



A STUDY ON INVESTMENT PATTERN OF SALARIED INDIVIDUAL IN TIRUNELVELI CITY

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Abstract

Investment means employment of funds with the expectation of receiving the stream of benefits in future. Generally investment is an activity engaged by people, who have savings i.e. investments are made from savings in other people invest their savings. As an investor people have different investment options such as postal savings schemes, bank, shares, mutual funds, bonds etc. Investor are selecting different investment options for their investment with different objectives such as profit, security, appreciation and income stability. Therefore the researcher aims to study the investment pattern but the study is restricted only to salaried people. This study aims to know the investment pattern, average monthly investment and financial goal of the investors

Key Words: *Investment Pattern Of Salaried People, Tirunelveli City Salary People.*

Introduction

In India savings based on a legislative framework of Government banks has a history of nearly 130 years. Some historians trace the genesis of the savings movement to 1834, when the first savings bank was established in Calcutta by the Government. However, the Government Savings Bank Act was passed in 1873, and it was in 1882 that the Post Office Savings Bank of India came into existence. In 1886 The Government District Savings Banks were merged with the Post Office Savings Bank (POSB). While under British Rule, the Government of India had also set up the “National Savings Central Bureau”. After independence, in 1947, it was felt that more of an impetus has to be given to the savings movement and the National Savings Organization NSO (now NSI) was created in 1948. The words of the then Prime Minister Pandit Jawaharlal Nehru signify the crucial role envisaged for the national savings movement in the context of domestic savings as a force for national development.

Savings means sacrificing the current consumption in order to increase the living standard and fulfilling the daily requirements in future. As circulation of blood is necessary for the individual in the same way savings are also necessary for unpredictable future in order to meet the emergencies and commitments in life. But Keeping the savings in house offers no interest if it is invested in Post office, bank, corporate securities, and mutual funds it earns returns and also it appreciates the capital too.

Statement of The Problem

Investment is one of the major issues as the savings of today are to meet the expenses of tomorrow. One of the important motives why people need to invest wisely is to meet cost of inflation. If people save they can meet their commitments as well as emergency expenses. Now a day’s education has gone a major change and it is very costly for maintenance of quality in education, therefore higher fees commitment to the parents paves the way investment in various avenues and children’s marriage is another burden for parents due to increase in price of Gold. To overcome this burden everybody is investing in some avenues. Therefore the researcher aims to study the investment pattern but the study is restricted only to salaried people. This study aims to know the investment pattern, average monthly investment and financial goal of the investors. The project titled “**A study on Investment pattern of Salaried Individual in Tirunelveli city**” has been considered as an important study in these aspects

Objectives of The Study

1. To study the investment pattern of salaried people.
2. To study the awareness level of investors in various investment avenues.
3. To study the financial goal of the investor.
4. To analyses the satisfaction over the investment and to know what are all the factors influencing the investment decision of the respondents.
5. To give the findings of the study and to make suitable suggestion.



Scope of The Study

1. The scope of the study is restricted to the limited number of respondents only
2. The study is based on the investment pattern of 57 respondents only
3. The intention of the study is to project the salaried people investment pattern and their awareness level on investment

Area of The Study: The area of the operation is Tirunelveli city and the information has been collected from various peoples. They are the respondents and collected within Tirunelveli city.

Tirunelveli municipal corporation is the sixth largest city of Tamilnadu and the direct headquarters of Tirunelveli district. The city is considered around 3000 years old located on the west bank of perennial Thamirabarani the state of Tamilnadu in Southern India.

Methodology: The study is based on primary data and secondary data.

Primary Data: Primary data are the fresh, first hand and original data. For this purpose a structured questionnaire was prepared.

Secondary Data: Secondary data are those which have been already passed through statistical purpose. Secondary data in this study have been collected from various sources like newspaper, magazines, journals and websites.

Research Design: Research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine the relevance to other research purpose with the economy in procedure. Therefore descriptive research design is follow.

Method of Data Collection: Keeping the objectives of the nature of information needed in mind, a structured questionnaire was prepared.

