



## THE PATTERN OF INVESTMENT AND THE LEVEL OF AWARENESS AMONG INVESTORS OF SALARIED CLASS IN THE THIRUVALLUR DISTRICT

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### Abstract:

Salaried investors in Thiruvallur are diversifying their portfolios and becoming more financially literate. Investors are better knowledgeable and prepared to take measured risks thanks to financial institution information and awareness programmes. However, risk management and investment risk education may be improved. Investment theories like Modern Portfolio Theory and Behavioural Finance Theory may help investors make better decisions and get better returns. The Thiruvallur investing landscape shows a rising awareness among salaried investors of the necessity of well-informed and diversified investment selections. Investors must remain informed, seek competent counsel, and learn about the changing investing environment to safeguard their financial future.

**Key words:** Investment Patter, Investment awareness, Investment risk, and Investment behaviour

### INTRODUCTION:

Investment plays a pivotal role in an individual's financial planning, especially for individuals belonging to the salaried class. Thiruvallur district, located in the southern Indian state of

Tamil Nadu, is home to a significant population of salaried individuals. The investment pattern and level of awareness among these investors are crucial factors that determine their financial well-being and future stability. This article will explore the investment pattern within the district, the level of awareness among investors, the various investment risks involved, and how investment behavior is influenced by investment theories.

### INVESTMENT PATTERN:

The investment pattern within the Thiruvallur district reflects a diverse range of preferences and choices made by salaried individuals. Traditional investment avenues like fixed deposits, provident funds, and insurance policies still remain popular among investors due to their perceived safety and stability. These conservative investments provide a steady return over a specified period, which aligns with the risk aversion commonly found among the salaried class.

However, there has been a noticeable shift towards more dynamic investment options such as mutual funds, stocks, and real estate. This change can be attributed to the evolving investment landscape, increased accessibility to financial information, and changing investor preferences. With the emergence of new investment opportunities, investors have become more willing to take calculated risks to maximize their returns.

### INVESTMENT AWARENESS:

Awareness about different investment options and their associated risks is crucial for making informed investment decisions. Within the Thiruvallur district, the level of investment awareness among salaried investors has



been steadily increasing. This can be attributed to various factors, primarily the ease of access to information through the internet, financial literacy programs, and the active role played by financial institutions and investment advisors in disseminating knowledge.

Investment awareness programs organized by banks, financial institutions, and regulatory bodies have contributed significantly to improving the level of financial literacy among investors. These awareness programs educate individuals about the various investment options available, their benefits and risks, and the importance of diversification. As a result, investors are now more cautious and informed when making investment decisions, leading to better financial outcomes.

### **INVESTMENT RISK:**

Investment risk is an integral aspect of any investment decision, and investors must have a clear understanding of the risks associated with their chosen investment avenue. Within the Thiruvallur district, the level of investment risk awareness among investors has shown a positive trend. Traditionally risk-averse, salaried individuals are now embracing the concept of risk diversification to maximize their returns.

However, there is still a need for further education and awareness regarding risk management. Many investors tend to overlook the potential risks involved in higher return investments like stocks or real estate. This highlights the importance of robust risk management strategies and the need for continuous investor education.

### **INVESTMENT BEHAVIOR:**

Investment behavior is influenced by numerous factors such as personal financial goals, risk appetite, investment horizon, and prevailing economic conditions. Within the Thiruvallur district, the investment behavior of salaried investors is shaped by a combination of these factors alongside cultural and societal influences.

< Apart from the individual factors, investment theories also play a crucial role in shaping investment behavior. The two widely recognized investment theories are the Modern Portfolio Theory (MPT) and the Behavioral Finance Theory. MPT emphasizes the importance of diversifying investments across various asset classes to reduce risk. Behavioral Finance Theory, on the other hand, explores how psychological biases and emotional factors impact investment decisions.

While MPT encourages a rational approach to investing, Behavioral Finance Theory highlights the influence of individual behavior and cognitive biases in decision-making. Investors in the Thiruvallur district showcase a mix of both theories in their investment behavior, striving to strike a balance between risk and potential returns. However, there is still scope for further application of these theories to mitigate investment risks and enhance returns.

### **INVESTOR AND INVESTMENT**

The term "investment" refers to any asset or object that is amassed with the expectation of future gain in value. In line with Section 2(q) of the Myanmar Investment Law 2016, "investment" refers to any assets that the investor owns or controls. People put their money into investments with the hope of making a profit that will be proportional



to the risk they accept. It is critical to distinguish investing from phrases like "speculation" and "gambling" because the former two concepts are sometimes used interchangeably with the latter.

