A STUDY ON SAVING AND INVESTMENT OF SALARIED PEOPLE IN SULURU TALUK

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INTRODUCTION & DESIGN OF THE STUDY

1.1 INTRODUCTION OF THE STUDY

The study of savings and investment of salaried people in Sulur Taluk is an analysis of the financial behavior and practices of individuals who earn a fixed income in Sulur Taluk, a region located in the Indian state of Tamil Nadu. The study aims to provide insights into how salaried individuals in this region save their money and make investment decisions. Sulur taluk is located in the Coimbatore district of Tamil Nadu, India, and is known for its industrial and agricultural activities. The study will collect data through surveys and interviews with salaried individuals in Sulur Taluk. It will explore factors that influence their savings and investment decisions, such as income level, age, education, occupation, family size, and financial literacy. The findings of this study could be useful for financial institutions, policymakers, and individuals in understanding the financial behavior of salaried individuals in Sulur Taluk. It could also provide insights into the effectiveness of financial education and literacy programs in the region and inform the development of policies that promote savings and investment among the population. The study will explore various aspects of saving and investment behavior, including the factors that influence individuals to save or invest, the different types of savings and investment options.

1.2 OBJECTIVE OF THE STUDY

The study aims to investigate the following objectives:

- To understand the savings behavior of salaried individuals in Sulur Taluk.
- To examine the relationship between savings and investment behavior and demographic variables such as age, income, education level, and occupation.
- To offer recommendations for improving the savings and investment behavior of salaried individuals in Sulur Taluk.

1.3 STATEMENT OF THE PROBLEM

This study aims to investigate the savings and investment patterns of salaried individuals residing in Sulur Taluk. Specifically, the study aims to examine the factors that influence their savings and investment decisions, the types of savings and investment instruments preferred by them, and the extent to which they engage in financial planning. The findings of this study could provide insights into the financial behavior of salaried individuals in Sulur Taluk and could have implications for financial literacy programs and policies aimed at promoting savings and investment in the region.

1.4 SCOPE OF THE STUDY

The study could involve collecting data on various aspects, such as the average salary of people in the region, their monthly expenses, the percentage of their income they save, the type of savings instruments they prefer, and their investment patterns. It may also seek to identify the reasons why some individuals may not save or invest their money. The study could have various implications for policymakers and financial institutions in the region. It may help identify the areas where people need more financial education and guidance, as well as the types of investment instruments that are popular among the local population. Ultimately, the study could provide insights that would enable individuals, organizations, and policymakers to make informed decisions about their finances.

1.5 LIMITATION OF THE STUDY:

Every researches is carry out under some limit and this research is not an exemption. Limitation of the study are summarized as follow.

- The study relies on self-reported data provided by participants, which may not always be accurate. Respondents may under-report or over-report their savings and investment amounts, leading to inaccurate results.
- The study may be conducted over a short period, limiting its ability to capture long-term trends in savings and investment behavior among salaried individuals.
- The study may only focus on a limited range of savings and investment options available to salaried individuals, neglecting other important factors that could influence savings and investment.

1.6 RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process and analyze information about a topic. The word "research" is used to describe a number of similar and often overlapping activities involving a search for fact. Research methodology is that the precise process or strategies accustomed identify, pick, technique, and examine statistics a couple of topics. in an exceedingly studies paper, the methodology section allows the reader to critically evaluate a take a glance acts overall validity and reliability.

1.6.1 AREA OF STUDY

The study has been undertaken in the Coimbatore Sulur Taluk.

1.6.2 SOURCES OF DATA

The data required for the study is both primary and secondary data.

1.6.3 PERIOD OF STUDY

The study has been conducted for a period of 3 months (January 2023 – March 2023).

1.6.4 SAMPLE DESIGN

The Sample design is a definite plan for obtaining a sample from given population. In this study the sample design is collected from only 110 respondents of Salaried people in sulur taluk in Coimbatore district.

1.7 HYPOTHESIS

Hypothesis is typically thought about because the principle instruments in analysis. It main operate is to counsel new experiment and observations. There are two types hypothesis they are, Null Hypothesis and Alternate Hypothesis. In our study we consider null hypothesis as there is no significant relationship between given factors.

- There is no significant relationship between the Gender and the Investment awareness
- "There is no significant relationship between the income level & awareness of the investments".

1.8 STATISTICAL TOOLS USED:

The following statistical tool have been used to analyses and interpret the data.

- Percentage analysis
- Rank analysis
- Pearson correlation

REVIEW OF LITERATURE:

2.1 RESEARCH STUDIES

Arup Kumar, Dr. Tarak Nath Sahu,(2013)

The study shows that lack of awareness of investors about the concept and dealing of the investment pattern. Further, it's observed that the extent of income also influences the investment decisions. Higher income group shows relatively high preference towards investment in share market, conversely lower and average income group shows keen preference towards insurance and banks because the most preferred investment avenues.

Sekar B, Uma G (2013)

The study evidenced that higher level of awareness was found within the aspects of return on various schemes in life assurance, about bank fixed deposits and various schemes in insurance. And lesser level of awareness was identified within the aspects of requirements to create investments available market, Knowledge about right time to take a position or disinvest mutual funds and about net assets value.

Karthikeyan (2014)

A Study on Savings and Investment Pattern of Salaried people – with reference to Pune City", Has conducted research on Small Investors Perception on Post office Saving Schemes and found that there was significant difference among the four age groups, in the level of awareness for kisan vikas patra (KVP), National Savings Scheme (NSS), and deposit Scheme for Retired Employees (DSRE),and the Overall Score Confirmed that the level of awareness among investors in the old age group was higher than in those of young age group.

Sandhu and Singh (2015)

The study was based on structured primary data. The sample of 50 adopters and 50 non-adopters from the universe comprising the city of Amritsar was selected. The study analyzed in case of adopters that transparency, safety, convenience and economy judged as an important feature of net trading followed by market quality and liquidity whereas in case of non-adopters economy and convenience were the important features followed by the other factors like market quality.

Avinash Kumar Singh (2016)

A Study on Investment Behavior with Special reference to Kollam Corporation", of the study was undertaken with the help of survey method. After analysis and interpretation of data it is concluded that in investors are more aware about various investment avenues & the risk associated with that.

Manish Mittal and Vyas (2017)

"A study on Investment Preferences and behavior of individual Investors in Coimbatore",They have behavioral biases that lead to systematic errors in the way they process information for investment decision. Many researchers have tried to classify the investors on the basis of their relative risk taking capacity and the type of investment they make. Empirical evidence also suggests that factors such as age, income, education and marital status affect an individual's investment decision. This paper classifies Indian investors into different personality types and explores the relationship between various demographic factors and the investment personality exhibited by the investors.

D. S. Chaiubey and Rajat P.Dimri (2018)

A study on the Investment Behaviour of the People of Malda town, West Bengal"," identify the investment perceptions and their behavior for designing effective investment policies. Analysis indicates the shifting trend of investors from post office and other government investment schemes to investments in banks, mutual funds and equity etc.

Mehta and Aggarwal (2019)

A Study on Investment Strategy Behavior of Individual Investors Belonging to Software Professionals in Chennai"The differences among genders were found to be significant for provident funds, fixed deposits, and real estate. Females were found more conservative than males. The investors in the higher age groups preferred post office as an investment option compared to the investors in the lower age groups. Most of the investors preferred to consult their family members for making investment.summarized that the bank deposits remain the most popular instrument of investment followed by insurance and small saving scheme to get benefit of safety and security of their life and investment. It was found that there is a need for increasing the financial literacy among the middle class households.

Lalit Mohan Kathuria & Kanika Singhania (2020)

An Exploratory Study of Investment Behavior of Investors", Concluded that private sector banking employees were investing a larger portion of their savings into safe and risk-free investment avenues, like employee provident fund, public provident fund and life insurance policy and only forty per cent of the respondents had high level of awareness regarding various investment avenues.

Prasanna Chandra ((2021)

Investment analysis and portfolio management"2nd edition. It's found that there's a major difference existing within the income, savings and also investment pattern of those private sector salaried households. But there's no significant change in their pattern of expenses. it's recommended to the govt to confirm guaranteed income and reduced expenses.

