

**“A STUDY ON INVESTMENT PATTERN OF SALARIED PERSONS  
WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT”**

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(Affiliated to Mahatma Gandhi University

Accredited by NAAC with “A+” Grade)

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### BONAFIDE CERTIFICATE

This is to certify that this dissertation entitled “**A STUDY ON INVESTMENT PATTERN OF SALARIED PERSONS WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT**”, has been prepared by **Mohamamed Adanan, Rizwan K Riyas, Sidharth S Kumar** under my supervision and guidance in partial fulfilment of the requirement for the Degree of Bachelor of Commerce of Mahatma Gandhi University. This is also to certify that this report has not been submitted to any other institute or university for the award of any degree.

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## **DECLARATION**

We, **Mohamamed Adanan, Rizwan K Riyas, Sidharth S Kumar**, B.Com Final year students, Department of commerce (Computer Application), Bharata Mata College Thrikkakara, hereby declare that the Dissertation submitted for the award of Bachelor's Degree is our original work. We further declare that the said work has not previously been submitted to any other University or Academic Body.

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**Mohamamed Adanan**

**Rizwan K Riyas**

**Sidharth S Kumar**

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**CHAPTER - 1**  
**INTRODUCTION**



# INTRODUCTION

## 1.1 INTRODUCTION

Investment refers to act of putting plutocrat and trouble into commodity to make a profit or it's to achieve a result. It's the allocation of the plutocrat in the anticipation that may do some benefit in future. Though the terms save and invest are used interchangeably they aren't the same. Saving means excess of income over his or her consumer expenditure in a given period of time. It denotes the quantum left over after spending. Investors are saviors , but all the saviors can't be good investors because investment is a wisdom and an art. The investor has colorful indispensable avenues of investment for his savings to make a investment inflow in agreement with his preferences. Savings flow into investments for a return, but savings kept as cash are barren and don't earn anything. Investment means numerous effects to numerous persons. If one person has advanced some plutocrat to another it may be his loan which may be considered as an investment for a return. If a person has bought one kilogram of gold for the purpose of price appreciation or a consumer durable it's his investment. If he purchases an insurance plan or a pension plan it's also an investment. The construction of a correct portfolio is a great task in front of every investor Though the terms save and invest are used interchangeably they aren't the same. Saving means excess of income over his or her consumer expenditure in a given period of time. It denotes the quantum left over after spending. investment always concerns the disbursement of some resource moment — time, trouble, plutocrat, or an asset — in expedients of a lesser lucre in the future than what was firstly put in. For illustration, an investor may buy a financial asset now with the idea that the asset will give income in the future or will latterly be vended at a advanced price for a profit. The construction of a correct portfolio is a great task in front of every investor. Investment can be stock, bond, collective fund, interest bearing, land, derivations, real estate, art work, jewel. The threat may related to loss or detention in payment of top capital or non- payment of interest or variability of return. All investments involve threat and query. The ideal of every investor is to minimize the threat involved in investment and maximize the return.

All investments involve threat and query. The ideal of the investor is to minimize the threat involved in the investment and maximize the return. Some of the investment avenues offer seductive returns but with high pitfalls, some propose lower returns with veritably low pitfalls. It has also frequently been confused with the enterprise. The following discussion will give an explanation of the colorful ways in which investments is related or discerned from the fiscal and profitable sense and how enterprise differs from investment. All the investors invest who wish to invest, invest their fat plutocrat in the below mentioned avenues. That are available grounded on their threat taking station and capacity bearing.

## **1.2 SIGNIFICANCE OF THE STUDY**

Investments are veritably important to meet the future needs and it also reflects the growth in economically in a country. So it's veritably important to know how well the people are apprehensive about colorful investment schemes and their preference of investment grounded on colorful factors and they may experienced colorful hindrances also. Each bone of us has fiscal pretensions like child's advanced education to make wealth etc.. Investments are veritably important to meet the future needs and it also reflects know how well the people are apprehensive about colorful investment schemes and their preference of investment grounded on colorful factors and they may experienced colorful hindrances also helps you grow your plutocrat which can also be used to meet your unborn fiscal pretensions. When you invest your plutocrat, it's likely to give you with returns. In choosing specific investments, investors will need definite ideas regarding features which their portfolio should posses. This study provides sapience on how people use their payment for investing without compromising their requirements

## **1.3 STATEMENT OF THE PROBLEM**

People can save redundant plutocrat they've with them. But when that savings turn into investment it creates earnings and increased the fiscal stability. Choosing the night mode of investment which gives the proper anticipated return and carries the position of threat which can be affordable by the investor, is a pivotal task. They don't consider the fact that there could

always arise any unlooked-for accidents. Event like losing of current job or Sanitarium requirements or any other events which bear huge expenditure. therefore investments come hands and arise the demand to study investment patterns.

#### **1.4 OBJECTIVE OF THE STUDY**

- To Know the mindfulness about different investment schemes and their source of mindfulness among different investors.
- To find out different patterns of investment preferred by the salaried persons.
- To know about the factors impacting the investment opinions of the salaried persons.
- To find out the hindrances faced by salaried persons while making an investment decision.
- To find out the type of earnings preferred by salaried persons among regular returns and capital appreciations.
- To know about the mindfulness regarding the stock request securities and the extend of investment in share request.

#### **1.5 SCOPE OF THE STUDY**

The exploration was conducted among different salaried persons who lives in Ernakulam quarter. While making the investment the investor can apply their plutocrat to earn further plutocrat. The study can help to find out what chance of payment people invest their finances in different gambles. This study helps to know the different modes of investment the workers have chosen and the factors by which they're told substantially while making an investment decision. This study also reveals the threat and return preferences of investors.

#### **1.6 RESEARCH METHODOLOGY OF THE STUDY**

##### **1.6.1 TOOLS FOR DATA COLLECTION**

##### **PRIMARY DATA**

It's the first hand information for the study. In this study the primary data is collected by Questionnaire. The questionnaire has been duly prepared in order to cover all the information

needed for the study. Primary data is tabulated and anatomized by using tool like chance and pie diagrams

## **SECONDARY DATA**

Secondary data is substantially collected from Homemade books, Journal

### **1.6.2 SAMPLE DESIGN**

SAMPLE SIZE:- For the purpose of the study 50 repliers were named using arbitrary slice fashion.

STATISTICAL TOOLS:- The data collected were tabulated and anatomized using statistical tools similar as chance system and graph

### **1.7 LIMITATIONS OF THE STUDY**

- Bias of the replier may affect the study
- The study suffers from essential limitations of slice ways.

### **1.8 CHAPTERISATION**

CHAPTER 1- The first chapter deals with preface to the content of the study ‘ INVESTMENT PATTERN OF SALARY PERSON ’.

CHAPTER 2- The Alternate Chapter deals with Review of Litreature of the study.

CHAPTER 3- The Third Chapter deals with Theoretical Framework of the study.

CHAPTER 4- The Fourth Chapter Deals with Data Analysis and Interpretation of the study.

CHAPTER 5- The Fifth Chapter Deals with Findings, Suggestion & Conclusions of the study.

**CHAPTER - 2**  
**REVIEW OF LITERATURE**

## **REVIEW OF LITERATURE**

Review of literature is the study of the prevalent materials are related to topic of research. This helps the researcher to get a clear idea about the particular field. It is important for the researcher to carry out the research success fully. It is further intended to serve as a mean of exchanging information with the hope that it cold prevent further implications of the respondents of determine what is already known for similar research. The knowledge of other research literature is very important for marketing research. Either to prove or disprove his findings with those or others certain number of literature has been review of enlisted.

**Sunil Gupta** studied "The investment pattern among different groups in Shimla" ( 2008) had revealed that the investors in the city favour to deposit their surplus in banks, post offices, fixed deposit, saving accounts, and different UT 1 schemes etc. The approach of the investors towards the securities in general was bleak, though service and professional class is going in for investment in shares, debentures, and in different mutual fund schemes. Most of the rich people in Shimla have a tendency of investing their surpluses in fixed deposit of banks, provident funds, post office savings, real estates etc. for desire of safety and suitability of returns.

**Kumar, Banu, and Nayakamin** studied "A research on financial product preferences Tiruchirapalli investors" (2008) found that the preferences of the respondents were known according to their attributes like safety of principals, liquidity, stability of income, capital growth, tax benefit, inflation resistance. So the investors needed to make choices depending on

what is available and what are his own priority ratings of the attribute needed in the product. The rank preferences of investors were prioritized as post office, bank deposits, gold, real estate, equity investments and mutual funds.

**Dr Kajal Gandhi** studied the "Investment preferences of investors"(2011)- found that insurance endowment policies and gold are the most preferred investment instruments among the respondents. This is followed by property and bank deposits. Most retail investors find the stock market activities too complex and difficult to comprehend. The results from their survey of retail investors reveal that the fear of losing money is the primary reason why the respondents try to avoid stock market investing. Other reasons that are cited include procedural complexity, inability to monitor investments and absence of stable returns. The questionnaire required respondents to tell about the saving habits, awareness of investment opportunities, objectives of making investments, and investment preferences. One of the key findings of the survey is that insurance endowment policies and gold are the most preferred investment instruments among the respondents. This is followed by property and bank deposits.

**Brahma Bhatt, P SA Ragukumari and SarmiraMalekar**( 2012) has conducted a study on the investor behaviour on investment avenues in Mumbai with a sample of 100 respondents. The study revealed that people invest in stock market as compared to any other avenues, even though they face huge losses. It was also evident from the study that investor prefers savings and safety but at the same time they want higher interest at low risk in shorter span. The study also concluded that most of the respondents possess higher educational qualification and opt for two or more sources of information to make investment decision. It also stated that most of the respondents discuss with their family and friends before making investment and the respondent's decisions are based on their own initiative.

**R.Sreepriya and P. Gurusami** have conducted "A study of the investment preferences and risk level: behaviour of salaried individuals" (2013) discovered that the sample of research selected from finance features and banks that have knowledge of finance field but they are not willing to take risk to invest in stocks or to gamble. The study has also find out that there is only bookish knowledge and no practical implication here because of lack of advisors and brokerage houses. The study suggests that salaried individuals want secure investments and they should invest in

government securities and government bonds which are less risky. Government should open proper financial education consultants about investments in securities, stocks and bonds.

**Ranjana Singh** has conducted "A study on the investment pattern of salaried individuals" (2013) reveals that most of the individuals prefer to invest in private sector. Majority of the respondents consider fixed deposit, Gold/ silver, savings account, post office savings as a safe and low investment option and they consider bonds, chit funds, and private equity as high risk investment avenues. The study put forward a suggestion that the investors who wants to avoid risk should invest in savings account, fixed deposit, provident funds, national savings certificates, post office savings, life insurance etc.. And it also suggests that the investment avenues like share market, mutual funds etc need more awareness among salaried individuals to attract them.

**Sonali Pattil and Dr Kalpana** Nandawar have conducted "A study on preferred investment avenues among salaried people with special reference to Pune, India" (2014) opinioned that awareness program has to be conducted by stock broking firms, because most of the respondents are thinking these avenues are loss making and having no good return on it. "No pain no gain' is the best principal of investment management and salaried investors are following this principal only. Hence the researchers have concluded that most of the investors prefer secured regular income on investment in the study area. It is concluded that investors are aware about investment avenues available in India but still investors are preferred to invest in bank deposit, real estate, gold etc. The data analysis reveals that safety is the important factor while doing investments so remaining factors are less considerable while doing investment by investors

**Navjeet Kaurhas** conducted "A study on the investment opportunities and investment pattern of salaried people" (2014) found that maximum investors are aware of all the investment options. Investors do not invest in a single avenue. They prefer different investment options and majority of them prefer bank deposits, post office savings and insurance. The main purpose of making investment is to meet their future needs. The study has revealed the most influencing factors for investment decision such as return, tax benefits, and capital appreciation. It is discovered that the most prominent factor is the return from investment



**K. V. Ramanadhan and Dr. K. S. Meenakshi Sundaram have** conducted "A study of the investment pattern of bank employees" (2015) revealed that the respondents are aware about the selection basis of investment and would prefer investment where return on investment is good and which helps to asset creation in future. Most of the respondents invest in tax saving investments such as Life insurance products. It is also suggested that the awareness programmes should have to be conducted to educate the respondents towards capital market investment. It is also found that the income category and investment category are significantly associated with the basis of investment.