Sampling Techniques

Both primary and secondary data were used to analyse the present study. A sample of 57 respondents was selected under convenient sampling method. A pre-tested questionnaire was used to collect the required data. The data thus collected was tabulated with the help of two way tables. The figures were also used to high light the results in a easy manner. Suitable statistical tools were used to analyse the data collected from the sample respondents.

Statistical Tools Used: The collected data are used by relevant tools. This study involves survey conducted among salaried individual. The following tools are used

1. Percentage method.
2. Chi-square test.
3. Garrett ranking.

Percentage Method: This method is applied for the entire questionnaire to classify the group of respondents and to measure the level of opinion

Chi-square Test

The chi-square test is developed by Prof. Fisher. It is symbolically written as X^2 (pronounced as ki square) is a statistical measure with the help of which it is possible to assess the significance difference between the observed frequencies and Expected frequencies obtained from some hypothetical universe. In order that chi-square test may be applicable, both frequencies must be grouped in the same way

The formula for applying chi-square test is

$$X^2 = \frac{(O-E)^2}{E}$$

Where O= Observed Frequency

E= Expected Frequency

The degree of freedom is calculated as $(r-1) \times (c-1)$ where r refers to rows and c refers to columns.

Garrett Ranking

As per this method, respondents have been asked to assign the rank the reasons and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

N_j

Where

R_{ij} = Rank given for the i th variable by j th respondents.

N_j = Number of variable ranked by j th respondents.

With the help of Garrett's Table, the percent position estimated is converted into scores. Then for each reason, the scores of each individual are added and then total value of scores and mean values of score is calculated. The reasons having highest mean value is considered to be the most important factor.

Limitations of The Study

1. The study is restricted to the limited number of respondents.
2. The study is based on the opinion and attitudes for the studied respondents only.
3. The researcher has undertaken this study for the past 4 months only.
4. The study was conducted only in the selected places only. So, the sample has not been true representation of the population.
5. The time at the disposal of the researcher was very limited. Due to lack of time, the researcher was unable to conduct more customers.

Analysis of Data And Interpretation Educational Qualification Wise Classification

| S.no | Educational qualification | No of Respondents | Percentage |
|------|---------------------------|-------------------|------------|
| 1 | Higher Secondary | 12 | 21.1 |
| 2 | Diploma | 4 | 7.0 |
| 3 | Technocrats(B.E/B.Tech) | 6 | 10.5 |
| 4 | Graduates | 16 | 28.1 |
| 5 | Post graduates | 12 | 21.1 |
| 6 | Others | 7 | 12.3 |
| | Total | 57 | 100.0 |

Source (Primary Data)

From the above table it is understood that Out of 57 Respondents

1. 21.1% of the people are studied Higher secondary.
2. 7.0% of the Respondents are studied Diploma.
3. 10.5% of the Respondents are Technocrats.
4. 28.1% of the Respondents are Graduates.
5. 21.1% of the Respondents are Post Graduates.
6. 7% of the Respondents got other qualification.

Hence majority of the respondents 28.1% are graduates.

Residence

The Following table shows the residence wise classification. People living in own house have different investment pattern compare to people living in rented or leased house that is why the following has been classified.

Residence Wise Classification

| S.no | Residence | No of Respondents | Percentage |
|------|--------------|-------------------|------------|
| 1 | Own house | 30 | 52.6 |
| 2 | Rented house | 22 | 38.6 |
| 3 | Leased house | 5 | 8.8 |
| | Total | 57 | 100.0 |

Source (Primary Data)

The above shows the following

1. 52.6% of the respondents living in their own house.
2. 38.6% of the respondents living in respondents living in rented house.
3. 8.8% of the respondents living in leased house.

Thus 52.6% that is majority of the respondents living in own house.

