

STATE AND FACTORS DETERMINING THE INVESTMENT OF HOUSEHOLD SAVINGS IN THE BANKING SECTOR OF THE RUSSIAN FEDERATION

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Acts as the purpose of the real research on the basis of the analysis of the tendencies defining an investment of savings of households in the banking sector of the Russian Federation to formulate and characterize the factors defining them

2 Advantages and shortcomings of saving means of the population through banks

The banking sector as one of key components of the financial market, is designed to promote performance of the macroeconomic purposes (fig. 1) similar to that are formulated for the financial market of the country in general, namely - to provide processes of transformation of internal savings of economic agents including the population in investment with the smallest possible costs and risks.

Abstract: Savings of the population continue to act as one of significant and stable sources of long-term resource base for the organizations of the banking sector of any country. Demand for banking services among the population as owners of savings, according to economic laws, is in direct interrelation and extends in process of increase in scales of the production and exchange relations in economy. At the same time among the population there is also certain set of the factors starting process of inflow of savings to deposits of banks. At stages of economic growth and recession the population forms accumulation most actively, but these processes are connected by the driving reasons various on character. In article authors made the conclusion about decrease in estimates by the population of the factors defining tendency to saving in the Russian economy. If in 2014-2015 in investment behavior of the population of Russia the reference point on savings behavior model was observed that it was connected with considerable deterioration in an economic situation, lack of understanding about the future prospects in economic development, then now there is a gradual change of model of investment behavior, rates of savings on deposits of banks were significantly slowed down. In article extent of influence of investment behavior of the population in the Russian Federation on formation of deposits of banks is considered. Conclusions are drawn on the located investment potential of the population of Russia which is available considerable. Authors of article characterized the tendencies taking place in recent years in the Russian Federation and problems of attraction of savings in the banking sector.

Keywords: savings of the population, deposits of the population, banking sector, investment behavior of the population, investment tool, investment potential of the population, savings model.

1 Introduction

Savings of the population are one of significant and flexible sources of long-term resource base of the banking sector when forming resources of investment character.

According to economic laws, demand for banking services at the population as owners of savings, is in direct interrelation and extends in process of growth of scales of production in economy, and also in process of growth of the exchange relations between producers. (Duesenberry,1952)

While the financial market is interested in a gain of savings of the population in deposits as a significant resource for start of mechanisms of economic investment, for the population in turn there is the corresponding set of the factors starting process of investment of capital in deposits of banks namely:

- existence of savings (temporarily free resources of the population);
- presence of need for the income on savings;
- readiness for some period to postpone use of the available savings for consumer needs and to provide to use them for a payment. (Kaigorodova et al, 2014)

It should be noted that at stages of economic growth and recession the population feels inclination to accumulation and saving more actively, but it is connected with the reasons, absolutely various by the nature. So, if during economic recovery, as the main factor emergence in the population free means acts, then at deterioration in an economic situation tendency to savings proceeds from requirement of protection of accumulation. (Yarasheva et al, 2016)

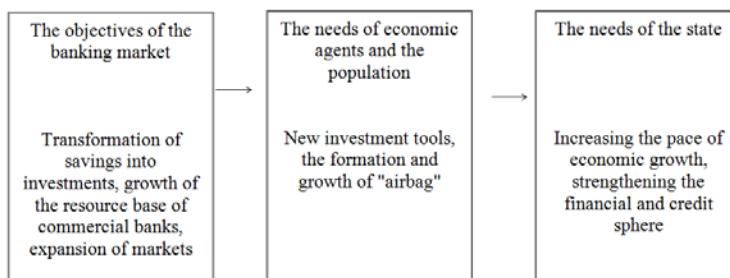


Figure 1. Interrelation of the objectives of the banking market of deposits with the needs of the population and the state

At the same time, the role of banks as much more widely both is more diverse than intermediaries of the financial market and is expressed in the following: concentration of spare capitals and resources which are necessary for maintenance of a continuity and acceleration of productions in a segment of the national economy; streamlining and rationalization of money turnover. (Cetorelli et al, 2012 ; Richard, 2014)

Today the offered products of banks for the population are not limited only to granting the credits and opening of deposits. In cooperation with bank financial intermediaries the

commercialization opportunity from investment of capital in various other investment products is offered.

For example, practically all large banks offer diverse investment products on reliable preservation, enhancement of means of investors and even obtaining the income on investment products. The main advantages to the population at investment of savings through banks it is possible to formulate following (fig. 2).