**Brahma Bhatt, P SA Ragukumari and Sarmira Malekar** (2012) has conducted a study on the investor behaviour on investment avenues in Mumbai with a sample of 100 respondents. The study revealed that people invest in stock market as compared to any other avenues, even though they face huge losses. It was also evident from the study that investor prefers savings and safety but at the same time they want higher interest at low risk in shorter span. The study also concluded that most of the respondents possess higher educational qualification and opt for two or more sources of information to make investment decision. It also stated that most of the respondents discuss with their family and friends before making investment and the respondents decisions are based on their own initiative.

## **CHAPTER - 3**

# **THEORETICAL FRAMEWORK**

## THEORETICAL FRAMEWORK

### **3.1 INTRODUCTION**

Investment is the act of putting plutocrat or trouble into commodity to make a profit or to achieve a result. It's the allocation of plutocrat in the anticipation of some benefit in future. Though the terms save and invest are used interchangeably they aren't the same. Saving means excess of income over his or her consumer expenditure in a given period of time. It denotes the quantum left over after spending. Investors are savors but all savors can't be good investors as investment is a wisdom and an art. The investor has colorful indispensable avenues of investment for his savings to inflow in agreement with his preferences. Savings flow into investments for a return, but savings kept as cash are barren and don't earn anything.

Investment means numerous effects to numerous persons. If one person has advanced some plutocrat to another it may be his loan which may be considered as an investment for a return. If a person has bought one kilogram of gold for the purpose of price appreciation or a consumer durable it's his investment. If he purchases an insurance plan or a pension plan it's also an investment. The construction of a correct portfolio is a great task in front of every investor. Investment can be stock, bond, collective fund, interest bearing, land, derivations, real estate, art work, jewelry etc. The threat and return available form each of these investment avenues are differing from one another. The threat may related to loss or detention in payment of top capital or non- payment of interest or variability of return. All investments involve threat and query. The ideal of every investor is to minimize the threat involved in investment and maximize the return.

### **3.2 Features of Investment**

The investor, to be certain of the safety of star, should precisely review the profitable and assiduity trade before choosing he types of investment. crimes are avoidable and thus, to insure safety of star, investor should consider diversification of means. Acceptable diversification involves mixing investment commitments by assiduity, geographically, by majorities. A proper combination of these factors would reduce losses. Diversification is great

extent that helps in proper investment programs but it should be nicely fulfilled and should be carried out to axes.

- **Capital appreciation:-**

Capital appreciation is an important point of every investment tool. Every investment will rise their value over a period of time which is a crucial determinant for making financing in it. Investors should prognosticate assets which are anticipated to appreciate in future.

- **Safety of principal**

Safety of finances invested is one of the essential demands of a good investment. Safety signifies protection against any possible loss under the changing conditions. It can be achieved through a careful review of profitable and artificial trends before choosing the type of investment. In this no one can make a forecast of unborn profitable conditions with utmost perfection. To guard against certain risks that may creep in while making an investment decision, extensive diversification is suggested. The main ideal of diversification is the reduction of the threat of the loss of capital and income. A diversified portfolio is less perilous than holding a single portfolio.

- **Liquidity**

Investor requires a minimal liquidity in his investments to meet exigencies. Liquidity will be assured if the investor buys a proportion of readily saleable securities out of his total portfolio. In this thus keep proportion of cash, fixed deposits and units which can be incontinently made liquid investments like stocks and property or real estate can not insure immediate liquidity.

- **Marketability**

Marketability refers to the ease with which the investment securities can be transferred in the market. This point of investment tools determines their value as assets with better marketability are preferred more by the people looking for the investment.

- **Tax Benefits**

Tax implications on the income handed by investment programs are seriously taken into consideration by investors. The real return earned by people is one that's left after paying income duty. While deciding an investment option the burden of levies is important to determined and anatomized by the investors.

- **Purchasing Power Stability**

Before making any investment the investor consider the unborn purchasing power of their finances. In order maintain the stability of coping power, he ensures that plutocrat values of the investment should increase in agreement with rising price situations to avoid any chance of losing plutocrat.

### **3.3 OBJECTIVES OF INVESTMENT**

In broad terms, four main investment objects cover how you negotiate most fiscal pretensions. These investment objects are important because certain products and strategies work for one ideal, but may produce poor results for another ideal. It's relatively likely you'll use several of these investment objects contemporaneously to negotiate different objects without any conflict. Let's examine these objects and see how they differ.

1. **Capital Appreciation**

Capital appreciation is concerned with long- term growth. This strategy is most familiar in withdrawal plans where investments work for numerous times inside a good plan. still, investing for capital appreciation isn't limited to good withdrawalaccounts. However, you're planning to hold the stocks for numerous times, If this is your ideal. You're happy to let them grow within your portfolio, reinvesting tips to buy further shares. A typical strategy employs making regular purchases. You aren't veritably concerned with day- to- day oscillations, but keep a close eye on the fundamentals of the company for changes that could affect long- term growth

2. **Current Income**

Current Income still, you're most likely interested in stocks that pay a harmonious and high tip, If your ideal is current income. You may also include some top- quality real estate

investment trusts( REITs) and largely- rated bonds. All of these products produce current income on a regular base. numerous people who pursue a strategy of current income are retired and use the income for living charges. Other people take advantage of a lump sum of capital to produce an income sluice that no way touches the star, yet provides cash for certain current requirements.

### 3. **Capital Preservation**

Capital preservation is a strategy you frequently associate with senior people who want to make sure they do n't outlast their plutocrat. Retired on nearly retired people frequently use this strategy to hold on the detention has. For this investor, safety is extremely important – indeed to the extent of giving up return for security. The sense for this safety is clear. However, it's unlike they will get a chance to replace it, If they lose their plutocrat through foolish investment and are retired.

### 4. **Marketability or Liquidity:**

numerous of the investments we've bandied are nicely illiquid, which means they can not be incontinently vended and fluently converted into cash. Achieving a degree of liquidity, still, requires the immolation of a certain position of income or eventuality for capital earnings. Common stock is frequently considered the most liquid of investments, since it can generally be vended within a day or two of the decision to vend. Bonds can also be fairly marketable, but some bonds are largely illiquid, or non-tradable, enjoying a fixed term. However, plutocrat request means and non-tradable bonds are not likely to be held in his or her portfolio, If an investor seeks liquidity.

## **3.4 INVESTMENT V/S SPECULATION**

The main difference between speculating and investing is the amount of risk undertaken in the trade. Typically, high-risk trades that are almost akin to gambling fall under the umbrella of speculation, whereas lower-risk investments based on fundamentals and analysis fall into the category of investing. Investors seek to generate a satisfactory return on their capital by taking on an average or below-average amount of risk. On the other hand, speculators are seeking to make abnormally high returns from bets that can go one way or the other. It should be noted that speculation is not exactly like gambling because speculators do try to make an educated

decision on the direction of the trade, but the risk inherent in the trade tends to be significantly above average.

Speculating is the assumption of risk in anticipation of gain but recognizing a higher than average possibility of loss. The term speculation implies that a business or investment risk can be analysed and measured, and its distinction from the term Investment is one of degree of risk. It differs from gambling, which is based on random outcomes. There is nothing in the act of speculating or investing that suggests holding times have anything to do with the difference in the degree of risk separating speculation from investing.

Though every investment involves an element of risk, yet investment cannot be equated with speculation; because speculation is considered to be just a guess and is not based on any scientific basis. Investment can be distinguished from speculation on the basis of three criteria:

#### 1. **Risk**

Risk in the field of investment operation refers to a possibility of incurring loss in fiscal sale. The degree of threat varies depending upon the type of the investment named. typically threat involved in investments is either loss of profit or lower profit than anticipated. In a broad sense it's believed that threat in the case of investment is limited and is confined to those avenues where the star is safe. enterprise as formerly mentioned is a unwarranted conjecture and may affect in a veritably high profit or high loss. threat, thus, is present in both investment and enterprise and the difference is in the degree of threat. There are certain pitfalls like the purchasing power threat and the plutocrat rate threat which are non-manageable and beyond the compass of particular power. Purchasing power threat is the fall in the real value of interest and star and plutocrat rate threat is the fall in the request value when interest rate rises. The non-manageable pitfalls affect both the tipster and the investor. High threat and low threat are thus general pointers to help in understanding the difference between the term's ' investment ' and ' enterprise '.

#### 2. **Capital Gains**

Gains is another distinction between investment and enterprise is grounded on the motive of the sale. The motive behind investment is achievement of capital appreciation along with or without a regular return, whereas the motive behind enterprise is to achieve gains through

price changes. However, analysis and review to admit a stable return over a period of time, it's nominated as investment. If purchase of securities is anteceded by proper disquisition. Whereas buying securities when they're available at low prices and dealing them at high price and thereby making a large capital gain is associated with enterprise.

### 3. Time

The third differentiation relates to the consideration of the time period. If a person spends monetary resources for acquiring a particular asset and does not expect an immediate return on it and waits for long term benefit, it is termed as investment. On the other hand, if a person expects fast return on his assets and disposes of the assets in the short time then it is called speculation. Thus, investment involves long term fund allocation, whereas speculation involves short term holding.

## 3.5 RISK AND RETURN RELATIONSHIP

In investing, threat and return are largely identified. Increased implicit returns on investment generally go hand-in-hand with increased threat. Different types of pitfalls include design-specific threat, assiduity-specific threat, competitive threat, transnational threat, and request threat. Return refers to either earnings or losses made from trading a security. The return on an investment is expressed as a chance and considered a arbitrary variable that takes any value within a given range.

Diversification allows investors to reduce the overall threat associated with their portfolio but may limit implicit returns. Making investments in only one request sector may, if that sector significantly outperforms the overall request, induce superior returns, but should the sector decline also you may witness lower returns than could have been achieved with a astronomically diversified portfolio.

### RISK

Investment threat is the possibility you may lose plutocrat on your investments or that your investments may not keep pace with affectation. All investments carry threat. still, the position of threat varies depending on the type of investment. Generally, investments considered to carry advanced situations of threat are those that have the eventuality to deliver you advanced investment returns, like growth means. also, investments with the eventuality to deliver you



lower investment returns, like protective means, generally carry lower threat situations. threat can come from a range of sources depending on the type of investments you hold. For illustration, changes in investment requests, husbandry, and social and political surroundings, can affect different investments in different ways and beget them to go up or down in value. The most common types of threat associated with investing include fiscal losses, liquidity and changes to affectation, interest rates or currency prices, as well as other investment-specific pitfalls.

## **RETURN**

Investment returns are the quantum you may earn or lose on your investment. The quantum is generally expressed as a chance per time. As threat and return are unnaturally linked, the lesser an investment's eventuality to achieve advanced returns, the lesser the threat associated with it. Time plays an important part when it comes to investing. As a general rule, it's your time in the request, not your timing of the request that tends to give you the topmost occasion to maximize your eventuality to achieve superior long- term returns.

## **3.6 MODE OF INVESTMENT**

- Savings Bank A/c
- Recurring Deposit
- Fixed Deposit
- Savings Life
- Insurance Policy
- Gold
- Share
- Debentures
- Mutual Funds

### **Savings Bank A/c**

Savings regard refers to account type that lets you deposit plutocrat safely with a bank. It ensures safety and access to your plutocrat whenever you need. Depositors can withdraw their finances, either digitally or in person, at any point in time. Anybody can open a Savings Account. Any Indian public can open a Savings Account, either collectively, or concertedly with another Indian public, with an operation form and the needed KYC documents. In fact, indeed a Hindu Undivided Family is eligible to open a Savings Account. And while banks state

Indian citizenship as a demand for opening a Savings Bank Account, certain vintles have also been made for foreign citizens who stay in the country for a long term, due to business or other work, and need to make or admit payments; these individualities must simply give the needful KYC documents along with the operation form.

### **Recurring Deposit**

A Recurring Deposit, generally known as RD, is a unique term- deposit that's offered by Indian Banks. It's an investment tool which allows people to make regular deposits and earn decent returns on the investment. Due to the regular deposit factor and an interest element, it frequently provides inflexibility and ease of investments to druggies individualities. still, it's essential to know that RDs are different from Fixed Deposits FDs. RDs are flexible in utmost aspects. An RD account holder can choose to invest a fixed quantum each month while earning decent interest on the quantum. RDs are an ideal saving- cum- investment instrument.

