

BANKS CONTRIBUTION TO THE CULTURE OF LOW SAVINGS AMONG GHANAIANS.

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Abstract

Research has shown that only 30 percent of the population is banked and this is a source of worry for stakeholders in the financial sector. This is because banks are facing issues with liquidity because of the low levels of savings. Most research seeks to focus on the antecedents of low savings from the perspective of the customer. This study takes a shift from the traditional thinking and further extends the literature by focusing on the role of banks in the culture of low savings among Ghanaian and importantly the conditions under which government policy could moderate the relationship between the various factors identified and the level of a savings culture. A quantitative approach was adopted for this study by exploring an explanatory research design. A sample size of four hundred and fifty (450) bank customers was used for the quantitative study.

The researcher used a random sampling approach to target the bank customers for the study the quantitative data were analysed using the Statistical Package for the Social Sciences (SPSS) Program to generate descriptive and inferential statistics. The study revealed that, customer language barrier, bank interest rate and financial literacy rate are the significant determinants of low savings. Also, government policy regulation moderated the relationship between each of technological advancement and bank operations on one hand and low savings on the other hand. One important implication of the study is that, there is the need for banks to engage the services of professional translators or train their employees to understand and speak the language of the natives to facilitate bank transactions.

Keywords: culture, savings, banking, unbanked, customers.