



A STUDY ON INVESTMENT PERCEPTION OF SALARIED EMPLOYEES

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ABSTRACT

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A solid financial plan considers all the variables that can affect your financial future, such as your current income, savings, expenses, and expected future income. So you try to match your savings and investment decisions with your long-term and short-term financial goals. Financial planning is crucial when it comes to saving taxes. We should have a stable savings rate because the financial markets always oscillate between inflation and deflation. Financial planning is not adequate without considering tax implications. Effective tax planning can reduce our tax burden. Taking advantage of all tax breaks, allowances, returns and exemptions while ensuring that your investments match your long-term goals is the best way to do this.

INTRODUCTION

Financial planning is the process of achieving life goals while effectively managing financial resources. The process of determining a person's current financial situation, a desired future state, and the activities needed to reach that state is called financial planning. Financial planning can help people make more meaningful financial decisions. A person's other financial situation is affected by every financial decision they make. For example, a certain investment product can help speed up mortgage repayments or significantly delay retirement, depending on how it is purchased.

It is essential to consider the immediate and long-term impact of financial decisions on one's life goals. The ability of the individual to cope with the vagaries of life is strengthened. They are goal-oriented and have a sense of direction.

When an agent offers a higher rebate, consumers feel satisfied with their decision because they feel they

made the right decision by choosing the agent that offered the biggest rebate. Ignoring the deal puts financial stability at risk. Financial planning remains an essential part of everyone's existence, even in today's culture where everything is measured in terms of money. Humans have a relatively short lifespan compared to their entire lifespan. This means that retirees live roughly the same time in retirement as when they were working.

LITERATURE REVIEW

GS, Sumesh understanding of and views on tax planning options among salaried individuals

Familiarity with income tax laws and the federal department's annual budget is required to take advantage of these benefits. With this in mind, a survey of employees was conducted to find out their perception of tax planning techniques. To draw conclusions from this study, we examined and presented the responses of Kottayam taluk employees using various statistical techniques.

**Siddharth Dhongre and Vilas Esper's
"Investment Strategies for Tax Savings in
Aurangabad City"**

The purpose of the study was to learn more about how employees manage their investments to reduce their tax burden. This study examines investment choices for compensation and tax efficient investment practices. PPF (Provident Fund), LIC (Life Assurance Company), Home Loan, National Savings Certificate (NSC) and Child Education proved to be the second most popular combination of tax saving tools in this study.

Both ELSS and CDs are fixed-income investment forms.

PROBLEM STATEMENT

Financial planning is more than just life insurance, emergency funds and investments to help you achieve your financial goals. Having these things can give you confidence and peace of mind. Plus, research shows that planning ahead can help you develop good financial habits. Financial planning remains an essential part of everyone's existence, even in today's culture where everything is measured in terms of money. Humans have a relatively short lifespan compared to their entire lifespan.

This means that retirees live roughly the same time in retirement as when they were working. Therefore, saving and investing money to create a good standard of living and a rewarding career is essential if one wants to maintain one's standard of living while working.

OBJECTIVES OF THE STUDY

- Understand how salaried people prepare for their financial futures. Share this information with the working class.

DATA ANALYSIS AND INTERPRETATION

1. Factors considered by the respondents for increasing the size of savings

Factors	No. of respondents	Percentage
Increase in salary	39	39%
Additional income	35	35%
Future needs	23	23%
Tax benefits	2	2%
Statutory requirements	1	1%
Total	100	100%

- In order to understand how wage workers, save and invest their money,
- To understand the importance of filing taxes

**RESEARCH METHODOLOGY
METHODS FOR DATA COLLECTION &
VARIABLES OF THE STUDY**

Methods for data collection

Primary Data

Secondary Data

Primary Data

Primary source of data was collected by questionnaire.

Secondary Data

Books and journals were used as secondary sources of information.

Logistics for magazines on the internet

Sampling

The sampling approach used for data collection is convenient sampling. The convenience sampling technique is a non-probability approach.