OVERVIEW OF PROJECT AND STUDY AREA PROFILE

INVESTMENT AND SAVINGS

Savings and investment are two words which have been used synonymously over the years. With people referring to their investment as their life savings, the fundamental difference between the two words and essentially two concepts has diminished. Yet, there is no denying fact that the two are different sides of a coin called money

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3.1 INVESTMENT AND SAVINGS

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3.1.1 SAVINGS

"Saving" means foregoing one's current consumption in favor of having an option to consume more in the future. Hence, saving is the trade-off between consuming today and consuming tomorrow. Saving can be done for a multiplicity of purposes - guarding against future contingencies, for known events in the future (a child's marriage, to purchase a house), for acquiring wealth, etc.

Savings can be in two major forms:

- Physical Savings - Savings converted into physical assets.
- Financial Savings - Savings put into financial instruments like Bank Deposits, Shares, Securities, etc.

3.1.2 INVESTMENT

Investment is "saving", to be used by another party for productive activity. It can be in the form of an advance or loan or contributing to the ownership capital or debt capital of a corporate or non-corporate business unit. Generalized, investment means the conversion of cash or money into a monetary asset or a claim on future money for a return. This return is for saving, particularly monetary saving. parting with liquidity, and lastly for taking a risk involving the uncertainty about

the actual return, time of waiting and cost of getting back funds, the safety of funds, and risk of the variability of the return.

Elements of Investments

a. Return: Investors buy or sell financial instruments to earn a return on them. The return includes both current income (current yield) and capital gain (capital appreciation).

b. Risk: Risk is the chance of loss due to the variability of returns on investment. In the case of every investment, there is a chance of loss. It may be a loss of investment; however, risks and returns are inseparable.

c. Time: Time is an important factor in investment. The period depends on the attitude of investors who follow a 'buy' and 'hold' policy.

3.2 INVESTMENT AVENUES IN INDIA

Various aveneue are available in India to suit investment preference in terms of safety ,Risk return, Tax benefit which are follows

3.2.1 BANK DEPOSITS

Banks also need working capital. Bank collects its working capital for their business through bank deposit. The deposit is given by the investors or customers for the specific period on which the bank pays the interest. In India, all banks provide interest on the deposit. The deposit can be accepted from an individual, financial institution, any organization, and government. The profitability of the banks depends upon the deposit collected. Banks mainly mobilize funds for short-term and medium-term finance purposes. In recent times commercial banks also provide long-term investment options to investors.

3.3 TYPES OF BANK ACCOUNT:

3.3.1 Savings Account:

These accounts are one of the most popular among individual investors. These accounts not only provide a cheque facility but also have lots of flexibility for deposit and withdrawal of funds from the account. This type of account is the most useful one for small investors in India.

3.3.2 Current Deposit Account:

Current accounts are basically used by businessmen and usually are not used for investments and savings purposes. This deposit is the most liquid and therefore there is no limitation for the withdrawals. Most of these accounts are opened in the name of the firm or company. No interest is paid by the bank on these accounts.

3.3.3 Recurring Deposit Account:

These are popularly known as RD accounts and are a special kind of term deposits and suitable for the people who do not have savings, but are ready to save a small amount of money on monthly basis.

3.3.4 Fixed Deposit Account:

These facilities are offered by every bank as it proves to be a source for the working capital of banks. The term "fixed" in fixed deposit denotes the period of maturity or tenor. Therefore, the depositors are supposed to continue

3.4 SHARES

3.4.1 A) Equity share

Equity shareholders collectively own the company. They bear the risk and enjoy the rewards of ownership. Equity shares may be purchased and sold in the stock market. Equity shareholders get income in the form of dividends which is tax-free in the hands of the investor. However, the dividend is uncertain and the rate also varies. If the company performs well, there is also capital appreciation.

Based on the nature of income and growth, equity shares can be classified as:

- Growth shares having higher rate of growth than the industrial growth rate in profitability.
- Income shares belong to companies that have comparatively stable operations like FMGC companies.
- Defensive shares are relatively unaffected by the market movements.
- Cyclical shares affected by the upward and downward movement of the business cycle.

3.4.2 B) Preference shares

Preference shares carry a fixed rate of dividend. However, dividends may not be declared by a company every year. Such shares are redeemable and may be converted into equity shares. The dividends on such shares are tax-free. They can also be traded in the market. but have limited voting rights.

3.5 BONDS AND DEBENTURES

Bonds/debentures carry a fixed rate of interest which is paid at regular intervals. They are suitable for regular income purposes. Bonds are a form of contract, and right of investors as well as the obligation of the issuer are usually set forth in what is known as bond indenture. All bonds pay interest to their holders

3.6 MUTUAL FUNDS

Mutual funds are often classified by their principal investments: money market funds, bond or fixed income funds, stock or equity funds, or hybrid funds.[Funds may also be categorized as index funds, which are passively managed funds that track the performance of an index, such as a stock market index or bond market index, or actively managed funds, which seek to outperform stock market indices but generally charge higher fees. Primary structures of mutual funds are open-end funds, closed-end funds, unit investment trusts

Advantages

- Service and convenience: Funds often provide services such as check writing.
- Government oversight: Mutual funds are regulated by a governmental body
- Transparency and ease of comparison: All mutual funds are required to report the same information to investors, which makes them easier to compare to each other.

Disadvantages

- Less control over the timing of recognition of gains.
- Less predictable income.
- No opportunity to customize.

3.7 LIFE INSURANCE

Life insurance is a contract between an individual and an insurance company, in which the insurer guarantees to pay a specified amount of money (known as the death benefit) to the individual's beneficiaries upon the insured's death. In exchange for this guarantee, the insured pays premiums to the insurance company at regular intervals. Before investing in life insurance, it is important to carefully consider your financial goals and needs, as well as the terms and conditions of the policy It may also be helpful to speak with a financial advisor to determine if life insurance is the right investment strategy for your situation**.**

3.8 INVESTMENT IN GOLD AND SILVER

3.8.1 GOLD

Gold is the most popular as an investment. Investors generally buy gold as a way of diversifying risk, especially through the use of futures contracts and derivatives. The gold market is subject to speculation and volatility as are other markets. Compared to other precious metals used for investment, gold has been the most effective safe haven across a number of countries.

3.8.2 SILVER

Silver may be used as an investment like other precious metals. It has been regarded as a form of money and store of value for more than 4,000 years, although it lost its role as legal tender in developed countries when the use of the silver standard came to a final end.

DATA ANALYSIS & INTERPRETATION

4.1 SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is used to determine the relationship between the series of data collected by the researchers. It also used to make the comparisons between two or more series of data. In this part of study, the percentage analysis was used to determine the general nature of the respondents over the different aspects of the data collected.

$$\text{Simple Percentage Analysis} = \frac{No.\ Of.\ Respondents}{Total\ No.\ Of.\ Respondents} * 100$$