Any individual, organisation, or business that puts money into a venture with the hope of making a profit is considered an investor. A person who invests within the Union in compliance with the Law is considered an investor if they are a Myanmar citizen or a foreign investor, as stated in Section 2(p) of the Myanmar Investment Law 2016.

### **INVESTMENT OPTIONS**

The types of investments that are permitted in the Union under the Myanmar Investment Law 2016 are as listed in Section 40 of that law.

- (a) business itself;
- (b) real estate, including both real and personal property, as well as any cash, pledges, mortgages, liens, machinery, equipment, and related tools;
- (c) a company's stock, shares, debentures, or promissory note;
- (d) any rights to intellectual property, including patents, industrial designs, and trademarks;
- (e) claims to money or performance under a contract with a monetary value
- (f) production, management, construction, rights under contracts, and revenue-sharing contracts (including turnkey)
- (g) The rights to explore, prospect, and exploit natural resources, as well as any other rights given by applicable laws or contracts, are assignable.

### **FACTORS FAVOURING INVESTMENT PATTERN**

Acquiring assets, maintaining them, and eventually liquidating them are all beneficial investment actions. These investment activities should be supported and encouraged by a solid investment market. The expansion of the investment market can be attributed to specific variables. One can find-

- ❖ **Legal Protection:** The government should take sufficient steps to promote savings accumulation because investment is born out of savings. It is important to prevent any violation of the rights of investors who have put their extra money into assets.
- ❖ **Well Organised Monetary System:** For the investment market to thrive there must be a well-organized monetary system. Putting more money into a specific asset class is what we call investment. A sound monetary policy is required to pay for these assets using the national currency.
- ❖ **Role of Financial Institutions:** Banks and other financial organisations help people save money and put it to good use in the business world. Financial institutions in India's stock market fall into two categories: those that focus on development and those that focus on investment.
- ❖ **Forms of Business Organisation:** The majority of enterprises are structured as joint-stock firms. Due to their features, such as restricted responsibility of shareholders, public limited companies are often considered the best option for investors. Transferability of shares and perpetual succession without



restriction on ownership limit liabilities.

## INVESTMENT AVENUES

The ultimate goal of every investment should be to increase the investor's wealth over time. The maximisation of the investor's wealth and the liquidity it provides are two critical components of investor welfare. There are three subsets of wealth maximisation: safety, capital appreciation, and cash return. So, to summarise, here are the goals of investors:

- ❖ **Return:** The term "investment" refers to a financial commitment with the prospect of a future profit. Therefore, it's giving up some immediate gratification in exchange for a larger benefit later on. Despite the fact that most people invest with the primary goal of generating income, doing so is not without risk. However, one can be certain of receiving money if they approach investment with caution.
- ❖ **Capital Appreciation:** Capital appreciation is one of the important objectives of investment. Investments involve real assets or financial assets. Real assets are tangible assets such as land, building, automobiles and bullions, whereas financial assets refer to pieces of paper having an indirect claim to real assets held by some others (stock certificates).
- ❖ **Safety:** When putting their hard-earned money into the stock market, investors prioritise safety above all else. Many investors are content with assets with low yield since they are safe. Other investing possibilities that aren't completely risk-free are avoided by them.
- ❖ **Liquidity:** One measure of an investment's liquidity is how easily it can be cashed out. Investments with greater liquidity tend to be more attractive to investors. It is common practice for banks to make it easy to withdraw funds from savings and term deposits. The only time liquidity matters are when investors can't predict when, how much, or how often their liquidity needs will be met.
- ❖ **Hedge against Inflation:** Protecting one's wealth from the devastating effects of inflation-a major challenge confronting our economy right now is a primary motivation for many investors. The standard of living declines as prices rise due to inflation. Also, the value of assets that have been invested with money could decrease.
- ❖ **Tax Planning:** Those in the upper income groups have a rather severe tax burden due to the fact that the income tax rates range from 10% to 30% plus a surcharge. Earnings from investments are considered taxable income, and investors may be required to pay taxes on this income at the time it is earned (TDS).
- ❖ **Gold and Silver:** Jewellery, rather than pure gold, is a popular investment option. Housewives primarily save their money in gold. Despite widespread belief to the contrary, the price of gold fell in the late 1990s. The government authorised the import of gold for specific institutions, resulting in massive gold reserves. Due to a lack of demand from Asian countries - the world's top consumers of gold-gold prices also plummeted in the late 1990s on international markets.
- ❖ **Real Estate:** Land and buildings are also considered real estate. Real



estate does, in the long run, provide a better rate of return than other options, such as corporation deposits.

