



A STUDY ON THE INVESTORS PERCEPTION TOWARDS DIFFERENT INVESTMENT AVENUES

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ABSTRACT

Money play a very important role in human life .As blood is important for our body ,in the same way money is also important for smooth running of life. People want to invest their hard money in that financial asset where he get safety of principal amount and high liquidity. In the traditional time people only save or deposit their money in banks, PPF,NSC gold etc. But now there are many alternatives in India where people can invest .That avenues get high return but some risk is add in it .To get more return now investor invest in it like mutual funds, shares ,debentures and many other stock market products .In this paper we discuss the investor perception towards different avenues .

Keywords : Investor, Money, Financial assets ,Safety ,Liquidity.

INTRODUCTION

Investment is the employment of funds where investor get growth and income of their hard money. In India now there many alternatives for investor to choose and get return according to that. In the traditional time there were limited choices for the investor to invest ,but now a days alternatives or schemes are more where investor can invest. Every person has different opinion related to the investment of money ,some invest for the children education, some

invest for retirement purposes, some invest for children marriage. If the investor only want safety of their principal amount he invest in Bank saving ,Fixed deposit etc.But if he want to appreciate their money he invest in mutual funds, shares ,debenture and other financial products .In this financial assets if risk is more but return is also more .Sometimes investor invest in this avenues for the income tax purposes because their is rebate on some financial assets .

REVIEW OF LITERATURE

In 2016 research paper Empirical study on perception towards different investment avenues studied by G.Velmurugan ,V Selvam ,N.Abdul Nazar:state that every investor has different opinion regarding saving and investment of money according to their age and tastes .some are happy to invest in post office and some are in other assets

In 2012 Brahmabhatt ,P.S.Raghukumari,Dr.Shamira Malekar in their study “a study of investor behaviour in investment avenues in Mumbai studied that people want more safety of their money but they also like to invest in stock market for high interest. They give more preference to savings an safety but at the same time they want higher interest .He also studied that investor preferences are depend on their incomes

According to Selvi study :people only prefer to invest in non risky avenues like saving, Fixed deposit and insurance etc .They give less preference to mutual funds and UTI etc .

In the study conducted by Priti Mane: the customer perception with regard to the mutual funds people invest in mutual funds but they have less knowledge for mutual fund they donot know much schemes and options of mutual funds but apart from that they invest in banks deposit more .

According to Dr Apparao and Professor N.Kishore babuin in their research(2015) states that people invest on their friends and relatives suggestions and views rather than newspaper and according to them bank is the safest mode of investment .They also want capital appreciation, growth of their money.

In the (2016)Neha S Shukla in her study “investor perception towards different investment avenues with special reference to salaried people states that mostly people prefer their friends and relatives decision followed by financial experts .They invest in fixed deposit ,gold and purchase home.

According to Kothari in his study investor behaviour towards different investment avenues with special reference to Indore city stated that different age group has different choices

while investing .young age ready to take risks but people above 60 do not prefer to invest in risky assets.

G.Velmurugan ,V Selvam,N.Abdul Nazar in their study “An Empirical Analysis on perception of investors “ towards investment avenues ,stated that people prefer post office according to their income .but in Gold all the age group and income people prefer to invest.

OBJECTIVES OF THE STUDY

- 1.To Know the customer perception towards investment avenues .
- 2 To know what are the factors which influence the investor to invest.

RESEARCH METHODOLOGY

Sources of data

Primary as well as secondary data was used. The primary data for the study has been collected with the help of customers by using well-structured questionnaire and secondary data was collected from books, journals and various websites.

Research Design	Descriptive Research Design.
Sampling Size	100 customers have been taken as the sample.
The sample area	some regions of Punjab.
Sampling Technique	Convenience sampling technique has been used in this study.

RESULT ANALYSIS

This section contains the analysis of data collected during the survey. Data is analyzed by using Google forms

Demographic Profile of Respondents

❖ Gender of the respondents

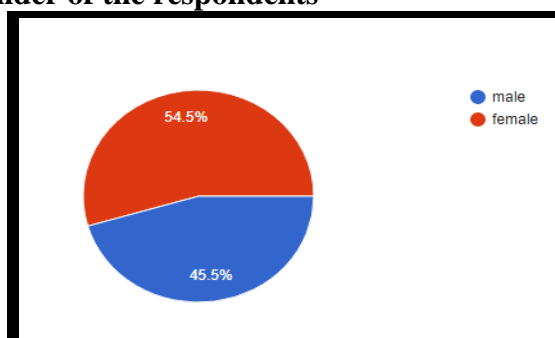


Fig 1 Gender of the respondents

Fig 1 shows that 55% are female and 45 %are male.

