression of SOE changes. The privatization of little and medium estimated SOEs and the solidifying of the spending requirements on surviving SOEs implied noteworthy shortening of guaranteed benefits.
Mishra and Chang (2009) in their experimental finding of this investigation found that inconstancy in salary assumes an imperative role in clarifying precautionary saving of USA farm family units. Discoveries propose that homestead family units confronting higher pay hazard spare increasingly and aggregate more riches. It is demonstrated that few homestead, administrator, family, and statistic describe add to the precautionary savings funds of farm house holds. Furthermore, results from this investigation demonstrate that farm households that have some expertise in cash grain are probably going to have more precautionary saving because of the high risk involved.

2.3.7 Gender

According to Momanyi and Wainaina (2016), in their study the results indicate that as some women’s discretionary income and bargaining power increase, their aggregate saving rate rise implying a significant effect of gender on aggregate saving while Muriithi and Muriithi, (2015) in their study conducted in Nyandarua county found there is a significant relation of gender to household saving and investment in that women tend to invest in more risk averse areas as compared to men. in addition Hermansson (2013) states that the motives analyzed behave differently for males and females. he located that just the thought process to put something aside for retirement is a critical indicator for the two people, while the intentions to put something aside for riches and for rainy days are huge just for men. Moving from a frail to a solid rationale to put something aside for riches, the change in anticipated probabilities is just about 10 rate focuses for men, while the change is littler and not measurably critical for ladies. Men with a frail rationale to put something aside for a stormy day have a high likelihood of engaging a financial advisor, while, for ladies, the probabilities begin at bring down levels and they don't change, moving from feeble to solid thought processes, and the outcomes are not factually critical. Hermansson (2013) indicates that despite the fact that single ladies have square with reasons as single men to have a higher likelihood of utilizing a consultant when saving and investment thought processes are solid – since singles may have a more prominent need to develop prudent putting something aside for retirement than couples – the adjustment in probabilities is just factually noteworthy for men. Ladies rate every one of the three sparing thought processes higher than men, however just the rationale to put save for retirement demonstrates a measurably noteworthy association with the utilization of a financial advisor for the two people.
2.3.8 Family

According to Lugauer and Mark (2011), there has been immense changes in the Chinese demographic structure and these changes should have widespread implications for the saving rate and economic life in China the changes largely brought on by population control measures (the one-child policy) since the late 1970s should matter stems from reductions in average family size, thereby loosening household budget constraints thus increasing savings, therefore the size of the family affects the rate of saving, Shoham and Malul, (2016) indicated the people who come from collectivist societies save more because the individual does not want to be a burden on the group in the future, they also found that the higher the dependency ratio the lower the level of saving. Wangombe (2013) stated that family size affects the growth of small and medium enterprises in Kenya, this because the size of a family affects the direct consumption (school fees, medical, food) of a certain family the bigger the family size the more the consumption of the family resulting to less saving and investment as most income is consumed by day to day expenses.

Momanyi and Wainaina (2016), noted that big family sizes and dependency ratios particularly in the case of underdeveloped countries may entail a sub optimal distribution of income due to huge expenses such as food, clothing school fees to cater for the large family. These dependents absorb a large portion of the resources potentially that would have been available for saving and investment. Using the variation in family size induced by the one child Policy in the 1970s, in China find that family planning policies have contributed to an increase in household saving and investment with a large portion of the increase coming from households.

2.3.9 Psychological Factors

Antony and Joseph (2017) stated that theoretically, investors are well-thought-out to be sensible in their venture decision-making and that the investors monitor the basic perception of traditional finance and this judgment was taken based on intrinsic value of securities/ stock in their trading behavior. But they witnessed that numerous of the behavioral (psychological) factors unpleasantly affect the investment choice of the investors and that Most of the investors in financial market do not have enough information about the investments and economic concepts. But their choices are based on emotions, moods, fantasy and attitudes. Impact of the psychological factors in defining portfolio selection brought up a new outlook in finance “behavioral finance”. The psychological
factors were cognitive prejudices which were reflected to be heuristic which can lead systematic deviation from rulings. In addition they state that investors were disposed to commit specific mistakes called as psychological biases and emotions which distress their investment. In addition Pandey and Jessica (2018) in their study supports that investment is neither rational nor irrational but something in between these. It hinge on the rationality of the investors, built on their knowledge. Their irrationality can be anticipated to take complete benefit of the profitability. These findings conclude heuristic factors came out to be the significant behavioral factor for investors. Some of the biases include

2.4. Effects of Macro Factors on Saving and Investing

2.4.1 Bank Policy

According to Perez, Ndirangu and Muturi (2015), stated that personal saving deposited in bank fixed accounts grew with an increase in interest earned and further showed that the sacco that gave higher returns on saving received increased saving the year following the dividend declaration the reverse was also true. This means if depositors are given favorable bank policy which gave better returns to investors this would lead to increased savings personal saving. Eriksson and Hermansson (2017) stated that the relationship between bank advisors and customers has been identified as important in many fields and it affects customer behavior and saving this because the bankers were able to explain to customers the benefits and returns expected upon saving with the bank, Samantaraya and Patra, (2014) found that even the interest rate, and bank branch expansion has a significance in influencing the behavior of saving in India as trust on the increased. Oluoch (2016) indicated in his study that when people have better savings options they save more thus good banking policy will increase saving rates.

2.4.2 Inflation

According to Momanyi and Wainaina (2016), argued that household saving also responds to the rate of inflation. Higher inflation tends to lead to high nominal interest rates and hence higher measured household spending, Samantaraya and Patra (2014) stated inflation has a real impact on saving, though its impact on wealth. Higher inflation depresses the value of wealth and through the wealth effect negatively consumption and thus reduces saving. From their study they found that inflation had a significant effect on household savings
Jye (2017) in his study stated that excessive inflation rate points towards macroeconomic unpredictability and greater risk for foreign investors. A high inflation rate also signifies the internal economic tension, which clarifies the reluctance or failure of the government and the central bank to balance its budget and control money supply. Therefore, the higher the inflation rate, the more discouraged foreign direct investment decision-makers are from engaging with the country. Hence, a negative effect on the country income, employment creation, saving and investment.

2.4.3 Corruption

Corruption is defined as a form of dishonesty or criminal activity undertaken by a person or organization entrusted with a position of authority, often to acquire illicit benefit, may include many activities including bribery and embezzlement this is according to oxford dictionary. Ketkar, Murtuza and Ketkar (2005) in their study found that the more corrupt a nation is, the less foreign investors it will attract. A lower measure of FDI additionally cripples the endeavors by creating nations to close the hole between domestic saving and investment. The inflows of FDI not just aid in creating employment, yet additionally give incomes to the government. FDI creates assessable pay, which like salary from domestic investment can be taxed by the host government. By disheartening FDI, corruption up affecting incomes accessible for development, investment and saving.

Shen and Williamson (2005) in their study stated corruption is the abuse of public power for private gains undermines the authenticity and adequacy of government, disheartens investment, lessens charge incomes, limits monetary development, and brings down infrastructure and public services. At the point when investment bankers are choosing which developing country to put resources into, observations about contrasts in corruption levels are going to impact the decision made. Furthermore, Higher wage, investment, saving and development are found in nations with effective and fair government organizations.