- ❖ **Life Insurance:** The policyholder in a life insurance policy agrees to receive a predetermined payout from the insurance company in the event that the covered event occurs. In most cases, it's a long-term agreement between the insurance provider and the policyholder that covers either the insured's whole life or a certain number of years. Although the main reason to have life insurance is to protect you from financial loss, these policies now act more like investments. Policyholders can amass a sizeable sum over time thanks to the yearly bonus that builds up.

## STUDY IMPORTANCE

Understanding why investors choose certain investment vehicles is crucial since they're loyal. This Thiruvallur District salaried class investor study will inform security market growth, regulation, and protection and promotion policies for small and household investors. All of this boosts a nation's economy.

## STATEMENT OF THE PROBLEM

Investment was once for the rich and salaried. Fund development needs investable funds. Investment is a household word in all walks of life. Economic development hypothesis requires savings and investment. Saving volume and composition affect any nation's economy. Financial asset savings help rising nations like India create capital. Most Indians save at home. They account for 75% of Indian net domestic savings. Investors can buy post office schemes, mutual funds, bank deposits, RBI bonds, shares, life

insurance, and more. Investors can choose funds by risk tolerance, goals, and routes. This led the researcher to choose this topic. Investors struggle to pick investments. Tiruvallur, Tamilnadu needs research on salaried investors' investing patterns and awareness.

## SCOPE OF THE STUDY

This study examined the participants' level of awareness regarding investment patterns, factors that motivate their investments, factors that influence their decisions, investment portfolios, issues that investors face, and risk factors. However, there has been no research on the investment habits and awareness of salaried class investors in Tiruvallur district.

## STUDY GOALS

- ❖ Determine the aspects influencing your investment preference and portfolio for salaried investors.
- ❖ To examine factors affecting investors' perception and awareness of investment trends in Thiruvallur District.
- ❖ Assess investor satisfaction with various investment patterns in Thiruvallur District.

## LIMITATION OF THE STUDY

- ❖ Instead of observing investors in action, the study relies on the data collected through questionnaires. There were instances where respondents flat-out refused to answer, making it a real challenge to collect data for every single question.
- ❖ Thiruvallur District was the exclusive focus of the research.
- ❖ This study does not utilise any particular theoretical model on





the investing habits and knowledge of salaried class investors.

- ❖ The study's participants are government and private sector employees who earn a salary.

**REVIEW OF LITERATURE**

**Ashly Lynn Joseph, and Prakash.M (2014)** “A Study on Preferred Investment Avenues among the People and Factors Considered for Investment”. People must choose where to invest their money. Investment is using money to make more. Buying a financial instrument or other valuable thing with the expectation of future profits is called investing. People make money but don't know where, when, or how to invest it. A proper understanding of money, its value, investment avenues, financial institutions offering investments, rate of return/risk, etc., is crucial to managing finances for future goals. The study focuses on investor options and investment variables. The study uses a structured questionnaire. Many people avoid risking their money, therefore they invest in bank deposits, insurance, post office savings, etc. Many folks don't know how to invest in stocks, etc. “No pain no gain” is the investment management golden rule. People today aren't willing to take risks, but more risk means more profit. Investors cannot eliminate risk, but they can minimise it by diversifying their investments to make a moderate profit. **Sharmila Kulkarni and Mangesh Jadhav(2014)** investigated "Employees' Views on Equity-Linked Savings Schemes as an Investment Tool." Your retirement assets might be invested in stocks, bonds, real estate, gold, and more. Investors worldwide choose mutual funds for capital market investments. Many mutual funds currently fall into

three categories: equity, debt, and balanced. Equity-linked savings plans (ELSS) are mutual funds with lock-in periods and income tax advantages. The tax advantages and potential wealth appreciation of ELSS make it a popular investment instrument. Due to the improved stock market, ELSS investments have increased. ELSS invests mostly in stocks and other equity.