❖ Age of the respondents .

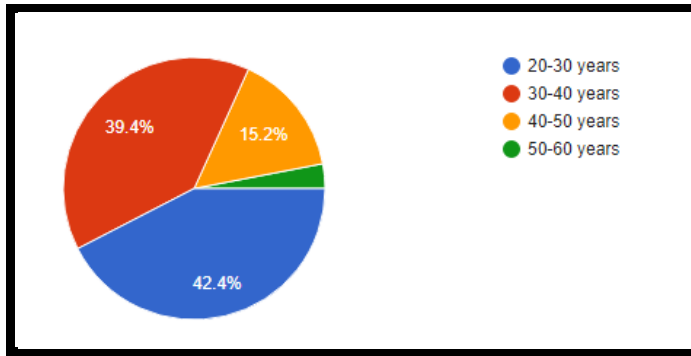


Fig 2 age of the respondents

Fig 2 shows that 39.4% respondents are between 30-40 years ,42.4%are between 20-30 years and 15.2% are between 40 -50 years .

❖ Occupation of the respondents

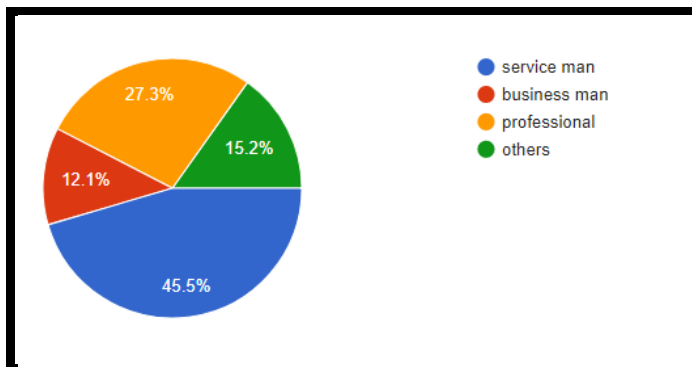


Fig 3 occupation of the respondents

Fig 3 shows that 45,5% people are service man,12.1% are businessman ,27.3% are professional and 15.2% people are doing any other work.

❖ Annual income of the respondents .

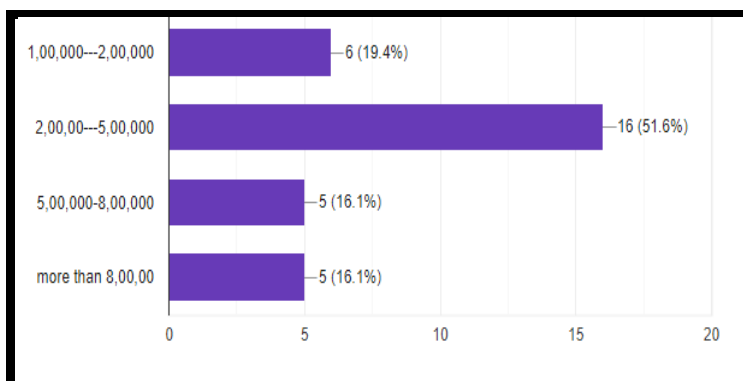


Fig 4 Annual income of the respondents

Fig 4 shows that 51.6% respondents has annual income between 2,00,000-5,00,000,19.4% people has annual income between 1,00,000-2,00,000,16.1% respondents has annual income between 5,00,000-8,00,000 and 16% has annual income more than 8,00,000.

❖ Are you aware of the different fixed principal investments.(tick in which you invested)?

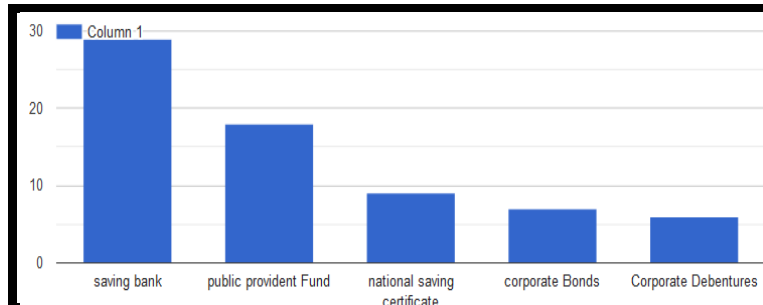


Fig 5 shows that people are more aware about banks and provident funds ,very few people are invested in national saving certificate and corporate bonds and very few people are invested in corporate bonds.

