

A Study on Financial Planning on Salaried Employees in Jaser Digital

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ABSTRACT

A crucial component of managing one's own finances is financial planning, especially for salaried workers with set income arrangements. The purpose of this study is to investigate the investing preferences, awareness levels, and financial planning practices of salaried adults. Previous studies show that although a large number of paid workers acknowledge the need of financial planning, there is a lack of thorough knowledge and implementation of sound financial practices. Financial decision-making is heavily influenced by a number of factors, including demographics like age, income, and education, as well as financial knowledge and access to financial instruments. A structured questionnaire is used in using statistical tools to find trends and correlations. The results point to the necessity of improved financial education initiatives and easily available financial advising services in order to enable staff members to make wise financial decisions, which will eventually improve their long-term financial security and well-being.

Keywords: Financial Planning, Salaried Employees, Personal Finance, Financial Literacy, Investment Behavior, Income Management, Budgeting, Savings, Financial Awareness, Financial Decision-Making.

INTRODUCTION

Financial planning plays a crucial role in ensuring long-term financial security and stability, particularly for salaried employees who often operate within a fixed monthly income. In an increasingly dynamic economic environment, proper financial planning helps individuals allocate their income effectively, manage expenses, invest wisely, and prepare for future uncertainties such as retirement, medical emergencies, and inflation.

Being a sizable portion of the working population, salaried individuals have particular difficulties in juggling their income and financial objectives. Financial stress can result from people's propensity to prioritize short-term consumption over long-term wealth growth. To encourage improved financial well-being, it is crucial to comprehend their financial planning behavior, awareness, and practices.

The purpose of this study is to examine how salaried employees organize their finances, determine the variables that affect their financial choices, and gauge their knowledge of and use of different financial products. The study's conclusions can help companies, legislators, and financial advisors create policies and initiatives that promote better employee money management.

NEED FOR THE STUDY:

For salaried workers to successfully manage their fixed and limited salaries while getting ready for future financial objectives and uncertainties, financial planning is essential. Financial planning is essential. Inflation, Growing living expenses have made sound financial management more crucial than ever. Despite having steady incomes, many paid people are ignorant of investing, saving, and budgeting, which causes stress and leaves them unprepared for emergencies. The purpose of this study is to examine the financial planning practices of salaried workers, pinpoint any knowledge gaps in this area, and evaluate the variables affecting their financial behavior. The results can aid in the development of focused

financial literacy initiatives and resources that promote wiser financial choices, enhancing the long-term stability and financial well-being of this significant workforce group.

Objectives of the study:**Primary objective:**

- A study on analyzing the growth potential of Jaser Digitals in the real estate sector.

Secondary objectives:

- To understand the factors influencing buyers' preferences when choosing real estate properties.
- To analyze customer perception of Jaser Digitals' marketing and promotional strategies.
- To evaluate the effectiveness of the existing sales and distribution channels and recommend enhancements to increase market penetration.

Area of Industry:

This study is set within the realm of personal financial planning, with a specific focus on salaried employees working at the JCER Digital Center. It aims to explore how these individuals manage their finances, plan for the future, and make decisions related to savings and investments.

Sample Size:

The research covers a total of 130 salaried employees from JCER Digital Center

Targeted People:

The study targets salaried employees, as they often face the challenge of balancing fixed incomes with rising financial commitments and long-term financial goals.

Type of Industry:

The industry in focus is the digital services or IT industry, where professionals are typically engaged in technology-driven roles and operate in a fast-paced, evolving work environment.

Variables of the Study:

The study examines several key factors influencing financial planning, including income level, financial literacy, savings and investment habits, monthly expenditure, and future financial aspirations.

REVIEW OF LITERATURE

1. **Lusardi & Mitchell (2007)** Their research highlighted the significance of financial literacy in effective financial planning. They found that individuals with higher financial knowledge were more likely to engage in long-term financial planning, such as retirement savings, investments, and budgeting.
2. **Hilgert, Hogarth & Beverly (2003)** This study emphasized the role of financial practices such as budgeting, saving, and debt management in improving overall financial well-being. It suggested that salaried individuals benefit greatly from routine financial behavior, including planning for emergencies and retirement.

3. **Sivaramakrishnan, Srivastava & Rastogi (2017)** Their research in the Indian context noted that salaried employees often lacked a structured approach to financial planning due to limited financial awareness, peer influence, and inadequate income. They emphasized the importance of employer-led financial wellness programs.
4. **Bhushan & Medury (2013)** Investigated the influence of demographic variables on financial literacy and planning behavior. Their findings indicated that education, income level, and work experience significantly impacted one's ability to plan finances effectively.
5. **Sebastian & Sundar (2015)** Conducted a study specifically on the real estate sector in India and found that employees in this sector often have irregular income patterns due to commission-based earnings, which impacts their ability to consistently plan and save financially.
6. **Anbarasu & Saravanan (2019)** Focused on salaried professionals and revealed that most employees do not follow a disciplined saving pattern and rely heavily on informal financial advice, leading to sub-optimal financial outcomes.
7. **Soman & Chandrasekhar (2020)** Highlighted the impact of digital financial tools in improving awareness and discipline among salaried employees. The study suggested that mobile apps and online platforms had increased interest in investment planning among younger professionals.
8. **Mishra & Singh (2021)** Noted that salaried individuals in metropolitan areas showed greater awareness of financial instruments such as mutual funds and insurance, but their financial planning was still mostly reactive rather than proactive.
9. **Basavaraj & Somashekhar (2013)** Explored the investment preferences of salaried individuals and found that most employees preferred low-risk options such as PPF, LIC, and fixed deposits due to lack of awareness and risk aversion, limiting potential wealth growth.
10. **Rajarajan (2000)** In his psychological profiling of investors, he identified salaried individuals as "conservative planners" who prioritize capital protection over aggressive returns, resulting in slow financial growth over the long term.