Sampling size

The number of individuals to be polled is indicated by logistics. Although big samples provide more trustworthy findings than small samples, owing to time and financial constraints,

Analytical strategy

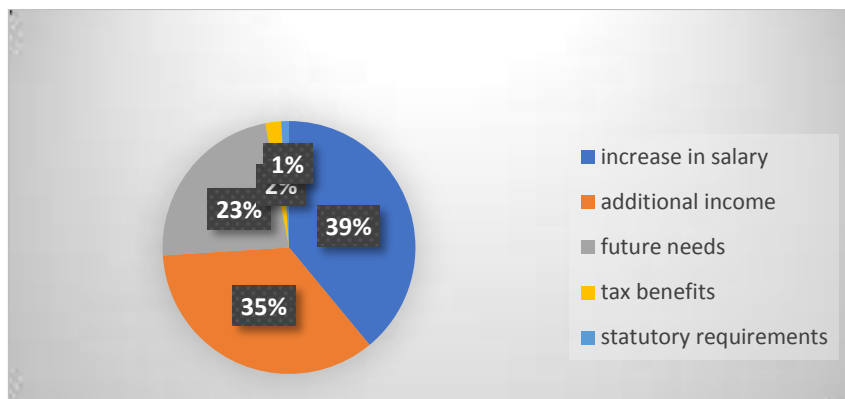
Graphs and charts are used to depict diagrams.

Following the use of the relevant statistical methods, logistical conclusions will be formed.

Findings and recommendations will be provided to make the research more helpful.

Geographical area

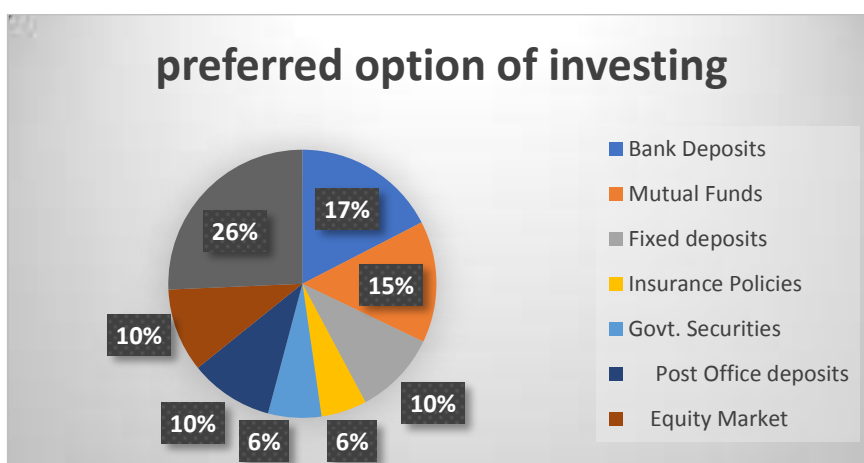
Data is collected in Vadodara region of Gujrat state in January 2023.



As the graph above shows, 39% of paid respondents are planning salary increases to increase their savings.

2. Investment preferences of the respondents:

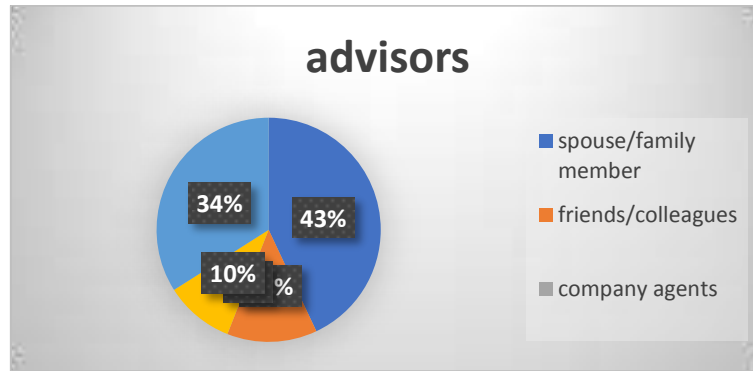
InvestmentPreference	No. of Responses	Percentage %
Bank Deposits	17	17%
Mutual Funds	15	15%
Fixed deposits	10	10%
Insurance Policies	6	6%
Govt. Securities i.e.,PF, GPF/PPF	6	6%
Equity market	10	10%
Post office deposits	10	10%
Gold	26	26%
TOTAL	100	100%



The survey results show that 26% of respondents prefer to invest in gold. Gold is one of the most popular investments in India due to its high liquidity and potential to beat inflation.