4.1 SIMPLE PERCENTAGE ANALYSIS

TABLE 4.1.1

GENDER OF THE RESPONDENTS
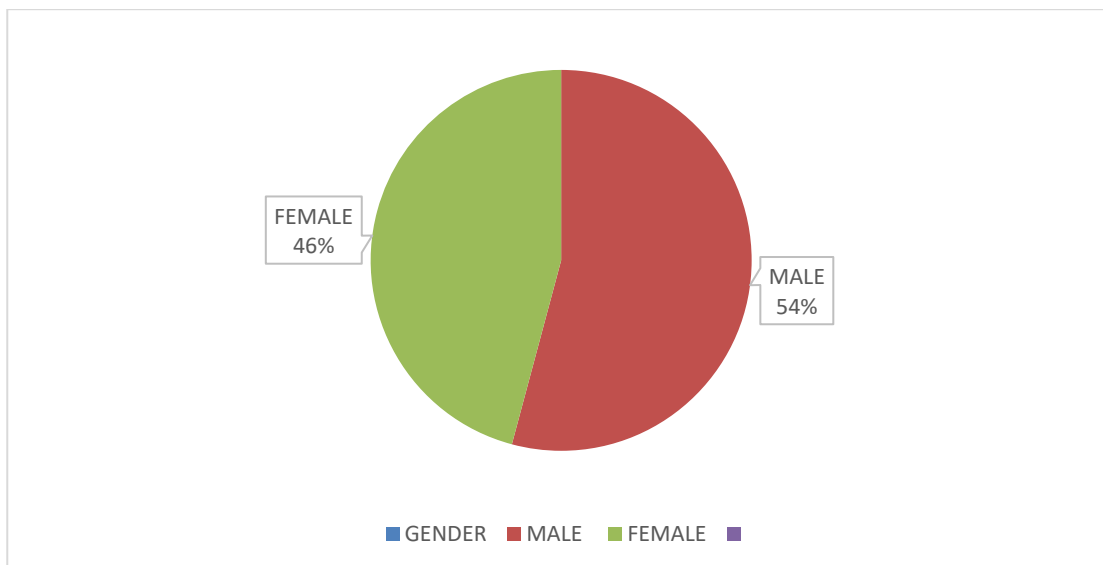
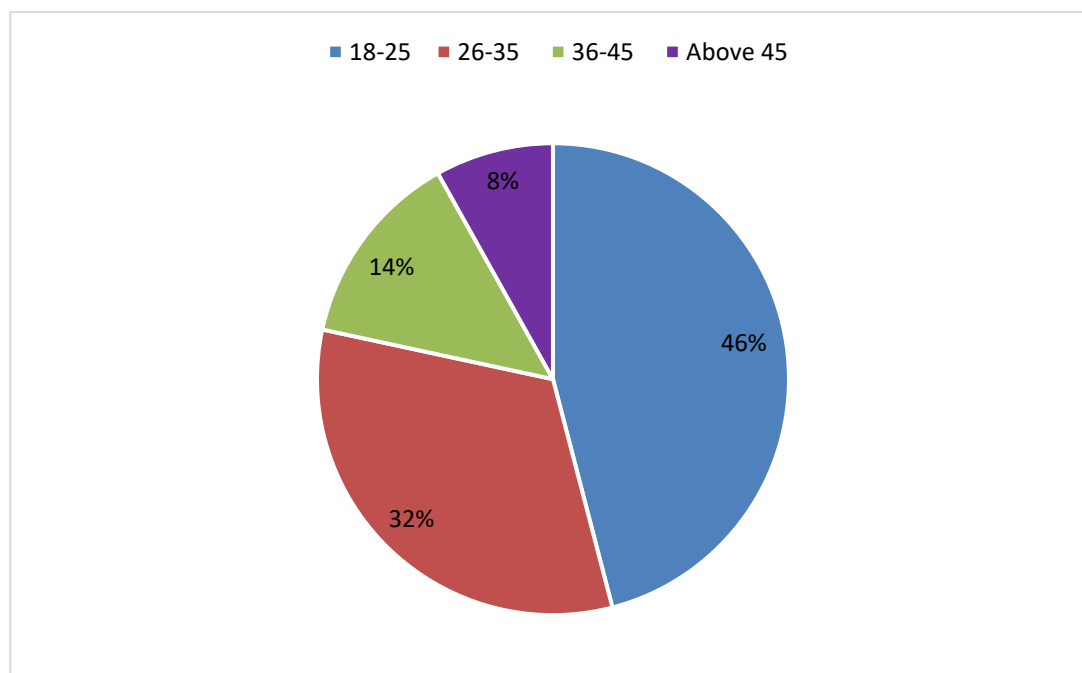| GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	65	54%
Female	55	46%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study, 54% of respondents are male and 46% of respondents are female.

TABLE 4.1.2

AGE OF THE RESPONDENTS

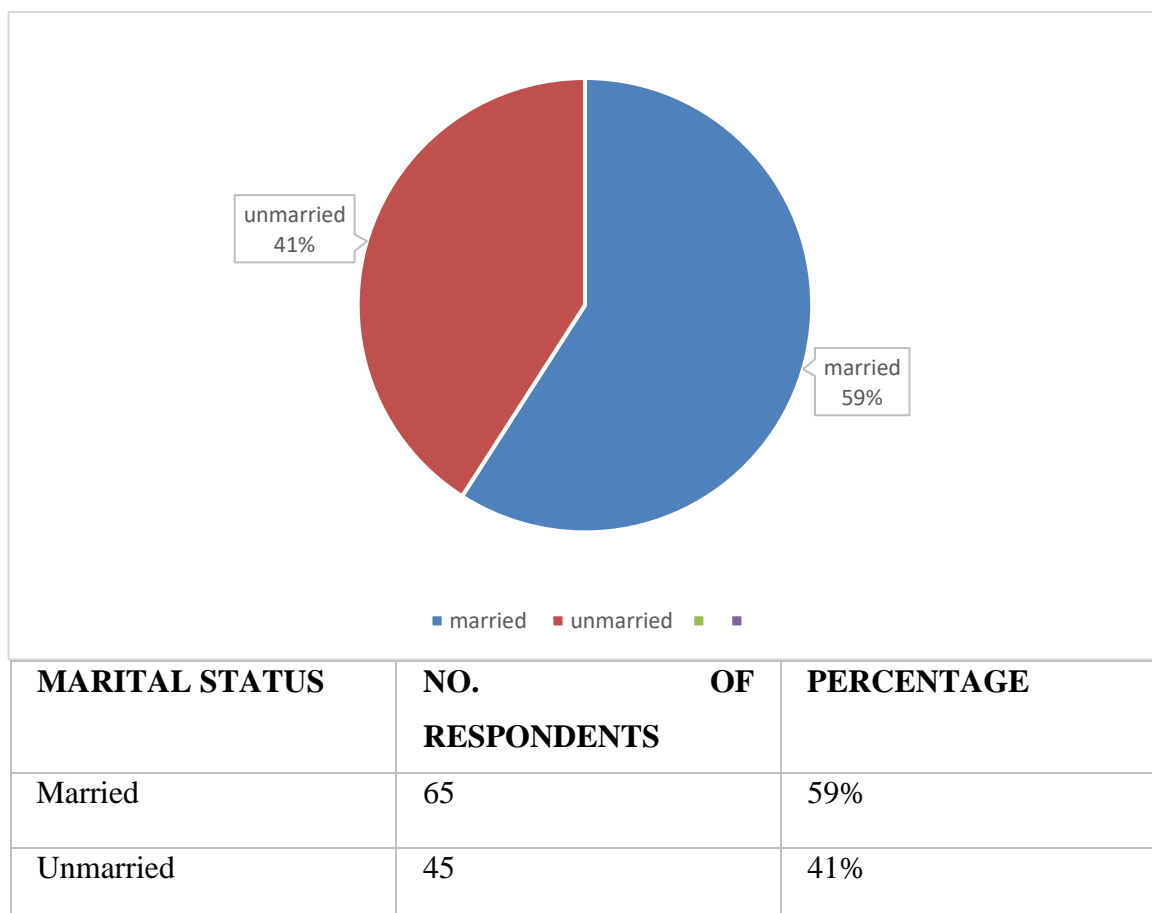| AGE	NO. OF RESPONDENTS	PERCENTAGE
18-25	50	45.5%
26-35	36	32.7%
36-45	15	13.6%
Above 45	9	8.2%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study,45.5% in 18-25 years, 32.7% in 26-35 years, 13.6% in 36-45 years and 8.2% in above 45 years.
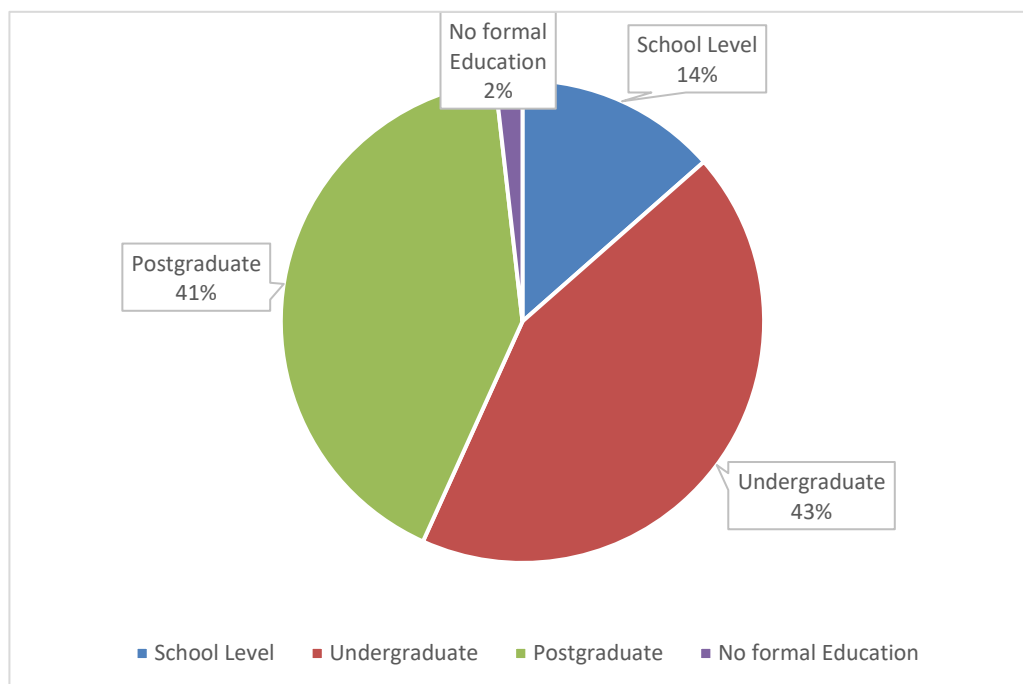
TABLE 4.1.3

MARITAL STATUS OF THE RESPONDENTS

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
Married	65	59%
Unmarried	45	41%

TOTAL	110	100

(source: primary data)

INTERPRETATION

It is inferred from the study that, out of 110 respondents taken for the study, 59% are married and 41% are unmarried.