### **FixedDeposit**

A fixed deposit means that the plutocrat can not be withdrawn before maturity unlike a recreating deposit or a demand deposit. Due to this limitation, some banks offer fresh services to FD holders similar as loans against FD instruments at competitive interest rates. Banks may offer lower interest rates under uncertain profitable conditions. numerous banks offer the installation of automatic renewal of FDs where the guests do give new instructions for the progressed deposit. On the date of maturity, similar deposits are renewed for a analogous term as that of the original deposit at the rate prevailing on the date of renewal.

### **Insurance Policy**

The Insurance policy is a contract generally a standard form contract between the insurer and the policyholder, which determines the claims which the insurer is fairly needed to pay. In exchange for an original payment, known as the decoration, the insurer promises to pay for loss caused by threats covered under the policy language. The insurance contract or agreement is a contract whereby the insurer promises to pay benefits to the ensured or on their behalf to a third party if certain defined events do. Subject to the "fortuity principle", the event must be uncertain. The query can be either as to when the event will be or as to if it'll be at all.

Insurance contracts are designed to meet specific requirements and therefore have numerous features not set up in numerous other types of contracts. Since insurance programs are standard forms, they feature boilerplate language which is analogous across a wide variety of different types of insurance programs.

### **Gold**

Gold is the most popular as an investment. Investors generally buy gold as a way of diversifying threat, especially through the use of futures contracts and derivations. The gold request is subject to enterprise and volatility as are other requests. Compared to other precious essence used for investment, gold has been the most effective safe haven across a number of countries. Gold finances are investment vehicles that offer exposure to gold. They come in a variety of forms, but three popular kinds are those investing in physical gold, gold futures contracts, and gold mining companies.

### **Share**

The share is a unit of equity power in the capital stock of a pot, and can relate to units of collective finances limited hookups and real estate investment trusts. Share capital refers to all of the shares of an enterprise. The proprietor of shares in a company is a shareholder of the pot. A share is an inseparable unit of capital, expressing the power relationship between the company and the shareholder. The nominated value of a share is its face value, and the aggregate of the face value of issued shares represent the capital of a company,( 3) which may not reflect the request value of those shares. The income entered from the power of shares is a tip

. There are different types of shares similar as equity shares, preference shares, remitted shares, repairable shares, perk shares, right shares, and hand stock option plan shares. not in savings accounts. still, investors need to understand that there's no guarantee that investment in collective finances will always be fruitful.

### **Debentures**

A debenture is a medium- to long-term debt instrument used by large companies to borrow money, at a fixed rate of interest. The legal term "debenture" originally referred to a document that either creates a debt or acknowledges it, but in some countries the term is now used

interchangeably with bond, loan stock or note. A debenture is thus like a certificate of loan or a loan bond evidencing the company's liability to pay a specified amount with interest. Although the money raised by the debentures becomes a part of the company's capital structure it does not become share capital. Senior debentures get paid before subordinate debentures, and there are varying rates of risk and payoff for these categories. Debentures are freely transferable by the debenture holder. Debenture holders have no rights to vote in the company's general meetings of shareholders but they may have separate meetings or votes.

### **Mutual Fund**

Mutual fund is considered as one of the most popular and useful fiscal instruments. collective fund is a medium for pooling coffers by issuing units in securities to the investors and investing finances in agreement with the objects bared in the offer document. A collective fund is a pot, trust or cooperation, which manages the collected plutocrat with the help of professional moxie. currently utmost of the investors prefer to invest investing in collective finances to letting plutocrat not in savings accounts. still, investors need to understand that there's no guarantee that investment in collective finances will always be fruitful.

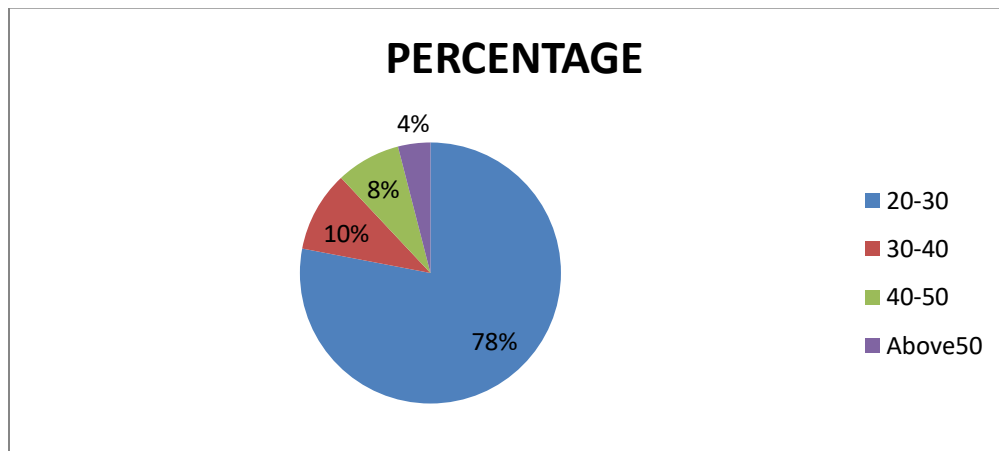
**CHAPTER - 4**  
**DATA ANALYSIS AND INTERPRETATION**

**TABLE 4.1**  
**AGE OF RESPONDENTS**

<b>Age</b>	<b>NO.OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>20-30</b>	39	78%
<b>30-40</b>	5	10%
<b>40-50</b>	4	8%
<b>Above50</b>	2	4%
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE 4.1**  
**AGE OF RESPONDENT**



**INTERPRETATION**

Table 4.1 shows the age of the respondent who invest their certain portion of the salary towards various modes of investment. . The age 20-30 are the majority of respondent who invest their salary. It is about 39 response and its percentage is about 78 % . . 10% percentage from the age group 30-40 and, 8% from the age group of 40-50 and 4% from the age above 50.

**TABLE 4.2**

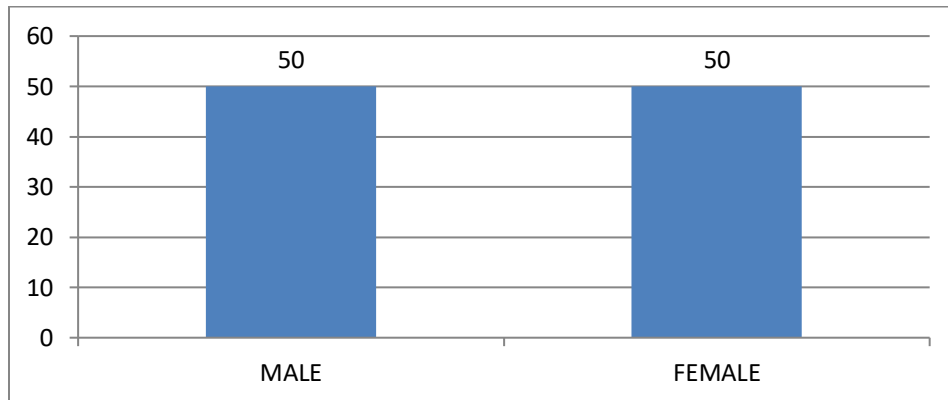
**GENDER OF RESPONDENT**

<b>GENDER</b>	<b>NO.OF RESPONDENT</b>	<b>PERCENTAGE</b>
<b>MALE</b>	25	50
<b>FEMALE</b>	25	50
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE 4.2**

**GENDER OF RESPONDENTS**



**INTERPRETATION**

Table 4.2 shows the gender of the respondent who invest their certain portion of the salary towards of investment. In this Both male and female equally share their response in the questionnaire. The 25 male responses are get from among 50 responses and 25 from female also. The percentage among their responses is 50 % .

**TABLE 4.3**

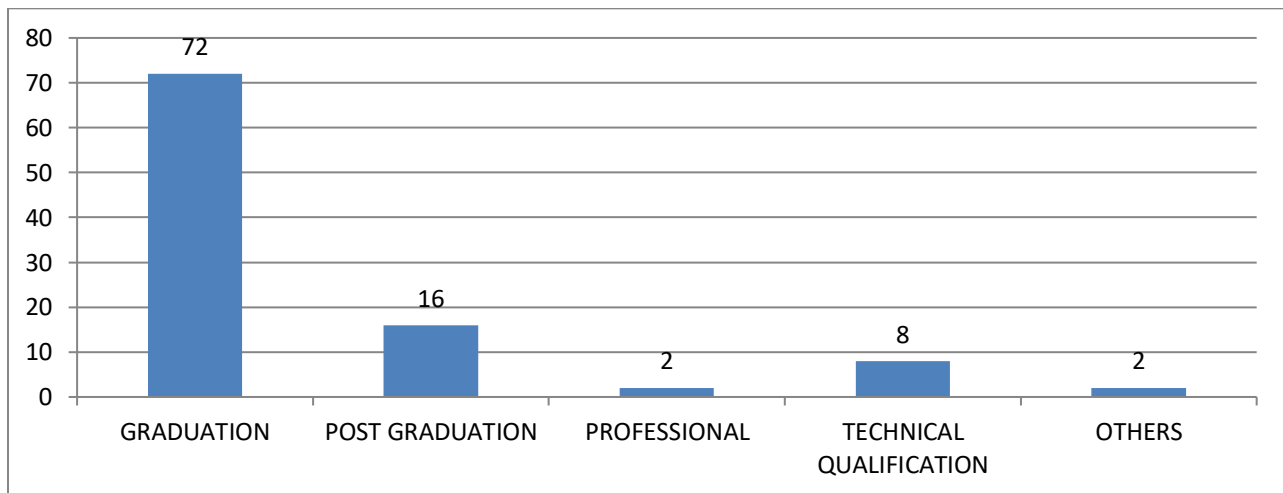
**EDUCATIONAL QUALIFICATION OF RESPONDENTS**

<b>EDUCATIONAL QUALIFICATION</b>	<b>NO.OF RESPONDENT</b>	<b>PERCENTAGE</b>
GRADUATION	36	72
POST GRADUATION	8	16
PROFESSIONAL	1	2
TECHNICAL QUALIFICATION	4	8
OTHERS	1	2
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE 4.3**

**EDUCATIONAL QUALIFICATION**



**INTERPRETATION**

Table 4.3 shows the educational qualification of respondent. Around 36 respondents are from graduation, 8 respondents from Post graduation, 1 from Professional, 4 from Technical Qualification and 1 respondent from Others. Majority is from the Graduation which percentage of 72%.



**TABLE 4.4**

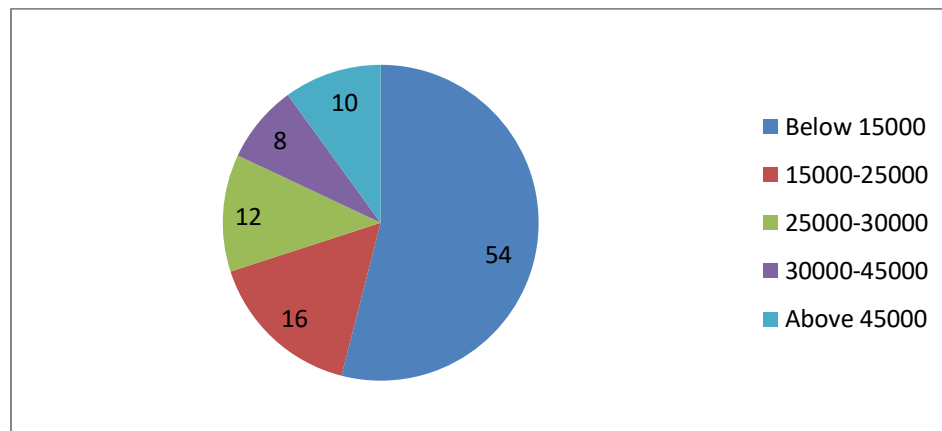
**MONTHLY INCOME OF RESPONDENTS**

<b>MONTHLY INCOME</b>	<b>NO.OF RESPONDENT</b>	<b>PERCENTAGE</b>
Below 15000	27	54
15000-25000	8	16
25000-30000	6	12
30000-45000	4	8
Above 45000	5	10
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE 4.4**

**MONTHLY INCOME OF RESPONDENTS**



**INTERPRETATION**

Table 4.4 shows the Monthly Income of the respondent. Majority respondents income is below 15000 and that is about 27 among 50, its percentage is about 54 percentage. In income between 15000 -25000 the No of respondent is 8 and its percentage is about 16%, 12% income earns between 25000-3000, 8% of income earns from 30000-45000 and 10% income earns from above 45000.