❖ Are you invested in the following non security investment avenues?

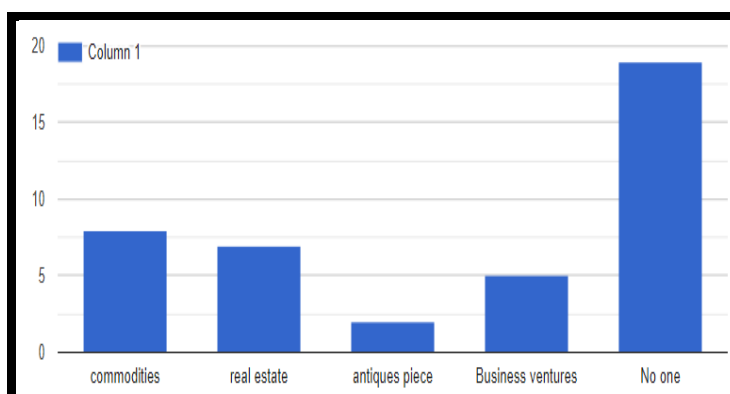


Fig 6 shows that more percentage of people never invested in non security avenues ,few people are invested in commodities and real estate ,very few people are invested in antiques piece.

❖ Are you invested in the variable principal securities ?

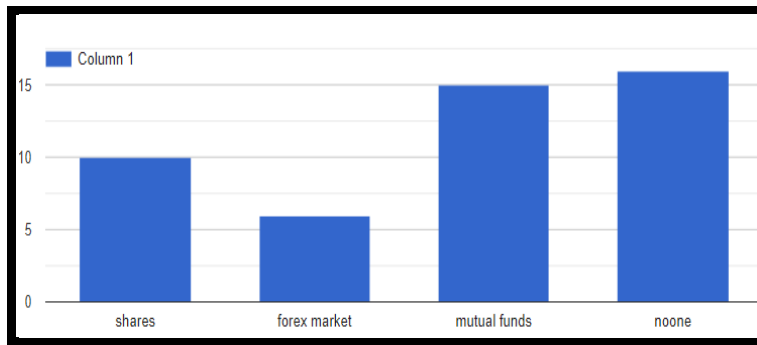


Fig 7 shows people more are invested in mutual funds then shares and after that in forex market ,more percentage of people are that they are never invested in none of the securities.

❖ Out the above any other avenue in which you invested .Eg provident fund, insurance, pension fund)?

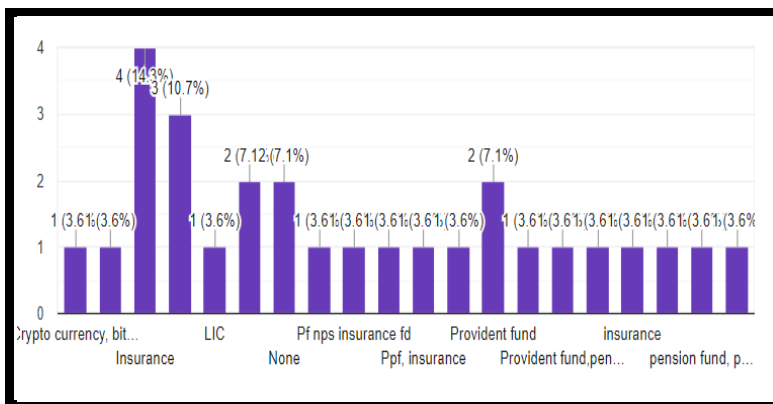


Fig 8 shows people large numbers of people are equally invested in insurance, provident fund and pension funds. Few people are those who only invested in insurance and pension funds.

❖ What is the criteria for your investment?

