

STUDY ON SAVING AND INVESTMENT BEHAVIOR OF SALARIED PERSONS

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ABSTRACT: *Investment is a kind of movement that is occupied with by the general population who need to do funds for example investments are produced using their reserve funds, or at the end of the day it is the general population contribute their investment funds. A wide range of investment alternatives are accessible that are bank, Gold, Real home, post administrations, shared assets and so on substantially more. Speculators are continually contributing their money with the distinctive kinds of direction and targets, for example, benefit, security, thankfulness, Income soundness. Specialist has here in this paper considered the distinctive sorts and roads of investments just as the elements that are required while choosing the investment with the example size of 60 salaried representatives As a matter of fact, here the present investigation recognizes about the favored investment roads among individual speculators utilizing their very own self-evaluation test. The specialist has broke down and discovered that that salaried workers consider the wellbeing just as great degree of profitability that is contributed on normal premise. Respondents are considerably more mindful about the distinctive investment roads accessible in India aside from female speculators. This Current investigation manages the Study on saving and investment behavior of salaried persons*

1.Introduction

The creating nations in world , like India face as observed the huge errand of finding adequate funding to use in their advancement endeavors. The majority of nations think that its troublesome at stage to escape the endless loop of destitution that is winning of low salary, low sparing, low investment, low business and so forth and the rundown goes on. With high capital yield proportion, that is watched India needs exceptionally high rates of investments that would take and attempt jump forward in her endeavors proceeds of accomplishing abnormal amounts of development. The significant highlights that is found in an investment

are security of chief sum, liquidity, salary and its steadiness, thankfulness and finally simple transferability. An alternate assortment of investment roads in bounty and types are accessible, for example, shares, bank, organizations, gold and silver, land, extra security, postal funds. Every one of the financial specialists contribute who wish to put , put their surplus money in the previously mentioned roads that are accessible dependent on their hazard taking disposition and limit bearing

I Differences between Savings and Investment

The differences between savings and investment are explained in the following points:

1. Savings intends to set keep aside a piece of your earned pay for sometime later. Investment is regularly characterized as the demonstration of placing assets into the beneficial uses, for example putting resources into such investment vehicles which can harvest money over some stretch of time.
2. People frequently set aside some cash, to satisfy their startling and abrupt costs or pressing money prerequisites. On the other hand, investments are made or done to create returns over the period with the goal that it can help in capital development of a person.
3. With an investment, there is pursues dependably a danger of losing money. In contrast to investment funds, there are nearly less odds of the losing the well deserved money.
4. Investment gives higher returns than funds, as there is assured and ostensible rate of enthusiasm on investment funds. Be that as it may, the investments thusly can win money more than the contributed sum, whenever contributed astutely.

II. Investment Option Available:

There are an expansive number of investment instruments accessible today. The general population needs to pick legitimate road among that accessible, contingent on their particular need, hazard inclination, and return that are normal. Diverse Investment roads can be extensively classes under the accompanying heads.

1. Equity
2. Debt
3. Debentures

4. Company Fixed Deposits
5. Fixed Deposits
6. Post office Savings
7. Public Provident Fund
8. Real Estate
9. Life Insurance
10. Gold/Silver/Others
11. Mutual Funds

III Objective and Scope of Study:

- a. To know the factor that are influencing investment behavior of the peoples.
- b. To analyze the pattern of investment and saving among the salaried investors.
- c. To find the problems that are faced by the investors.
- d. To know the mode of investments of the salaried respondents in various investment avenues.

2 REVIEW OF LITERATURE:

V.R.Palanivelu&K.Chandrakumar (2010) analyzed the Investment decisions of salaried class in Namakkal Taluk, Tamilnadu, India with the assistance of 100 respondents as an example measure and it uncovers that according to Income dimension of representatives, put resources into various roads. Age factor is additionally critical while doing investments.

Avinash Kumar Singh (2006) the examination investigated the investment example of individuals in Bangalore city and Bhubaneswar and investigation of the investigation was attempted with the assistance of study technique. After examination and understanding of information it is presumed that in Bangalore speculators are progressively mindful about different investment roads and the hazard related with that.

Karthikeyan (2001) has led look into on Small Investors Perception on Post office Saving Schemes and found that there was noteworthy distinction among the four age gatherings, in the dimension of mindfulness for kisanvikaspatra (KVP), National Savings Scheme (NSS), and store Scheme for Retired Employees (DSRE),and the Overall Score Confirmed that the dimension of mindfulness among financial specialists in the maturity aggregate was higher than in those of youthful age gathering.