**FACTORS INFLUENCE OF INVESTMENT PREFERENCE**

Investors can choose from a wide variety of investment options. Some of these assets are highly dangerous, while others are almost risk-free; some are liquid and marketable, while others are not. Important considerations for investors include their own unique needs, risk tolerance, and income goals when selecting products.

**Table 1**  
**Factors Influence of Investment Preference**

S. No.	Investment Preferences	Very Low Preferred	Low Preferred	Preferred	High Preferred	Very High Preferred	Total	Mean	S.D	C.V
1	Safety	10	29	38	115	48	240	2.32	1.05	1.09
		4.17	12.08	15.83	47.92	20	100			
2	Liquidity & Marketability	8	42	16	98	76	240	2.28	1.17	1.36
		3.33	17.50	6.67	40.83	31.67	100			
3	Income Generation	19	44	20	105	52	240	2.45	1.23	1.52
		7.92	18.33	8.33	43.75	21.67	100			
4	Capital Appreciation	16.25	25.83	6.25	35.83	15.83	100	2.91	1.37	1.89
		19	39	29	101	52	240			
5	Tax Benefit	7.92	16.25	12.08	42.08	21.67	100	2.46	1.22	1.49
		49	86	10	62	33	240			
6	Contingencies / Diversification	20.42	35.83	4.17	25.83	13.75	100	3.23	1.39	1.93

**Source:** Computed from Primary data  
When it comes to investments, the investors have a preference for either contingencies or diversification, with an average acceptance score of 3.23. This is followed by capital appreciation, which received an average acceptance score of 2.91, tax benefit, which received an average acceptance score of 2.46, income generation, which received an average acceptance score of 2.45, and safety, which received an average acceptance score of 2.32. Finally, liquidity and marketability received an average



acceptance score of 2.28.

**Assess your level of satisfaction with the return on your savings or investment.**

Making decisions increasingly depends on gauging investor happiness and investment performance. When evaluating performance, investors shouldn't just mimic other people's metrics. The choice of metric needs to take into account elements including loan availability, rate of return, insurance coverage, safety, and liquidity - all of which are crucial for ensuring investor satisfaction.

**Table 2**  
**Contentment with the Savings/Investment Results**

Sl. No.	Investment Preferences	Excellent	Good	Satisfactory	Poor	Extremely Poor	Total	Mean	S.D	CV
1	Annual Return/ Dividend	70	106	24	30	10	240	3.81	1.11	1.23
		29.17	44.16	10.00	12.50	4.17	100			
2	Capital Appreciation	63	112	14	27	24	240	3.68	1.28	1.56
		26.25	46.67	5.83	11.25	10	100			
3	Withdrawal Facilities/ Redemption Features	47	129	19	26	19	240	3.66	1.14	1.31
		19.38	53.85	8.02	10.73	8.02	100			
4	Safety of Investment	48	130	20	28	15	240	3.70	1.10	1.21
		20.00	54.17	8.13	11.67	6.04	100			
5	Service Quality	64	110	24	32	10	240	3.78	1.10	1.21
		26.67	45.83	10.00	13.33	4.17	100			
6	Professional Management	81	102	15	26	15	240	3.86	1.19	1.41
		33.75	42.50	6.25	10.94	6.67	100			
7	Liquidity	78	102	14	27	19	240	3.80	1.23	1.52
		32.50	42.50	5.83	11.25	7.92	100			
8	Overall Performance Guarantee	72	116	14	35	3	240	3.91	1.03	1.05
		30.00	48.33	5.83	14.58	1.25	100			
9	Insurance Facility	68	118	16	28	10	240	3.86	1.08	1.16
		28.33	49.17	6.67	11.66	4.17	100			
10	Loan Facility	74	98	14	30	24	240	3.70	1.28	1.65
		30.83	40.83	5.83	12.50	10	100			
11	Tax Benefits	68	112	29	16	15	240	3.84	1.10	1.21
		28.13	46.67	12.08	6.67	6.25	100			

**Source:** Computed from Primary data  
Performance is the sum of the investment's acquisition and sale prices. Successful investors may sell their investments to enjoy the rewards and brag about their financial skills. Some investors won't sell a terrible investment because they're not ready to lose. Individual investors prefer income to loss. Good investments have good management, substantial sales growth, and/or solid earnings. Recent performance may help investors predict future gains. ROI is key to performance.