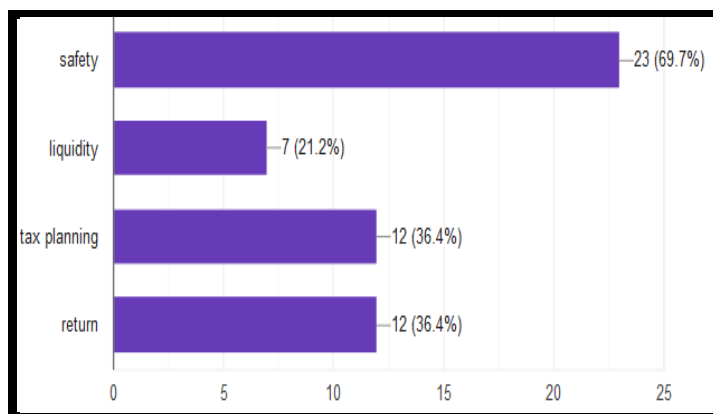


Fig 9 shows that 69,7% people wants safety of their money,21.2% wants liquidity,36.4% people invested for tax planning and 36.4% wants good return of their investment.

❖ In which sector do you prefer to invest?

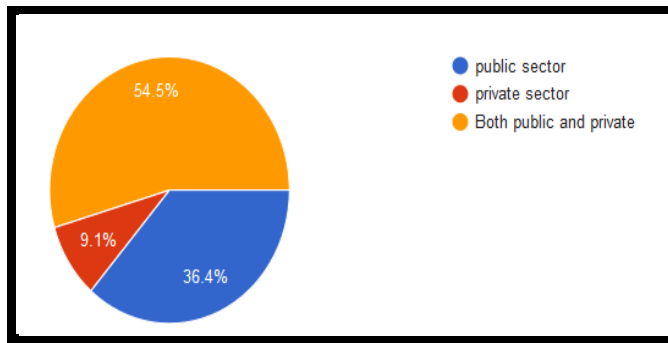


Fig 10 shows that 54.5% people are interested both in public and private sector.36.4% people are only invested in public sector and 9.1% people are invested in private sector.

❖ What are your saving objectives ?(you can tick more than one option)?

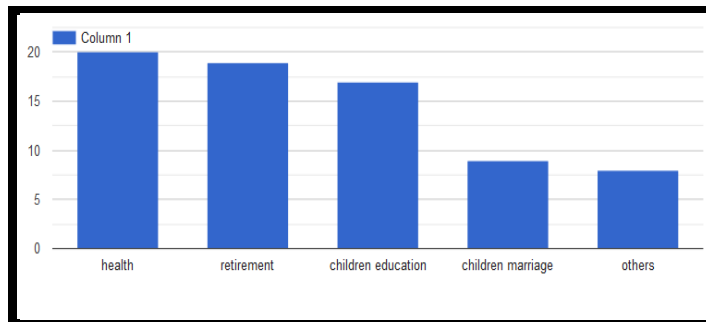


Fig 11 shows that more numbers of people are saving for their health purpose. Then retirement purpose after that for children education and after few people are save for children marriage etc.

❖ what are your investment objectives ?

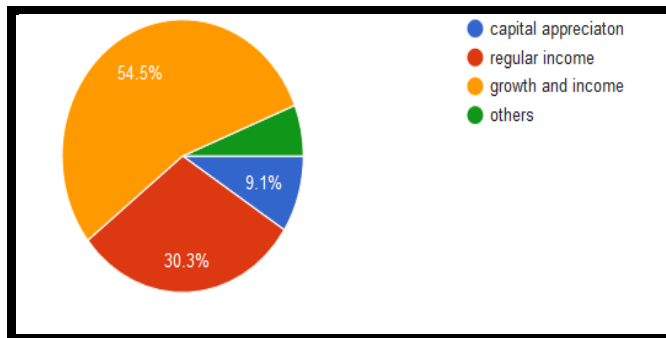


Fig 12 shows that 54.5% wants growth and income of their money.30.3% people wants regular income ,9.1% people wants capital appreciation of their money. only 6% wants any of these .

❖ What is the purpose of your investment ?

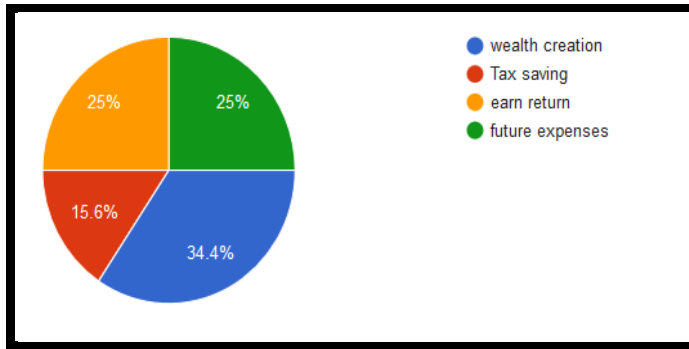


Fig 13 shows that 25% people purpose are both earn return and future expenses .34.4% people invest for wealth creation and 15.6% people invest for tax saving

❖ Do you have saving and investment target amount for each year?