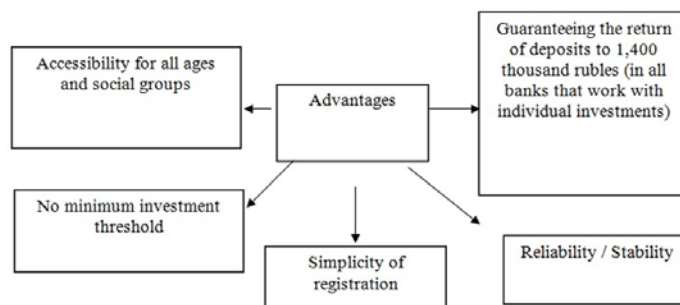


Figure 2. Advantages of investing people's savings through banks

At the same time, it is necessary to point also to a certain complex of shortcomings which are inherent in investment of means of the population into bank deposits. These shortcomings are connected first of all with risks of investment into bank deposits of natural persons over the sum of the maximum insurance compensation of Deposit Insurance Agency which makes 1400000 rubles for today, and also with withdrawal of bank licenses because of violations by the last of legislative requirements and norms. Besides the essential decline in yield of bank deposits taking place against the background of decrease in a key interest rate of the Central Bank of the Russian Federation and inflation is noted in recent years. (Portnov, 2017)

The line of bank deposits for the population in 2016 was also considerably updated - practically all banks reduced the offer of highly profitable deposits and lowered percent on the current tariffs for 1-2%. The regulator at the same time recommends to banks not to exceed the maximum rate more than on 3,5 percentage points.

Considering set of risks of the Russian economy it is impossible to call present rates on deposits for the population adequate remuneration for savings in rubles.

3. Analysis of factors of inflow dynamics of individual deposits to commercial banks of the Russian Federation

Dynamics and scales of inflow of individual deposits to commercial banks are set by the factors first of all connected with an opportunity and need of the population to form savings. One of the most important factors defining opportunities to formation and expansion of savings are by right indicators of the income of the population. (Deaton, 2005 ; Fraczek, 2011)

In table 1 we presented statistical data on dynamics of the average per capita monetary income of the population and the cumulative funds of the population raised by commercial banks to deposits.

The statistics presented in table 1 reflects a tendency of growth of absolute values of indicators of the average income per capita of the Russian Federation, along with 2013 a goal processes of reduction of growth rates of this indicator are also noticeable, information provided in the table confirms synchronization of dynamics of the average monetary income per capita and the mass of the natural persons involved bank deposits.

Table 1. Dynamics of the monetary income on average per capita Russia and the attracted individual deposits in commercial banks in 2010-2016.

Period	Monetary income across the Russian Federation on average per capita		The total volume of the raised funds of natural persons in deposits of banks	
	Rub.	Gain, % for previous period	Billion rubles.	Gain, % for previous period
01.01.2011	18 958,4	-	9 818,1	-
01.01.2012	20 780,0	9,6	11630,6	18,5

01.01.2013	23 221,1	11,8	14222,5	22,2
01.01.2014	25 928,2	11,7	16938,35	19,1
01.01.2015	27 765,7	7,1	18683,1	10,3
01.01.2016	30 224,5	8,86	23286,5	24,6
01.01.2017	30 775,0	1,82	24303,4	4,4

The reference point on the savings behavior model noted among the population of Russia in 2014-2015 was connected considerably with the deterioration in an economic situation taking place, lack of understanding concerning further foreseeable prospects in economic development. (Fedorova, 2015)

For the purpose of definition of extent of influence of investment behavior of the population in the Russian Federation on process of formation of deposits of banks we will address a number of indicators which, in our opinion, most seriously affect inflow of

means to bank deposits. These are such indicators as financial position of the population and a condition of market condition of goods and savings (table 2).

The analysis of the indicators reflecting opinions of respondents concerning personal material well-being, expectations, usefulnesses of large purchases and savings allows drawing a conclusion in general on the negative conditions for implementation of savings taking place, and deterioration in estimates in polls began to be observed in 2015-2016.

Table 2. Results of poll concerning estimates of the current and perspective personal financial position of the population and tendency to purchases and saving in 2011-2016, in %

Year	Index of the current personal financial position	Changes of personal financial position in a year	The expected changes of personal financial position in a year	Usefulness of conditions for large purchases	Usefulness of conditions for savings
01.01.2011	-15	-10	-4	-26	-42
01.01.2012	-14	-10	-4	-23	-36
01.01.2013	-12	-6	-2	-19	-35
01.01.2014	-11	-7	-2	-18	-34
01.01.2015	-9	-8	-6	-19	-49
01.01.2016	-14	-26	-25	-38	-47
01.01.2017	-12	-18	-8	-43	-49

In many respects deterioration in estimates of the current and perspective personal financial position of the population can be explained with the economic processes taking place during a research. In table 3 we presented indicators of dynamics of inflation and consumer prices of goods (food and nonfood

group), and also paid services. Notable growth of indicators of inflation and first of all prices for goods of food group, according to table materials, was observed as of the beginning of 2015 and 2016.

Table 3. Change of inflation of consumer prices in the Russian Federation on groups of goods and paid services in 2011-2016 (to previous year %)

Date	Inflation	Basic inflation	Gain of prices for goods of food group	Gain of prices for goods of nonfood group	Gain of the prices of paid services
01.01.2011	9,6	7,2	14,2	5,6	8,2
01.01.2012	4,2	6,0	2,0	6,2	4,7
01.01.2013	7,1	5,7	8,6	5,1	7,8
01.01.2014	6,1	5,5	6,5	4,3	7,8
01.01.2015	15,0	14,7	20,7	11,2	12,3
01.01.2016	12,9	10,7	9,2	10,9	9,0
01.01.2017	5,4	5,5	4,2	6,3	4,4

Now the return tendencies are noticeable, the Central Bank tries to achieve the objectives on inflation control. It means that in the foreseeable future it is necessary to expect delay of a gain of deposits of the population in banks more, than it was observed even in crisis years.