TABLE 4.1.4

EDUCATION OF THE RESPONDENT

| EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
School Level	15	13.6%
Undergraduate	46	41.8%
Postgraduate	47	42.7%
No formal Education	2	1.8%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study, 13.6% have completed school level , 41.8% have completed Undergraduate , 42.7% are Post graduate and 1.8% are belong to no formal education.

TABLE 4.1.5

OCCUPATION OF THE RESPONDENT
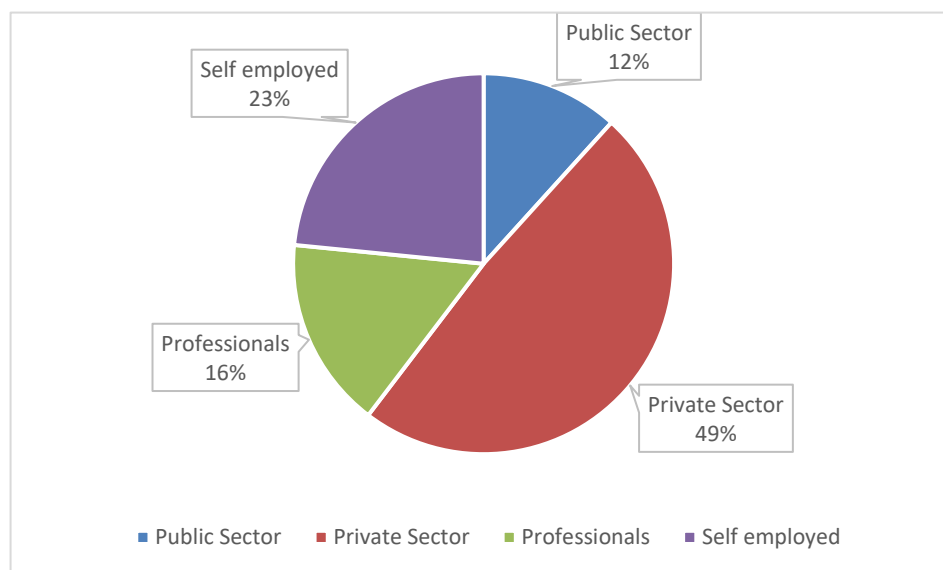
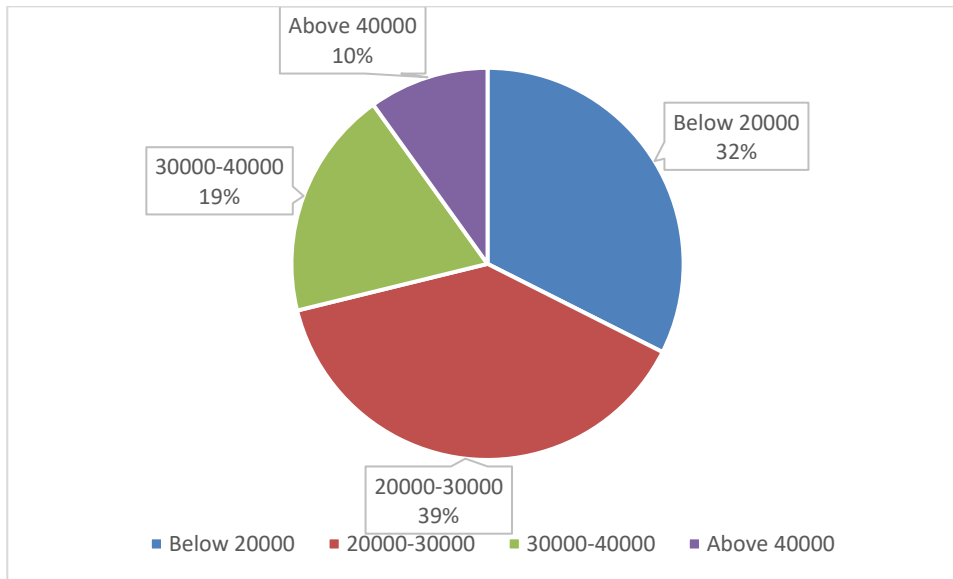| OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Public Sector	13	11.8%
Private Sector	53	48.2%
Professionals	18	16.4%
Self employed	26	23.6%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study, 11.8% in public sectors, 48.2% in private sector, 16.4% in professionals and 23.6% in self employed.

TABLE 4.1.6

SALARY OF THE RESPONDENT

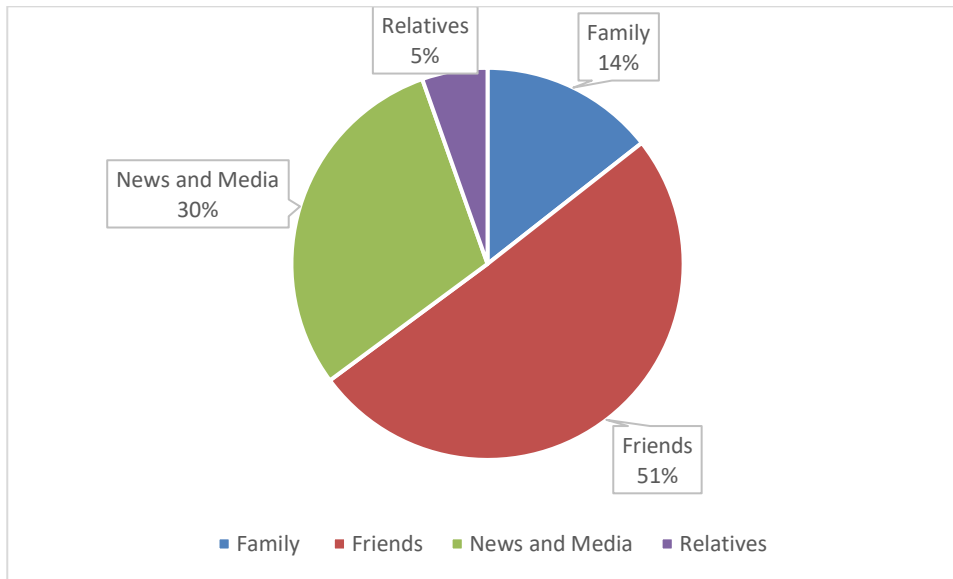| MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
Below 20000	36	32.7%
20000-30000	43	39.1%
30000-40000	20	18.2%
Above 40000	11	10%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study, 32.7% in below 20,000 , 39.1% in 20,001- 30,000, 18.2% in 30,001-40,000 and 10% in above 40,000.

TABLE 4.1.7

REFERANCE FOR THE INVESTMENT

| FROM WHERE DID YOU ACQUIRE KNOWLEDGE TOMAKE AN INVESTMENT IN THE MARKET	NO. OF RESPONDENTS	PERCENTAGE
Family	16	14.5%
Friends	56	50.9%
News and Media	33	30%
Relatives	5	4.5%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study, 14.5% in family, 50.9% in friends, 30% in news and media and 4.5% in relatives.