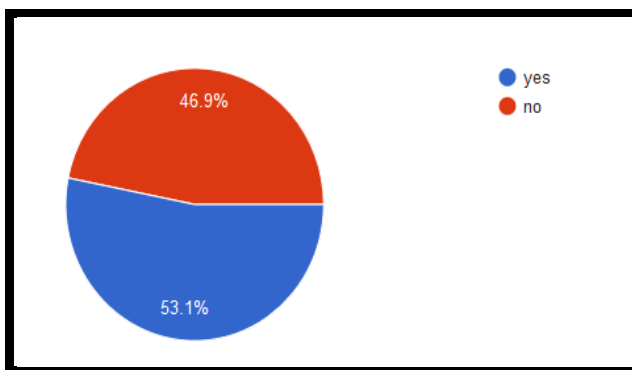


Fig 14 shows that 54.1% people has no annual target amount .But 46.9% people has annually target amount.

❖ At which rate you want your investment to grow ?

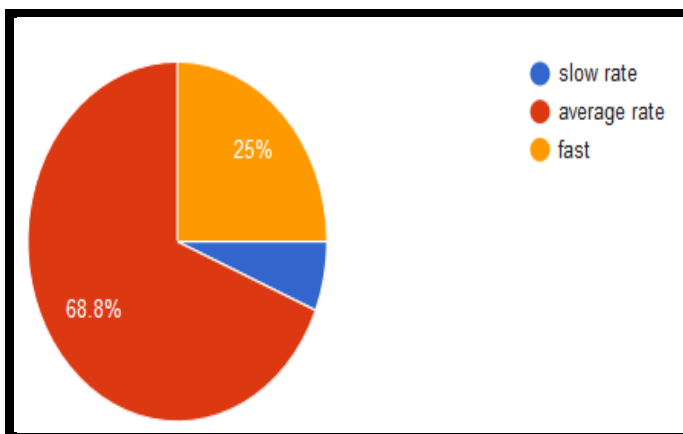


Fig 15 shows that 68.8% people wants their money grow at average rate .25% people wants their money grow at fast rate .only 7% wants at slow rate .

❖ Which factor you consider before investing ?

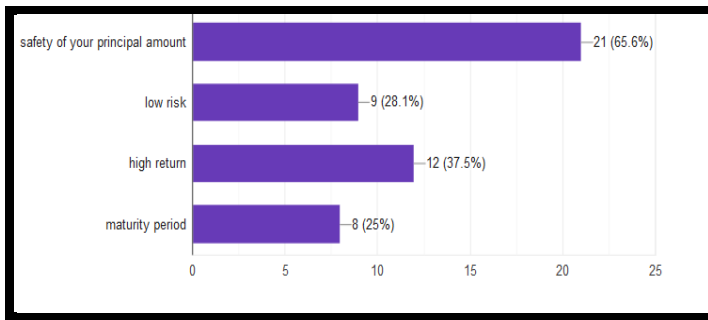


Fig 16 shows that 65.6% people have main concern is the safety of the principal amount while investing .while 28.1% people prefer low risk.37.5% people prefer high return and 25% people prefer maturity period.

❖ How often do you monitor your investment?

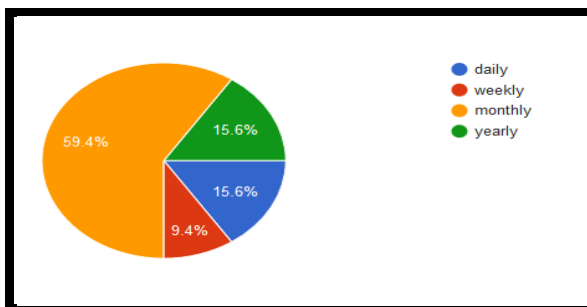


Fig 17 shows that 59.4% people monthly monitor their investment .15.6% people monitor daily and yearly and only 9.6% people monitor daily their investment.

❖ How much percentage of income do you invest?

