

A STUDY ON INVESTMENT BEHAVIOUR OF SALARIED EMPLOYEES IN COIMBATORE CITY

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Abstract

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. Investment is the allocation of monetary resources to assets that are expected to yield some gain or positive return over a given period of time. Investment aims at multiplication of money at higher or lower rates depending upon whether it is long term or short term investment and whether it is risky or risk- free investment. From the people's point of view, the investment is a commitment of a person's funds to derive future income in the form of interest, dividends, rent, premium, pension benefits or appreciation of the value of their principle capital. The portion of investments that get segregated to various financial and investment policies of the salaried employees of Coimbatore on whom this study is made, are due to several reasons like enjoying the benefits of the best investment schemes to know level of awareness among salaried employees, foresight of their/ their children's future, and security reasons for risk coverage. The present study is an effort to research the investment preferences of salaried individuals towards financial products.

Keywords:

Investment, Financial Instruments, Factors, Risks.

INTRODUCTION

Financial products act as an investment avenue and supply the specified financial security to the investors supported the risk-return profile of the financial products. In the past, traditional financial products were offered in India by banks (deposit account ,credit account), Life insurance Corporation (LIC), and Postal department (recurring deposit, National Saving Certificate, Kisan Vikas Patra). However, in recent years with the arrival of liberalization of monetary services industry, diverse financial products are introduced like mutual funds, shares, derivatives, life and non-life insurance schemes (Unit Linked Investment Plans (ULIPs), pension plans, children education plans, etc.). Investment preference differs from person to person, as every individual behaves differently while investing. Investment behavior of a private is guided by his own set of circumstances. With an expectation of generating high returns over a period of your time and certain levels of risk, individuals invest in several financial products.

TYPES OF INVESTMENT OPTIONS

Stocks: Investments in equity markets or stocks provide avenue for wealth creation over a long period of time. It takes a great deal of research and prudence to understand the different types of investment opportunities and identify the right stocks to invest in. Depending on the types of investors in India, stock investments can bring good returns on the basis of risk-appetite. The good news is that in the long run, some of the stocks have been shown to deliver greater inflation-adjusted returns when compared with many other classes of assets.

Bank Deposits: Fixed Deposits, which are offered by banks and non-banking financial organization (NBFCs), are an excellent option to grow your funds while maintaining the highest level of safety. Among the different types of investments in India, this remain a popular choice since it allows you to deposit a lump sum cash with your lender and choose a tenor that suits your needs. Following the conclusion of the pre-determined tenor, your deposit begins collecting interest at the interest rate you

locked in for the duration of your deposit.

Real Estate: Investing in real estate involves purchasing residential or commercial properties to allow your capital to appreciate or to generate regular rental income. With such investment types, you get to enjoy a steady stream of income in the form of rent. Another strategy is to purchase real estate units, hold them, and then sell them at a later point in time for a higher price, thus earning a significant return on your initial investment.

Crypto currency: Crypto currency is a digital payment system that doesn't rely on banks to verify transactions. It's a peer-to-peer system that can enable anyone anywhere to send and receive payments. Instead of being physical money carried around and exchanged in the real world, crypto currency payments exist purely as digital entries to an online database describing specific transactions. When you transfer crypto currency funds, the transactions are recorded in a public ledger. Crypto currency is stored in digital wallets.. Units of crypto currency are created through a process called mining, which involves using computer power to solve complicated mathematical problems that generate coins. Users can also buy the currencies from brokers, then store and spend them using cryptographic wallets.

Insurance: A few years ago, insurance was associated only with morbidity, claims and tax savings. Today, insurance is seen as an instrument that can also help plan and save for the future. A few years ago, insurance was associated only with morbidity, claims and tax savings. Today, insurance is seen as an instrument that can also help plan and save for the future.

Post Office: Post Office Investments include a number of saving schemes that provide a high rate of interest as well as tax benefits and most importantly, carry the sovereign guarantee of Indian Government. Indian Post offers diverse investment options to cater to the varying needs of different investors. All Post office savings schemes guarantee returns as they are backed up by the government of India. Moreover, most of the post office investment schemes are tax-exempt under Section 80C, i.e. tax exemption up to Rs. 1,50,000 is allowed. Various small saving schemes offered by the Post Office are Public Provident Fund (PPF), Sukanya Samridhi Yojana (SSY), National Savings Certificate (NSC), Post Office Time Deposit for a 5 Year Term, and Senior Citizen Savings Scheme (SCSS) and more.

