

Saving and investment behavior as a component of financial behavior of households

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The key aspect of development of economy of Ukraine is activation of investment activity. One of the potential sources of such investments are savings of households. That is why the research of the priority aspects of saving and investment behaviour of households is an actual issue.

A number of Ukrainian and foreign scholars have dedicated their researches to certain aspects of financial behavior of households. However, in the conditions of instability of the economic system of Ukraine and the new challenges for households, the theory and practice of transformation of household savings into investment resources are actual and require further research. The goal of the article is to investigate the motives of household savings and to substantiate the prospects of saving and investment activity of households in Ukraine.

Savings are a part of the non-consumed income during a certain period of time which is used in the future for meeting their own needs. Investments are the money which a household transfers to other persons or institutions for use with the purpose of obtaining certain benefits.

Savings and investment behavior is the activity of household members aimed at opti-

mization of their consumer spendings, in order to obtain free cash resources and investment of them for maximum accumulation of income in the future.

The analysis of the current state of household savings has shown that population opportunities in the division of the current income for consumption and savings dropped sharply (from 2.03% in 2014 to – 1.1% in the 1st quarter of 2018). Despite of this the accumulated savings are quite significant, and therefore their mobilization as an investment resource remains actual.

Savings and investment behavior depends to a large extent on the country in which a household is located. It is important to note that the Ukrainian household environment has many unfavorable features for savings and investment. At the same time, the correct organization of savings and their future transformation into investment capital stimulates improvement of well-being of a household. Therefore, solving the problem of attracting investment resources for acceleration of economic development should include both measures for increasing household incomes and their encouragement to savings in the form of gain of financial assets.