



A STUDY ON INVESTMENT PATTERN TOWARDS SALARIED EMPLOYEES IN COIMBATORE CITY

Mr. P. Kanagaraj

*Assistant Professor, Department of Commerce with Professional Accounting
Dr. N.G.P Arts and Science College, Coimbatore*

Pavithra. S

*Student of III B.Com (PA), Department of commerce with Professional
Accounting Dr. N.G.P Arts and Science College, Coimbatore*

ABSTRACT

Investment is the sacrifice of certain present value for the uncertain future reward. Generally, risk and return go together, if the investment has high risk simultaneously there should be a risk return. The objective of the study is to analyse the awareness level of salaried class investors towards the nature of investment, identify the time origin which they make their investment. The sample size which is taken for the study is 120. The statistical tool used for the study is simple Percentage analysis and Ranking analysis. The study is based upon primary data, so any wrong information given by the respondents may mislead the findings. In finance, the benefit from investment is called a return. The return may consist of capital gain or investment income, including dividends, interest, rental income etc. the projected economic return is the appropriately discounted value of the future returns. From the results of the study, it can be concluded that employees have shown that they are following good investment policies and they are satisfied with their investment practices. The findings of the study indicate that employee's perception has led to the investment appreciation exhibited through various factors.

KEYWORDS: *investment avenues, risk and return, liquidity, salaried employees.*

INTRODUCTION

Investment means the purchase by an individual of a financial or real asset that produce returns, proportionate to the risk assumed over some future investment period. For achieving this, one has to decide on how and where to deploy the savings, so that the future requirements for money can be best met.

The portion of investments that get segregated to various financial and investment policies of the salaried middle class of Coimbatore on whom this study is made, are due to several reasons like enjoying the benefits of the best investment schemes, tax exemption, foresight of their/ their children's future, emergency medical needs of the family and security reasons for risk coverage.

STATEMENT OF THE PROBLEM

Salaried people often fallaciously believe that they do not need any financial planning as their income and expenses are regular. In the areas of investment pattern of investors and individuals in various financial and physical investment avenues like bank deposits, real estate, and assets like gold and silver, it becomes all the more important to study and analyse by adopting advanced research in the preferences and level of investment towards various investment avenues available to the salaried employees.

SCOPE OF THE STUDY

The study survey was conducted with the help of a well-structured questionnaire consisting of relevant questions. The focus was on understanding the preference of investors with regard to investment avenues, their educational qualifications and



investment awareness level. The responses help in analysing the profile and investing habits of the investor and factors influencing the investor. This study will help the salaried class employees to plan investment towards maximizing the returns.

OBJECTIVES OF THE STUDY

1. To analyses the awareness level of salaried class investors towards the nature of investment.
2. To identify the time origin which they make their investment.
3. To analyses the factors influencing the investor in choosing the type of investments.

RESEARCH METHODOLOGY

➤ **SAMPLE SIZE**

The sample size which was taken for the study was 120.

➤ **TOOLS USED FOR ANALYSIS**

- Simple Percentage analysis
- Ranking analysis

REVIEW OF LITERATURE

Geethu Gopi, D. Priyanka And R. Preetha (2018)¹ in their study “Investment is an activity confined to specific financial aims of investors”. This study attempts to understand the investment preference of salaried employees in Ernakulam district. convenient random sampling method is used for selecting the sample. The author collected information was analysed by using different

statistical tools like T test, chi square analysis, correlation analysis and percentage analysis. The result of the study suggested most of the employee’s investment are directed to their personal expenses.

Dr. V. Krishna Kumari (2018)², “Impact of savings and investment behaviour of working in Chennai city”. It was said that the financial services sector has become highly diversified offering the women investors with a wide range of investment avenues. The author collected the primary data by administering a detailed questionnaire and also conducted depth personal interviews. The percentage analysis revealed that the maximum 63% of employees are investing for future benefits.

Bindu. T (2017)³, in his research paper titled savings and investment pattern of salaried employees in Palakkad district. The study was designed by descriptive and analytical one. A sample of 40 employees were collected through convenient sampling. There is no significant difference in the investment habit of employees based on gender.

ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in tables under various headings in the following pages. They were also arranged in such a way that; a detailed analysis can be made so as to present suitable interpretations for the same. The data have been analyses by using the following statistical tools.

- Simple Percentage analysis
- Ranking analysis

SIMPLE PERCENTAGE ANALYSIS

TABLE SHOWING THE PURPOSE OF INVESTMENT OF THE RESPONDENTS

S.NO	PURPOSE OF INVESTMENT	NO. OF. RESPONDENTS	PERCENTAGE
1	Wealth creation	10	8
2	Tax savings	28	23
3	Earnings	32	27
4	Future expense	50	42
	TOTAL	120	100

(Source: Primary data)

INTERPRETATION

The above table shows that 8% of the respondents are wealth creation and 23% of the respondents are tax savings and 27% of the

respondents are earnings and 42% of the respondents are future expense.