3. Whose advice do the respondents take while investing:

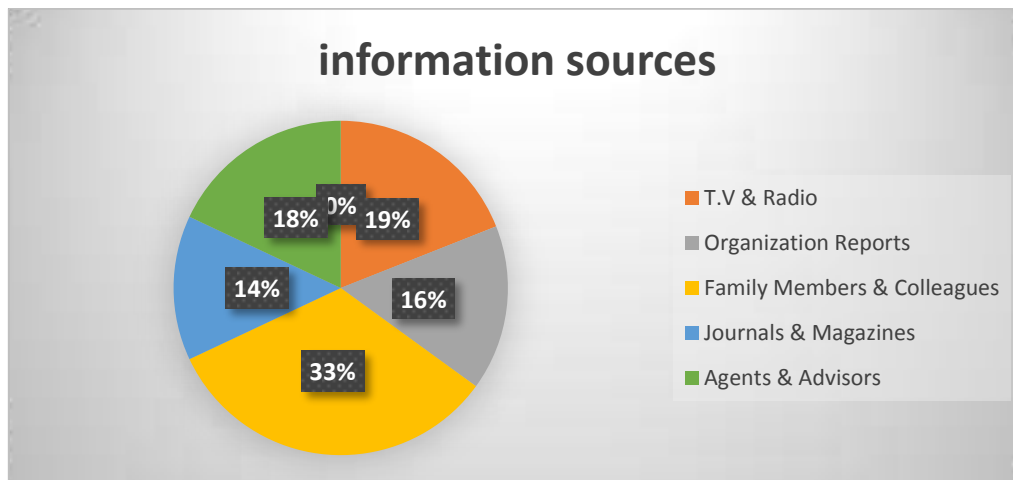
Advisors	No. of respondents	Percentage %
Spouse/family members	43	43%
Friends/ colleagues	13	13%
Company Agents	0	0
Financial advisors	10	10%
Self-decision	34	34%
Grand Total	100	100%



Investment choices are influenced by family members (43%), although 34% of these decisions are made by investors alone.

4. Where does the respondent get information for your investment?

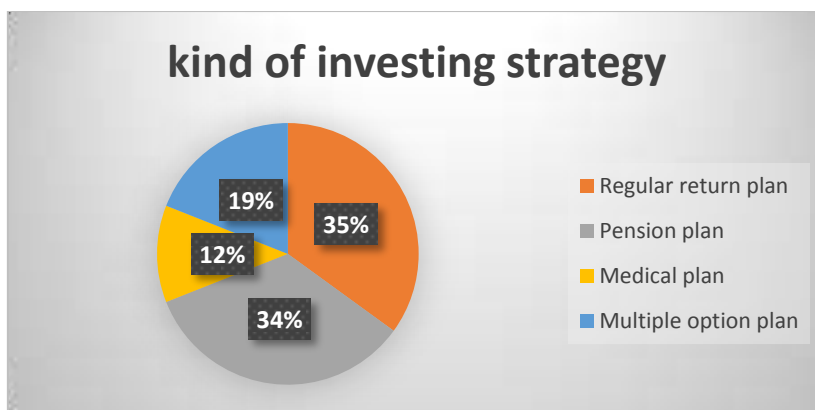
Information Sources	No.of responses foreach option	Percentage %
T.V & Radio	19	19%
Organization Reports	16	16%
FamilyMembers&Colleagues	33	33%
Journals & Magazines	14	14%
Agents & Advisors	18	18%
Total	100	100%



Most salaried workers (33%) get information about investing in benefits from family and co-workers. We learn about a company's investment decisions from those who will be affected by them.

5. What kind of investing strategy are respondents most likely to use in the future?

Future investmentplan preference	No. of responsesof each respondent	Percentage %
Regular return plan	35	35%
Pension plan	34	34%
Medical plan	12	12%
Multiple option plan	19	19%
Total	165	100%



Many respondents prefer regular return plans for future investments, suggesting that their primary motivation for investing may be to earn high returns while continuing to invest. About 35% of people are interested in this strategy

CONCLUSION/SUGGESTIONS

Through the internet and conventional investing channels, mutual funds may better serve their clients by providing alternative channels for dealing with brokers.

The investor's financial planning might benefit from direct contact with the fund.

An investor seeking advice from an adviser should gather as much information as possible about a product from a variety of sources before deciding.

It will aid in making a wise investment selection and deciding on a trustworthy financial counsellor.

In addition, the adviser should have a good deal of expertise in the field. As a result, the onus of making an investment choice rests squarely on the shoulders of the investor.

Setting short, medium, and long-term goals is essential.

The time span of the aim should be taken into consideration while allocating funds. There are a variety of time period-specific instruments available.

It is important to appropriately reinvest investments if they are bringing in a regular return or are about to mature.

Financial planners should take the effort to explain to their clients that financial planning is not a one-time event.

The financial advisor and client should meet on a regular basis to go through their investment portfolio.

This is one area where many planners are falling short in today's world. Follow-up, follow-up, follow-up is a need that financial service providers should grasp.

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4. <https://cleartax.in/s/medical-insurance>
5. If you have health insurance, you may save a significant amount of money in taxes.
6. <https://cleartax.in/s/unit-link-insurance-plan-ulip>
7. <https://cleartax.in/s/nps-national-pension-scheme>
8. When it comes to mutual-funds, you may get more information here:
9. Here's a link to a BankBazaar page on PPF tax advantages and features:
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