**TABLE 4.5**

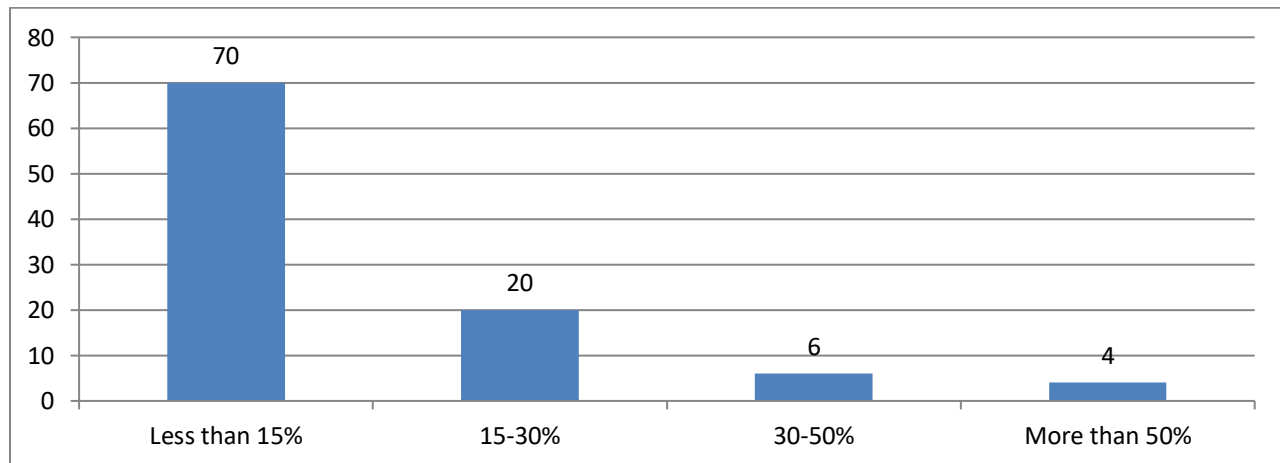
**PROPORTION OF INVESTMENT**

<b>PROPORTION</b>	<b>NO.OF RESPODENT</b>	<b>PERCENTAGE</b>
Less than 15%	35	70
15-30%	10	20
30-50%	3	6
More than 50%	2	4
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE 4.5**

**PROPORTION OF INVESTMENT**



**INTERPRETATION**

Table 4.5 shows the Portion of the salary of the respondent that is use for investing. Basically it is classify in to 4 categories, and they are following :- Less than 15%, 15%-30%, 30%-50%,More than 50%. Majority of respondent is in the category of less than 15% which were 35 Persons respondent and its percentage is 70. 10 respondent from 15-30% and its percentage is about 20%. 3 respondent from 30-50% and its percentage is 6 %. Only 2 respondent is from More than 50% and its percentage is 4%.

**TABLE 4.6**

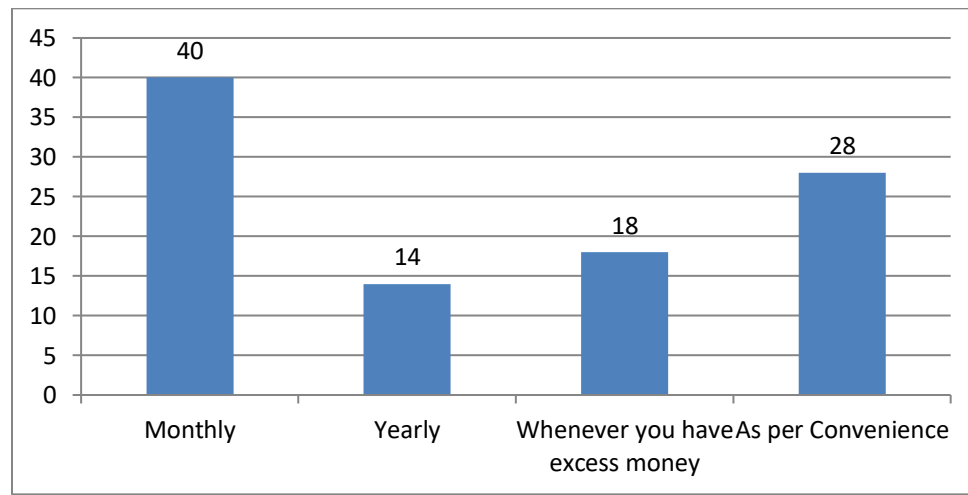
**FREQUENTLY OF INVESTMENT**

<b>Frequency</b>	<b>NO.OF RESPODENT</b>	<b>PERCENTAGE</b>
Monthly	20	40
Yearly	7	14
Whenever you have excess money	9	18
As per Convenience	14	28
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE 4.6**

**FREQUENTLY OF INVESTMENT**



**INTERPRETATION**

Table 4.6 shows the respondent making the investment of the. Basically it is classified as follows : Monthly, Yearly, Whenever you have excess money, As per Convenience. Majority of respondent is in the category Monthly as 20 respondent responds It and its percentage is about 40. In yearly basis 7 respondent response it and its percentage is about 14%. In whenever you have excess basis 9 respondent response it and its percentage is about 18% and in last As per Convenience 14 respondent response it and its percentage is about 28.

**TABLE 4.7**

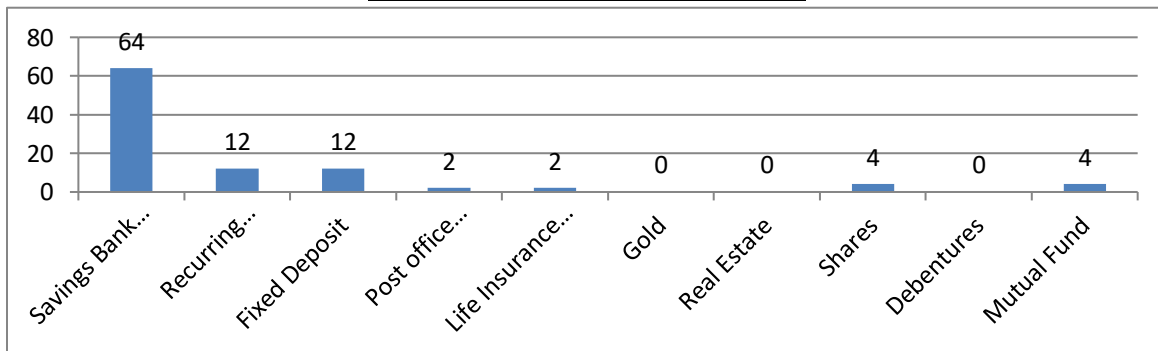
**MODE OF INVESTMENT**

<b>MODE OF INVESTMENT</b>	<b>NO.OF RESPONDENT</b>	<b>PERCENTAGE</b>
Savings Bank A/c	32	64
Recurring Deposit	6	12
Fixed Deposit	6	12
Post office Savings	1	2
Life Insurance Policy	1	2
Gold	0	0
Real Estate	0	0
Shares	2	4
Debentures	0	0
Mutual Fund	2	4
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE 4.7**

**MODE OF INVESTMENT**



**INTERPRETATION**

Table 4.7 shows the Mode of Investment where respondent chooses. Most of the respondents are chooses Saving Bank A/c with 32 respondents and its percentage is about 64%. In Recurring Deposit and Fixed Deposit 6 respondents are responded it and its percentage is about 12. In shares and Mutual Fund and In Post office and Life Insurance Policy 2 and 1 are respondents responded. In Gold, Real Estate and Debentures no respondents response.

**TABLE 4.8**

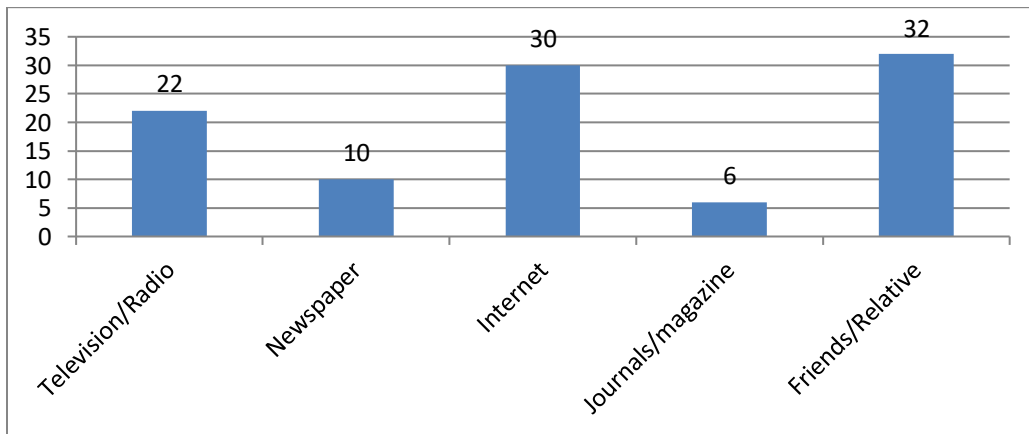
**SOURCE OF AWARENESS**

<b>SOURCE OF AWARENESS</b>	<b>NO.OF RESPODENT</b>	<b>PERCENTAGE</b>
Television/Radio	11	22
Newspaper	5	10
Internet	15	30
Journals/magazine	3	6
Friends/Relative	16	32
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE4.8**

**SOURCE OF AWARENESS**



**INTERPRETATION**

Table 4.8 shows the respondents awareness about the investment schemes. In the case Television/Radio, The respondent response is 11 and its percentage is 22%. In the case of Newspaper, The respondent response is about 5 and its percentage is 10. In terms of Internet the respondent response is 15 and its percentage is about 30%. In the case of Journals it is the majority people respondent. It is about 16 persons respondent and its about 32 %.

**TABLE 4.9**

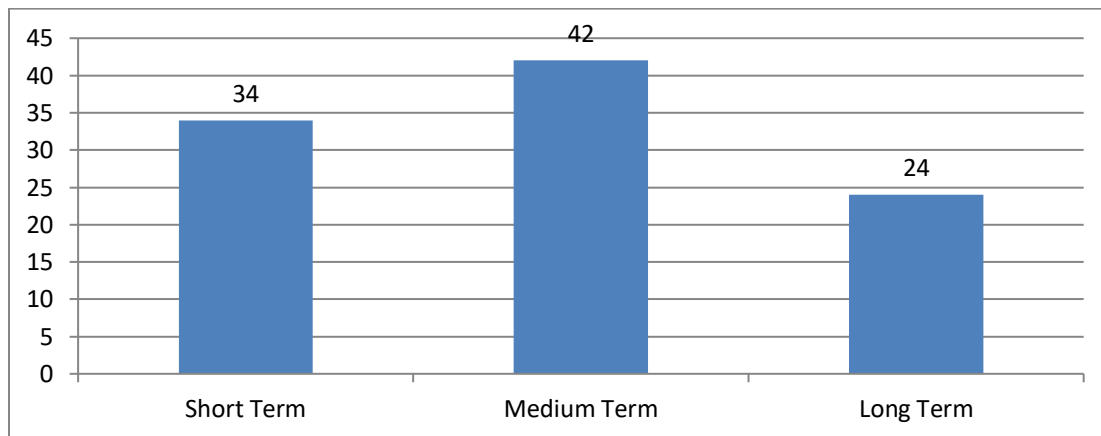
**PERIOD OF INVESTMENT**

<b>PERIOD OF INVESTMENT</b>	<b>NO.OF RESPONENT</b>	<b>PERCENTAGE</b>
Short Term	17	34
Medium Term	21	42
Long Term	12	24
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE 4.9**

**PERIOD OF INVESTMENT**



**INTERPRETATION**

Table 4.9 shows the time period where the respondents prefer to investment various investment. Time period can be Short term, Medium Term and Long Term. In the case of Short Term, The respondent response is 17 and its percentage is 34%. In Medium Term, It has the majority no of respondent. The respondent response is about 21 and its percentage is 42%. In terms of Long Term the respondent response is 12 and its percentage is about 24%.