Corporate Debentures: Debenture is a type of bond or other debt instrument that is unsecured by collateral. Since debentures have no collateral backing, they must rely on the creditworthiness and reputation of the issuer for support. Both corporations and governments frequently issue debentures to raise capital or funds. A company typically makes these scheduled debt interest payments before they pay stock dividends to shareholders. Debentures are advantageous for companies since they carry lower interest rates and longer repayment dates as compared to other types of loans and debt instrument.

Commodities: There are several ways to consider investing in commodities. One is to purchase varying amounts of physical raw commodities, such as precious metal bullion. Investors can also invest through the use of futures contracts or exchange-traded products (ETPs) that directly track a specific commodity index. These are highly volatile and complex investments that are generally recommended for sophisticated investors only. Another way to gain exposure to commodities is through mutual funds that invest in commodity-related businesses. For instance, an oil and gas fund would own stocks issued by companies involved in energy exploration, refining, storage, and distribution. Commodity focused stock funds may use futures contracts to track an underlying commodity or commodity index. Trading in these types of securities is speculative and can be extremely volatile, potentially causing the performance of a fund to significantly differ from the performance of the underlying commodity. That difference can be positive or negative, depending on market conditions and the fund's investment strategy

Gold/Silver: Gold is unique for its durability (it doesn't rust or corrode), malleability, and ability to conduct both heat and electricity. It has some industrial applications in dentistry and electronics, but we know it principally as a base for jewellery and as a form of currency. The value of gold is determined by the market 24 hours a day, seven days a week. Gold trades predominantly as a function

of sentiment—its price is less affected by the laws of supply and demand. This is because the new mine supply is vastly outweighed by the sheer size of above-ground, hoarded gold. Unlike gold, the price of silver wings between its perceived role as a store of value and its role as an industrial metal. For this reason, price fluctuations in the silver market are more volatile than gold.

Mutual Fund: A mutual fund is a type of financial vehicle made up of a pool of money collected from many investors to invest in securities like stocks, bonds, money market instruments, and other assets. Mutual funds are operated by professional money managers, who allocate the fund's assets and attempt to produce capital gains or income for the fund's investors. A mutual fund's portfolio is structured and maintained to match the investment objectives stated in its prospectus. Mutual funds give small or individual investors access to professionally managed portfolios of equities, bonds, and other securities. Each shareholder, therefore, participates proportionally in the gains or losses of the fund. Mutual funds invest in a vast number of securities, and performance is usually tracked as the change in the total market cap of the fund—derived by the aggregating performance of the underlying investments.

Government Bonds/Securities: Government Securities are securities issued by Central Government to borrow from financial market to meet its fiscal deficit. Securities are issued for short term as well as long term. Short term securities with maturity less than 1 year are called Treasury Bills (T-Bills) while Long term securities with a maturity of one year or more are called Government Bonds or Dated Securities. They are considered as safe investments, as Investors are guaranteed return of both interest and principal, from Government of India. State Development Loans (SDL) are securities issued through RBI on behalf of State Governments to meet their borrowing requirements and form part of the government securities market. SDLs are issued by State Governments to manage their own finances.

RISKS INVOLVED IN INVESTMENTS:

1. **MARKET RISK:** The risk of investments declining in value because of economic developments or other events that affect the entire market. The main types of market risk are equity risk, interest rate risk and currency risk.

- **Equity risk** – applies to an investment in shares. The market price of shares varies all the time depending on demand and supply. Equity risk is the risk of loss because of a drop in the market price of shares.

- **Interest rate risk** – applies to debt investments such as bonds. It is the risk of losing money because of a change in the interest rate. For example, if the interest rate goes up, the market value of bonds will drop.

- **Currency risk** – applies when you own foreign investments. It is the risk of losing money because of a movement in the exchange rate. For example, if the U.S. dollar becomes less valuable relative to the Canadian dollar, your U.S. stocks will be worthless in Canadian dollars.

2. **LIQUIDITY RISK:** The risk of being unable to sell your investment at a fair price and get your money out when you want to. To sell the investment, you may need to accept a lower price. In some cases, such as exempt market investments, it may not be possible to sell the investment at all.

3. **CONCENTRATION RISK:** The risk of loss because your money is concentrated in 1 investment or type of investment. when you diversify your investments, you spread the risk over different types of investments, industries and geographic locations.