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TABLE 4.1.8

HOW OFTEN DO YOU INVEST
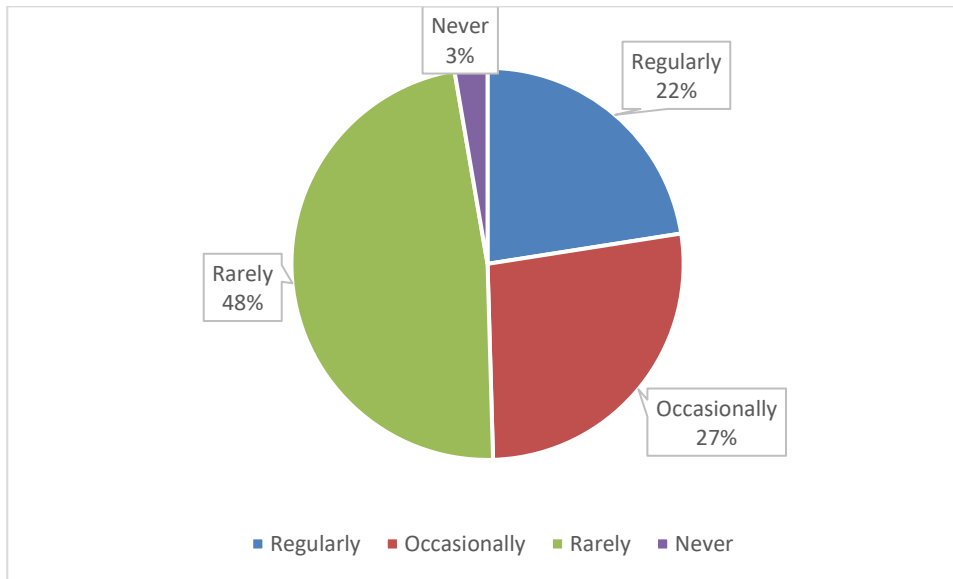
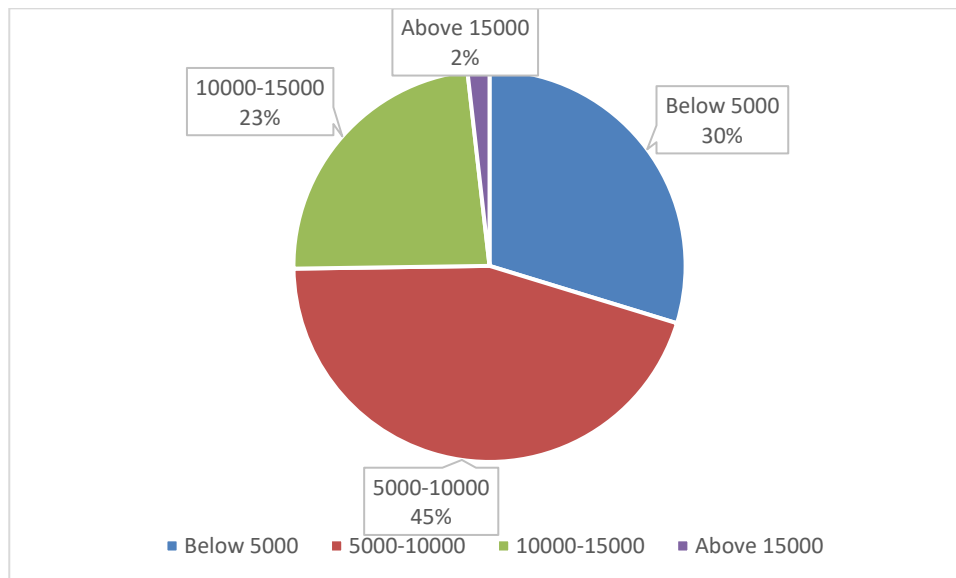| HOW OFTEN DO YOU INVEST	NO. OF RESPONDENTS	PERCENTAGE
Regularly	25	22.7%
Occasionally	30	27.3%
Rarely	52	47.3%
Never	3	2.7%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study, 22.7% in regularly, 27.3% in occasionally, 47.3% in rarely and 2.7% in never.

TABLE 4.1.9

**HOW MUCH AMOUNT YOU WILL INVEST ?**

WHAT IS THE MOST COMMON AMOUNT YOU WILL INVEST IN THE STOCK MARKET	NO. OF RESPONDENTS	PERCENTAGE
Below 5000	33	30%
5000-10000	50	45.5%
10000-15000	25	22.7%
Above 15000	2	1.8%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study, 30% in below 5000, 45.5% in 5000-10000, 22.7% in 10000-15000 and 1.8% in above 15000.

TABLE 4.1.10

LEVEL OF RISK
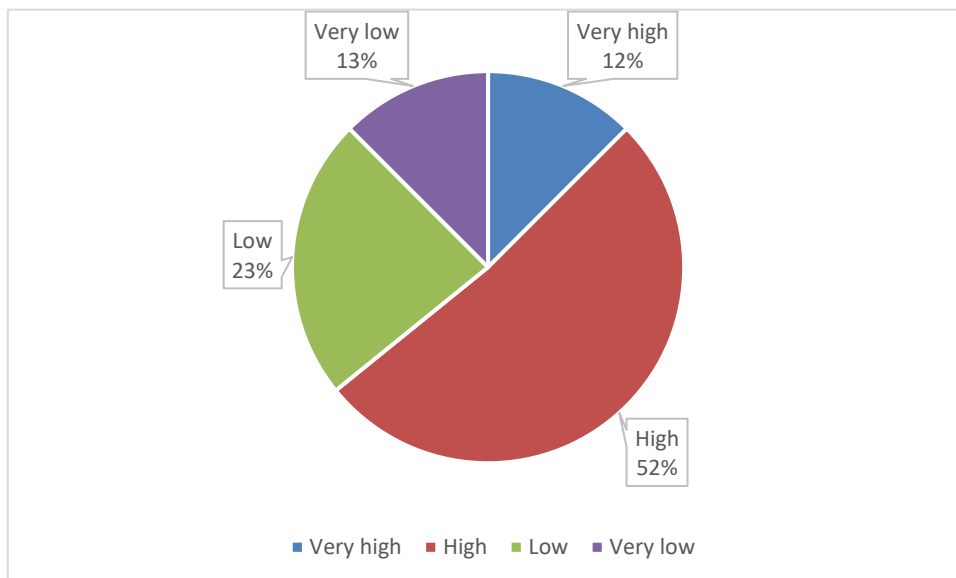
| ACCORDING TO YOU HOW MUCH LEVEL OF RISK IS INVOLVED IN FINANCIAL INVESTMENT	NO. OF RESPONDENTS	PERCENTAGE
Very high	15	13.6%
High	62	56.4%
Low	27	24.5%
Very low	6	5.5%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study, 13.6% in very high, 56.4% in high, 24.5% in low and 5.5% very low.

TABLE 4.1.11

INVESTMENT PREFERANCE
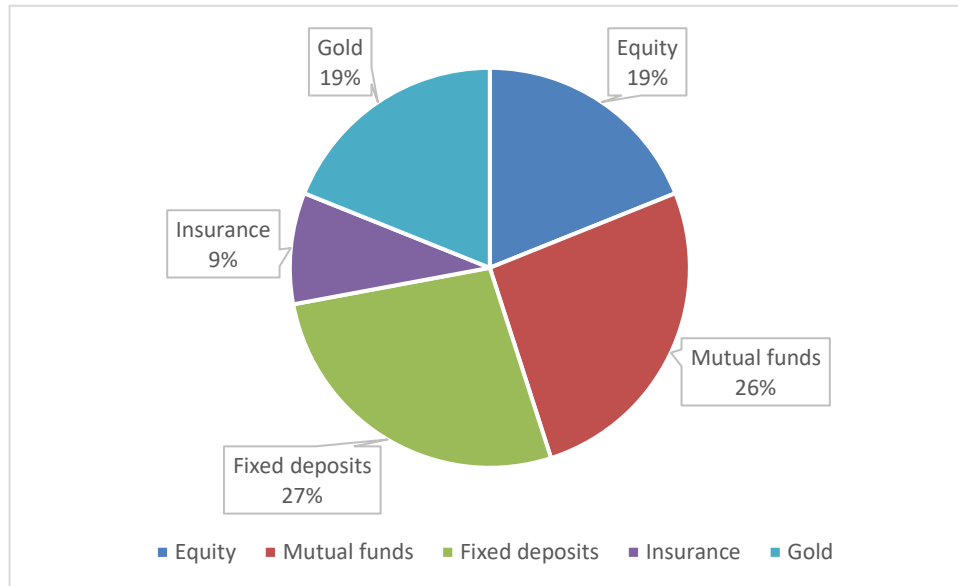
| WHAT ARE YOUR PREFERENCE FOR INVESTMENT AMONG THE BELOW INSTRUMENT	NO. OF RESPONDENTS	PERCENTAGE
Equity	21	19.1%
Mutual funds	29	26.4%
Fixed deposits	30	27.3%
Insurance	9	8.2%
Gold	21	19.1%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study, 19.1% in equity, 26.4% in mutual funds, 27.3% in fixed deposits, 8.2% in insurance and 19.1% in gold.