**TABLE 4.10**

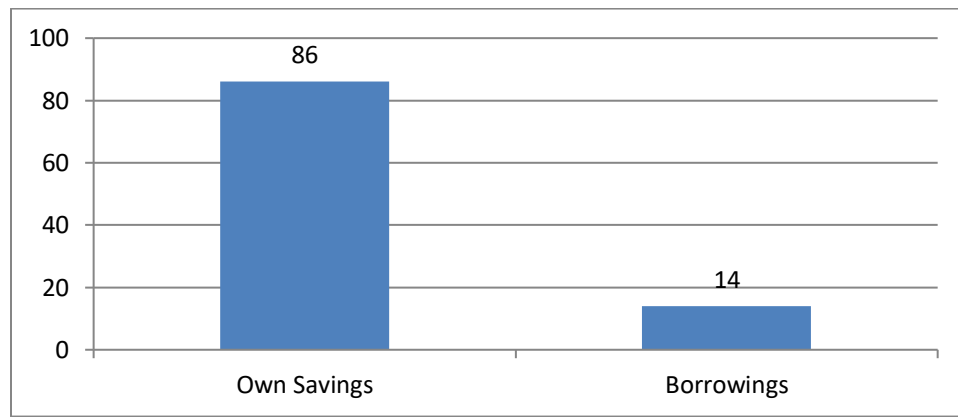
**SOURCE OF INVESTMENT**

<b>SOURCE OF INVESTMENT</b>	<b>NO.OF RESPODENT</b>	<b>PERCENTAGE</b>
Own Savings	43	86
Borrowings	7	14
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE4.10**

**SOURCE OF INVESTMENT**



**INTERPRETATION**

Table 4.10 shows sources of respondents investment, or it can be say that where did the respondent gets to invest the investment. Basically it can be two types ,1.Own Savings,2.Borrowings, In the case of Own Savings, The respondent response is 43 and its percentage is 86%. In case of Borrowings is respondent response is 7 and its percentage is 14%.People who Own savings is majority in this option.

**TABLE 4.11**

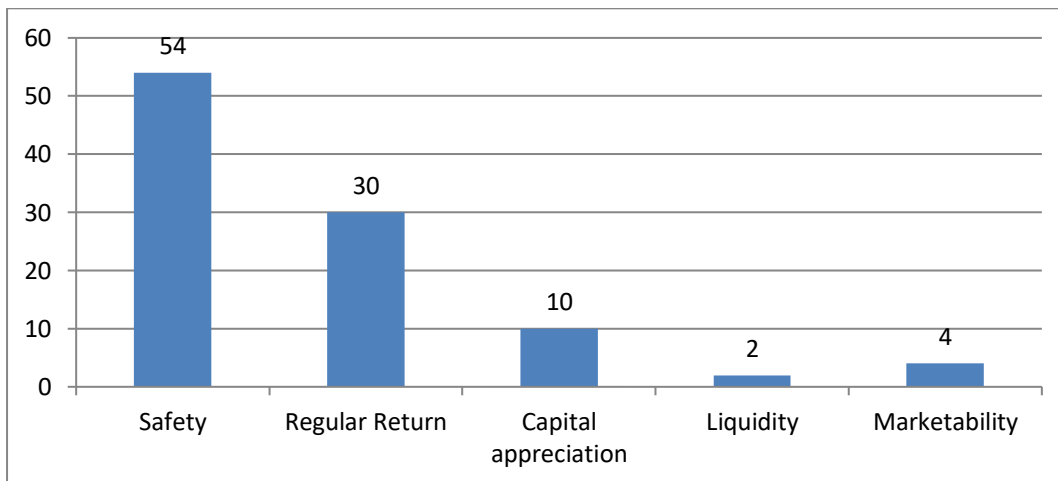
**FACTORS INFLUENCING INVESTMENT DECISION**

<b>FACTORS</b>	<b>NO.OF RESPODENT</b>	<b>PERCENTAGE</b>
Safety	27	54
Regular Return	15	30
Capital appreciation	5	10
Liquidity	1	2
Marketability	2	4
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE4.11**

**FACTORS INFLUENCING INVESTMENT DECISION**



**INTERPRETATION**

Table 4.11 shows the important factor that influence respondent to make investment decision. In Safety its respondent is about 27 among 50 and its percentage is 54. In Regular Return the respondent is about 15 and its percentage is 30%. In capital appreciation its respondent is about 5 and its percentage is 10%. In Liquidity its respondent response is about 1 and its percentage is about 2%. In terms of Marketability the no of respondent is 2 and its percentage is about 4%. Majority of people is chooses safety as important factor. And least importance is Liquidity.



**TABLE 4.12**

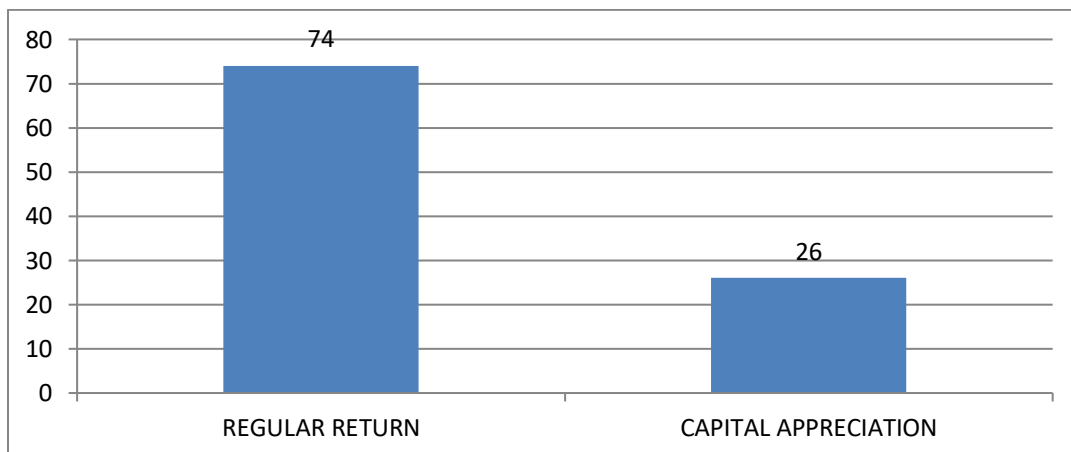
**PREFERRED TYPE OF RETURN**

<b>TYPE OF RETURN</b>	<b>NO.OF RESPODENT</b>	<b>PERCENTAGE</b>
REGULAR RETURN	37	74
CAPITAL APPRECIATION	13	26
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE4.12**

**PREFERRED TYPE OF RETURN**



**INTERPRETATION**

Table 4.12, Shows the Kind of Return That The Respondent Prefer From Investment. It can be two types and they are, Regular Return and Capital Appreciation. In basis of Regular Return its respondent is about 37 and its percentage is about 74% and in the basis of Capital appreciation its respondent is about 26 and its percentage is about 26%. By this it can be clear that Most of the respondent needs Regular return from their investment.

**TABLE 4.13**

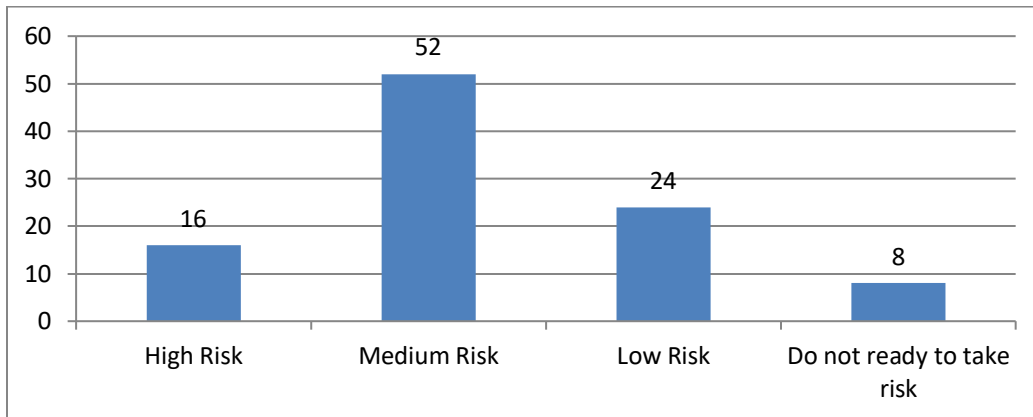
**RISK PREFERENCE OF INVESTORS**

<b>INVESTMENT</b>	<b>NO.OF RESPODENT</b>	<b>PERCENTAGE</b>
High Risk	8	16
Medium Risk	26	52
Low Risk	12	24
Do not ready to take risk	4	8
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE4.13**

**RISK PREFERENCE OF INVESTORS**



**INTERPRETATION**

Table 4.13. It Shows Respondent Risk Towards Investing . It is classified into 4 , High Risk, Medium Risk, Low Risk, Do not ready to take risk. In basis of High Risk No of respondent who is ready to take risk is 8 and its percentage is about 16% % and in the basis of Medium risk 26 respondent is ready to take it and its percentage is about 52% .And On the basis of Low Risk 12 respondent is ready to take it and its percentage is about 24%. And at last The respondent who never ready to take risk is of 4 and its respondent % is 8.

**TABLE 4.14**

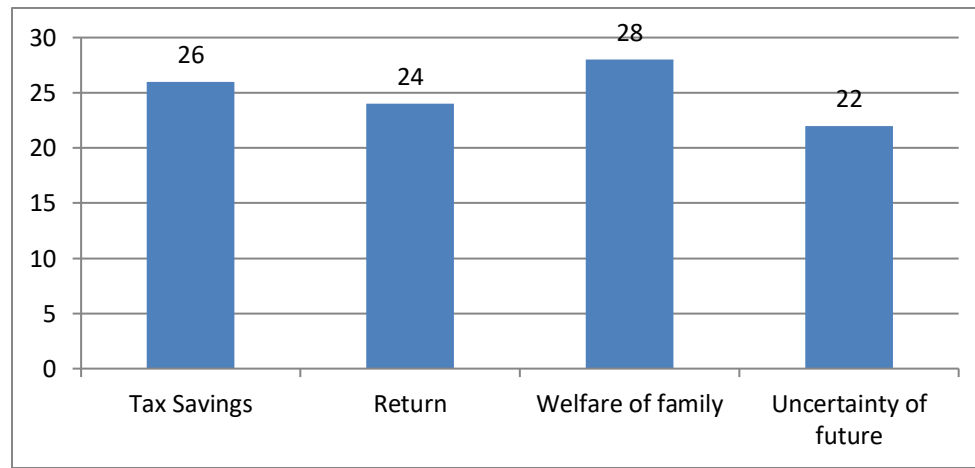
**PURPOSE OF INVESTMENT**

<b>OPINION</b>	<b>NO.OF RESPONENT</b>	<b>PERCENTAGE</b>
Tax Savings	13	26
Return	12	24
Welfare of family	14	28
Uncertainty of future	11	22
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE 4.14**

**PURPOSE OF INVESTMENT**



**INTERPRETATION**

Table 4.14. It Shows Respondent Purpose of Investing. It is classified into 4 ,Tax Savings, Return, Welfare of family, Uncertainty of future.. On the basis of Tax Savings No of Respondent is to be 13 and its percentage is 26. In terms of Return the no of Respondent is to be 12 and the percentage is to be 24%. In welfare of family it is the majority chooses and its respondent is to be 14 and percentage is to be 28%. In basis of un certainty of future the respondent is to be 11 and percentage is 22%.