Survey respondents are most satisfied with overall performance guarantee, insurance facility, professional management, and liquidity. Investors are disappointed with the ROI and financing facilities. Overall performance guarantee has the highest average acceptance score at 3.91, followed by professional management (3.86), insurance facility (3.86), tax benefits (3.84), annual return or dividend (3.81), liquidity (3.80%), service quality (3.78%), investment safety (3.70), and loan facility (3.70). The investment's capital appreciation (3.68 out of 5) and redemption features (3.66) are unsatisfactory.

**Testing the significant difference between nativity and savings – towards investment pattern**

T test was applied to ascertain if there were any significant difference between investor nativity and savings-towards investment pattern and the following null hypotheses has been formulated:

**Ho 1:** There is no significant difference between nativity and savings-towards investment pattern.

**Table 3**  
**Savings -Towards Investment Patterns**



Variables	Nativity	N	Mean	S.D	Std. Error	T	Sig. (2-tailed)
Save Today-Smile Tomorrow	Rural	168	4.003	0.040	671	3.935	0.001*
	Urban	72	3.651	0.080	289		
	Total	240	3.897	0.037	960		
I save because I desire to build reserve for unforeseen contingencies.	Rural	168	3.520	0.045	671	-0.365	0.715
	Urban	72	3.554	0.080	289		
	Total	240	3.530	0.039	960		
I save because of adequate overall rate of return	Rural	168	3.592	0.042	671	-0.170	0.865
	Urban	72	3.606	0.070	289		
	Total	240	3.596	0.036	960		
I save because I desire to provide for anticipated future needs like old age.	Rural	168	3.548	0.055	671	-0.788	0.431
	Urban	72	3.474	0.077	289		
	Total	240	3.526	0.045	960		
I save because I desire to enjoy future income like interest and appreciation.	Rural	168	3.520	0.043	671	-3.532	0.001*
	Urban	72	3.806	0.069	289		
	Total	240	3.606	0.037	960		
I have invested in Govt. securities only the tax benefits	Rural	168	3.574	0.051	671	-6.028	0.001*
	Urban	72	3.997	0.048	289		
	Total	240	3.701	0.039	960		
I save because to improve my standard of living.	Rural	168	3.717	0.042	671	-5.707	0.001*
	Urban	72	4.069	0.045	289		
	Total	240	3.823	0.033	960		
I save because Government securities agencies should create awareness among the investors	Rural	168	2.751	0.052	671	-3.464	0.001*
	Urban	72	3.062	0.073	289		
	Total	240	2.845	0.043	960		
Anyone can save .if there is will	Rural	168	3.636	0.044	671	3.354	0.001*
	Urban	72	3.356	0.071	289		
	Total	240	3.552	0.038	960		
I save because Investment practice certainly creates some	Rural	168	3.110	0.048	671	1.454	0.146
	Urban	72	3.110	0.048	289		
	Total	240	3.110	0.048	960		

**Source:** Computed from Primary data  
 At the 5% level of significance, the following t-values were calculated: saving today, smiling tomorrow(3.935), investing in government securities exclusively for tax benefits(-3.532), saving to raise living standards(-5.707), anyone can save if they want to (3.354), there is enough investment information available (-12.114), saving is an innate habit for many people (6.378), it is difficult for the salaried class to invest in landed property (6.944), and eating less, saving more (3.327). This means that the hypothesized relationship between the aforementioned factors cannot be true. At the five percent level, the variables "save because to build reserve for unforeseen contingencies," "save because to provide for anticipated future needs like old age," "investment practice certainly creates some experience," and "government provide safer factor investor services" did not have

statistically significant t-values of -0.365, -0.170, 0.788, 1.454, and 0.562, respectively. Thus, we accept the hypothesis that was formulated for the variables mentioned above. There is a clear disparity between the investment habits of city dwellers and those of country bumpkins when it comes to factors like the availability of investment information, the tax benefits of saving, the desire to raise living standards, and the belief that government agencies should raise awareness about the importance of saving. Saving now will pay dividends tomorrow, saving is a natural part of being frugal, and cutting back on food consumption while increasing savings are some of the most common ways that rural investors put their money to work.