Majority 42% of the respondents are investing for their future expenses

**TABLE SHOWING THE INVESTED THEIR SAVINGS OF THE RESPONDENTS**

S.NO	INVESTED THEIR SAVINGS	NO. OF. RESPONDENTS	PERCENTAGE
1	Fixed deposit	68	57
2	Gold/silver	28	23
3	Stocks	12	10
4	Real estate	12	10
	TOTAL	120	100

(Source: Primary data)

INTERPRETATION

The above table shows that 57% of the respondents are fixed deposit and 23% of the respondents are gold/silver and 10% of the

respondents are stocks and 10% of the respondents are real estate.

Majority 57% of the respondents are investing their savings in fixed deposit.

TABLE SHOWING THE INVESTMENT DECISION MAKER OF THE RESPONDENTS

S.NO	DECISION MAKER	NO.OF. RESPONDENTS	PERCENTAGE
1	Own	61	51
2	Spouse	20	16
3	Friends & relatives	32	27
4	Financial advisor	7	6
	TOTAL	120	100

(Source: Primary data)

INTERPRETATION

The above table shows that 51% of the respondents are Own and 16% of the respondents are spouse and 27% of the respondents are friends&

relatives and 6% of the respondents are financial advisor.

Majority 51% of the respondents are Own decision maker

**RANK ANALYSIS****RANK ANALYSIS OF BEST INVESTMENT INSTRUMENT**

S.NO	TYPES	RANK I	RANK II	RANK III	RANK IV	RANK V	RANK VI	TOTAL SCORE	RANK
1	SAVING BANK	21(6)	22(5)	14(4)	20(3)	22(2)	21(1)	417	5
2	FIXED DEPOSIT	14(6)	29(5)	22(4)	23(3)	20(2)	12(1)	438	4
3	GOLD/SILVER	22(6)	15(5)	20(4)	40(3)	12(2)	11(1)	442	3
4	POSTAL SAVINGS	24(6)	10(5)	19(4)	20(3)	30(2)	17(1)	407	6
5	REAL ESTATE	33(6)	20(5)	22(4)	19(3)	15(2)	11(1)	484	1
6	INSURANCE	27(6)	22(5)	30(4)	14(3)	12(2)	15(1)	473	2

*(Source: Primary data)***INTERPRETATION**

The above table shows that out of 120 respondents, saving bank is in the rank 5, fixed deposit is in the rank 4, gold/silver is in the rank 3, postal savings is in the rank 6, real estate is in the 1, insurance is in the rank 2.

INFERENCE

If resulted that real estate is in the 1 and it is influencing the respondents prefer real estate.

FINDINGS**SIMPLE PERCENTAGE ANALYSIS**

- Majority 76% of the respondents are coming under the category of private employee.
- Majority 42% of the respondents are investing for their future expenses.
- Majority 57% of the respondents are investing their savings in fixed deposit.
- Majority 51% of the respondents are own decision maker. Majority 60% of the respondents monitor their investment monthly.
- Majority 39% of the respondents had invested their income from sources of house property.
- Majority 51% of the respondents had awareness of investment schemes through digital media.
- Majority 48% of the respondents are given priority of investment under growth.

RANK ANALYSIS

- If resulted that real estate is in rank 1 and it is influencing the respondents to prefer real estate.

SUGGESTIONS

- Investment risk can be minimized which will in turn increase the investment by aged employees.
- Employees can invest in both short term and long-term securities which will enhance the return of their portfolio.
- The company can provide more advice to employees which will help to take better investment decision.
- Employees can consider other factors such as profitability, growth rate etc before structuring their portfolio.
- Employees can spread their investments across different sectors so as to maximize their returns.

CONCLUSION

From the results of the study, it can be concluded that employees have shown that they are following good investment policies and they are satisfied with their investment practices. The findings of the study indicate that employee's perception has led to the investment appreciation exhibited through various factors. A similar kind of investor group perception will enhance investment effectiveness. Employees not only contribute to their respective organization by their labour contributions, they do contribute to the development of national economy by investing in various investment avenues. This will further improve on economy in general and give more



revenues by way yield to the employee investors in particular.

REFERENCE

1. *GEETHA GOPI, D. PRIYANKA AND R. PREETHA- An insight into the savings and investment pattern of salaried employees working in private sector of shipping industries at Ernakulam, international journal of pure and applied mathematics,2018.*
2. *DR. V. KRISHNA KUMARI- Impact of Savings and Investment Behaviour of Working Women in Chennai City, open access 2018.*
3. *BINDU. T- savings and investment pattern of salaried employees in Palakkad district, www.icmrr.org , 2017.*

WEBSITES

1. www.indianjournals.com
2. shodhganga.inflibnet.ac.in
3. info.dogpile.com
4. www.iosrjournals.org