2.4.4 Economic and political stability

In their study Habiba and Shaw (2013) stated Political stability is a circumstance whereby a nation can have a decent helpful political environment that in the long run may give space for promoting and attracting investments. In addition, contributors and other creating
accomplices are motivated to supply their assets to a nation if its political environment is stable and it has a high level of good vote based system and great administration. These speculations can be infused from two sources, to be specific inside financial investors and outer speculators. By and large, it is expected that when a nation turns out to be politically steady, it has a tendency to positively affect economic development thus leading to increases ability of people to save and invest they further stated that it is vital for a country to have a good political condition which will impact investors allure bringing about job creation, an expansion in state revenues, foreign investors inflows which thus will help the monetary advancement. With expected a positive and critical association with financial development. The GDI can assume an imperative job in the monetary development. It is an imperative segment of GDP. The local investors cause high investment returns in the domestic economy with effect which can be seen through monetary development. With expected a positive and a critical association with a country’s monetary.

Jye (2017) stated that a country’s political risks is a critical factor considered by foreign investors. Political hazard is associated with seizure or harm to property, production interruption, dangers to faculty including operational confinements that obstruct the investors’ capacity in attempted certain activities, mobs, and changes in administrative condition or the macroeconomic administration. Financial specialists won't invest and risk their capital in a shaky domain. His discoveries demonstrate that political steadiness is vital critical determinant of FDI inflows in the most aggressive nations. Since outside financial specialists are more pulled in to nations with abnormal amounts of GDP, which shows an extensive buyer showcase measure and a steady economy, nations must fortify their economies so the current FDI can be secured and new foreign investor can be pulled in, which will enhance job creation, saving and local investment.

2.4.5 Natural Calamities

Padli, Habibullah, and Baharom (2010) indicate that there are undoubtedly noteworthy and important connection between financial conditions and the monetary effect of natural disasters. The aftereffects of the three arrangements of cross-sectional estimation for 73 nations are for the most part strong with wage income playing a significant role. The negative coefficient indication of pay demonstrates general assumption that well off countries and their nationals are better arranged for the catastrophic events and could diminish the result financial effect of natural calamities however government soundness
and venture atmosphere decrease the antagonistic consequences for both, the loss of life and the generally speaking financial misfortunes from the natural calamities.

Padli et al., (2010) in their study in which they acquired the larger part of information through meetings with government authorities, water utilities administrators, and modern/business pioneers. The evaluated drought acquired misfortunes included business misfortunes and venture costs for mechanical/business firms; income misfortune and crisis supply costs for water utilities; and well speculation and sprinkler misfortunes for local occupants. The evaluated misfortunes were somewhere in the range of $5 and $13 per capita, in 1970 US dollars. Many dry spell affect gauges were focused on short term misfortunes of production and income, while the slacked or dynamic effects of dry spell on perpetual yields and domesticated animals’ cycles were less examined. In addition, they indicated the financial effects of dry season are not just confined to money related misfortunes or employment misfortunes. Past investigations have discovered that dry spell fundamentally expands the appropriation of water-monitoring water system frameworks and culturing practices such deliberate alleviation exercises would build dry season flexibility of rural creation over the long haul in this manner eating into individuals saving and investment funds.

According to Habiba and Shaw (2013), the various adapting strategies identified with work, individuals essentially endeavor to utilize whatever savings they have. They utilize reserved grains Those who have no savings and investment, or no domesticated animals or poultry, frequently get cash from relatives, companions, neighbors, and even in some cases, they mortgage their own property or advance cash from NGOs through satisfying certain terms and conditions, for example, enrollment, high loan cost, method of portion, this means drought has a negative effect on savings and investment.

2.4.6 Cultural beliefs

Shoham and Malul (2016) stated culture as “the collective programming of the mind that distinguishes the members of one group or category of people from another or is the mindset or mental framework resulting from shared values, beliefs, symbols, and social ideal. They further indicated that that culture assume a critical job in clarifying why individuals in a single nation spare more than individuals in another example Cultures that rank high on vulnerability avoidance will have a tendency to have high saving and investing rates to adapt to any unpredicted decrease in pay and riches later on in life while the reverse is
true. In addition, Li, Park, and Selover (2017) in their study Cultural features have a consequence on the general public demand for goods and on the general public efficiency in constructing those goods. For example, social norms or standards on hard work, on freedom, on self-sufficiency, on thrift, on venture, on business, on delayed satisfaction, on time, on education, on value of workmanship, on readiness to face risk, on faith, on trustworthiness, on openness to new concepts, on originality, and on willingness to break with the past are all principles that would help an individual become a more fruitful employee.

In contrast, stronger values placed on mingling, following to old customs, paying over-deference to seniors, might lead to sluggish production development. Some cultures pay more attention to traditional values and authority. This may promote improvement in mass production but may prevent growth in scientific discovery and originality. Individuals who are less risk averse are more likely to start new initiatives. Countries in which persons save more will have more capitals existing for investment in new plant and equipment. Individuals who are more patient incline to become better employees and yield upper quality products. They are more expected to invest in human capital growth and schooling. They are also less likely to involve in troublesome economic action, such as labor union strikes and political movements the ripple effect is saving and investment of peoples of different culture example Chinese and African (Li, Park, & Selover 2017).

2.5 Chapter Summary

There are several theories explaining the motive and factors affecting saving and investment. The existing research on motives and factors affecting saving culture, shows several motives that is; retirement motive, development motive, precautionary and Bequest motive and how they affect different people due to different demographics among people, on personal factors affecting saving include financial literacy, level of education, level of income and age while on societal factors include bank policy, inflation, Gender and family. The next chapter presented the research methodology that described the methods and procedures used to carry out the study.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction
The chapter presents the research methodology that was used in conducting the study to achieve the study’s purpose which is to establish the determinants of saving culture among employees case study wells Fargo Limited. The chapter is structured into research design, target population and sample size, data collection and data analysis.

3.2 Research Design
The research design can be defined as the way in which the study is designed, which means, method adopted to carry out research this is described by Sobh and Perry(2006). This study adopted a descriptive survey design according to Janes (2001) descriptive survey is equated to survey and questioners and they describe it as the best when getting a snapshot of the current state of affairs in a given group of population’s the research design is influenced by the fact that most of the researcher’s questions require descriptive answers, as it is not possible to study the whole population. The respondents were drawn from Wells Fargo Limited; the respondents comprised of senior management from key departments, middle level managers and other staff employees. The department are guarding, accounting and valuables in transit.