4. **CREDIT RISK:** The risk that the government entity or company that issued the bond will run into financial difficulties and won't be able to pay the interest or repay the principal at maturity. Credit risk applies to debt investments such as bonds. You can evaluate credit risk by looking at the credit rating of the bond. For example, long-term Canadian government bonds have a credit rating of AAA, which indicates the lowest possible credit risk.

5. **REINVESTMENT RISK:** The risk of loss from reinvesting principal or income at a lower interest rate. Suppose you buy a bond paying 5%. Reinvestment risk will affect you if interest rates

drop and you have to reinvest the regular interest payments at 4%. Reinvestment risk will also apply if the bond matures and you have to reinvest the principal at less than 5%.

Reinvestment risk will not apply if you intend to spend the regular interest payments or the principal at maturity.

6. **INFLATION RISK:** The risk of a loss in your purchasing power because the value of your investments does not keep up with inflation. Inflation erodes the purchasing power of money over time –the same amount of money will buy fewer goods and services. Inflation risk is particularly relevant if you own cash or debt investments like bonds. Shares offer some protection against inflation because most companies can increase the prices they charge to their customers. Share prices should therefore rise in line with inflation. Real estate also offers some protection because landlords can increase rents over time.

7. **HORIZON RISK:** The risk that your investment horizon may be shortened because of an unforeseen event, for example, the loss of your job. This may force you to sell investments that you were expecting to hold for the long term. If you must sell at a time when the markets are down, you may lose money.

8. **LONGEVITY RISK:** The risk of outliving your savings. These risks are particularly relevant for people who are retired, or are nearing retirement.

9. **FOREIGN INVESTMENT RISK:** The risk of loss when investing in foreign countries. When you buy foreign investments, for example, the shares of companies in emerging markets, you face risks that do not exist in Canada, for example, the risk of nationalization.

FACTORS AFFECTING INVESTMENT RETURNS

- Investment objective
- Age and financial responsibilities
- Liquidity (availability of funds)
- Risk-bearing capacity
- Investment Timeline

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 analyze by adopting advanced research in the preferences and level of investment towards various investment avenues available to the salaried employees.

OBJECTIVE OF THE STUDY

The following are the specific objectives of the study:

- To know the level of awareness about the various investment avenues
- To find the most preferred investment avenues.
- To analyze the level of risk associated with Investment Avenue.

NEED AND SCOPE OF THE STUDY

The study was conducted with the help of a well-structured questionnaire consisting of relevant question. 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 analyzing the profile and investing habits of the investor and factors influencing the investor. This study aims to know the investing pattern and behaviour of salaried employees.

RESEARCH METHODOLOGY

In this study, survey method was adopted to collect the primary information from the salaried employees. A questionnaire was prepared and collected from the salaried individuals in Coimbatore with different economic, social and geographical characteristics. The sample size which was taken for the study was 110 respondents. The tools used for the study are Simple Percentage analysis, Ranking analysis, Mean and Standard deviation.

LIMITATIONS OF THE STUDY

The study confines to Coimbatore city, with the sample size of 110 only. Hence the result cannot be generalized. The lack of knowledge of the respondents about the financial instruments can be a major limitation. The survey was conducted digitally; hence there was lack of physical presence from both ends.

REVIEW OF LITERATURE

Ramya R, D Velumoni, A study on Financial Planning for Salaried Employees and Strategies for Tax Savings in Chennai (2021). The Study is about to find various strategies are available for tax savings and to achieve long and short term financial goals through financial planning. It intend to study the pattern in which employees allocates their savings in tax strategies. The area of study for this research is confine to Chennai alone. The period of this study was January 2021 to April 2021 i.e. 4 months. The study concludes that, salaried employee want to know their tax obligation in the right perspective and measures of financial planning available to them so that they can make the best use of their earnings by reducing the incidence of tax. **R.Uma and Y.AyshaFathima, A study on Financial Planning of Salaried employees(2021).** This research generally focuses on financial planning for salaried employees with respect to savings, income tax, retirement and investment. Financial planning will help