Sandhu and Singh (2004) The investigation depended on organized essential information. The example of 50 adopters and 50 non-adopters from the universe including the city of Amritsar was chosen. The examination investigated in the event of adopters that straightforwardness, wellbeing, comfort and economy made a decision as a vital component of net exchanging pursued by market quality and liquidity though in the event of non-adopters economy and accommodation were the critical highlights pursued by alternate elements like market quality, security and liquidity.

3. Data collection source: The examination dependent on both optional and essential information. The auxiliary data will be gathered from various distributed materials vis. Books, Journals, magazines and sites and so on. Furthermore, essential information will be gathered by speaking with respondents through an organized questionnaire. The contemplate was finished with the assistance of essential information utilizing the survey as a device to evaluate the investment and its conduct. Since the fundamental point of the study is to enable every single individual to list his or her conclusion about the investment roads. A shut finished survey was likewise arranged with complete a few qualities of credits to break down and evaluate the overall significance of every one of the announcement on a five-point Likert scale. The auxiliary information was gathered through different networks and distributed information sources. The investigation on the favored investment roads that are accessible and chosen among the salaried individuals has been embraced with the key targets of, for example, to discover favored investment roads and additionally to realize the mindfulness dimension of the financial specialists. Examination of this investigation was attempted with the assistance of overview that was embraced and directed in January 2018 to March 2018.

Chi square test & Testing Of Hypothesis No 01. :

“There is no significant relationship between the Gender and the Investment awareness level”

Observed Frequency:

Gender	Awareness	Unawareness	Total	Percentage
Male	29	8	37	78.37%
Female	15	8	23	65.22%
Total	44	16	60	73.33%

(Source: Primary Data)

Chi-Square Test:

O	E	(O-E)	(O-E) ²	(O-E) ² /E
29	27.133	1.867	3.486	0.1285
08	9.867	-1.867	3.486	0.3533
15	16.867	-1.867	3.486	0.2067
08	6.133	1.867	3.486	0.5684
			Total	1.2569

$$fe(1, 1) = (37 \times 44)/60 = 27.133$$

$$fe(1, 2) = (37 \times 16)/60 = 9.867$$

$$fe(2, 1) = (23 \times 44)/60 = 16.867$$

$$fe(2, 2) = (23 \times 16)/60 = 6.133$$

Degree of freedom: $v = (r-1)(c-1)$, $v = (2-1)(2-1)$, $v = 1$

Our calculated Chi-squared score (1.2569) is less than the 0.05 level significance (3.841). So, Null hypothesis is accepted.

Conclusion: Hence it is concluded that there is no significant relationship between the Gender and the Investment awareness level.

Testing of Hypothesis No 02:

“There is no significant relationship between the income level & awareness of the investments”.

Sr. No.	Income Group	Awareness	Unawareness	Total
1.	Less Than Rs. 100000	1	2	3
2.	Rs. 100000 to Rs. 300000	4	7	11
3.	Rs. 300000 to Rs. 600000	24	5	29
4.	Rs. 600000 to Rs. 1000000	14	2	16
5.	Above Rs. 1000000	1	0	1
	Total	44	16	60

(Source: Primary Data)

Comparative Analysis of Review or Survey:

From the above research that was led and dependent on information that was gathered it tends to be obviously observed that there is no connection between the sexual orientation and the dimension of familiarity with various roads of investments. One can't state that either just male or just female are increasingly mindful about the investment roads. Further it is additionally seen that there is immediate connection between the salary level and consciousness of the diverse roads of the investment. An individual having an abnormal state of salary will in general have more information about the diverse sources and roads of investment that are accessible in the market. An individual having more pay will normally search for contributing more sums and subsequently not regular will have mindfulness with respect to it. Further bank store and common assets are the most favored wellsprings of investments by the respondents in Pune. Each respondent feels that there is abnormal state of hazard in investments that is finished. So we can see that a man a salaried one who investment a few or other money needs to go for broke a some measure of hazard while contributing his money.

Conclusion:

After the investigation and translation of information by the scientist it is reasoned that Investors are very much aware about investment roads that are accessible in Pune , India yet at the same time financial specialists are liking to put resources into their money in bank store, genuine estate. The information examination of research uncovers that the security is worried as essential factor while doing investment, so remaining roads are less discovered less extensive while doing investment by speculators. Particularly in a city like Pune where Real home is dependably on the high or up, this isn't at all awful investment choice. In any case, there is no fixed return and the hazard and measure of investment is high. It is significant and expected to spare what you gain, to have an arrangement for your very own future, and to oppose the spending supports that you don't as of now have.

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