3.3 Population and Sampling design
3.3.1 Population
According to Ellis and Keys( 2014), target population is well-defined or set of people, services, elements, events, group of things or households that are being investigated. This study was conducted among Wells Fargo Employees in Nairobi City County, Wells Fargo Limited has approximately 3,600 employees spread in the country however the study target employees that are in Nairobi which are spread out as below.
Table 3.1: Population Distributions

<table>
<thead>
<tr>
<th>Category</th>
<th>Guarding</th>
<th>Valuable in Transit</th>
<th>Finance</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Level Management</td>
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<td>3</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Middle Level Management</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>Other Staff (Permanent)</td>
<td>500</td>
<td>12</td>
<td>26</td>
<td>538</td>
</tr>
<tr>
<td>Total</td>
<td>513</td>
<td>25</td>
<td>34</td>
<td>572</td>
</tr>
</tbody>
</table>


3.3.2 Samplings Design

3.3.2.1 Sampling Frame

A sample frame is the listing of the units from which a sample was to be selected. When deciding upon a file to serve as a source for a sample frame for a survey, perhaps the most important consideration is the extent to which the target population was covered by the frame (DiGaetano, 2013). However, other issues also come into play such as the accuracy of contact and other information appearing on the file as well as its cost. The study sample frame included the employees from different levels of management at wells Fargo.

3.3.2.2 Sampling Technique

According to Taherdoost (2016), defined stratified sampling is where the population is divided into strata (or subgroups) and a random sample is taken from each subgroup. A subgroup is a natural set of items. Subgroups might be based on company size, gender or occupation (to name but a few). Stratified sampling is often used where there is a great deal of variation within a population. Its purpose is to ensure that every stratum is adequately represented. Stratified sampling is more essential since it makes certain that the three sections amount the staff members are all represented and the variances in the groups are taken care of to ensure that the sample is diverse. The study adopted the use of stratified sampling technique to choose from the senior management, middle level management and other staff of Wells Fargo.
3.3.2.3 Sample size

Sample size determination is the technique of electing the number of observations to include in a sample (Singh, & Masuku, 2014). The sample size is an important feature of any study or investigation in which the aim is to make inferences about the population from a sample. In general, the sample size used in a study is determined based on the cost of data collection and based on sufficient statistical power. In advanced studies there may be several different sample sizes involved in the study: for example, in a survey sampling if population is heterogeneous involving stratified sampling there would be different sample sizes for each population (Singh, & Masuku, 2014). Out of the 572 employees attached to wells Fargo limited Nairobi offices stratified and random sampling methods was used to come up with the sample size, managers and other staff out of every department was used. The sample size for the study was 58 employees.

Table 3.2: Sample Size Distributions

<table>
<thead>
<tr>
<th>Category</th>
<th>Target Population</th>
<th>Sample Percentage</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Level Management</td>
<td>9</td>
<td>10%</td>
<td>1</td>
</tr>
<tr>
<td>Middle Management</td>
<td>25</td>
<td>10%</td>
<td>3</td>
</tr>
<tr>
<td>Other Staff (Permanent)</td>
<td>538</td>
<td>10%</td>
<td>54</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>572</strong></td>
<td><strong>58%</strong></td>
<td></td>
</tr>
</tbody>
</table>

3.4 Data Collection Methods

In this study questionnaire was used to collect data. It is appropriate to use questionnaires since discretion was collected from answers in addition it is time consuming, the questionnaire was distributed to employees in Nairobi and collected after two week to give the respondents ample time to fill inn. With questionnaires confidentiality was upheld and it was easy to analyze data. Interviews were necessary. The researcher interacted with the respondents thus allowing clarification of issues by the respondents.

3.5 Research Procedures

The researcher was trying to establish the determinants of saving culture among employees. The researcher first interacted with the respondent so they can understand the purpose of the information, letting them know the information was used to research/ study purposes only this build trust from the respondents. The heads of the respective departments were be
briefed about the whole research and also to clarify where the respondent does not understand i took my time to explain to them.

3.6 Data Analysis Methods
Data analysis is a technique of setting, structure and meaning of the mass of data collected. It involves analyzing what has been collected and making deductions and inferences. Once data is collected, it was also checked for completion and verification. Inferential statistics, such as Correlation analysis is a tool used to establish how variables are associated with one another. Correlation matrix was constructed to show association between independent and dependent variables and also used in this study to test the significance levels for determining relationships between the study variables, by using excel function and of Statistical Package for Social Sciences (SPSS version 24) to assist in outputting this information in the intended format.

3.7 Chapter summary
The chapter has highlighted the various methods and procedures the researcher that will be used in conducting research on the determinants of saving culture among employees case study being Wells Fargo Limited in order to answer the research objectives that is raised in chapter one and needed to be addressed. The chapter equally highlighted the research design that was adopted for this study as well as the target population and sampling design, the research instruments utilized; the research procedures followed as well as the data analysis methods that was used in this chapter and lastly the chapter summary. The next chapter presented the findings and results of the study using methodologies identified in this chapter.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction
This chapter provides a presentation of research finding collected through the methodology discussed in chapter three. It provides findings on various factors, which determine the saving and investment levels among employees at Wells Fargo Limited. This chapter opens with a section on the demographic description of participants and later followed by reporting of data pertaining to the research objectives posed in this study and correlation analysis.

4.2 General information
The study takes into consideration the respondents personal characteristics to give general information about respondents to assist the researcher understanding on the findings. The study variables include; gender, age, number of years employed in Fargo, level of education, level of saving.

4.2.1 Gender of Respondents
From the results, as indicated in fig 4.1, 41% (24) of the respondents were females and 59% (34) of them were male.

![Female, 41% Male, 59%]

Figure 4.1: Gender of Respondents
4.2.2 Respondent’s Age

The data collected as shown in fig 4.2 revealed that 28% of the respondent are aged between 18-30 years, 34% aged between 31 to 40 years, 16% aged between 41 to 50 years and 22% were over 50 years of age.

![Graph showing respondent's age distribution](image)

**Figure 4.2: Respondent’s Age**

4.2.3 Work Experience at Wells Fargo Limited

From the results as in fig 4.3 shows that 22% have worked in Fargo for less than 3 years, 33% have been employed in Fargo between 4-6 years, 16% have been employed in Fargo between 7-9 years and 29% for over 10 years.
Figure 4.3: Work Experience at Wells Fargo Limited

4.2.4 Highest level of Education

From the results as indicated in Fig 4.4 shows that 3% of the respondents have diplomas, 24% have degrees and 24% master's level.

Figure 4.4: Highest level of Education

4.2.5 Level of savings

From the results as shown in Fig 4.5 indicated that 72% of the respondents save regularly, 24% of the respondents save occasionally while 3% do not save at all.
4.2.6 Avenues of investments

The data collected as indicated in fig 4.6 revealed that 60% of the respondents invested in education. 53% of the respondent invest in real estate, 21% of the respondents invested in money market, 2% invested in bond market while 31% invested in share market. It is important to note that respondents were given an option to pick more than one avenue of investment this because most people invested in more than one avenue.

Figure 4.6: Avenues of Investments
4.3 Employee Motives for Savings and Investment

The study takes into consideration the respondents’ motives for saving and investment. The variables include retirement motive, development motive, precautionary motive and bequest motive.

4.3.1 Retirement

From the results collected as indicated in fig 4.7 that 64% of the respondents were largely motivated by retirement to save, 24% were to some extend motivated by retirement while 12% indicate that retirement does not motivate their saving and investment.