Comparison of indicators of the sum of the attracted deposits to bank deposits of the population, the average per capita monetary income, and indexes of usefulness of conditions for savings and for large purchases allows drawing conclusions on the

interrelation of the specified indicators taking place that is reflected in table 4.

The values of coefficient of correlation received by us show very close correlation between the mass of the attracted deposits to bank deposits of natural persons, the average per capita income of the population, and also close return correlation with an index of usefulness of conditions for savings, and for implementation of large purchases.

Table 4. The analysis of indicators interrelation of bank deposits, the income and the market of savings of the population of the Russian Federation in 2011-2016.

Year	The attracted deposits of natural persons, billion rubles.	Monetary income of the population on average on soul across the Russian Federation, rub.	Assessment of usefulness of conditions for savings	Assessment of usefulness of conditions for large purchases
01.01.2011	9818,1	18958,4	-42	-26
01.01.2012	11630,6	20780,0	-36	-23
01.01.2013	14222,5	23221,1	-35	-19
01.01.2014	16938,35	25928,2	-34	-18

01.01.2015	18683,1	27765,7	-49	-19
01.01.2016	23286,5	30224,5	-47	-38
01.01.2017	24303,4	30775,0	-49	-43
Pearson's coefficient	-	0,9	-0,7	-0,7

The considered statistics allows making the conclusion about decrease in estimates of these factors by the population that in general has to have an adverse effect on tendency to saving extra standing and future.

According to estimates, the population of Russia has still considerable investment potential. So according to survey conducted "inFOM" of February, 2017 (by request of the Central Bank of the Russian Federation), 42% of the population have no faith in the present and did not trust in the past to any financial intermediaries, 61% have no bank accumulation in general, and over 70% noted that they are not accustomed to do financial

savings on a permanent basis, besides about 45% of respondents prefer to direct suddenly arising free income to the current requirements. (Positive ruble rates will increase tendency of Russians to savings, 2016)

According to reports of the Central Bank of Russian Federation, on hands the population of the Russian Federation in 2016 has 3,8 trillion rubles. And it cash savings.

Invariable is a set of those assets which the population chooses for storage of the savings (table 5).

Table 5. Structure of the assets used by the population of the Russian Federation when forming savings (% of number of respondents)

Indicator	2011г.	2012г.	2013г.	2014г.	2015г.	2016г.
Bank ruble deposits	61	62	64	63	61	58
Cash	32	33	32	31	32	31
Investments of capital to the real estate for the purpose of resale	6	7	4	8	10	6
Bank currency deposits	9	9	9	11	9	9
Investments in business activity	6	7	5	5	6	6
Investments in precious metals (including ingots, coins), investments in antiques	3	3	2	3	3	3
Securities	2	4	2	2	1	2
Acquisition of policies of accumulative and investment life insurance	2	1	1	1	1	2
Investments in shares of mutual investment funds	1	2	1	1	1	1
Other	2	1	2	3	2	2

According to data of the table, such tools as ruble bank deposits and savings in the form of cash continue to be for the population of Russia in the greatest demand. After surge in demand of the population for currency deposits and currency cash during sharp depreciation of ruble, when their share reached approximately 31%, there were changes of behavior model and now the population prefers rubles.

The conducted research allows drawing a conclusion on the remaining still steadily high level of credibility to bank deposits as to instruments of ensuring safety of savings.

4 Summary

The proceeding positive dynamics of individual deposits can speak lack of alternative low-risk tools for investments of accumulation. Devaluation of rate of national currency also exerts dual impact not only on the sizes, but also on structure of deposits of the population to banks, changing a motivational component of behavior of investors.

Delay of inflow of individual deposits on deposits in commercial banks is connected, first of all, with inflation in the market of consumer goods and services, with decrease in average profitability of bank deposits in 2015-2016, and also with delay of growth rates of the income of the population in recent years.

In an observed current economic situation bank deposits of the population in our country gradually risk to cease to carry out not only a role of the investment, but also savings tool. At the same time savings still remain one of significant and steady sources of long-term resource base of bank financial intermediaries when forming investment resources.

5 Conclusion

Thus, households, preserving a part of the gained income and on condition of connection with the financial market are the most important source of investment resources which are necessary for any country.

Commercial banks, involving savings of broad masses of the population, involve serious investment potential for development of national economy.

Despite change of an economic situation, the bank deposit continues to act as one of the most popular and demanded savings tools for the Russian citizens. The prospects of accumulation of savings of the population in deposits of commercial banks, apparently, are considerably connected with stabilization of an economic situation, growth of the personal income and reduction of prices of consumer goods.

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