Nature of Work Wise Classification

| S.no | Nature of work | No of Respondents | Percentage |
|------|----------------|-------------------|------------|
| 1 | Clerical | 17 | 29.8 |
| 2 | Technical | 14 | 24.6 |
| 3 | Teaching | 8 | 14.0 |
| 4 | Managerial | 9 | 15.8 |
| 5 | Others | 9 | 15.8 |
| | Total | 57 | 100.0 |

Source (Primary Data)

The Above Table Tells The Following

1. 29.8% of the Respondents work is clerical in nature.
2. 24.6% of the Respondents work is Technical in nature.
3. 14.0% of the Respondents work is Teaching.
4. 15.8% of the Respondents work is Managerial.
5. 15.8% of the Respondents belongs to other nature of work.

It is concluded that 29.8% that is majority of the respondents' nature of work is Clerical.

Occupation Wise Classification

| S.no | Occupation | No of Respondents | Percentage |
|------|-------------------|-------------------|------------|
| 1 | Government Sector | 30 | 52.6 |
| 2 | Private Sector | 27 | 47.4 |
| | Total | 57 | 100.0 |

Source (Primary Data)

The Above table reveals the following

1. 52.6% of the respondents working in Government sector.
2. 47.4% of the respondents working in private sector.

Hence it is concluded that 52.6% of the respondents working in Government sector.

Monthly Salary Wise Classification

| S.no | Monthly salary | No of Respondents | Percentage |
|------|------------------|-------------------|------------|
| 1 | Below 25000 | 28 | 49.1 |
| 2 | 25000-50000 | 17 | 29.8 |
| 3 | 50000-75000 | 6 | 10.5 |
| 4 | 75000-100000 | 5 | 8.8 |
| 5 | More than 100000 | 1 | 1.8 |
| | Total | 57 | 100.0 |

Source (Primary Data)

The Above Table Tells The Following

1. 49.1% of the respondents getting salary below 25000.
2. 29.8% of the respondents getting salary between 25000-50000.
3. 10.5% of the respondents getting salary between 50000-75000.
4. 8.8% of the respondents getting salary between 75000-100000.
5. 1.8% of the respondents getting salary more than 1000.

Hence it is concluded that 29.8% majority of the respondents getting salary below 25000.

Investment Habit Wise Classification

| S.no | Investment habit | No of Respondents | Percentage |
|------|---|-------------------|------------|
| 1 | Respondents having Investment habit | 57 | 100.0 |
| 2 | Respondents not having Investment habit | 0 | 0 |
| | Total | 57 | 100.0 |

Source (Primary Data)

From The Table We Can Conclude That . All the respondents having investment habit that is 100% of the respondents having investment habit. It is concluded that every respondent is having investment habit.

Respondents Having Only One Investment In Post Office

| S.no | Having only one investment in post office | No of Respondents | Percentage |
|------|---|-------------------|------------|
| 1 | Savings a/c | 6 | 30.0 |
| 2 | Recurring Deposits | 11 | 55.0 |
| 3 | NSC | 1 | 5.0 |
| 4 | Kisanvikaspatra | 1 | 5.0 |
| 5 | Postal Life Insurance | 1 | 5.0 |
| 6 | Time Deposits | 0 | 0 |
| 7 | SukanyaSamridhi a/c | 0 | 0 |
| 8 | Public Provident Fund | 0 | 0 |
| 9 | Monthly income a/c scheme | 0 | 0 |
| | Total | 20 | 100.0 |

Source (Primary Data)

The Above Table Reveals The Following

Out of 57 respondents, 20 respondents that is 35.1% of the respondents having only one investment in Post office In that 20 respondents that is 35.1% of the respondents, Out of 35.1% of the respondents,

1. 55% of the respondents invested in recurring deposits.
2. 30% of the respondents invested only in Post office Savings a/c.
3. 5% of the respondents invested only in National Savings certificate.
4. 5% of the respondents invested only in KisanVikasPatra.
5. 5% of the respondents invested only in Postal Life Insurance.
6. None of them invested in Time deposits, SukanyaSamridhi accounts and Public Provident Fund.

Hence majority of the respondents 55% invested only in Recurring deposits.