METHODOLOGY

Descriptive research was adopted for this study. Both Primary and Secondary data were utilized to investigate the financial planning behavior among salaried employees. The study employed convenience sampling, a non-probability sampling method, to gather data from respondents who were easily accessible. The primary data was collected using a structured questionnaire designed to capture insights into saving habits, investment preferences, budgeting practices, and awareness of financial planning tools. The total sample size chosen for the study was 130 salaried employees from various sectors including IT, education, banking, and manufacturing. Secondary data was gathered from articles, journals, and financial reports relevant to personal finance and employee savings behavior. The Chi-square test was used as the main statistical tool to analyze the relationship between demographic factors and financial planning patterns. This methodology aimed to understand the level of financial awareness among salaried individuals and identify the key factors influencing their financial planning decisions.

ANALYSIS AND INTERPRETATION

TABLE 4.1: Table showing Gender-wise classification of the respondents:

S. no	particulars	No. of respondents	Percentage
1	Male	99	70%
2	Female	43	30%
	Total	144	100

INTERPRETATION:

From the above table and chart, it is interpreted that 70% of the respondents are male and 30% of the respondents are female.

INFERENCE:

The majority of the respondents are male, accounting for 70%.

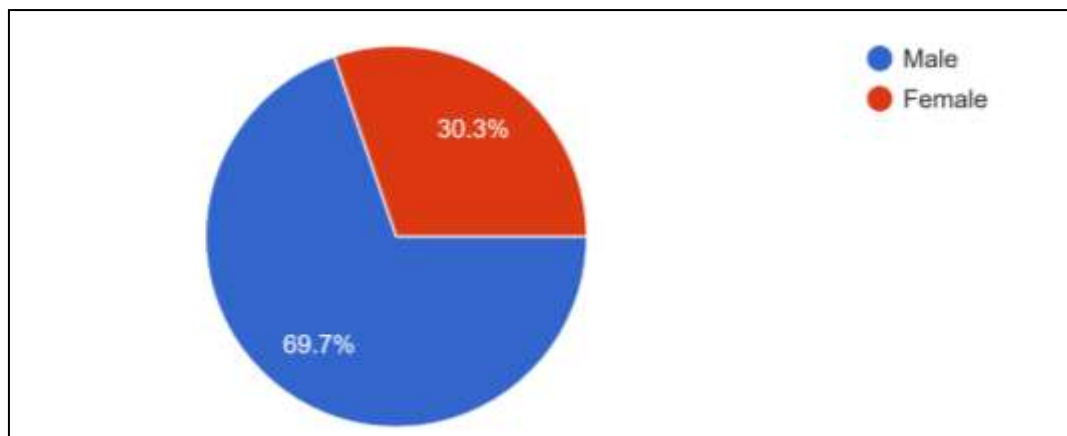
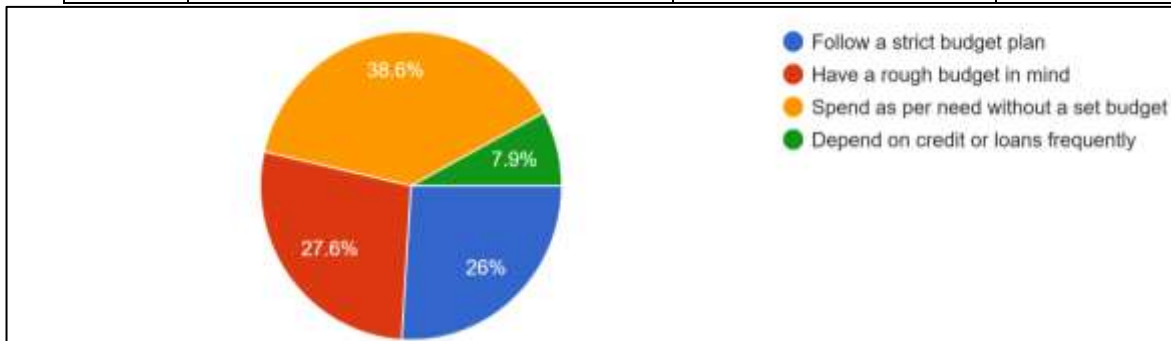


TABLE 4.9: TABLE INDICATING THE MANAGEMENT OF THE EXPENSES BY RESPONDENTS:

S. no	particulars	No. of respondents	Percentage
1	Follow a strict budget plan	33	26%
2	Have a rough budget in mind	35	28%
3	Spend as per need without a set budget	49	39%

4	Depend on credit or loans frequently	10	8%
	Total	127	100%



INTERPRETATION:

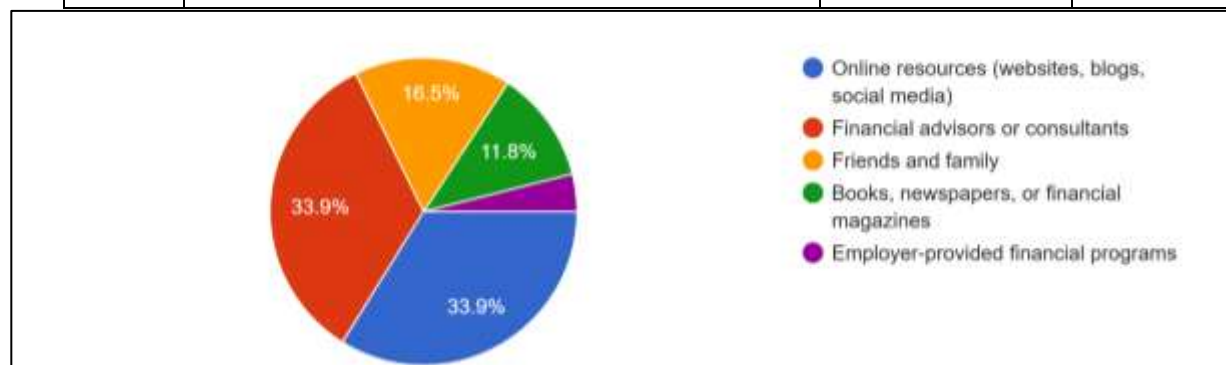
A significant portion of respondents (38.6%) spend based on needs without a formal budget, while a combined 53.6% either follow a strict plan or keep a rough budget in mind. Only 7.9% rely on credit or loans frequently.

INFERENCE:

Most respondents do not follow a fixed budget, reflecting flexible or spontaneous spending habits over structured financial planning.

TABLE 4.12: TABLE INDICATING THE RESPONDENT SOURCE OF FINANCIAL KNOWLEDGE:

S. no	particulars	No. of respondents	Percentage
1	Online resources (websites, blogs, social media)	43	34%
2	Financial advisors or consultants	43	34%
3	Friends and family	21	16%
4	Books, newspapers, or financial magazines	15	12%
5	Employer-provided financial programs	5	4%
	Total	127	100%



INTERPRETATION:

Online platforms and financial advisors are equally the most relied-upon sources for financial knowledge, followed by informal sources like friends/family and traditional media.

INFERENCE:

Respondents primarily rely on digital media and expert advice for financial knowledge, indicating a shift towards modern and professional guidance.

CHI-SQUARE ANALYSIS**DATA ANALYSIS BETWEEN MARITAL STATUS AND THE DISTRIBUTION OF MONTHLY INCOME.****HYPOTHESIS: 1**

H₀: There is no significant difference between age of the respondents and their distribution of monthly income.

H₁: There is a significant difference between age of the respondents and their distribution of monthly income.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.340 ^a	15	.060
Likelihood Ratio	24.881	15	.052
Linear-by-Linear Association	6.568	1	.010
N of Valid Cases	127		
a. 16 cells (66.7%) have expected count less than 5. The minimum expected count is .40.			

The minimum expected count is .01. There is a significant difference between age of the respondents and their distribution of monthly income.

INTERPRETATION:

Since P Value (0.029) is more than 0.05 we accept the null hypothesis and reject the alternative hypothesis.

INFERENCE:

Hence there is no significant difference between age of the respondents and their distribution of monthly income.

FINDINGS :

- ✓ The respondent pool is predominantly male, accounting for 70% of the total sample.
- ✓ Most respondents manage their expenses informally, with 39% not following any fixed budget structure.

- ✓ Online platforms and financial advisors are the main sources of financial information, each used by 34% of respondents.
- ✓ Loan repayments, investments, and household expenses form the top three uses of income, showing responsible financial behavior.

SUGGESTIONS

- Promote the use of simple and effective budgeting tools or mobile apps to help individuals track and plan expenses.
- Launch awareness campaigns on the long-term benefits of retirement planning and goal-based investing.
- Collaborate with NGOs and government bodies to offer financial education and support to low-income groups.
- Encourage community-based savings groups or financial clubs to promote shared learning and support.

CONCLUSION

This study examines the financial behaviors of a young, educated, and predominantly male demographic (aged 21–30). While respondents show responsible tendencies—like prioritizing loan repayments and seeking financial knowledge—gaps remain in structured planning, emergency preparedness, and savings. Many rely on informal budgeting and borrow during crises, despite favoring growth investments (e.g., real estate, stocks). Key recommendations include improving financial literacy through education, digital tools, employer-backed initiatives, and policy reforms. A collaborative effort among individuals, institutions, and policymakers is needed to enhance financial resilience.

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