make sure the right balance between the inflow and outflow of the funds. Some feel that saving regularly in bank recurring deposits or Systematic Investment Plans (SIPs) in mutual funds is financial planning. A budget enables you to construct a road map to realize all the financial goals. It also helps you build your contingency fund for any unforeseen needs which will arise. The study reveals the association of financial planning and investment behaviour of the individuals. **Siddharth Dhongde and Vilas Epper (2020), Tax saving investment strategies among salaried individuals in the Aurangabad city:** The objective behind this research paper is to understand tax saving investment management strategies among salaried employees. On the same point view this research is an attempt to understand investment reference pattern and tax saving investment patterns among the salaried individual. Study outcome reveals that the foremost adopted combination of tax saving instruments are PPF (Public Provident Fund) which got the primary rank during the study and therefore the other are children education, LIC, Home loan, NPS and other priority gives to the Medical insurance, National saving certificate, Fixed deposits and ELSS. **MariyahAhmerShaikh, Prof. (Dr.) AtikShaikh, A Study on Financial Planning for Salaried Employees and Strategies for Tax Savings (2020).** The research was conducted within Pune, Maharashtra to spread awareness about financial planning among the working-class people. Similarly the saving-investment behaviour of the salaried employees are known with the help of this study. The primary data for this study has been collected by approaching the salaried employees via internet (digital survey method). The secondary data are collected from articles published on various websites (desk research). **AkshayBhisikar, Yogesh B. Dhoke and ShwetaRokde, An Analysis on Investment and Saving Pattern of Salaried Employees with the reference to Nagpur City (2020).** The objective of this study is to understand the factor that influences the investment decision of the people and the problem faced by the investor. This study is based on descriptive as well as exploratory study. Hence it was concluded that the investors/salaried employees are prefer to invest in their money into the Mutual fund and bank deposit. The data analysis of research show that the future safety and wellbeing is concerned as vital factor while doing investment. Investors are very well conscious about different investment avenues that are

available in Nagpur City. **AliMedabesh, AsifJeelani Khan, Financial Assets and the preference of salaried class Assesses (2020)**. The habit of investment in financial assets plays an important role in financial planning of an individual. The financial assets not only provide benefits in terms of returns and tax savings among others, plans like SIPs (Systematic Investment Plans) oblige an individual to save certain portion of earnings. The financial assets can assert great attraction as the investment in financial assets does not require large amount of money at once unlike physical assets. A good portfolio can help investor to earn good returns, the salaried class in Jammu & Kashmir, however, are reserved with their preference for financial assets. **R. Janani (2020), A study on financial planning for salaried employees and strategies for tax savings**: This research aims to study on the awareness of tax planning measures among the salaried employees. The study on Tax planning measures adopted by salaried class aims to concentrate on the awareness of tax planning measures among the salaried class. It can be concluded that all working people have an Investment plan and invest for their future use also. **GS Sumesh (2020), Awareness and perceptions regarding Tax planning options among salaried people**: The research intends to analyze the impact of tax planning on savings habits and investment pattern of the assessed belonging to the salaried class and also to ascertain the level of awareness of the salaried class on various tax planning measures available under Income Tax Act. Hence it can be inferred that salaried people are not fully aware of various tax plans even though they are partially aware.

ANALYSIS AND INTERPRETATION

Demographic Profile of the respondents

Demographic Characteristics	Respondents	Percentage
Gender		
Male	60	54.5
Female	50	45.5
Age		
21-30years	85	77.3
31-40years	12	10.9
41-50years	9	8.2
51-60years	4	3.6
Marital status		
Single	81	73.6
Married	29	26.4
Type of family		
Joint family	34	30.9
Nuclear family	76	69.1
Number of members		
Upto2members	5	4.5
2-4members	75	68.2
4-6members	27	24.5
Above6members	3	2.7
Educational qualification		
Upto+2	7	6.4
Under graduation	57	51.8
Post-graduation	39	35.5
Diploma/IT	7	6.4
Occupation		
Public sector	11	10
Private sector	78	70.9
Others	21	19.1

Monthly income		
BelowRs.25000	44	40
Rs.25000-Rs.50000	35	31.8
Rs.50000-Rs.75000	21	19.1
Rs.75000 and above	10	9.1

Source: Primary data

It is inferred from the above table that:

- 54.5% of the respondents are Male and 45.5% of the respondents were female. Majority of the respondents are male.
- 77.3% are between 21-30 years and 10.9% are between 31-40 years. About 8.2% are between age group of 41-50 years and 3.6% are from 51- 60 years. Majority of the respondents belong to age group of 21-30 years.
- 73.6% of the respondents are Single and 26.4% of them are married. Majority of the respondents are single.
- 30.9% of the respondents are joint family and 69.15% of the respondents are nuclear family. Majority of the members belong to nuclear family(69.1%).
- About 4.5% of families are up to 2 members, 68.2% of family has members from 2-4 members, 24.5% of 4-6 members and 2.7% of family has above 6 members in family. Majority of the number of family members are 2-4 members (68.2%).
- 6.4% of members have educational qualification up to +2 and 51.8% are under graduated. 35.5% of respondents are post graduated and 6.4% have education qualification of Diploma/IT. Majority of the respondents are under graduates.
- 70.9% of respondents work in private sector and 10% of respondents are public sector and 19.1% respondents work in other occupations. Majority of the respondents work in private sector (70.9%).
- 40% of the respondent's monthly income is below Rs.25000, 31.8% is between Rs.25000-Rs.50000, 19.1% of the respondent's income is between Rs.50000-Rs.75000 and 9.1% is above Rs.75000. Majority of the respondents monthly income is below Rs.25000.

Percentage of monthly salary saving of the respondents

S.no.	Percentage of monthly salary saved	No. of respondents	Percentage
1.	Below 20%	45	40.9
2.	20-30%	39	35.5
3.	30-40%	19	17.3
4.	40-50%	3	2.7
5.	50% and above	4	3.6
	Total	110	100

Source: Primary data

The above table depicts percentage of monthly salary saved by respondents. 40.9% of respondents save below 20%, 35.5% save between 20-30%, 17.3% save from 30-40%, 2.7% respondents save from 40-50% and 3.6% of respondents save above 50%. Majority of the respondents save below 20%.

Source of Investment Information

Investment information	No. of respondents	Percentage
Internet	31	28.2
Family	46	41.8
Colleague	5	4.5
Friends	23	20.9
Advertisements	5	4.5

Total	110	100
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Source: Primary data

The table shows source of investment information by respondents. 41.8% respondent's source of information is family members, 28.2% is internet, 4.5% respondent's investment information is colleagues and 20.9% is friends and 4.5% source of information is advertisements. Majority of the respondent's source of investment information is from family members (41.8%).

Influenced Respondent to Take Decision Regarding Investment

Decision regarding Investment	No.of respondents	Percentage
Family	60	54.5
Friends	26	23.6
Socialmedia	16	14.5
Advertisement	2	1.8
Consultants	6	5.5
Total	110	100

Source: Primary data

The above table depicts who influenced respondents to take decision regarding investment. 54.5% had chosen family members, 23.6% is friends, 14.5% choose social media, 1.8% choose advertisement and 5.5% respondents had chosen consultants. Majority of the respondents choose family members (54.5%).

Opinion of Respondents that will give Better Returns

Investment avenues	Percentage
Stock	12
Bank deposits	14
Real estate	12
Crypto currency	9
Insurance	7
Post office	10
Corporate debentures	2
Commodities	1
Gold/silver	18
Government bonds/securities	8
Mutual funds	7
Total	100

Source: Primary data

The above table shows the opinion of respondents regarding Investment Avenue that gives better return. 18% of respondents prefer to invest in gold and only 1% is for commodities. Majority of respondents choose gold as investment for better returns.

Investment Objective of Respondents

Investment objective	Percentage
Safety	24
Capital appreciation	12
Education	13
Marriage	8
Tax savings	11
Societal compulsion	3
Future returns	22
After retirement benefits	7
Total	100

Source: Primary data

The above table shows the reason for opting investment option by respondents. 24% of the respondents choose safety and 3% of the respondents, due to societal compulsion opt for investment option. Majority of the respondents choose safety as reason for investment option.

Awareness Level of Respondents in Investment Avenues

Investment Avenues	Aware	Neutral	Unaware	Mean	Standard Deviation
Stock	56	34	20	2.33	2.45
Bank deposits	65	39	6	2.54	2.61
Reale state	56	28	26	2.27	2.42
Cryptocurrency	36	43	31	2.05	2.19
Insurance	58	41	11	2.43	2.52
Post office	66	34	10	2.51	2.59
Corporate debentures	31	46	33	1.98	2.12
Commodities	40	39	31	2.08	2.23
Gold/silver	75	25	10	2.59	2.67
Government bonds/securities	55	34	21	2.31	2.43
Mutual funds	58	34	18	2.36	2.48

Source: Primary data

The highest mean rating (2.59) was found for “gold/silver”. The lowest mean rating (1.98) was found for “Corporate debenture”. However for most of the items their ratings fall between 2 and 3 indicating that the level of awareness varies between “Neutral” and “Aware”. Majority of the respondents are more aware of gold/silver and less aware about corporate debentures.