Respondents Having More Than One Investment In Post Office

| S.no | Investment pattern in post office | No of Respondents | Percentage |
|------|-----------------------------------|-------------------|------------|
| 1 | Savings a/c | 7 | 43.8% |
| 2 | Recurring deposits a/c | 9 | 56.3% |
| 3 | Time deposits | 7 | 43.8% |
| 4 | National savings certificate | 6 | 12.5% |
| 5 | Kisanvikaspatra | 0 | 0 |
| 6 | Public provident fund | 7 | 43.8% |
| 7 | Monthly income scheme a/c | 2 | 12.5% |
| 8 | Postal life insurance | 7 | 43.8% |
| 9 | Sukanyasamridhi accounts | 0 | 0 |

Source (Primary Data)

From the above table it is concluded that Out of 57 respondents, 16 respondents that is 28.1% invested in more than one investment in those 16 respondents.

1. 43.8% of the respondents invested in Post office savings a/c.
2. 56.3% of the respondents invested in recurring deposits.
3. 43.8% of the respondents invested in Time deposits .
4. 12.5% of the respondents invested in National Savings Certificate.
5. None of them that is 100% of the respondents do not invested in KisanVikasPatra.
6. 43.8% of the respondents invested in Public Provident Fund.
7. 12.5% of the respondents invested in Monthly income a/c scheme.
8. 43.8% of the respondents invested in Postal Life Insurance.
9. None of them that is 100% of the respondents do not invested in SukanyaSamridhi accounts.

Hence it is concluded that majority 56.3% of the respondents invested in Recurring Deposits under more than one investment pattern in post office

Respondents Having More Than One Investment In Bank

| S.no | Investment pattern in bank | No of Respondents | Percentage |
|------|----------------------------|-------------------|------------|
| 1 | Savings a/c | 19 | 100 |
| 2 | Recurring Deposits | 1 | 5.3% |
| 3 | Fixed Deposits | 14 | 73.7 |
| 4 | Tax Saving Fixed Deposits | 6 | 31.6 |
| 5 | Individual Plans | 1 | 5.3% |

Source (Primary Data)

From the above table it is observed that Out of 57 respondents, 19 respondents that is 33.3% have more than one investment in bank, in that 19 respondents

1. Majority of the respondent that is 100% of the respondent is having savings a/c .
2. 5.3% of the respondent is invested in recurring deposits a/c.
3. 73.7% of the respondent is invested in fixed deposits.
4. 31.6% of the respondent is invested in Tax Saving Fixed deposits.
5. 5.3% of the respondent is invested in Individual Plans.

Hence majority of the respondents 100% invested in savings under more than one investment in bank.

Investment Pattern In LIC

To analyze the investment pattern in LIC, respondents are grouped under only one, more than one investment and do not have any investment in LIC.

| S.no | Investment in LIC | No of Respondents | Percentage |
|------|-------------------|-------------------|------------|
| 1 | Only one | 28 | 49.1 |
| 2 | More than one | 14 | 24.6 |
| 3 | Do not invested | 15 | 26.3 |
| | Total | 57 | 100.0 |

Source (Primary Data)

The above table depicts the following Out of 57 Respondents,

1. 49.1% of the respondents have only one Investment Plan in LIC.
2. 24.6% of the respondents have more than one Investment plan in LIC.
3. 36.8% of the respondents do not have any in investment plans in LIC.

Hence most of the respondents 49.1% have only one investment plans in LIC.

Respondents Having Only One Investment Plan In LIC

| S.no | Only one investment plans in lic | No of Respondents | Percentage |
|------|----------------------------------|-------------------|------------|
| 1 | Endowment Plans | 5 | 17.9 |
| 2 | Money back Plans | 3 | 10.7 |
| 3 | Micro insurance plans | 2 | 7.1 |
| 4 | Pension plans | 6 | 21.4 |
| 5 | Health Plans | 12 | 42.9 |
| | Total | 28 | 100.0 |

Source (Primary Data)

It can be concluded from the above table Out of 57 respondents, 28 respondents that is 49.1% of the respondents having only one investment in LIC, In that 28 respondents.