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TABLE 4.1.12

ISSUES FACED BY RESPONDENT
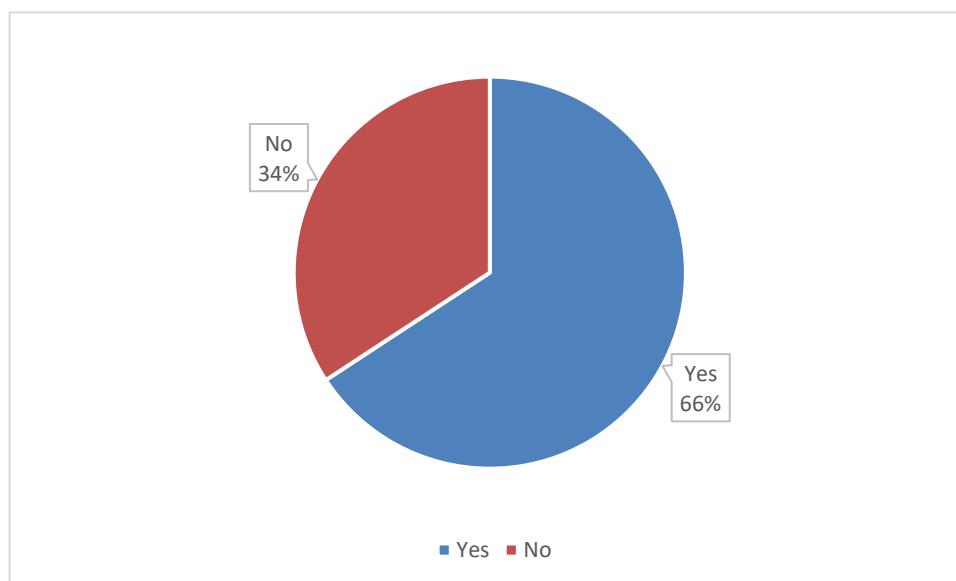
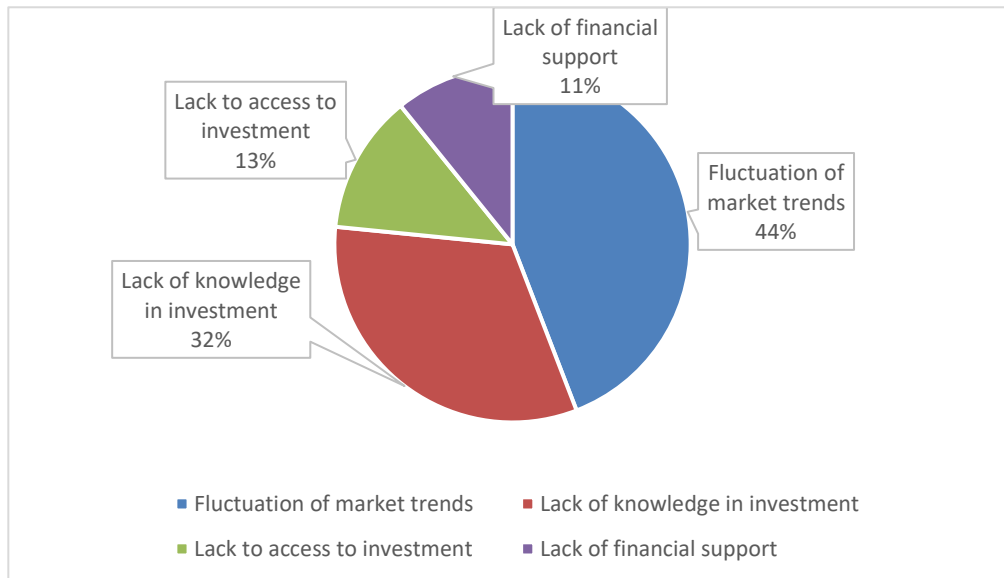| FACED ANY ISSUES	NO. OF RESPONDENTS	PERCENTAGE
Yes	73	66.4%
No	37	33.6%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study, 66% have a accepted and 33.6% does not accepted.

TABLE 4.1.13

DIFFICULTIES OF THE RESPONDENT

| WHAT DIFFICULTIES DO YOU ENCOUNTER ?	NO. OF RESPONDENTS	PERCENTAGE
Fluctuation of market trends	49	44.5%
Lack of knowledge in investment	36	32.7%
Lack to access to investment	13	11.8%
Lack of financial support	12	10.9%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study,44.5 % in Fluctuation of market trends, 32.7% in Lack of knowledge in investment, 11.8% in Lack to access to investment and 10.9% in Lack of financial support

TABLE 4.1.14

IS IT GOOD FOR UPCOMING GENERATIONS
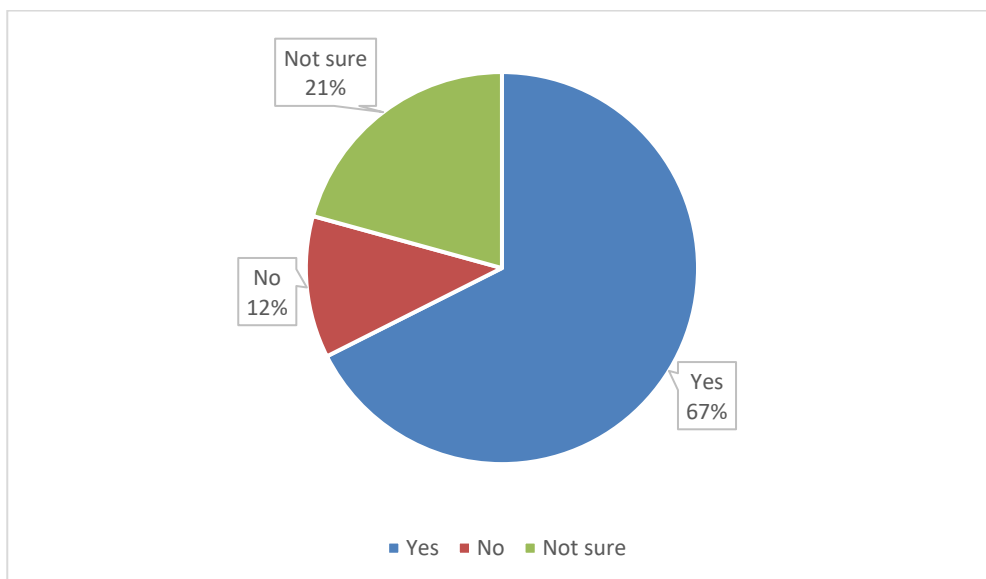
| IS INVESTING IS THE WISE FINANCIAL MOVE FOR UPCOMING GENERATIONS?	NO. OF RESPONDENTS	PERCENTAGE
Yes	75	68.2%
No	13	11.8%
Not sure	22	20%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study,68.2% in yes, 11.8% are in favor of no, and remaining are 20% are not sure.

TABLE 4.1.15

MOTIVATION TOWARDS INVESTMENT
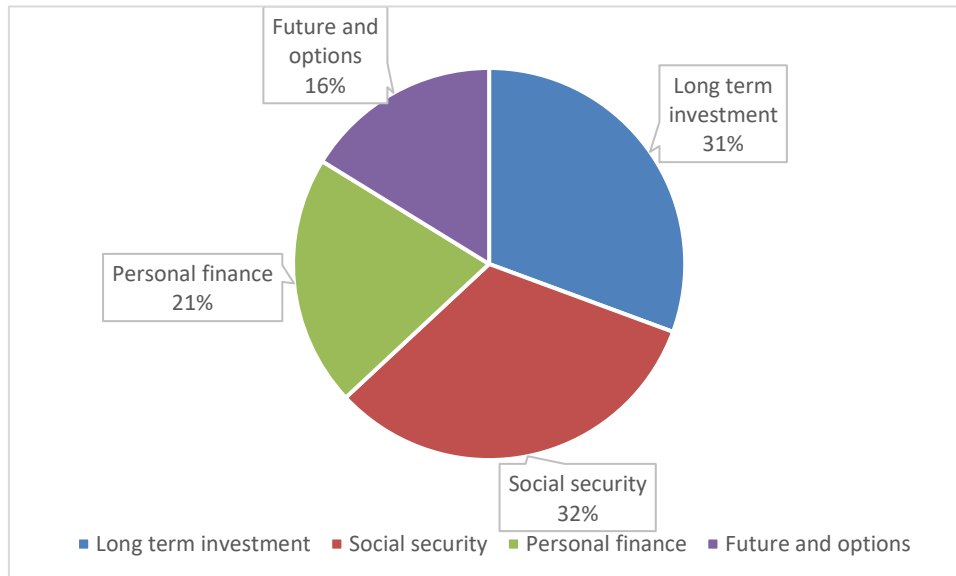
WHAT MOTIVATED YOU TO INVEST IN MARKET	NO. OF RESPONDENTS	PERCENTAGE
Long term investment	34	30.9%
Social security	35	31.8%
Personal finance	23	20.9%
Future and options	18	16.4%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study, 30.9% in Long term investment, 31.8% in Social security, 20.9% in Personal finance and 16.4% in Future and options.