![Figure 4.7: Retirement](image)

4.3.2 Development Motive

From the data results received as indicated in fig 4.8 majority of the employees stated that to large extent with representations of 67% they have a motive of development towards saving and investment, 28% indicated to some extent, while only 5% indicated not all.
4.3.3 Precautionary Motive

From the results as shown in fig 4.9 indicated that 55% of the respondents indicated that precautionary motive as a factor motivates them to a large extend to save while 40% of the respondents indicated it motivates them to some extend and lastly 5% indicated precautionary motive does not motivate them at all.

Figure 4.9: Precautionary Motive

4.3.4 Bequest motive

From the results as shown in fig 4.10 indicated that 55% of the respondents indicate that bequest influences their saving and investing levels to a large extend, 22% of the
respondents indicate that bequest influences their saving and investing to some extent. Finally, 22% of the respondents are not influenced at all by the bequest to save or invest.

![Bequest Motive](image)

**Figure 4.10: Bequest Motive**

### 4.3.5 Correlation Analysis for Motive Factors

#### 4.3.5.1 Correlation Analysis between Gender and Motive Factors

As shown in table 4.1 below, gender has weak positive correlation of 0.169 with retirement, while it has weak negative correlation of -0.0658 with development and growth, it also shows that gender has a moderate correlation of 0.346 with emergencies and lastly gender has a moderate correlation of 0.508 with bequest.

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th>Retirement</th>
<th>Development and growth</th>
<th>Emergencies</th>
<th>Bequest</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Pearson</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Correlation</strong></td>
<td>1</td>
<td>.169**</td>
<td>-0.0658</td>
<td>.346**</td>
<td>0.508</td>
</tr>
<tr>
<td><strong>Sig. (2-tailed)</strong></td>
<td>0.002</td>
<td>0.001</td>
<td>0.001</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>N</strong></td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**
4.3.5.2 Correlation Analysis between Age and Motive Factors

From table, the correlation results revealed that there was a strong and positive correlation between employee motive factors and saving and investment of \((r=0.405, p=0.002)\), there was a strong positive correlations between age and development and growth for the employees in the organization \((r=0.652, p=0.001)\), further moderate correlation was seen between age and emergencies with \((r=0.433, p=0.000)\) and finally a weak positive and insignificant correlation between age and bequest with \((r=0.148, p=0.266)\).

Table 4.2: Correlation Analysis between age and Motive factors

<table>
<thead>
<tr>
<th></th>
<th>Age</th>
<th>Retirement</th>
<th>Development and growth</th>
<th>Emergencies</th>
<th>Bequest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>1</td>
<td>(0.405^{**})</td>
<td>(0.652^{**})</td>
<td>(0.433^{**})</td>
<td>(0.148)</td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.002</td>
<td>.001</td>
<td>.001</td>
<td>.266</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
</tr>
</tbody>
</table>

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

4.3.5.3 Correlation Analysis between Work Experience(years in Fargo) and Motive Factors

As indicated in table The variables years in Fargo and retirement was positive correlation \((r=0.485, p=0.002)\), there was a strong positive correlations between years in Fargo and development and growth for the employees in the organization \((r=0.705, p=0.001)\), further moderate correlation was seen between years in Fargo and emergencies with \((r=0.395, p=0.001)\) and finally a weak positive and insignificant correlation between age and bequest with \((r=0.155, p=0.266)\).
Table 4.3: Correlation Analysis between Work Experience (years in Fargo) and Motive factors

<table>
<thead>
<tr>
<th>year in Fargo</th>
<th>year in Fargo</th>
<th>Retirement</th>
<th>Development and growth</th>
<th>Emergencies</th>
<th>Bequest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.485**</td>
<td>0.705</td>
<td>.395**</td>
<td>0.155</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>0.002</td>
<td>0.001</td>
<td>0.001</td>
<td>0.175</td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
</tr>
</tbody>
</table>

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

4.3.5.4 Correlation Analysis between Education and Motive Factors

The variables education and retirement was positive strong correlated \((r=0.756, p=0.002)\), there was a moderate positive correlations between level of education and development and growth for the employees in the organization \((r=0.193, p=0.001)\), further moderate correlation was seen between level of education and emergencies with \((r=0.161, p=0.000)\) and finally a weak positive and insignificant correlation between level of education and bequest with \((r=0.148, p=0.001)\).

Table 4.4: Correlation Analysis between education and Motive factors

<table>
<thead>
<tr>
<th>Education</th>
<th>Retirement</th>
<th>Development and growth</th>
<th>Emergencies</th>
<th>Bequest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.756**</td>
<td>.193**</td>
<td>.143**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>0.002</td>
<td>0.001</td>
<td>0.001</td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
4.4 Effects of Micro Factors on Saving and Investment

The study takes into consideration the respondents’ micro factors that influence employee saving and investment levels case study Wells Fargo limited Nairobi employees. The variables include financial literacy, level of income, risk (uncertainty) and nature of employment and family size.

4.4.1 Financial Literacy and Investment Knowledge

From the results as shown in fig 4.11 indicated that 55% of the respondents indicated that financial literacy influences their saving and investing levels to a large extend, 26% indicated that financial literacy influences their saving and investing level to some extend and finally 19% indicated that Financial literacy does not influence them at all.

![Financial Literacy and Investment Knowledge](image)

**Figure 4.11: Financial Literacy and Investment Knowledge**

4.4.2 Level of income

From the findings as shown in fig4.12 shows 79% indicate that level of income influences their saving and investment to a large extend, 14% indicate that the level of income influences their saving and investment to some extend while 7% indicate that the level of income does not influence their saving and investment at all.
4.4.3 Religiosity

From the study as indicated in the fig 4.13, 64% of the respondents indicated that religion does not influence their saving and investment level at all, 22% of the respondents indicate that religion influence their saving and investment level to some extend while 14% indicate that religion influences their saving and investment level to a large extend.

4.4.4 Risk (uncertainty) and Nature of Employment

From the results as indicated in fig 4.14, 58% of the respondents indicated that the risk (uncertainty) and nature of employment influences there saving and investment level, 21%
indicated that are influenced to some extend while 21% indicated that they are not influenced at all by the risk (uncertainty) and nature of employment.

Figure 4.14: Risk (uncertainty) and Nature of Employment

4.4.5 Family size

From the research as indicated in fig 4.15, 33% of the respondents indicated that family size influences their saving and investment level to a large extend, 40% indicated that family size influences their saving and investment level to some extend while 27% indicted that family size does not influence their saving and investment at all.