1. 17.9% of the respondents invested in Endowment plans.
2. 10.7% of the respondents invested in Money back plans.
3. 7.1% of the respondents invested in Micro insurance plans.
4. 21.4% of the respondents invested in Pension plans.
5. 42.9% of the respondents invested in Health plans.

Hence it can be concluded that majority of the respondents 42.9% invested in Health plans.

More Than One Investment In LIC: To analyze the respondent investment pattern in LIC the following table has been drawn. The table shows only the respondents who have more than one investment LIC.

Respondents Having More Than One Investment Plan In LIC

| S.no | Investment pattern in LIC | No of Respondents | Percentage |
|------|---------------------------|-------------------|------------|
| 1 | Endowment Plans | 5 | 35.7 |
| 2 | Money Back Plans | 11 | 78.6 |
| 3 | Term Assurance Plans | 2 | 14.3 |
| 4 | Micro Insurance Plans | 4 | 28.6 |
| 5 | Pension Plans | 5 | 35.7 |
| 6 | Health Plans | 7 | 50.0 |

Source (Primary Data)

From the above table it is observed that Out of 57 respondents, 14 respondents that is 24.6% have more than one investment in LIC, in that 14 respondents.

1. 35.7% of the respondents invested in Endowment Plans.
2. 78.6% of the respondents invested in Money back Plans.
3. 14.3% of the respondents invested in Term Assurance Plans.
4. 28.6% of the respondents invested in Micro Insurance plans.
5. 35.7% of the respondents invested in pension plans.
6. 50.0% of the respondents invested in health plans.

Hence it is concluded that 78.6% majority of the respondents invested in money back plans

Investment Pattern In Corporate Securities

| S.no | Corporate securities | No of Respondents | Percentage |
|------|----------------------|-------------------|------------|
| 1 | Shares | 10 | 17.54 |
| 2 | Debenture | 0 | 0 |
| 3 | Bonds | 4 | 7.02 |
| 5 | Do not invested | 43 | 75.44 |
| | Total | 57 | 100.0 |

Source (Primary Data)

The above table depicts that Out of 57 respondents, 14 respondents invested in Corporate Securities

1. 17.54% of the respondents invested in Shares.
2. 7.02% of the respondents invested in Bonds.
3. None of them invested in Debenture.
4. 75.44% of the respondents do not invested in corporate securities.

Hence majority of the respondents 75.44% do not invested in corporate securities.

Investment Pattern In Mutual Funds

| S.no | Mutual fund | No of Respondents | Percentage |
|------|-----------------|-------------------|------------|
| 1 | Units in UTI | 4 | 7.0 |
| 2 | Units in Others | 3 | 5.3 |
| 3 | Do not invested | 50 | 87.7 |
| | Total | 57 | 100.0 |

Source (Primary Data)

It can be concluded from the above table

The above table depicts that

Out of 57 respondents, 7 respondents that is 12.3% invested in Mutual Funds

1. 7.0% of the respondents invested in UTI mutual funds.
2. 5.03% of the respondents invested in Other mutual funds.
3. 87.7% of the respondents do not invested in Mutual funds.

Hence majority of the respondents 87.7% do not invested in Mutual funds

Investment Pattern In Mutual Funds

| S.no | Mutual fund | No of Respondents | Percentage |
|------|-----------------|-------------------|------------|
| 1 | Units in UTI | 4 | 7.0 |
| 2 | Units in Others | 3 | 5.3 |
| 3 | Do not invested | 50 | 87.7 |
| | Total | 57 | 100.0 |

Source (Primary Data)

The above table depicts that

Out of 57 respondents, 7 respondents that is 12.3% invested in Mutual Funds

1. 7.0% of the respondents invested in UTI mutual funds.
2. 5.03% of the respondents invested in Other mutual funds.
3. 87.7% of the respondents do not invested in Mutual funds.

Hence majority of the respondents 87.7% do not invested in Mutual funds.