**TABLE 4.15**

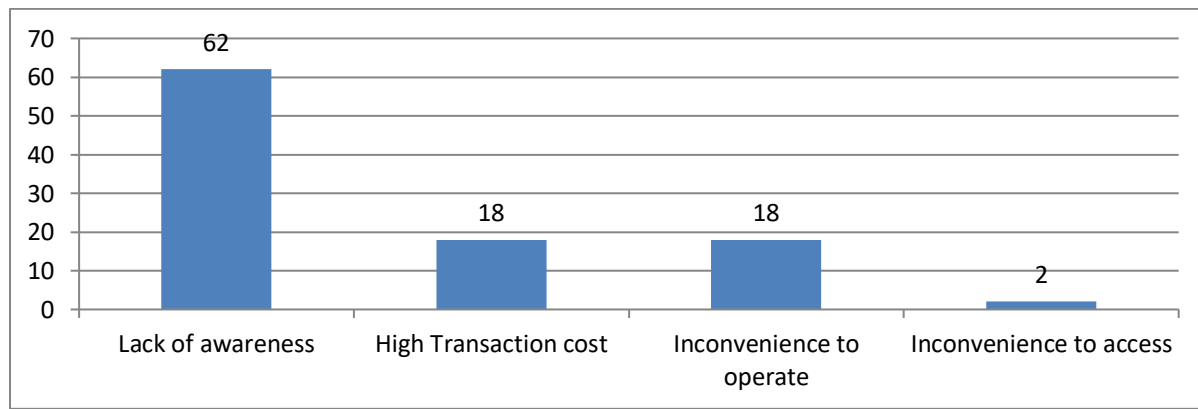
**HINDRANCES OF INVESTING**

<b>OPINION</b>	<b>NO.OF RESPONDENT</b>	<b>PERCENTAGE</b>
Lack of awareness	31	62
High Transaction cost	9	18
Inconvenience to operate	9	18
Inconvenience to access	1	2
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE4.15**

**HINDRANCES OF INVESTING**



**INTERPRETATION**

Table 4.15. It Shows Respondent Difficulty of Investing. It is classified into 4 , Lack of awareness, High Transaction cost, Inconvenience to operate, Inconvenience to access. 31 Respondent response in Lack of awareness and its percentage is about 62 percentage. In high Transaction cost and in Inconvenience to operate the respondent response is about 9 and its percentage is 18. In inconvenience to access only 1 response from respondent and its percentage is about 2% only. Highest respondent difficulty is in Lack of awareness.

**TABLE 4.16**

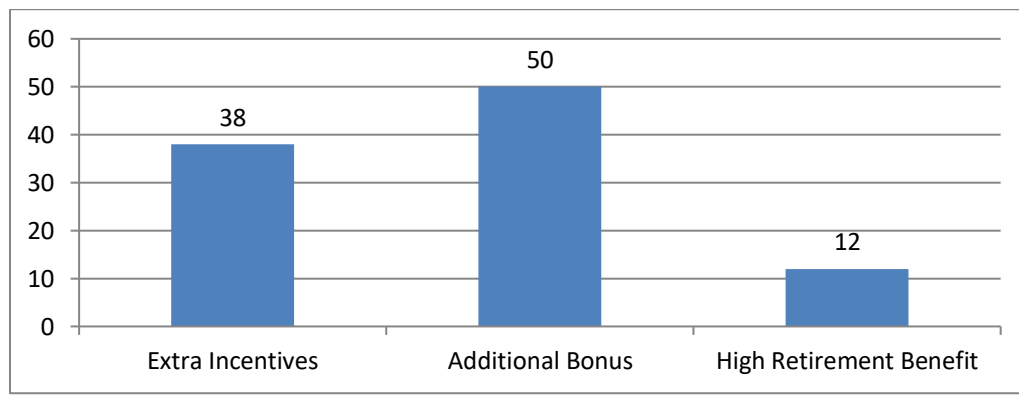
**SPECIAL PROVISIONS NEED TO BOOST UP INVESTMENT**

<b>PROVISIONS</b>	<b>NO.OF RESPONENT</b>	<b>PERCENTAGE</b>
Extra Incentives	19	38
Additional Bonus	25	50
High Retirement Benefit	6	12
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE4.16**

**SPECIAL PROVISIONS NEED TO BOOST UP INVESTMENT**



**INTERPRETATION**

Table 4.16. It Shows any provision need to make respondent to invest. It can be done through following provisions. 1. Extra Incentives, 2. Additional Bonus, 3. High Retirement Benefit. In the terms of Extra Incentives the respondent is to be about 19 and its percentage is about to be 38. In Basis of Additional Bonus the no of respondent is to be 25 and its percentage is 50. Another provision is High Retirement Benefit which responded by 6 and its percentage is 12%. Majority respondents need Additional Bonus to make extra investment.

**TABLE 4.17**

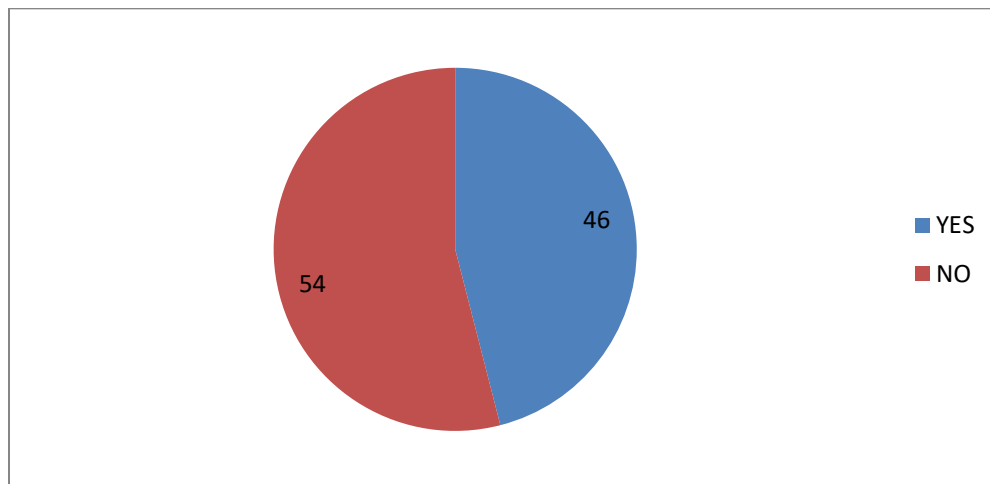
**SHARE MARKET IN INVESTMENT**

<b>OPINION</b>	<b>NO.OF RESPODENT</b>	<b>PERCENTAGE</b>
YES	23	46
NO	27	54
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE4.17**

**SHARE MARKET IN INVESTMENT**



**INTERPRETATION**

Table 4.17. It Shows The Respondent have investment in share market. In this only 23 respondent among 50 are having investment in share market and its percentage is about 46 and 27 respondent says no which means they have not have any investment in share market. By looking this most of the people does not have investment in share market.

**TABLE 4.18**

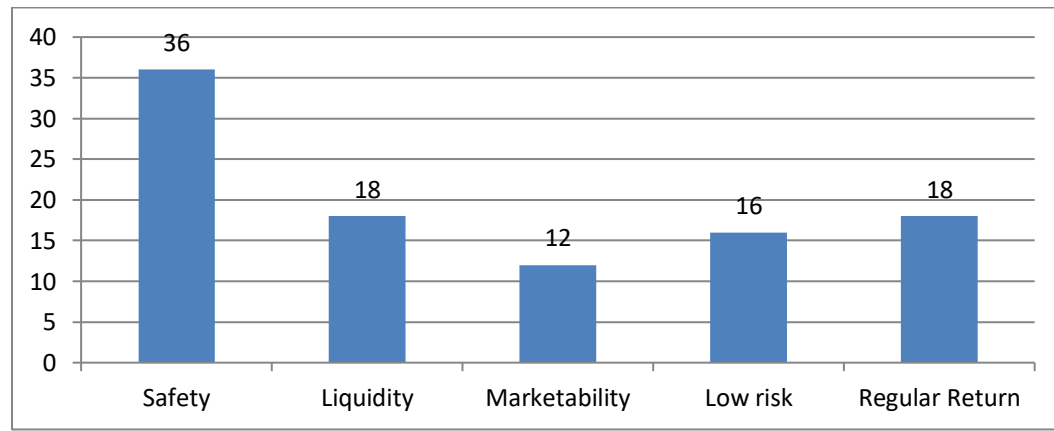
**FACOTRS INFLUENCING SHARE MARKET INVESTMENT**

<b>FACTORS</b>	<b>NO.OF RESPONENT</b>	<b>PERCENTAGE</b>
Safety	18	36
Liquidity	9	18
Marketability	6	12
Low risk	8	16
Regular Return	9	18
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE4.18**

**FACOTRS INFLUENCING SHARE MARKET INVESTMENT**



**INTERPRETATION**

Table 4.18 it shows the factor which consider before making share market investment.. In terms of safety the no. of respondent is 18 and its percentage is 36 which is majority of people chooses. In the basis of Liquidity and Regular Return No of respondent is same as 9 and its percentage is same as 18%. In Marketability least respondents response which is only 6 and its percentage is 12. The another factor is Low risk which respondent response is 8 among 50 people and its percentage is 16.

**TABLE 4.19**

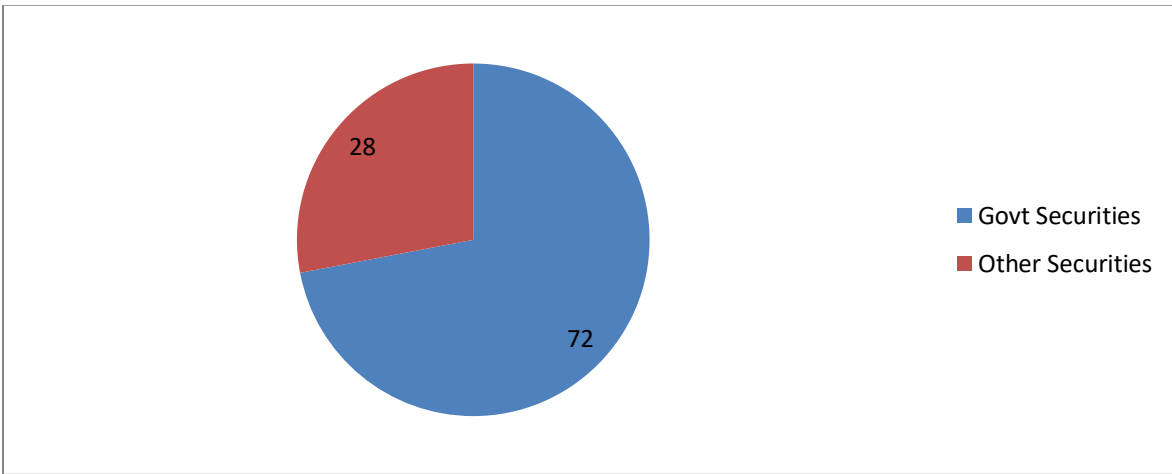
**PREFERRED TYPE OF SECURITY**

<b>SECURITIES</b>	<b>NO.OF RESPODENT</b>	<b>PERCENTAGE</b>
Govt Securities	36	72
Other Securities	14	28
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE4.19**

**PREFERRED TYPE OF SECURITY**



**INTERPRETATION**

Table 4.19 it shows the types of securities that respondents prefer. Basically it is classified into Govt Securities and Other Securities. In Govt Securities No of respondent is about 36 and its percentage is about 72. In basis of other securities No of respondent is `14 and its percentage is about 28. Most of them chooses Govt Securities rather than other securities.



**TABLE 4.20**

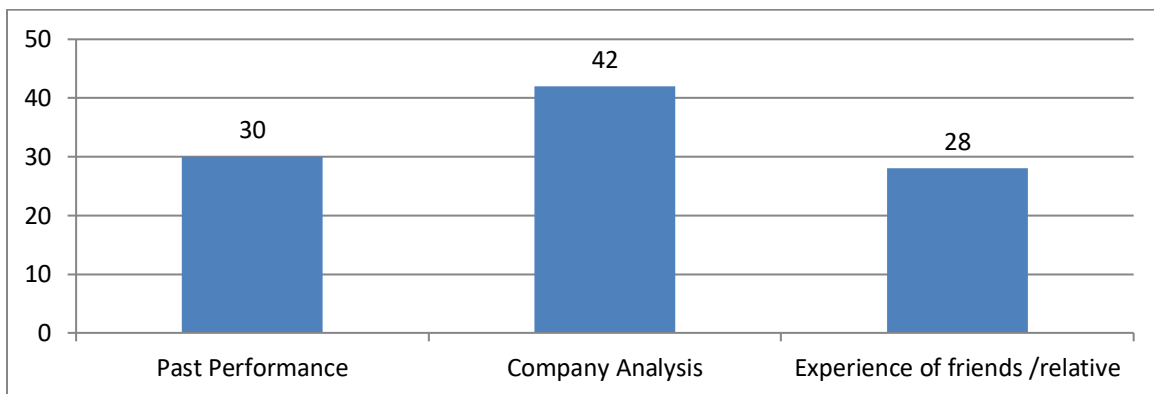
**BASIS OF INVESTMENT DECISION**

<b>BASIS OF INVESTMENT</b>	<b>NO.OF RESPODENT</b>	<b>PERCENTAGE</b>
Past Performance	15	30
Company Analysis	21	42
Experience of friends /relative	14	28
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE4.20**

**BASIS OF INVESTMENT DECISION**



**INTERPRETATION**

Table 4.20 shows the respondent Investment Decision Depends .Basically it is classified into to 3. That are Past Performance, Company Analysis, Experience of friends/ relative. In the basis of Past Performance 15 respondent response and its percentage is 30. 21 responses from Company Analysis and its percentage is about 42. The another opinion is on Experience of friends/ relative which 14 respondent are responded and the percentage is about 28%.