TABLE 4.1.16

APPLICATION SOFTWARE TO INVEST

DO YOU USE APPLICATION SOFTWARE TO INVEST?	NO. OF RESPONDENTS	PERCENTAGE
Yes	74	67.3%
No	36	32.7%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

       It is inferred from the above table that out of 110 respondents taken for the study, 67.3% Respondents are in favour of yes, and remaining 32.7% re No.

TABLE 1.1.17

APPLICATION USED BY THE RESPONDENTS

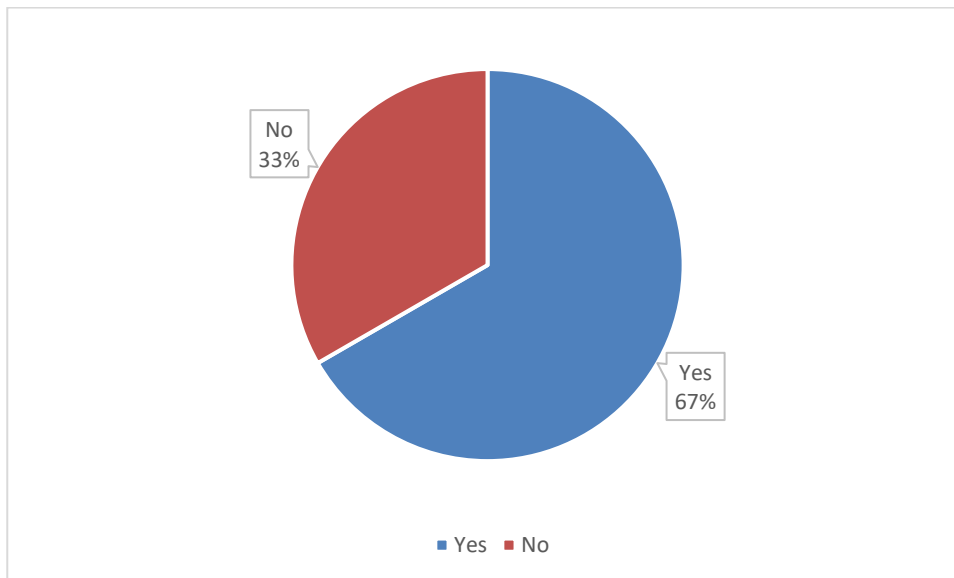| APPLICATION DO YOU USE	NO. OF RESPONDENTS	PERCENTAGE
Groww	20	18.2%
Zerodha	20	18.2%
Upstox	47	42.7%
Other	23	20.9%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study, 18.2% in Groww, 18.2% in Zerodha, 42.7% in upstox and 20.9% in others.

TABLE 4.1.18

INCREASE IN UPCOMING YEARS DUE TO MARKET TRENDS

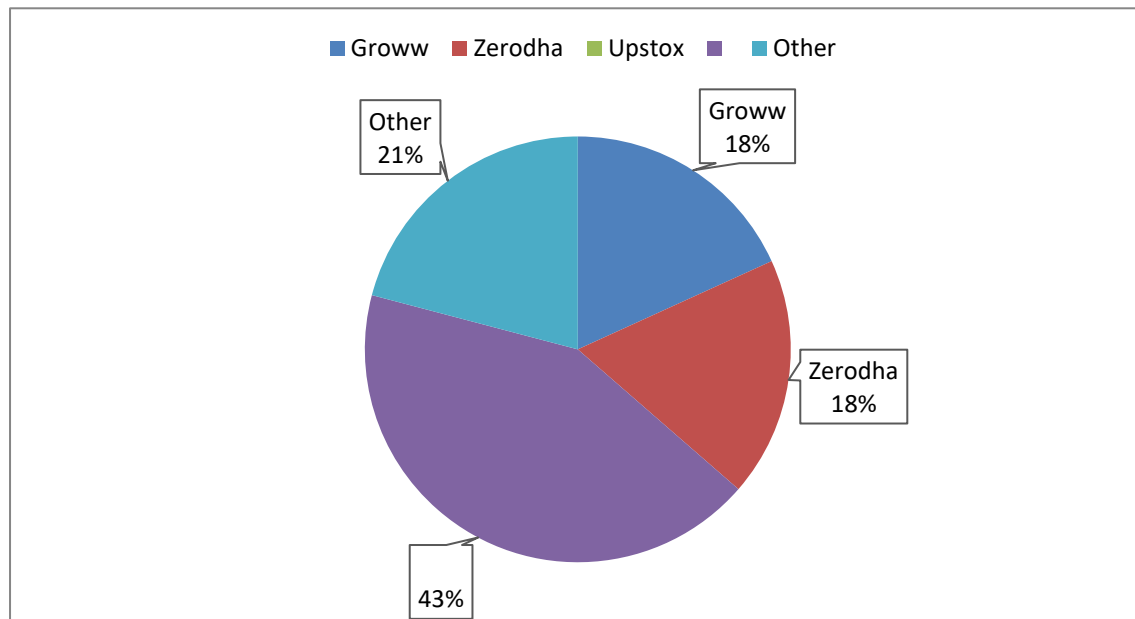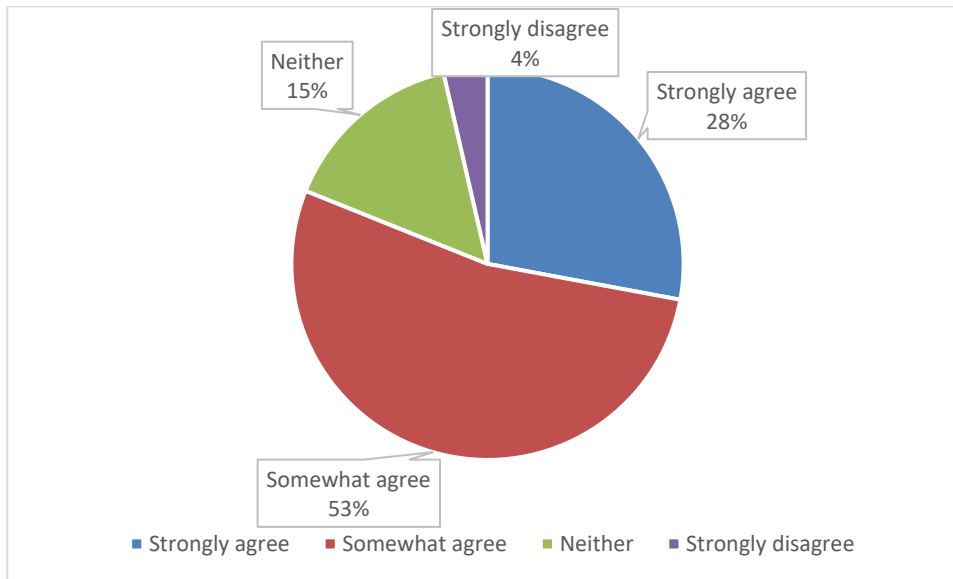| Do you think online investment will increase in upcoming years due to the market trends	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	31	28.2%
Somewhat agree	58	52.7%
Neither	17	15.5%
Strongly disagree	4	3.6%
TOTAL	**110**	**100**

(source: primary data)

INTERPRETATION

It is inferred from the above table that out of 110 respondents taken for the study, 28% in Strongly agree, 53 % in Somewhat agree, 15% in Neither and 4 % in Strongly disagree.