Average Monthly Surplus

It is one of the important factors that influences the amount or nature of investment. The following table has been drawn to find out the average monthly surplus of the respondent.

| S.no | Average monthly surplus | No of Respondents | Percentage |
|------|-------------------------|-------------------|------------|
| 1 | Below 5000 | 30 | 52.6 |
| 2 | 5001-10000 | 17 | 29.8 |
| 3 | 10001-15000 | 4 | 7.0 |
| 4 | 15001-20000 | 5 | 8.8 |
| 5 | Above 25000 | 1 | 1.8 |
| | Total | 57 | 100.0 |

Source (Primary Data)

The above table shows that

Out of 57 respondents

1. 52.6% of the respondents have the surplus below 5000.
2. 29.8% of the respondents have the surplus between 5000 to 10000.
3. 7.0% of the respondents have the surplus between 10001-15000.
4. 8.8% of the respondents have the surplus between 15001-20000.
5. 1.8% of the respondents have the surplus above 25000.

Hence 52.6% that is majority of the respondents have Average monthly surplus below Rs 5000

Average Monthly Investment

It is also important factors that have an impact in the investment pattern of investors. The following table has been drawn to find out the average monthly surplus of the respondent.

| S.no | Average monthly investment | No of Respondents | Percentage |
|------|----------------------------|-------------------|------------|
| 1 | Below 4000 | 30 | 52.6 |
| 2 | 4000-8000 | 15 | 26.3 |
| 3 | 8001-12000 | 5 | 8.8 |
| 4 | 12001-16000 | 2 | 3.5 |
| 5 | 16000-20000 | 3 | 5.3 |
| 6 | Above 20000 | 2 | 3.5 |
| | Total | 57 | 100.0 |

Source (Primary Data)

The above table shows that

Out of 57 respondents

1. 52.6% of the respondents have an average investment of below 4000.
2. 26.3% of the respondents have an average monthly investment between 4000 to 8000.
3. 8.8% of the respondents have an average monthly investment between 8000 to 12000.
4. 3.5% of the respondents have an average monthly investment between 12001 to 16000.
5. 5.3% of the respondents have an average monthly investment of 16000-20000.
6. 3.5% of the respondents have an average monthly investment above 20000.

Hence 52.6% that is majority of the respondents average monthly investment is below 4000.

Advice To Seek On Investment Decision

Before taking any important decision everybody seeks advice from the people surrounds them. Like that investor also seeks advice before deciding about the investment therefore the following table is drawn to find out whether the respondents take self-decision or they seeks advice from others.

| S.no | Advice to seek on investment option | No of Respondents | Percentage |
|------|-------------------------------------|-------------------|------------|
| 1 | Self-decision | 17 | 29.8 |
| 2 | Friends/relatives | 27 | 47.4 |
| 3 | Brokers/Agents | 4 | 7.0 |
| 4 | Investment Consultant | 4 | 7.0 |
| 5 | Chartered Accountant | 2 | 3.5 |
| 6 | Others | 3 | 5.3 |
| | Total | 57 | 100.0 |

Source (Primary Data)

Therefore from the table it is seen that, Out of 57 respondents

1. 29.8% of the respondents takes self-decision.
2. 47.4% of the respondents seeks advice from Friends/relatives.
3. 7.0% of the respondents seeks advice from Brokers/Agents.
4. 7.0% of the respondents seeks advice from Investment Consultant.
5. 3.5% of the respondents seeks advice from Chartered accountant.
6. 5.3% of the respondents seeks advice from other persons.

Hence majority of the respondents 47.4% seeks advice from Friends and Relatives.

Financial Goal Behind Investment

Everybody is investing their hard earned money for some commitments. The financial goal of the respondents influence the investment decision that is why the following table has been drawn.

| S.no | Financial goal | No of Respondents | Percentage |
|------|------------------------------|-------------------|------------|
| 1 | For Children's Education | 21 | 36.8 |
| 2 | For Children/sister marriage | 20 | 35.1 |
| 3 | For Purchase of asset | 6 | 10.5 |
| 4 | Well settled retired life | 5 | 8.8 |
| 5 | Dream House | 1 | 1.8 |
| 6 | Tax Concession | 4 | 7.0 |
| | Total | 57 | 100.0 |

Source (Primary Data)

It can be seen from the above table, out of 57 respondents

1. 36.8% of the respondents investing for their children's education.
2. 35.1% of the respondents investing for their Children/sister marriage.
3. 10.5% of the respondents investing for purchase of asset.
4. 8.8% of the respondents investing to have well settled life.
5. 1.8% of the respondents investing to have a house.
6. 7.0% of the respondents investing for tax concession .