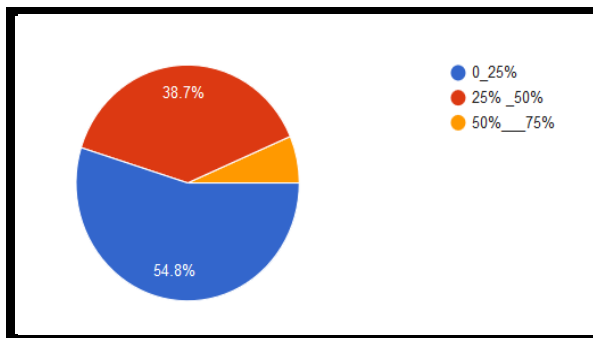


Fig 18 shows that 38.7% people invest 25-50% of their income while 54.8% people invest 0-25% of their income .only 7% people prefer 50-75% of their income.

❖ How much time period you prefer to invest.

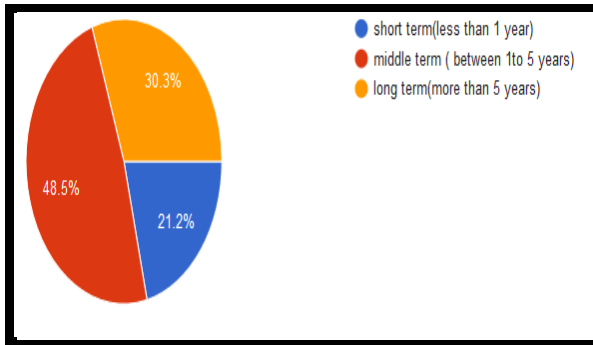


Fig 19 shows that 48.5% people prefer to invest between 1-5 years. 30.3% people prefer to invest for more than 5 years and 21.2% people prefer to invest for less than one year.

❖ Can you take the risk of your investment principal amount?

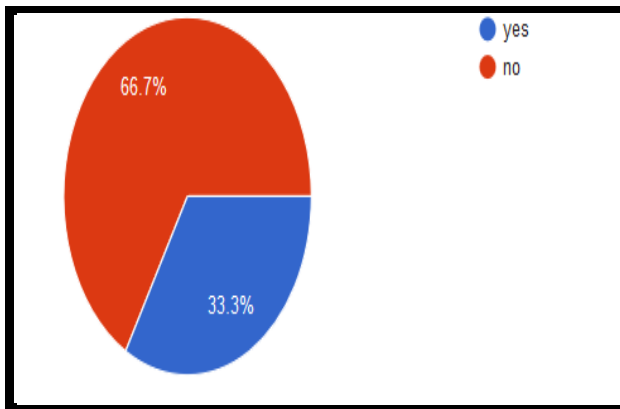


Fig 20 shows that 66.7% people do not want to take the risk of their principal amount. only 33.3% people take the risk of their principal amount.

❖ What is the source of your investment?

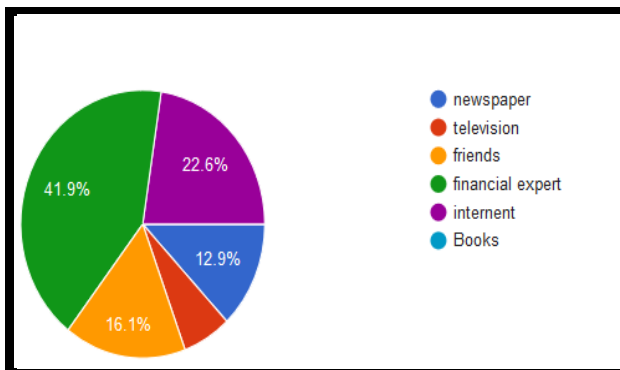


Fig 21 shows that 41.9% people take the advice from financial expert .22.6% people prefer internet.16.1% people take the advice from friends.12.9% people prefer newspaper. only 9% people prefer television.

FINDINGS

According to analysis 54.5% are female and 44.9% are female .Mostly female prefer to invest in safety avenues like banks, provident funds and insurance etc while male ready to take the risk for some extent .They were interested in bonds ,shares and mutual funds and wants good return with some risk but female only safety of their money with less risk.

SUGGESTIONS

Safety of money is the main concern of every person but their are some investment where risk are less and good return ,Investor should monitor that avenues so that their money will appreciate and then can take the help from the financial advisor where their money will appreciate more.

CONCLUSION

Investment in the different avenues is the person own willingness and it also depend upon person individual income and age .Young age people ready to take risk as compare to old age person. Every person wants to invest in that avenues where their money is safe and give moderate return whether it will increase in slow pace.

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