Figure 4.15: Family size
4.4.6 Correlation Analysis for Personal factors

4.4.6.1 Correlation between Gender and personal factors

As shown on table 4.5, the variable gender and knowledge/financial literacy was positively insignificant correlated ($r=0.073, p=0.000$), there was a moderate negative correlations between gender and level of income for the employees in the organization ($r=(0.296), p=0.001$), further moderate positive correlation was seen between gender and religion with ($r=0.279, p=0.000$), there was a moderate positive and significant correlation between gender and risk of losing income with ($r=0.307, p=0.001$) and finally there was a strong positive correlation ($r=0.689, p=0.002$) between gender and family size

Table 4.5: Correlation Analysis between Gender and Personal factors

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th>Knowledge</th>
<th>Level of income</th>
<th>Religion</th>
<th>Risk of losing income</th>
<th>family size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>0.073</td>
<td>-0.296</td>
<td>0.279</td>
<td>0.307</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>0</td>
<td>0.001</td>
<td>0</td>
<td>0.001</td>
<td>0.002</td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td></td>
</tr>
</tbody>
</table>

4.4.6.2 Correlation between Age and Personal factors

From table 4.6, the correlation results revealed that the variable age was positively correlated ($r=0.885, p=0.00$), there a strong positive correlation between age and level of income for employees in the organization ($r= 0.656, p=0.001$), age and religion showed a moderate correlation of ($r=0.225, p=0.00$) while age and risk of losing income showed a strong correlation of ($r=0.745, p=0.00$) lastly age and family size showed a weak correlation of ($r=0.175, p=0.002$)
Table 4.6: Correlation Analysis between Age and Personal factors

<table>
<thead>
<tr>
<th>age</th>
<th>Knowledge</th>
<th>Level of income</th>
<th>Religion</th>
<th>Risk of losing income</th>
<th>family size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>0.887</td>
<td>0.656</td>
<td>0.225</td>
<td>.745*</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0</td>
<td>0.001</td>
<td>0</td>
<td>0</td>
<td>0.002</td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
</tr>
</tbody>
</table>

4.4.6.3 Correlation between years in Fargo (Work Experience) and personal factors
As shown in table 4.6, the correlation results revealed that the variable years worked in Fargo was highly positively correlated (r=0.645, p=0.02) to knowledge/financial literacy as a motive to saving, there is also a strong positive correlation between years worked in Fargo and level of income for employees as a motive to savings and investment in the organization (r=0.726, p=0.001), years worked in Fargo and religion showed a weak positive correlation of (r=0.147, p=0.00) while years worked in Fargo and risk of losing income showed a moderate positive correlation of (r=0.378, p=0.00) lastly years worked in Fargo and family size showed a positive moderate correlation of (r=0.304, p=0.002)

Table 4.7: Correlation Analysis between years worked in Fargo (Work experience) and Personal factors

<table>
<thead>
<tr>
<th>years in Fargo</th>
<th>Knowledge</th>
<th>Level of income</th>
<th>Religion</th>
<th>Risk of losing income</th>
<th>family size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>0.645</td>
<td>0.726</td>
<td>0.147</td>
<td>.378*</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.002</td>
<td>0.001</td>
<td>0</td>
<td>0</td>
<td>0.002</td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
</tr>
</tbody>
</table>
4.4.6.4 Correlation between education and personal factors

From table 4.4, the variable education and knowledge/financial literacy was positively correlated (r=0.787, p=0.000), there was a strong positive correlations between education and level of income for the employees in the organization (r=0.545, p=0.001), further moderate correlation was seen between education and religion with r=0.225, p=0.000 and finally a there was a strong positive and significant correlation between education and risk of losing income with r=0.826, p=0.000).

Table 4.8: Correlation Analysis; Education and Personal factors

<table>
<thead>
<tr>
<th></th>
<th>Education</th>
<th>Knowledge</th>
<th>Level of income</th>
<th>Religion</th>
<th>Risk of losing income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.787</td>
<td>.545</td>
<td>.225</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
<td>.001</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
</tr>
</tbody>
</table>

*: Correlation is significant at the 0.05 level (2-tailed).

4.4.6.5 Correlation Analysis between Level of Saving and Family Size

The table presents the results of the correlation analysis. From table, the correlation results revealed that family size and level of saving is positively correlated (r=0.762, p=0.002).

Table 4.9: Correlation Analysis between Level of Saving and Family Size

<table>
<thead>
<tr>
<th></th>
<th>Level of Saving</th>
<th>Family size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of Saving</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.002</td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
</tr>
<tr>
<td>Family size</td>
<td>Pearson Correlation</td>
<td>.762</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.002</td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
</tr>
</tbody>
</table>

**: Correlation is significant at the 0.01 level (2-tailed)
4.5 Effects of Macro Factors on Employee Saving and Investment

The study takes into consideration the respondents macro factors that influence employee saving and investment level case study Wells Fargo limited Nairobi employees. The variables include bank policy, inflation, corruption, economic and political stability, natural calamities, and cultural beliefs.

4.5.1 Bank Policy

From the results collected as shown in fig 4.16, 40% of the respondent indicated that low returns of saving from banks does not affect their saving and investment level, 31% of the respondent indicated that low returns of saving from bank affects their saving and investment levels to some extend while 29% of the respondents indicated that low returns on saving from the bank and sacco affect their saving and investment levels to a large extend.

Figure 4.16: Bank Policy

4.5.2 Inflation

As indicated in fig 4.17, 45% of the respondents indicate that inflation influenced their saving and investment levels to a large extend, 41% of the respondents indicate that inflation influenced their saving levels to some extend while 14% indicated that inflation does not influence their saving and investment habits at all.
4.5.3 Corruption

As indicated in fig 4.18, 43% of the respondents indicated that corruption does not influence their saving and investment levels at all, 40% of the respondents indicated that corruption does influence their saving and investments levels to some extent while 17% of the respondents indicated that corruption does influence their saving and investment levels to a large extent.

4.5.4 Economic and Political stability

As indicated in fig 4.19, 60% of the respondents indicate that economic and political stability has no influence on their saving and investments levels at all, 34% of the respondents indicate that economic and political stability has an influence on their saving and investment levels to some extent while 17% of the respondent indicate that economic
and political stability has an influence on their saving and investment levels to a large extent.

**Figure 4.19: Economic and Political stability**

**4.5.5 Natural Calamities**

As shown in fig 4.20, the results indicated that, 69% of the respondents indicates that natural calamities does not influence their level of saving and investment levels at all, 28% of the respondents indicate that natural calamities does influence their level of saving and investment levels to some extend while 3% of the respondents indicate that natural calamities does influence their level of saving and investment to a large extend.

**Figure 4.20: Natural Calamities**
4.5.6 Cultural Beliefs

As indicated in fig 4.21, 48% of the respondents indicated that cultural beliefs does not influence their saving and investment habits at all, 34% of the respondents indicated that cultural beliefs that influence their saving and investment levels to some extend while 17% of the respondents indicated that cultural beliefs does influence their saving and investment habit to a large extend.

![Figure 4.21: Cultural Beliefs](image)

4.5.7 Correlation Analysis for External factors

4.5.7.1 Correlation Analysis between gender and External factors

As indicated in table 4.10, there is a weak positive correlation of 0.156 between gender and bank returns, there is moderate negative correlation of (0.314) between gender and inflation, the study also established that there is a weak positive correlation of 0.092 between gender and corruption as a motive to saving and investment, in addition there is a moderate positive correlation of 0.461 between gender and political ,economic stability, there is a weak positive correlation of 0.141 between gender and natural calamities and finally there is a weak positive correlation of 0.027 between gender and culture.
### Table 4.10: Correlation Analysis between Gender and External factors

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th>Bank returns</th>
<th>Inflation</th>
<th>Corruption</th>
<th>political and economic stability</th>
<th>natural calamities</th>
<th>my culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>0.156</td>
<td>-0.314</td>
<td>0.092</td>
<td>0.461*</td>
<td>0.141</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>0</td>
<td>0.001</td>
<td>0.002</td>
<td>0.001</td>
<td>0.001</td>
<td>0.002</td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
</tr>
</tbody>
</table>

### 4.5.7.2 Correlation Analysis between Age and External factors

As indicated in table 4.11, there is a weak negative correlation of (0.137) between age and bank returns, there is moderate negative correlation of (0.304) between age and inflation, the study also established that there is a weak positive correlation of 0.121 between age and corruption as a motive to saving and investment, in addition there is a weak positive correlation of 0.158 between age and political, economic stability, there is a weak positive correlation of 0.159 between age and natural calamities and finally there is a moderate positive correlation of 0.378 between gender and culture.