**Testing the significant difference between occupation and savings – towards investment pattern**

The following null hypotheses were developed and tested using a T-test to determine if there was a statistically significant relationship between investors' occupations and their savings-to-investment pattern:

**Ho:** There is no significant difference between occupation and savings-towards investment pattern.

**Table 4  
 Savings -Towards Investment  
 Patterns**





Variables	Occupation	N	Mean	SD	Std. Error	T	Sig. (2-tailed)
Save Today-Smile Tomorrow	Govt. Employee	120	4.158	0.963	0.044	7.187	0.001*
	Private Employee	120	3.635	1.271	0.058		
	Total	240	3.897	1.157	0.037		
I Save because I desire to build reserve for unforeseen contingencies	Govt. Employee	120	3.527	0.943	0.043	-0.079	0.937
	Private Employee	120	3.533	1.446	0.066		
	Total	240	3.530	1.220	0.039		
I Save because of adequate overall rate of return	Govt. Employee	120	3.550	1.037	0.047	-1.269	0.205
	Private Employee	120	3.642	1.195	0.055		
	Total	240	3.596	1.119	0.036		
I Save because I desire to provide for anticipated future needs like old age	Govt. Employee	120	3.810	1.355	0.062	6.486	0.001*
	Private Employee	120	3.242	1.362	0.062		
	Total	240	3.526	1.387	0.045		
I save because I desire to enjoy future income like interest and appreciation	Govt. Employee	120	3.481	1.168	0.053	-3.443	0.001*
	Private Employee	120	3.731	1.080	0.049		
	Total	240	3.606	1.131	0.037		
I have invested in Govt. securities only the tax benefits	Govt. Employee	120	3.833	1.010	0.046	-3.425	0.001*
	Private Employee	120	3.569	1.358	0.062		
	Total	240	3.701	1.204	0.039		
I save because to improve my standard of living.	Govt. Employee	120	3.719	0.964	0.044	3.195	0.001*
	Private Employee	120	3.927	1.058	0.048		
	Total	240	3.823	1.015	0.033		
I save because Govt. securities agencies should create awareness among the investors	Govt. Employee	120	2.971	1.377	0.063	2.963	0.003*
	Private Employee	120	2.719	1.257	0.057		
	Total	240	2.845	1.324	0.043		
Anyone can save, if there is will	Govt. Employee	120	3.573	1.137	0.052	0.551	0.582
	Private Employee	120	3.521	1.205	0.055		
	Total	240	3.552	1.171	0.038		
I save because Investment practice certainly creates some experience	Govt. Employee	120	3.238	1.208	0.055	4.213	0.001*
	Private Employee	120	2.910	1.198	0.055		
	Total	240	3.074	1.215	0.039		
Availability of investment information is adequate	Govt. Employee	120	3.646	0.973	0.044	-7.078	0.001*
	Private Employee	120	3.127	1.277	0.058		
	Total	240	3.386	1.164	0.038		
Government provide safer factor investor services	Govt. Employee	120	3.042	1.249	0.057	5.199	0.001*
	Private Employee	120	2.648	1.092	0.050		
	Total	240	2.845	1.189	0.038		
Savings is an inborn habit to many people	Govt. Employee	120	2.963	1.182	0.054	-1.582	0.114
	Private Employee	120	3.088	1.265	0.058		
	Total	240	3.025	1.225	0.040		
Salaried class to invest in landed property is difficult	Govt. Employee	120	3.158	1.289	0.059	-0.982	0.326
	Private Employee	120	3.238	1.208	0.055		
	Total	240	3.198	1.249	0.040		

**Source:** Computed from Primary data

At the 5% level of significance, the following variables were determined: save today-smile tomorrow (7.187), save for anticipated future needs like old age (6.486), enjoy future income like interest and appreciation (-3.443), invest in government securities only for the tax benefits (-3.425), save to improve my standard of living (3.195), save because investing practice certainly creates some experience (4.213), availability of investment information is adequate (-7.078), government provides safer factor investor services (5.199), eat less save more (3.889), and save more (because I love to save money). Thus, the null hypothesis that the aforementioned variables do not differ significantly in relation to occupation and investing pattern is rejected. For the variables "save because to build reserve for unforeseen contingencies," "anyone can save if there is will," "savings is an inborn habit," and "salaried class to invest in landed property is difficult," the t-values computed were 0.079, 1.269, 0.551, -1.582, and -0.982,

respectively. At the five percent level, these variables were not significantly related. As a result, we accept the hypothesis that the aforementioned variables do not differ significantly with respect to occupation and investing pattern. In addition, the mean value shows that factors such as "save today, smile tomorrow," saving for future needs (like old age), investing in government securities for tax benefits alone, saving for investment practice, having access to enough investment information, and the government's provision of safer factor investor services are highly influential in shaping government employees' investment patterns compared to private sector employees. But among private sector workers, the most important factors influencing their investment pattern are the following: eating less and saving more; enjoying future income (interest and appreciation); and improving the level of living.