Ranking of Investment Avenues Based on Investment Returns

INVESTMENT AVENUES	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	Total	Rank
Stock	47	19	20	5	5	4	3	1	1	1	4	1014	2
Bank deposits	29	43	15	7	4	0	3	0	3	2	4	1000	3
Realestate	33	25	31	7	6	3	0	2	0	3	0	1022	1
Cryptocurrency	21	20	21	17	7	6	3	4	1	3	7	888	9
Insurance	17	28	16	11	20	4	1	3	5	2	3	902	7
Postoffice	24	21	24	10	6	10	3	4	2	4	2	919	6
Corporate debentures	8	22	23	10	12	4	13	4	6	4	4	814	11
Commodities	13	18	23	9	10	11	3	13	2	3	5	822	10
Gold/silver	42	27	9	8	9	4	3	1	5	0	2	1000	4
Government bond/securities	22	29	17	11	10	6	4	3	2	3	3	926	5
Mutual funds	20	32	18	9	6	3	6	3	5	1	7	900	8

Source: Primary data

Most of respondents prefer real estate as the best investment avenue to earn better returns so it stands in 1st position. Majority of the respondents prefer stock to be in the 2nd position. Majority of the respondents prefer bank deposits to be in the 3rd position and Gold / silver in the 4th position. Most of the people from 110 respondents prefer government bonds/securities in the 5th position and post office in the 6th position. Majority of the people prefer insurance, mutual funds, crypto currency,

commodities and corporate debentures in the 7th, 8th, 9th, 10th and 11th positions. Majority of the respondents prefer to invest in real estate.

Risk Factors of Various Investment Avenues Based on Respondents Opinion

Investment avenues	High risk	Moderate risk	Less risk	Mean	Standard Deviation
Stock	57	50	3	2.5	2.55
Bank Deposit	4	42	64	1.45	1.56
Real estate	34	57	19	2.12	2.24
Crypto currency	57	41	12	2.41	2.50
Insurance	10	66	34	1.8	1.88
Post office	6	41	63	1.48	1.6
Corporate debenture	32	62	16	2.15	2.24
Commodity	21	65	24	1.97	2.07
Gold/Silver	17	38	55	1.65	1.80
Government Bonds/Security	7	60	43	1.67	1.77
Mutual funds	23	63	24	1.99	2.09

Source: Primary data

The highest mean rating (2.5) was found for Stock. The lowest mean rating (1.45) was found for “Bank deposits”. However for most of the items the ratings fall between 1 and 2 indicating that the level of awareness varies between “Moderate risk” and “Less risk”. Majority of the respondents choose stock as high risk investment avenue and bank deposit as low risk investment avenue.

FINDINGS

- Majority of the respondents are male (54.5%).
- Majority of them are 21-30 years age group (77.3%).
- Majority of the respondents were single (73.6%).
- Majority of them belong to nuclear family (69.1%).
- Majority of them have only 2-4 members in their family (68.2%).
- Majority of the respondents are undergraduates (51.8%).
- Majority of them work in private sectors (70.9%).
- Majority of the respondent's monthly income is below Rs.25000.
- Majority of them save below 20% of their monthly income.
- Majority of the respondents save certain sum of money every month (29.1%).
- Majority of the investment information is received from their family members (41.8%).
- Majority of the investment duration is below 1 year (36.4%).
- Majority of the respondents were influenced by the family members to make investment (54.5%).
- Majority of the respondents had no other sources of income (65.5%).
- Majority of the respondents investment objective is safety.
- Majority of respondents prefer real estate as the best investment avenue to earn better returns so it stands in the 1st position.
- Majority of these respondents are more aware of gold/silver and less aware about corporate debentures.
- Majority of the respondents choose stock as high risk investment avenue and bank deposit as low risk investment avenue.

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 their turn 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.
- Employees are suggested to invest more in the long term investment avenues (more than 5 years) in order to get better returns after seeking experts' advice.

CONCLUSION

For an individual to become wealthy and secured in terms of financial, proper saving and investment behavior is needed. Every salaried persons have to properly plan for their investment to enhance their returns to have a stable income after considering their risk appetite and expected return. 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 investors have to identify the market situation and price fluctuations while opting for investment. To enhance the saving habits, the saving mode must attract people by providing many offers and new attractive schemes. Awareness programs needs to be conducted either by financial experts, financial institutions or itself from organization where employees working them self.

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