### Table 4.11: Correlation Analysis between Age and External factors

<table>
<thead>
<tr>
<th></th>
<th>Age</th>
<th>Bank returns</th>
<th>Inflation</th>
<th>Corruption</th>
<th>political and economic stability</th>
<th>natural calamities</th>
<th>my culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>-0.137</td>
<td>-0.304</td>
<td>0.121</td>
<td>0.158</td>
<td>0.159</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>0</td>
<td>0.001</td>
<td>0.000</td>
<td>0.00</td>
<td>0.001</td>
<td>0.002</td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
</tr>
</tbody>
</table>
4.5.7.3 Correlation Analysis between Work experience (years in Fargo) and External factors

As indicated in table 4.12, there is a weak negative correlation of (0.083) between work experience and bank returns, there is moderate negative correlation of (0.251) between work experience and inflation, the study also established that there is a weak positive correlation of 0.103 between work experience and corruption as a motive to saving and investment, in addition there is a weak positive correlation of 0.201 between work experience and political, economic stability, there is a weak positive correlation of 0.172 between work experience and natural calamities and finally there is a moderate positive correlation of 0.371 between work experience and culture.

Table 4.12: Correlation Analysis between Work experience (years in Fargo) and External factors

<table>
<thead>
<tr>
<th>Work experience</th>
<th>Bank returns</th>
<th>Inflation</th>
<th>Corruption political and economic stability</th>
<th>Natural calamities</th>
<th>My culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>-0.083</td>
<td>-0.251</td>
<td>0.103</td>
<td>0.202</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0</td>
<td>0.001</td>
<td>0.002</td>
<td>0.001</td>
<td>0.001</td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
</tr>
</tbody>
</table>

4.5.7.4 Correlation Analysis between education level and External factors

As indicated in table 4.13, there is a weak positive correlation of 0.157 between education level and bank returns, there is weak negative correlation of (0.128) between level of education and inflation, the study also established that there is a weak positive correlation of 0.044 between level of education and corruption as a motive to saving and investment, in addition there is a weak negative correlation of (0.156) between work experience and political, economic stability, there is a weak negative correlation of (0.156) between level
of education and natural calamities and finally there is a weak positive correlation of 0.049 between level of education and culture.

**Table 4.13: Correlation Analysis between education level and External factors**

<table>
<thead>
<tr>
<th>Education level</th>
<th>Education level</th>
<th>Bank returns</th>
<th>Inflation</th>
<th>Corruption</th>
<th>political and economic stability</th>
<th>natural calamities</th>
<th>cultural</th>
<th>my culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>0.157</td>
<td>-0.128</td>
<td>0.044</td>
<td>-0.156</td>
<td>-0.156</td>
<td>0.049</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0</td>
<td>0.001</td>
<td>0</td>
<td>0.001</td>
<td>0.001</td>
<td>0.002</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td></td>
</tr>
</tbody>
</table>

### 4.5.7.5 Correlation Analysis between level of saving and external factors

As indicated in table 4.14, the variable level of saving and bank returns was positive correlated \((r=0.665, p=0.000)\), there was a moderate positive correlations between level of saving and bank returns for the employees in the organization \((r=0.665, p=0.001)\), further negative correlation between level of saving and inflation with \((r=-0.383, p=0.003)\), and finally a there was a moderate positive and significant correlation between level of saving and political and economic stability with \((r=0.461, p=0.001)\).
Table 4.14: Correlation Analysis between Level of saving and external factors

<table>
<thead>
<tr>
<th>Level of Saving</th>
<th>Pearson Correlation</th>
<th>Bank returns</th>
<th>Inflation</th>
<th>Corruption</th>
<th>political and economic stability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of Saving</td>
<td>1</td>
<td>.665</td>
<td>-.383**</td>
<td>.178</td>
<td>.461*</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.003</td>
<td>.182</td>
<td>.001</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
</tr>
</tbody>
</table>

### 4.6 Chapter Summary

The discussions for the findings of the study on determinants of saving and investment among employees have been presented where descriptive statistics and correlation was used to present the analysis. The variables have displayed degree of relationships and this include the motives for savings and investment, micro factors, and macro factors. The next chapter give the discussion, conclusions and recommendations for the study.
CHAPTER FIVE
5.0 DISCUSSION, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction
This chapter presents the summary of this study’s findings on determinants of saving and investment among employees’ case study Wells Fargo Kenya Limited Nairobi employees discussions and recommendations was done for the policy makers. This chapter also contains suggestions of related studies that may be carried out in the future.

5.2 Summary
The purpose of the study was to examine the determinants of saving and investment among employees’ case study Wells Fargo Kenya Limited Nairobi employees. The study adopted the use of research questions; what are the motive for savings and investment among Wells Fargo employees? what are the personal (micro) factors that affect saving and investment among Wells Fargo Employees? and what are the societal (macro) factors that affect saving and investment among Wells Fargo Employees?

The study adopted the use of descriptive survey design. The sample population was 572 employees drawn from Wells Fargo Limited which comprised of senior management from key departments, middle level managers and other staff employees. The total sample size for the study was 58 employees from the organization. Stratified and simple random sampling methods were used to come up with the sample size, managers and other staff out of every department. Stratified sampling was more essential since it makes certain that the three sections amount the staff members are all represented. In this study questionnaire was used to collect data. The study used descriptive statistics such as percentages while correlation analysis which determined the relationships between the study variables, by using excel function and of Statistical Package for Social Sciences (SPSS version 24) for analysis of data.

The findings of the study showed that most of the respondents indicated that bequest influences their saving and investing levels to a large extend to save and invest. The findings of the indicated that there was a strong and positive correlation between employee motive factors and saving and investment. The variables age and retirement was positive correlated, there was a strong positive correlations between’ age and development and growth for the employees in the organization, further moderate correlation was seen between age and emergencies and finally a weak positive and insignificant correlation between age and bequest.
The results showed that the influence of family size on saving and investment level of employees in which the results indicated that family size influences their saving and investment level to a large extend. The findings showed that education and knowledge was positive correlated, there was a strong positive correlations between education and level of income for the employees in the organization, further moderate correlation was seen between education and religion and finally a there was a strong positive and significant correlation between education and risk of losing income.