**Testing the significant difference between occupation and investment portfolio of the investors**

The following null hypotheses were developed and tested using a T-test to determine if there was a statistically significant relationship between investors' occupations and their investment portfolios:

**Ho:** There is no significant different between occupation and investment portfolio of the investors.

**Table 5  
Investment Portfolio**



Investment Avenues	Occupation	N	Mean	S.D	Std. Error	T	Sig. (2-tailed)
Post Office Deposits	Govt. Employee	120	3.042	1.481	0.068	8.500	0.001*
	Private Employee	120	2.281	1.283	0.039		
	Total	240	2.661	1.437	0.046		
Bank Deposits	Govt. Employee	120	2.388	1.507	0.069	-3.050	0.002*
	Private Employee	120	2.673	1.390	0.063		
	Total	240	2.530	1.456	0.047		
Real Estate	Govt. Employee	120	4.079	1.023	0.047	5.129	0.001*
	Private Employee	120	3.698	1.267	0.058		
	Total	240	3.889	1.167	0.038		
Gold and Silver	Govt. Employee	120	2.473	1.390	0.063	6.847	0.001*
	Private Employee	120	3.079	1.353	0.062		
	Total	240	2.776	1.404	0.045		
Life insurance schemes	Govt. Employee	120	3.044	1.482	0.068	-8.683	0.001*
	Private Employee	120	2.283	1.219	0.056		
	Total	240	2.664	1.408	0.045		
Pension Fund	Govt. Employee	120	2.675	1.489	0.068	-0.847	0.397
	Private Employee	120	2.758	1.559	0.071		
	Total	240	2.717	1.524	0.049		
Chit Funds	Govt. Employee	120	3.848	1.145	0.052	-0.536	0.592
	Private Employee	120	3.888	1.143	0.052		
	Total	240	3.868	1.144	0.037		
Corporate bonds	Govt. Employee	120	3.248	1.507	0.069	-1.895	0.058
	Private Employee	120	3.423	1.350	0.062		
	Total	240	3.335	1.433	0.046		
Govt. Bonds	Govt. Employee	120	2.877	1.307	0.060	3.298	0.001*
	Private Employee	120	2.563	1.631	0.074		
	Total	240	2.720	1.485	0.048		
Mutual Funds	Govt. Employee	120	3.288	1.248	0.057	-0.692	0.489
	Private Employee	120	3.344	1.270	0.058		
	Total	240	3.316	1.259	0.041		
Shares	Govt. Employee	120	3.417	1.323	0.060	1.065	0.287
	Private Employee	120	3.321	1.461	0.067		
	Total	240	3.369	1.394	0.045		
Provident Fund	Govt. Employee	120	2.950	1.536	0.070	-4.361	0.001*
	Private Employee	120	2.519	1.528	0.070		
	Total	240	2.734	1.546	0.050		

**Source:** Computed from Primary data

The t-values for various financial assets are statistically significant at the 5% level: real estate (5.129), government bonds (3.298), life insurance schemes (-8.683), gold and silver (6.847), and post office deposits (8.500). Consequently, we reject the premise that investors' occupations and investment portfolios do not differ significantly from one another. On the other hand, a t-value of -0.847, -0.536, -1.895, -0.692, or 1.065 indicates that there is no statistically significant difference between the occupation and any of the following: pension fund, chit fund, corporate bond, mutual fund, or share. Thus, we accept the hypothesis that was formulated for the variable mentioned before. In addition, the average value shows that government workers' high-level investment portfolios consist of things like real estate, government bonds, provident funds, life insurance schemes, and post office deposits. Only bank accounts and precious metals like gold and silver make up private sector workers' high-level portfolios.

**FINDINGS**

1. Male respondents showed a higher score than female respondents in terms of gender. 25 point 94% of respondents is female and 74 point 06% of respondents are male out of 240 samples. The data suggests that there was a greater predominance of male respondents in this particular study.
2. According to the age distribution of the respondents, 15 points 94% of them are between the ages of 20 and 30, 28 points 2% are between the ages of 31 and 40, 30 points 10% are Between the ages of 41 and 50, and 25 points 94% are over the age of 50. The age distribution of the respondents is shown here, with the majority falling between the 41 and 50 year age range.
3. 27.81 percent of respondents have postgraduate degrees, while 34.06 percent of respondents have graduate degrees. Graduate degrees make up the majority of respondents' educational backgrounds. Twenty-one point eighty-eight percent of respondents have a professional degree, while sixteen point twenty-five percent have only completed high school. According to the analysis, the respondents' post-graduation education level is below that of the respondents.
4. The occupation of the respondent investor in the demographic profile of respondents indicates that 50% of respondents are private employees and 50% are government employees, which illustrates the patterns of society.