GRAPH 4.1.19

RESPONDENTS PREFERANCE FOR INVESTMENT AMONG THE BELOW INSTRUMENT

4.2 PEARSON CORRELATION ANALYSIS

The Pearson correlation (r) is the most common way of measuring a linear correlation. It is a number between -1 and +1 that measures the strength and direction of the relationship between two variables.

TABLE 4.2.1

Descriptive Statistics			
	Mean	Std. Deviation	N
Gender of the respondent Untitled Question	1.49	.520	110
what are your preference for investment among the below instrument ?	2.81	1.365	110

Correlations		Gender of the respondent Untitled Question	what are your preference for investment among the below instrument?
Gender of the respondent Untitled Question	Pearson Correlation	1	.185
	Sig. (2-tailed)		.053
	N	.110	110
what are your preference for investment among the below instrument below?	Pearson Correlation	.185	1
	Sig. (2-tailed)	.053	
	N	120	120

INTERPRETATION

The above table shows the Pearson correlation, as the value for gender is 1 and what are your preference for investment among the below instrument is .185 . So the correlation is significant at the O level of 2-tailed. Hence, it is a no correlation.

There is a positive relationship between education qualification and which of the following Investment are you mostly aware of.

4.3 SIMPLE RANK ANALYSIS

Ranking is called as the data transformation in which numerical values are replaced by their ranks in a particular order like ascending or descending orders. Rank analysis is said to be ordering the data values form smallest to largest as like ascending order, then ranking the smallest value as rank 1. In other words, the largest value orders the data from largest to smallest like descending order, then ranking the largest value as rank 1.

TABLE 4.3.1

Created Variables			
Source Variable	Function	New Variable	Label
Age of the respondent	Rank	R Age of the respondent	Rank the following factors based on your experience on investment.
a. Mean rank of tied values is used for ties.			
b. Ranks are in ascending order.			

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Rank the following factors based on your experience on investment.	110	100.0%	0	0.0%	110	100.0%

Age of the respondents Rank the following factors based on your experience on investment

Rank of age of the respondent by which of the following investment are you mostly aware of

		1.000	1.500	2.000	4.000	5.500	6.000	6.500	9.000	10.000	12.000	14.000	16.500	18.500	20.000	23.000	27.000	29.500	38.000	42.500	Total
Age of the respondents	1	1	2	3	0	10	0	12	0	0	23	0	0	0	0	0	0	0	0	0	51
	2	0	0	0	3	0	5	0	0	0	0	7	8	0	0	0	0	12	0	0	35
	3	0	0	0	0	0		2	1	0	0	0	0	2	0	5	0	0	5	0	15
	4	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	3	0	0	4	9
Total		1	2	3	3	10	5	14	1	1	23	7	8	2	1	5	3	12	5	4	110

INTERPRETATION

The above table shows that rank analysis of Age of the respondents and which of the following scheme are you mostly aware of. As per the above table percentages, Gold ranked 1, Insurance ranked 2, Mutual fund ranked 3, Fixed deposits ranked 4 and Equity ranked 5.

Majority of the respondents are mostly aware of Gold investment **.**

FINDINGS, SUGGESTION & CONCLUSION

5.1 FINDINGS

5.1.1   SIMPLE PERCENTAGE ANALYSIS

1. Majority (54%) of the respondents are male.

2. Majority (45.5%) of the respondents are up to the age of 18-25.

3. Majority (59%) of the respondents are married.

4. Majority (51%) of the respondents are UG graduated.

5. Majority (48.2%) of the respondents are Private sector.

6. Majority (45%) of the respondents has monthly income up to 20000-30000

7. Majority (50.9%) of the respondent's are Friends.

8. Majority (47.3%) of the respondents are Rarely.

9. Majority (54.5%) of the respondents are in the range of 5000-10000

10. Majority (56.4%) of the respondents are selected high.

11. Majority (27.3%) of the respondents are Fixed deposits.

12. Majority (66.4%)of the respondents are facing issues.

13. Majority (44.5%) of the respondents are facing difficulties in the fluctuation in the market.

14. Majority (68.2%) of the respondents are in favour of yes.

15. Majority (31.8%) of the respondents in Favour of Social security.

16.Majority (67.3%) of the respondents are using software to Invest.

17.Majority (42.7%) of the respondents are using upstox to invest.

18.Majority (52.7%) of the respondents are somewhat agree .

5.1.2 PEARSON CORRELATION

HO1: There is a positive relationship between education qualification and which of the following Investment are you mostly aware of**.**

5.1.3 SIMPLE RANK ANALYSIS

Majority (56.1%) of the respondents are mostly aware of Gold investment**.**

5.2 SUGGESTIONS

Before taking an investment decision it is better for the investor to make a trade- off between the risk and return because risk and return have a close relationship with each and it is an important pillar in building wealth over a long term. Investors should diversify their investment in different instruments in order to reap maximum benefits. The investor should also know the tendency of the economy before making an investment decision. For example: in the case of inflation, it is not better to lock the funds

for a long period. While taking an investment decision, the investors should be aware of the tax that is applicable on the sums that are received at the time of maturity. The investor should also know the tendency of the economy before making an investment decision .Some investors have awareness about different investment avenues but most do they not have sufficient knowledge especially about bond and debentures, shares and mutual funds. The investor should be aware of the lock-in period of their investments. Otherwise it becomes difficult to liquidate the same when they need money.

5.3 CONCLUSION

A specific study on savings and investment of salaried people. However, in general, saving and investing are crucial aspects of financial planning and can help individuals achieve their financial goals in the long term. Savings can provide a safety net for unexpected expenses, while investments can generate wealth over time. It's important to have a clear understanding of your financial goals and risk tolerance before deciding on the best savings and investment strategies for non savings and investment options for salaried people include opening a savings you. Some common account, investing in stocks or mutual funds, and contributing to retirement accounts such as 401(k) or IRAs It's also important to regularly review and adjust your savings and investment strategies as your financial situation and goals change. In summary, saving and investing are important for salaried people to achieve financial security and meet their long term

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ANNEXURE

A STUDY ON SAVINGS AND INVESTMENT OF SALARIED

PEOPLE IN SULUR TALUK

QUESTIONNAIRE

1. Name _____

2. Gender

   A) Male   B) Female

3. Age

   A) 18 – 25   B) 26 – 35   C) 36 – 45   D)   Above
                                         45

4.   Marital
status

   A) Married   B) Unmarried

5. Educational qualification

   A)School Level   B) Under Graduate   C) Post Graduate   D) No Formal Education

6. Occupation

   A)Public Sector B) Private Sector   C) Professionals   D) Self employed

7. Monthly income

   A) Below 20000   B) 20000 – 30000   C) 30000 – 40000 D) Above 40000

8. From where did you acquire knowledge to make an investment in the market?

    A) Family   B) Friends   C) News and Media   D) Relatives

9. How often do you invest ?

    A) Regularly   B) Occasionally   C) Rarely D) Never

10. What is the most common amount you will invest in the market?

    A) Below 5000   B) 5000-10000 C) 10000-15000   D) More than 15000

11. According to you how much level of risk is involved in financial investment?

     A) Very high   B) High   C) low   D) very low

12. What are your preference for investment among the below instrument?

    A) Equity   B) Mutual funds C) Fixed deposits   D) Insurance   E) Gold

13. Have you faced any issues with the investment?

    A) Yes   B) No

14. If yes, what difficulties did you encounter when making a investment?

    A) Fluctuation of market trends   B) Lack of Knowledge in Investing

    C) Lack of Access to Investment   D) Lack of Financial support

15. Do you consider investing in market to be a wise financial move for upcoming generations?

    A) Yes   B) No   C) Not Sure

16. What motivated you to invest in market?

    A) Long Term Investment   B) Social security

    C) Personal Preference   D) Future and options

17. Do you use any application software to invest?

    A) Yes   B) No

18. If yes, what are the application do you use?

    A)   Groww   B)   Zerodha   C)   Upstox   D)   Other

19. How much you are aware of the Investment platform provided by the market?

Investment platform	Aware	Partially Aware	Not Aware
Equity			
Mutual fund			
Fixed deposit			
Insurance			
Gold			

20.Rank the following factors based on your experience on investment?

S.NO	FACTOR	RANK
1.	Equity	
2.	Mutual fund	
3.	Fixed deposits	
4.	Insurance	
5.	Gold	

21. Do you think online investment will increase in upcoming years due to the market trends

   B) Strongly agree   B) Somewhat agree   C) Neither   D) Strongly disagree

22. What suggestion would you provide to people considering your views on investment?

   _____