**TABLE 4.21**

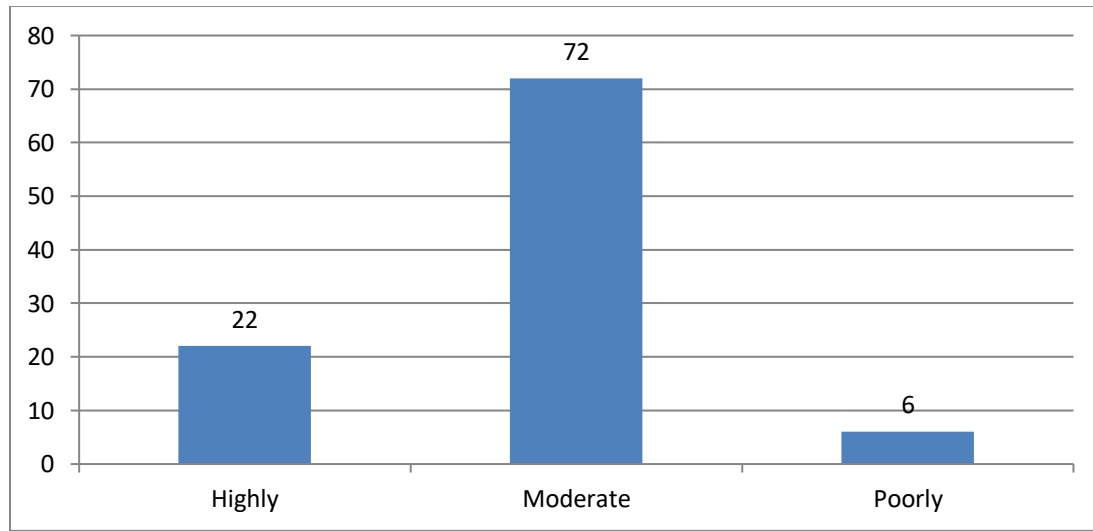
**SATISFACTION LEVEL OF INVESTORS**

<b>SATISFACTION LEVEL</b>	<b>NO.OF RESPONDENT</b>	<b>PERCENTAGE</b>
Highly	11	22
Moderate	36	72
Poorly	3	6
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE 4.21**

**SATISFACTION LEVEL OF INVESTORS**



**INTERPRETATION**

Table 4.21 shows the respondent satisfaction on Investment Option. Basically it is classified into to 3. That are Highly, Moderate, Poorly. In case of Highly No of Respondent are about 11 among 50 and its percentage is about is of 22 %. In the case of Moderate the No of Respondent are about 36, it is the majority response and its percentage is about 72%. In the case of Poorly the no of respondents is of 3 and its percentage is about 6%.

**TABLE 4.22**

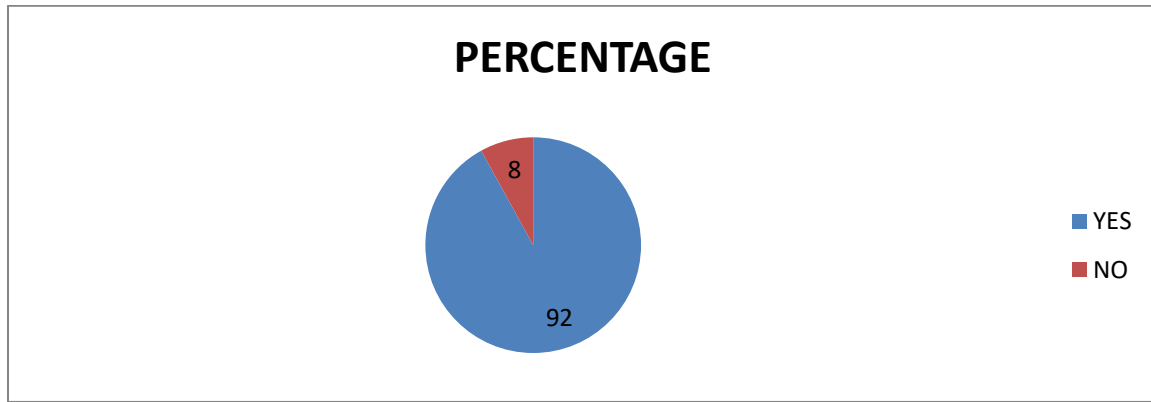
**NEED FOR AWARENESS PROGRAMMES**

<b>OPINION</b>	<b>NO.OF RESPODENT</b>	<b>PERCENTAGE</b>
YES	46	92
NO	4	8
<b>TOTAL</b>	<b>50</b>	<b>100</b>

(Source: Primary Data)

**FIGURE4.22**

**NEED FOR AWARENESS PROGRAMMES**



**INTERPRETATION**

Table 4.22 shows if any programs are necessary for the respondents to make the investment. With the help awareness programs people can easily understand the value of the investment avenues and it also knows to invest and the maintained the investment avenue. Among 50, 46 people respondent as yes and only its percentage is 92% and only 4 people respondent as no and its percentage is as 8%.

**TABLE 4.23**

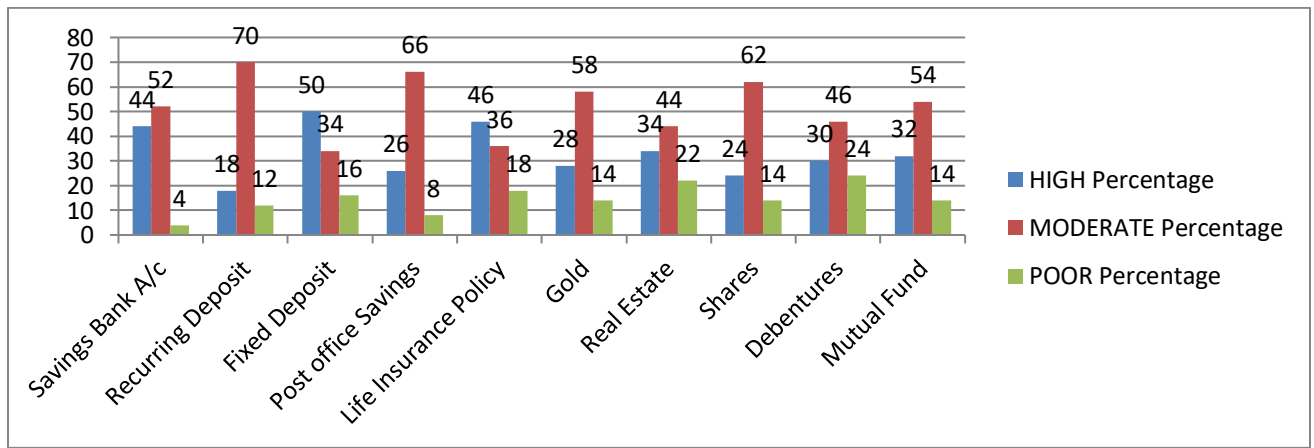
**RATE THE FOLLOWING INVESTMENT ON RESPONENT AWARENESS**

OPINION	HIGH		MODERATE		POOR	
	No Of Respondents	Percentage	No Of Respondents	Percentage	No Of Respondents	Percentage
Savings Bank A/c	22	44	26	52	2	4
Recurring Deposit	9	18	35	70	6	12
Fixed Deposit	25	50	17	34	8	16
Post office Savings	13	26	33	66	4	8
Life Insurance Policy	23	46	18	36	9	18
Gold	14	28	29	58	7	14
Real Estate	17	34	22	44	11	22
Shares	12	24	31	62	7	14
Debentures	15	30	23	46	12	24
Mutual Fund	16	32	27	54	7	14

(Source: Primary Data)

**FIGURE 4.23**

**RATE THE FOLLOWING INVESTMENT ON RESPONENT AWARENESS**



**INTERPRETATION**

Table 4.23 shows the rating of the investment on the basis of respondent awareness. In the High level on Fixed Deposit is more than other lever with 50%, In Moderate Level all other modes are is more than Both High and Poor Level.

**TABLE 4.2**

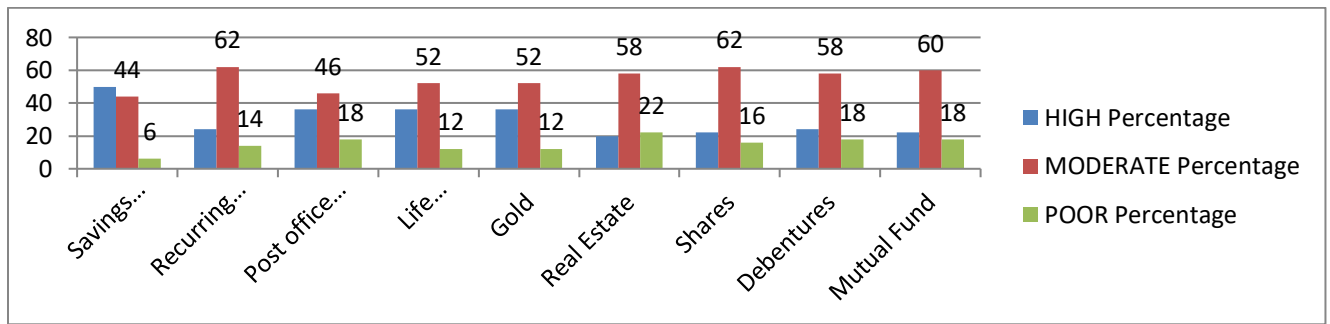
**RATE THE FOLLOWING INVESTMENT ON RESPONENT PREFERENCE**

OPINION	HIGH		MODERATE		POOR	
	No Of Respondents	Percentage	No Of Respondents	Percentage	No Of Respondents	Percentage
Savings Bank A/c	25	50	22	44	3	6
Recurring Deposit	12	24	31	62	7	14
Post office Savings	18	36	23	46	9	18
Life Insurance Policy	18	36	26	52	6	12
Gold	18	36	26	52	6	12
Real Estate	10	20	29	58	11	22
Shares	11	22	31	62	8	16
Debentures	12	24	29	58	9	18
Mutual Fund	11	22	30	60	9	18

(Source: Primary Data)

**FIGURE 4.24**

**RATE THE FOLLOWING INVESTMENT ON RESPONENT AWARENESS**



**INTERPRETATION**

Table 4.24 shows the rating of the investment on the basis of respondent preference. In the High level on Saving Bank is more than other lever with 50%, In Moderate Level all other modes are is more than Both High and Poor Level.

**CHAPTER - 5**  
**FINDINGS, SUGGESTIONS AND CONCLUSION**

## FINDINGS

1. The educational qualification of respondent who make the investment majority are graduation. that is 72%. 16% of the respondents are Post Graduation, 2% of the respondents are Professional,8% of the respondents are Technical Qualification and rest of the 2% of the respondents are Others.
2. The monthly income of the respondent who make the investment earns below 15000 that is 54%, 16% of the respondents earn between 15000-25000, 12% of the respondents earns between 25000-30000, 8% of the respondents earns between 30000-45000 and rest of the 10% earns above 45000.
3. The Portion of the salary use for investing by respondents are more in less than 15%, that is it is about 70%, 20% of the respondents who invest from the salary, its portion is about 15-30%, 6% of the respondents make their investment from their salaries, its portion range between 30-50%, 4% of the respondents make their investment from their salaries, its portion is More than 50%.
4. It is find that Most of the investors make their investment from their salary in Monthly time . it percentage is about 40%. 14 % of people from the responses make their investment in yearly basis. 18% of the respondents make their investment when they have excess money and rest 28% make their investment as per their convenience.
5. Most of the Investors choose their Mode their Investment as Saving Bank A/c . Its Percentage is about 64%. 12% of the respondents response that Their Mode of investment is Recurring Deposit and Fixed Deposit. 2% of respondents make the investment in Post office and Life Insurance Policy.4% of the respondents make the investment in Shares and Mutual Fund and no respondent interested in Gold , Real Estate, and Debentures.
6. Most of Investors knows about the investing from Friends and Relative . That is 32%. 10% of the respondents from Newspaper and 22% from Television and Radio. 6% from Journals and magazines and 30% from Internet.
7. It is find that Most of the Respondent make their investment majority in Medium Term, that is 42%. In short Term 34% of the respondents makes the investment and in Long Term 24% of the respondents make their investment.
8. Most of the respondent make their investment from their own savings, that is 86% and rest of 14% of the respondents are from Borrowings.