Hence 36.8% majority of the respondents' financial goal is Children's Education.

Major Findings

- a. 54.4% of the respondents are male.
2. 41.1% of the respondents belong to the age group of 36 to 40 years.
3. 28.1% of the respondents are Graduates.
4. 78.9% respondents are married.
5. 77.2% respondents lives in Nuclear family.
6. 43.9% of the respondents have two earning members in the family.
7. 52.6% respondents lives in their own house.
8. 29.8% of the respondents nature of work is clerical.
9. 52.6% of the respondents are working in Government sector.
10. 49.1% of the respondents monthly salary is below 25000.
11. 100% of the respondents have Investment habit.
12. 36.8% respondents do not invested in post office .
13. 35.1% of the respondents have only one investment in post office in those respondents 55% invested in Recurring deposits.
14. 28.1% of the respondents have more than one investment in post office in those respondents 56.3% invested in Recurring deposits.
15. 64.9% of the respondents have only one investment in Bank In those respondents 100% of them invested in Savings a/c.
16. 33.3% of the respondents have more than one investment in bank in those respondents 100% of them invested in Savings a/c.
17. 49.1% of the respondents have only one investment in LIC .In those respondents 42.9% of them invested in Health plans.

18. 24.6% of the respondents have more than one investment in LIC in those respondents 78.6% of them invested in Money back plans.
19. 75.44% of the respondents do not invest in corporate securities.
20. 87.7% of the respondents do not invest in Mutual funds.
21. 64.9% of the respondents have only one investment in other miscellaneous (Provident fund, gold, house etc.) in those respondents 78.4% of them invested in Provident Fund.
22. 31.6% of the respondents have more than one investment in other miscellaneous investment in those respondents 100% of them invested in Provident fund next to provident fund 83.3% of them invested in Gold.
23. 52.6% of the respondents have average monthly surplus below 5000.
24. 52.6% of the respondents average monthly investment is below 4000 .
25. 77.2% of the respondents investing their surplus funds directly.
26. 54.4% of the respondents investment time horizon is Long term.
27. 80.9% respondents mode of payment used for investment is Cash.
28. 45.6% of the respondents paying monthly for their investment.
29. 49.1% of the respondents came to know the investment avenues from their Friends and relatives.
30. 47.4% of the respondents seek advice from their Friends and relatives before going to invest.
31. 36.8% of the respondents investing for their Children's Education and it is the financial goal behind their Investment.
32. 61.4% of the respondents do not withdraw the investment before maturity.

Suggestions

1. Investing in one avenue is always risky. If the investor invests in various avenues on Investment the risk in Investment can be minimized.
2. It is proposed to have a common grievance cell to deal the matters of Investors when they are cheated and misguided.
3. The present study suggests that Government and SEBI should come forward to educate the investors regarding Investment in Mutual funds and corporate securities because majority respondents do not invest in Mutual funds and Corporate securities.
4. Adequate Publicity should be given to tax deductions in Investment so that the people will come forward to invest
5. Majority of the respondents do not invest in Post office but many of the post office savings scheme is secure, offer better returns and availed tax concessions. Therefore Government and Post office should come forward to educate the investors regarding various Post office Savings schemes.

Conclusion

Salaried class investors are investing for their future benefits. They allocate their savings in various aspects of investment avenues. Most of them will look after the safety of their investment rather than high returns. The study reveals that bank deposit remains the most preferred investment avenues of the salaried individual. It is concluded that investors are aware about investment avenues in India but still investors are preferred to invest in bank deposits, Gold and Insurance plans and the main purpose for investment is Children education and marriage. The study is conducted by taking limited number of samples as stated earlier. And the study reflects the perceptions of those respondents residing at Tirunelveli city.

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