5. Securing retirement life, having children, avoiding income taxes, and obtaining the best returns are the main motivators for salaried class investors, as evidenced by the respondents' strong agreement on these points. According to the mean score, the best returns (3.57), children's marriage (3.72), income tax savings (3.65), and a secure retirement life (3.73) are the next highest scores. The respondents place the least value on the motivating factors of reading habits (2.88) and astrological faith (2.28).
6. The primary saving factors cited by the respondents in their savings and investment patterns are: saving for the future; saving to raise living standards; investing for tax advantages; and having an adequate overall rate of return.
7. The savings toward investment pattern shows that the highest score is for "save today, smile tomorrow", followed by "tax benefits" and "savings to improve the standard of living". Eating less and saving more has the lowest mean score among investors' awareness and investment patterns.
8. With a mean score of 389, real estate has the highest level of acceptance among the investors' preferred investment portfolio. Gold and silver (mean 387), bank deposits (3.37), and corporate bonds (3.34) are the next most popular investment options. The least acceptance score indicates that among the respondents, government bonds (2.53) and post office deposits (2.66) are less important components of their investment portfolio.
9. The respondents' high levels of satisfaction with the overall performance guarantee, insurance facility, professional management, and liquidity are indicated by the satisfaction measure. In terms of overall performance guarantee, the respondents in the investment have the lowest average acceptance score (3.66) for withdrawal facilities or redemption features and the highest average acceptance score (3.91) for capital appreciation.
10. The factors that indicate the availability of investment information are sufficient: save for future income, invest for tax benefits, save to raise living standards, save because government organizations should raise awareness and highlight the primary savings-toward investment strategies of urban investors as opposed to those of rural investors.

## SUGGESTIONS

1. The study also reveals that the majority of salaried investors favour government securities, bank accounts, and insurance policies when making investments; they are unaware of other options, such as shares, debentures, mutual funds, etc. For that reason, they should consistently read stock market articles, journals, and newspapers if they wish to invest in them.
2. When making an investment decision, investors must consider



the state of the market and changes in the price of precious metals.

3. Savings modes need to draw people in with multiple incentives and fresh, eye-catching schemes in order to improve investors' saving behaviors.
4. It is suggested that it is preferable to involve the government or regulatory organizations such as SEBI in raising awareness and motivating salaried class investors in equities to play a larger role in the development of the economic system by making long-term investments.
5. Despite real inflation, the exemption limit granted to investors in the salaried class has not increased. The dissatisfaction with this viewpoint is strongly expressed by investors in the salaried class. It recommended raising the exemption limit in order to account for inflation. .
6. Investing can be confusing due to the abundance of options available in the market. It is therefore recommended that investment companies advertise their schemes. Banners featuring prominent ratings or rankings are particularly eye-catching, and people are prone to buying them without even considering their other investment options.
7. Increasing share market investments and enabling rural investors to benefit from stock market investments are two goals that can be achieved by raising awareness among them.
8. Investment firms should advertise a variety of tax-saving

options through the share market and highlight their advantages, as the majority of investors prefer to invest in life insurance, NSCs, and PPFs in order to save taxes.

## CONCLUSION:

Salaried investors' savings and investment behaviours are explored in this study. A thorough examination establishes investors' knowledge, attitude, average savings rate, savings pattern, conversion rate, and investment preferences. Assets, obligations, and duties should be identified and prioritised by investors for long-term financial health. List each financial goal and its expected completion date. Create formal written plans to accomplish financial goals and deadlines. Investors must first assess whether they can save. They must also engage with a professional, consultant, or trusted person to grow properly and gain future confidence. Investors must evaluate status quarterly or monthly. Marketers must persuade savers to buy their chosen cars. Investment firms sell their strategies to salaried investors. Financial goods may frighten salaried people, so they must prepare. The salaried class requires more serious attention, training, and demonstrations to build self-confidence and financial decision-making. Salaried investors are more serious about investing due to family and child commitments.

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