The results showed that personal factors revealed that external motives and saving and investment is positively and significantly associated. Level of saving and bank returns was positive correlated, there was a moderate positive correlations between level of saving and bank returns for the employees in the organization, further negative correlation between level of saving and inflation and finally a there was a moderate positive and significant correlation between level of saving and political and economic stability.

5.3 Discussion
5.3.1 Employee Motives for Savings and Investment

The findings of the study indicated that employees were largely motivated by retirement to save for retirement for their saving and investment. This was supported by Tam and Dholaki (2014) who indicated that retirement is a major motivator to people saving and investment for instance on consultation with a retirement-plan administrator to sign up for retirement plan and starting a saving plan. It plays a vast role in people saving and investment. In addition, similarly, this was in agreement with the results of Momanyi and Wainaina (2016) who indicated that people in the productive stage and earning the most save the most as they are securing their life they will not be working the old age so as to avoid depending on the government family and friends. This is also supported by Farhi and Panageas (2007) where they indicated that the ability to time one’s retirement introduces an option-type character to the optimal retirement decision. This options most relevant for individuals with a high likelihood of early retirement than is individuals with high wealth levels.

The findings further showed that employees indicated that precautionary motive as a factor motivates them to a large extend to save. This was supported by the results of Shoham and Malul (2016) who in their study found that availability of income shows an important role in explaining precautionary savings of US farm households. Their findings suggest that farm households face higher income risk save and invest more and accumulate more wealth
as a result government policy that influence general economic conditions have much more profound impact on farm families. This is in agreement with the findings of Hau (2001) in his study found that replacing social security by other social insurance programs have real effects on personal saving, depending on the precautionary motives of an individual. Introducing social security reduces personal saving through the pure forced-saving effect, personal saving and investment as the forced-saving effect always dominates the risk-reduction effect meaning people feel safe and precautionary motives.

The researcher also found it necessary to establish the influence of bequest motive on the employees saving and investment levels. From the results most of the respondents indicated that bequest influences their saving and investing levels to a large extend to save and invest. The findings is collaborated by Momanyi and Wainaina (2016) in their study findings indicated that one of the reason people save was for bequest motive, they stated that people hold intergenerational altruism toward their children and thus implies that they will leave a bequest to their children regardless of whether their children take care of them and/or provide financial support and that bequests will be compensatory. Similarly results with that of Lakshmanasamy (2012) who stated that households in India save and accumulate wealth more for bequest purposes and the underlying motive for such intergenerational transfers is largely one of exchange, exchange of wealth for the services provided by the children.

The findings of the indicated that there was a strong and positive correlation between employee motive factors and saving and investment. The variables age and retirement was positive correlated, there was a strong positive correlations between age and development and growth for the employees in the organization, further moderate correlation was seen between age and emergencies and finally a weak positive and insignificant correlation between age and bequest.

5.3.2 Effects of Micro Factors on Saving and Investment

The findings of the study showed on the consideration employee’s micro factors have influence on employee saving and investment. The researcher deemed it important to establish the influence of financial literacy on the saving and investment levels among the results where most of the respondents indicated that financial literacy influences their saving and investing levels to a large extend. The study established the income levels influence saving and investment level among employees. The findings was in agreement
with that of Mishra and Chang (2009) results demonstrate that education fulfillment by administrator and life partners have positive effect on the choice to save and invest.

The results showed that most of the respondents indicated that religion does not influence their saving and investment level. This was in disagreement with the findings of Tahir and Brimble (2011) in their study on Islamic investment behavior stated religious Muslim investors are impacted by Islamic law when settling on money related decisions, both Muslim and non-Muslim financial specialists consider factors other than risk and return when settling on money related decisions however Muslims who are not religious display money related conduct which is like that of non-Muslims.

The results of the study showed that risk and nature of employment does have any influence on employee saving and investment decisions. The influence of family size on saving and investment level of employees in which the results indicated that family size influences their saving and investment level to a large extend. This was in disagreement with the findings of Wangombe (2013) who indicated that the size of a family affects the direct consumption (school fees, medical, food) of a certain family the bigger the family size the more the consumption of the family resulting to less saving and investment as most income is consumed by day to day expenses.

The findings showed that personal motive factors and saving and investment is positively and significantly associated. The findings was in disagreement with the findings of Sabri and MacDonald (2010) who they stated that financial literacy was associated with better savings behavior however it was also negatively related to financial problems. The study finding suggests that respondents with a greater comprehension of his or her finance seem to engage in efficient saving behavior. Those who had greater saving behavior were also less likely to have financial problems.

The findings of the study showed that education and knowledge was positive correlated, there was a strong positive correlations between education and level of income for the employees in the organization, further moderate correlation was seen between education and religion and finally a there was a strong positive and significant correlation between education and risk of losing income. The findings of Momanyi and Wainaina (2016) was in agreement where they stated that the level of income had significant effect on level of saving in families and to the person, they also stated that in families where one partner or person lost employment the level of saving significantly went down. This because the
family has to cater for basic needs so as to be able to save. It was supported by Muriithi and Muriithi (2015) their study found that level of income has a significant effect on the level of saving in a household, they found that an increase in the level of income led to an increase in the annual saving.

5.3.3 Effects of Macro Factors on Saving and Investing

The results of the study showed the macro factors that influence employee saving and investment level. The results of bank policy, the researcher focused on returns from banks and Sacco. From the results collected most of the respondent indicated that low returns of saving from banks does not affect their saving and investment level. This is was supported by the findings Perez, Ndirangu and Muturi (2015) stated that personal saving deposited in bank fixed accounts grew with an increase in interest earned and further showed that the SACCOs that gave higher returns on saving received increased saving the year following the dividend declaration the reverse was also true. This means if depositors are given favorable bank policy which gave better returns to investors this would lead to increased savings personal saving. Similarly, Oluoch (2016) indicated in his study that when people have better savings options they save more thus good banking policy will increase saving rates.

The results further showed that inflation influenced their saving and investment levels to a large extend. Higher inflation tends to lead to high nominal interest rates and hence higher measured household spending, findings of Samantaraya and Patra, (2014) was in agreement in which they stated that inflation has a real impact on saving, though its impact on wealth. Higher inflation depresses the value of wealth and through the wealth effect negatively consumption and thus reduces saving. From their study they found that inflation had a significant effect on household savings.

The findings of showed that the level of corruption does not influence their saving and investment levels at all. The results was in disagreement with that of Ketkar, Murtuza and Ketkar (2005) who indicated that more corrupt a nation is, the less foreign investors it will attract. A lower measure of FDI additionally cripples the endeavors by creating nations to close the hole between domestic saving and investment. The inflows of FDI not just aid in creating employment, yet additionally give incomes to the government. FDI creates assessable pay, which like salary from domestic investment can be taxed by the host government. The results on the effects of economic and political stability on employees’
level of saving and investment. In which most indicated that economic and political stability has no influence on their saving and investments. The study established that the influence of natural calamities on employees saving and investment indicated that natural calamities does not influence their level of saving and investment levels at all. The results showed that cultural beliefs have an influence on level of saving and investment among.