9. It is find that Most of respondent make the investment by looking Safety as the factor. That is 54%. In Regular Return 30% of the people make the investment which the most respondent choose . 10% of the respondents looks the factors capital appreciation Only 2% of the respondent look the factor Liquidity and 4% of the respondent looks Marketability.
10. Kind of return is important factor that make responses to make investment. Most of the respondent chooses Regular Return as their Kind of return, that is 74% and rest of 26% is Capital appreciation.
11. It is find that Most of the respondent not ready to take high risk, that is it is about 16%, 52% from Medium Risk and In Low Risk 24%.
12. Most of respondent responses in purpose of investing is Tax Savings, that is 26%. In Return Purpose it is about 24%. In welfare of family it is about 28%. In Uncertainty of future it is about 22%.
13. It is find that respondent difficulty of investing is more in Lack of awareness that is about 62%. 18% of respondent is about 18%. And Inconvenience to operate 18% of respondents chooses and in Inconvenience to access only 2% respondents chooses.
14. Most of the respondents choose additional Bonus as the special provision need to boost up. 38% of the respondents choose extra incentives and in 12% of people chooses high retirement Benefit.
15. Most of investors does not have investment in share market , that is 54%. And only 46 % of the respondents chooses.
16. In the terms of factors considers Before making investment in share market investment, the most respondent chooses safety as factor that is 36%. In liquidity factor 18% of respondents response , In factor Marketability 12% respondents chooses and in Low risk and Regular Return 16% and 18% chooses.
17. Most of the respondent prefer chooses Govt securities as their securities, it shows about 72% and in case of other securities only 28% is only
18. It is find that Respondent Investment decision is depend on mostly on company analysis that is 42%, and in past performance and in experience of friends/relative 28% of the respondents chooses
19. It is find the respondent satisfaction is Moderate level on the investment option. That is 72%, in High level 22% is respondent choose and in Poorly level only 6% chooses.



20. Most of the respondent chooses it is important to need a awareness program to make the various investment option that 92% respondent chooses yes and only 8 % chooses no.
21. It is find that most of the respondent choose the investment option as moderate level except fixed deposit. That is it is chooses high level. It is about 50%.and others are in moderate level on the awareness
22. It is find that most of the respondent choose the investment option as moderate level except Saving Bank a/c. That is it is chooses high level. It is about 50%.and others are in moderate level on the preference.

## **SUGGESTIONS**

1. Every one need to be make certain investment for their well being for future.
2. Everyone need to be carefully while selecting the investment option as most investment option is may have chance to be not safety.
3. Every banking sector and non banking sector needs to provide investment policy to their customers with additional allowances.
4. Government needs to Improve in filed of investment to the public and awareness program to understand the value of investment.
5. Every banking Sector and non banking sector provide digital investment policy towards customer.

## CONCLUSION

The study on Investment Pattern of Salaried Persons is taken by the key objectives such as to know the awareness of different investment schemes and the source of awareness, to know the factors influencing the investment decision before making an investment and how much of portion of the salary that a salaried person invest. The data is taken from by questionnaire method and its analyzed. he data is taken from by questionnaire method and its analyzed .After the analyze the it is found most of the respondent chooses saving bank account as more preference and more safer on about their awareness. Most of the respondent make their investment decision on the basis of company analysis. Most of the respondent chooses regular return as their preferred return from their investment. They prefer more risk while doing an investment and No fixed return from the investment .

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## **BIBLIOGRAPHY**

## **REVIEW OF LITERATURE**

**Sunil Gupta** studied "The investment pattern among different groups in Shimla" ( 2008) had revealed that the investors in the city favour to deposit their surplus in banks, post offices, fixed

deposit, saving accounts, and different UT 1 schemes etc. The approach of the investors towards the securities in general was bleak, though service and professional class is going in for investment in shares, debentures, and in different mutual fund schemes. Most of the rich people in Shimla have a tendency of investing their surpluses in fixed deposit of banks, provident funds, post office savings, real estates etc. for desire of safety and suitability of returns.

**Kumar, Banu, and Nayakamin** studied "A research on financial product preferences Tiruchirapalli investors" (2008) found that the preferences of the respondents were known according to their attributes like safety of principals, liquidity, stability of income, capital growth, tax benefit, inflation resistance. So the investors needed to make choices depending on what is available and what are his own priority ratings of the attribute needed in the product. The rank preferences of investors were prioritized as post office, bank deposits, gold, real estate, equity investments and mutual funds.

**Dr Kajal Gandhi** studied the "Investment preferences of investors"(2011)- found that insurance endowment policies and gold are the most preferred investment instruments among the respondents. This is followed by property and bank deposits. Most retail investors find the stock market activities too complex and difficult to comprehend. The results from their survey of retail investors reveal that the fear of losing money is the primary reason why the respondents try to avoid stock market investing. Other reasons that are cited include procedural complexity, inability to monitor investments and absence of stable returns. The questionnaire required respondents to tell about the saving habits, awareness of investment opportunities, objectives of making investments, and investment preferences. One of the key findings of the survey is that insurance endowment policies and gold are the most preferred investment instruments among the respondents. This is followed by property and bank deposits.

**Brahma Bhatt, P SA Ragukumari and SarmiraMalekar**( 2012) has conducted a study on the investor behaviour on investment avenues in Mumbai with a sample of 100 respondents. The study revealed that people invest in stock market as compared to any other avenues, even though they face huge losses. It was also evident from the study that investor prefers savings and safety but at the same time they want higher interest at low risk in shorter span. The study also concluded that most of the respondents possess higher educational qualification and opt for

two or more sources of information to make investment decision. It also stated that most of the respondents discuss with their family and friends before making investment and the respondent's decisions are based on their own initiative.

**R.Sreepriya and P. Gurusami** have conducted "A study of the investment preferences and risk level: behaviour of salaried individuals" (2013) discovered that the sample of research selected from finance features and banks that have knowledge of finance field but they are not willing to take risk to invest in stocks or to gamble. The study has also find out that there is only bookish knowledge and no practical implication here because of lack of advisors and brokerage houses. The study suggests that salaried individuals want secure investments and they should invest in government securities and government bonds which are less risky. Government should open proper financial education consultants about investments in securities, stocks and bonds.

**Ranjana Singh** has conducted " A study on the investment pattern of salaried individuals" (2013) reveals that most of the individuals prefer to invest in private sector. Majority of the respondents consider fixed deposit, Gold/ silver, savings account, post office savings as a safe and low investment option and they consider bonds, chit funds, and private equity as high risk investment avenues. The study put forward a suggestion that the investors who wants to avoid risk should invest in savings account, fixed deposit, provident funds, national savings certificates, post office savings, life insurance etc.. And it also suggests that the investment avenues like share market, mutual funds etc need more awareness among salaried individuals to attract them.

**Sonali Pattll and Dr Kalpana Nandawar** have conducted "A study on preferred investment avenues among salaried people with special reference to Pune, India" (2014) opinioned that awareness program has to be conducted by stock broking firms, because most of the respondents are thinking these avenues are loss making and having no good return on it. "No pain no gain' is the best principal of investment management and salaried investors are following this principal only. Hence the researchers have concluded that most of the investors prefer secured regular income on investment in the study area. It is concluded that investors are aware about investment avenues available in India but still investors are preferred to invest in bank deposit, real estate, gold etc. The data analysis reveals that safety is the important factor

while doing investments so remaining factors are less considerable while doing investment by investors

**Navjeet Kaurhas** conducted "A study on the investment opportunities and investment pattern of salaried people" (2014) found that maximum investors are aware of all the investment options. Investors do not invest in a single avenue. They prefer different investment options and majority of them prefer bank deposits, post office savings and insurance. The main purpose of making investment is to meet their future needs. The study has revealed the most influencing factors for investment decision such as return, tax benefits, and capital appreciation. It is discovered that the most prominent factor is the return from investment

**K. V. Ramanadhan and Dr. K. S. Meenakshi Sundaram** have conducted "A study of the investment pattern of bank employees" (2015) revealed that the respondents are aware about the selection basis of investment and would prefer investment where return on investment is good and which helps to asset creation in future. Most of the respondents invest in tax saving investments such as Life insurance products. It is also suggested that the awareness programmes should have to be conducted to educate the respondents towards capital market investment. It is also found that the income category and investment category are significantly associated with the basis of investment.

**Brahma Bhatt, P SA Ragukumari and Sarmira Malekar** (2012) has conducted a study on the investor behaviour on investment avenues in Mumbai with a sample of 100 respondents. The study revealed that people invest in stock market as compared to any other avenues, even though they face huge losses. It was also evident from the study that investor prefers savings and safety but at the same time they want higher interest at low risk in shorter span. The study also concluded that most of the respondents possess higher educational qualification and opt for two or more sources of information to make investment decision. It also stated that most of the respondents discuss with their family and friends before making investment and the respondents decisions are based on their own initiative.

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**ANNEXURE**

## QUESTIONNAIRE

Dear Madam/Sir,

We, the student of Bharata Mata College, Thrikkakara is engaged in during a dissertation on “**A STUDY ON INVESTMENT PATTERN OF SALARIED PERSONS WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT**”. We request your kind response in this regard by filling up this questionnaire. We assure you that the data collected will be kept confidential and only for academic purpose.

Name

Age

- 20-30
- 30-40
- 40-50
- above 50

Gender

- Male
- Female

Educational Qualification

- Graduation
- Post Graduation
- Professional
- Technical Qualification
- Others

Monthly Income

- Below 15000
  - 15000-25000
  - 25000-30000
  - 30000-45000
  - above 45000
- How much portion of your salary do you invest?
- Less than 15%
  - 15%-30%
  - 30%-50%
  - More than 50%

How frequently do you make investment

- Monthly
- yearly
- whenever you have excess money
- As per Convenience

.What are the modes of investment do you have?

- Savings Bank A/c
- Recurring Deposit
- Fixed Deposit
- Post office Savings
- Life Insurance Policy
- Gold
- Real Estate
- Shares
- Debentures
- Mutual Fund

From which source you got awareness about the investment schemes that you presently have?

- Television/Radio
- Newspaper
- Internet
- Journals/Magazines
- Friends/Relative

.Which of the following period do you prefer to invest?

- Short Term
- Medium Term
- Long Term

State the source of your investment on savings?

- Own Savings
- Borrowing

Which is the most important factor that influencing your investment decision?

- Safety
- Regular Return
- Capital Appreciation
- Liquidity
- Marketability

Which Kind of return you mostly prefer from your investment?

- Regular Return
- Capital Appreciation

What is your attitude towards risk in investing?

- High Risk
- Medium Risk
- Low Risk
- Do not ready to take risk

What is the major purpose of your investment?

- Tax Savings
- Return
- Welfare of family
- Uncertainty of future

Which is the major difficulty you are facing while making investment decision?

- Lack of awarness
- High Transaction Cost
- Inconvenience to operate
- Inconvenience to access

.Which of these special provisions do you need to boost up your investment?

- Extra incentives
- Additional Bonus
- High Retirement Benefits

Do you have investment in share market?

- Yes
- No

If Yes, rate the following factors you are considering before making share market investments ?

- Safety
- Liquidity
- Marketability
- Low risk
- Regular Return

Which type of Securities do you prefer most ?

- Govt Securities
- Other Securities

Your Investment decision is depend on

- Past performance
- Comapany Analysis
- Experience of Friends/Relatives

Are you satisfied with your present investment options?

- Highly
- Moderatly
- Poorly

Do you think that awareness programs are necessary to make the various investment avenues popular among people?

- Yes
- No

Rate the following investment options on the basis of your awareness.

	High	Moderate	Poor
Savings Bank a/c			
Recurring Deposit			
Fixed Deposit			
Post office Savings			
Life Insurance Policy			
Gold			
Real Estate			
Shares			
Debentures			

Rate the following investment options on the basis of your preference

	High	Moderate	Poor
Savings Bank A/c			
Recurring Deposit			
Post Office Savings			
Life Insurance Policy			
Gold			
Real Estate			
Shares			
Debentures			