The results showed that personal factors revealed that external motives and saving and investment is positively and significantly associated. Level of saving and bank returns was positive correlated, there was a moderate positive correlations between level of saving and bank returns for the employees in the organization, further negative correlation between level of saving and inflation and finally a there was a moderate positive and significant correlation between level of saving and political and economic stability. The findings of Habiba and Shaw (2013) indicated that political stability is a circumstance whereby a nation can have a decent helpful political environment that in the long run may give space for promoting and attracting investments. According to Jye (2017) he stated that A country’s political risks is a critical factor considered by foreign investors. Political hazard is associated with seizure or harm to property, production interruption in an economy.

5.4 Conclusions

5.4.1 Employee Motives for Savings and Investment

The study concludes that there was a strong and positive correlation between employee motive factors and saving and investment. Employees in the organization were largely motivated by retirement to save for retirement for their saving and investment. Retirement is a major motivator to people saving and investment, it plays a vast role in people saving and investment.

5.4.2 Effects of Micro Factors on Saving and Investment

The study concludes that education and knowledge, education and level of income for the employees in the organization indicated a strong positive and significant relationship. The employees consider micro factors towards saving and investment. Most of the employees indicated that financial literacy, religion, risk and nature of employment, and family size influences their saving and investing levels to a large extend. The employees indicated that religion does not influence their saving and investment level. Regardless of the religion it does not affect their saving and investment.
5.4.3 Effects of Macro Factors on Saving and Investing

The study concludes that personal factors revealed that external motives and saving and investment is positively and significantly associated. From the results collected most of the employees indicated that low returns of saving from banks does not affect their saving and investment level. When employees have better savings options, they save more thus good banking policy will increase saving rates. Inflation in the organization influenced their saving and investment levels to a large extend. Higher inflation within an economy depresses the value of wealth of individual which reduces their saving.

5.5 Recommendations

5.5.1 Recommendation for Improvement

5.5.1.1 Employee Motives for Savings and Investment

The study recommends that management of the organization should ensure employees undergo rigorous training on the methods of saving money and the investment opportunities that are available. This will also increase their knowledge on why people save. Moreover, they will be able to embrace the saving culture since they are aware of the benefits that can be accrued through saving.

5.5.1.2 Effects of Micro Factors on Saving and Investment

The study recommends that the management of the organization should ensure that employees understand how and where to save their money and also, they should understand their religion which dictate the saving and investment culture. There is need for employees to do away with religion that do not support the saving and investment. Specifically, there should be no religion bias when it comes to savings and investment amongst employees.

5.5.1.3 Effects of Macro Factors on Saving and Investing

Finally, the study recommends that banking policy influences the saving and investment for the employees in the organization. There is need for a bank policy that is well defined and stable security that can be relied on. Besides, the banks need to focus on building a good relationship with its customers and earning their trust. This will enable for the employees in any other organization to have trust and be confident enough to save and invest with.
5.5.1.2 Recommendations for Further Studies

The purpose of the study was to examine the determinants of saving and investment among employees’ case study Wells Fargo Kenya Limited Nairobi employees. The study recommends for further study to be replicated in other organization so that one can make a general conclusion towards saving and investment. Further study can explore on the external factors affecting saving and investment decision amongst employees in the organization.
REFERENCES


NACOSTI APPROVAL

THIS IS TO CERTIFY THAT:

MISS. MARY WANDIA NYAMBURA
of UNITED STATES INTERNATIONAL UNIVERSITY AFRICA, 100552-101

Nairobi, has been permitted to conduct research in Nairobi County

on the topic: DETERMINANTS OF SAVING AND INVESTMENT CULTURE AMONG EMPLOYEES IN NAIROBI COUNTY. A CASE OF WELLS FARGO LIMITED -KENYA

for the period ending: 23rd July, 2020

Permit No: NACOSTI/P/19/38551/31930
Date Of Issue: 24th July, 2019
Fee Received: Ksh 1000

Applicant's Signature

Director General
National Commission for Science Technology & Innovation

..................................................
QUESTIONNAIRES FOR THE RESPONDENTS

Introduction

I am a student at the United States International University undertaking a Master’s Degree in Business Administration. As part of the requirement for the award of this degree, I am conducting a research on **DETERMINANTS OF SAVING AND INVESTMENT CULTURE: A CASE STUDY OF WELLS FARGO LIMITED EMPLOYEES.**

This questionnaire is issued purely for academic purpose and the information provided will be treated with the highest level of confidentiality. Your corporation will be highly appreciated.

Thanks in advance.

**INSTRUCTIONS:**

1. Tick (✓) in the provided box where responding positively or negatively to the questions for your answer.

2. While filling the gaps of explanation, explain briefly what your response is to the required information

**SECTION A: PERSONAL INFORMATION;**

1. What is your gender?
   a) Male [ ]
   b) Female [ ]

2. What is your age bracket?
   a) 18-30 [ ]
   b) 31-40 [ ]
   c) 41-50 [ ]
   d) Over 50 [ ]

3. How long have you been in your employment at Wells Fargo Limited?
   a. Less than 3 years [ ]
   b. Between 4-6 years [ ]
c. Between 7-9 years [ ]
d. 10 years and above [ ]

4. What is your highest level of education?
   a) Certificate level [ ]
   b) Diploma level [ ]
   c) Degree level [ ]
   d) Masters level [ ]

5. What is your level of saving?
   a) I save regularly[ ]
   b) I save occasionally[ ]
   c) I do not save at all[ ]

6. What are your avenues of investment?
   a) Stock market shares [ ]
   b) Stock market bonds [ ]
   c) Money market [ ]
   d) Land/ Real estate[ ]
   e) Education [ ]

SECTION B: RESEARCH SPECIFIC INFORMATION FROM EMPLOYEES

MOTIVES FOR SAVING AND INVESTMENT

State the extent to which the following factors Motivates your level of saving and investment?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Not at all</th>
<th>To some extent</th>
<th>To a large extent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retirement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Development and growth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Emergencies( unexpected event)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaving my kids and family with some inheritance ( Bequest)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Any other additional factors that motivates your saving</strong></td>
<td><strong>To some extend</strong></td>
<td><strong>To a large extend</strong></td>
<td></td>
</tr>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PERSONAL FACTORS INFLUENCING SAVING AND INVESTMENT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

State the extent to which the following personal factors influence your level of saving and investment?

<table>
<thead>
<tr>
<th><strong>Statement</strong></th>
<th><strong>Not at all</strong></th>
<th><strong>To some extend</strong></th>
<th><strong>To a large extend</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of investment and savings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My level of income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My religious believes</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Risk of losing my source of income

My family (size and dependency)

Any other additional personal factors that influence your savings

<table>
<thead>
<tr>
<th>STATEMENT</th>
<th>NOT AT ALL</th>
<th>TO SOME EXTEND</th>
<th>TO A LARGE EXTEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low returns on my savings from banks and Sacco’s</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rise in inflation(leading to high cost of living)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Factor</td>
<td>To some extend</td>
<td>To a large extend</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>----------------</td>
<td>-------------------</td>
<td></td>
</tr>
<tr>
<td>Fear of my investment being taken from me through corruption/embezzlement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Political and economic instability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Natural calamities (drought, flooding)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My culture</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government policy (NSSF, Housing scheme)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any other additional external factors that influence your savings</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>