

# A STUDY ON INVESTORS BEHAVIOUR OVER INVESTMENT OPTIONS

Dr.T.Sisili<sup>1</sup>,S.Gokul kumar<sup>2</sup>,S.Sivakumar<sup>3</sup>,G.Manikandan<sup>4</sup> &V.Dineshkumar<sup>5</sup>

*1&2 Asst.Professor,School of Management Studies,3,4& 5 II MBA Students,School of Management studies,Bannari Amman Institute of Technology,Tamilnadu,India*

## Abstract

*An investment is an asset or item that is purchased with the hope that it will generate income or appreciate in the future. In an economic sense, an investment is the purchase of goods that are not consumed today but are used in the future to create wealth. In finance, an investment is a monetary asset purchased with the idea that the asset will provide income in the future or appreciate and be sold at a higher price.*

*Investment refers to the commitment of funds at present, in anticipation of some positive rate of return in future. Today the spectrum of investment is indeed wide. An investment is confronted with array of investment avenues like Equity share, Mutual fund, Public Provident Fund, Bank Deposits/ FD, Gold/Silver, Insurance, Real Estate, National Pension scheme. Among all investment, investment in banks deposits, Public Provident fund are safest and most preferred by individuals and in equity proportionately are most profitable. India economies are doing indeed well in recent years.*

**Key words:** *Investment, Investors, schemes, funds*

## 1. Introduction

Investment refers to the commitment of funds at present, in anticipation of some positive rate of return in future. Today the spectrum of investment is indeed wide. An investment is confronted with array of investment avenues like Equity share, Mutual fund, Public Provident Fund, Bank Deposits/ FD, Gold/Silver, Insurance, Real Estate, National Pension scheme. Among all investment, investment in banks deposits, Public Provident fund are safest and most preferred by individuals and in equity proportionately are most profitable. India economies are doing indeed well in recent years. The present study is focusing on the behavior of investors over investment options. The study took into consideration, Teaching Fraternity (College), Teaching Fraternity (School), Professionals, Government employees, and Business/Self Employed.

### 1.1 . Modes of Investments

1. Equity share
2. Mutual funds
3. Public provident funds
4. Bank deposit/Fixed deposits
5. Gold silver
6. Insurance
7. Real estate
8. National pension schemes

### 1.2. Parameters of investment

1. Return:s
2. Risk
3. Liquidity
4. Tax benefits
5. Safety

### 1.3 .Objectives of the study

The present study has made an attempt to understand the pattern of individual investor's investment, their strategies while investing and their expectation from the investment made by them and of course their demographic features.

### 1.4.Need and scope of the study

The study has been undertaken to analyse the saving pattern and investment preferences of individual. The main reason behind the study is to study the demographic factors like age, gender, income, education qualification and Employment. The percentage of Indian investors investing in Indian equity market is very less as compared to the bank deposits. This project contains the investor's preferences as well as the different factors that affect investor's decision on different investment avenues; all investors are the individuals of Hyderabad city. This study includes response of investors in choosing securities in each classification and analysis has been for the respective performance based on their returns. The finding relates to the out-performing products and investor's risk taking ability while investing in different avenues.

### 1.5. Limitations

The study is limited to Hyderabad City.

The study took into consideration only five types of professions.

## 2. Literature Review

Investment is the sacrifice of certain present value for the uncertain future reward. It entails arriving at numerous decisions such as type, mix, amount, timing, grade etc. of investment and disinvestments. Further such decisions making has not only to be continuous but rational too. Instead of keeping the savings idle you may like to use savings in order to get return on it in the future, which is known as 'investment'. There are various investment avenues such as Equity, Bonds, Insurance, and Bank Deposit etc. A Portfolio is a combination of different investment assets mixed and matched for the purpose of achieving an investor's goal. There are various factors which affects investors' portfolio such as annual income, government policy, natural calamities, economical changes etc. An empirical study of "Indian Individual Investors Behavior" by Syed Tabassum Sultana (2010) was an attempt to know the profile of the investors and also to know their characteristics so as to know their preference with respect to their investments. The study also tried to unravel the influence of demographic factors like gender and age on risk tolerance level of the investors. Bhardwaj Rajesh, Raheja Rekh and Priyanka (2011), propounded in their study that saving and investment pattern of salaried class school teachers of govt. and private schools has depended upon income and they both get salary but the scale of the salaries are different and saving patterns that's why is so different. Govt. teachers prefer to invest the money for emergency purposes and private teacher's emphasis on children marriage and education. Dr. S. Mathivannan and Dr. M. Selvakumar (2011) examined the saving and investment patterns of salaried teachers of Sivakasi Taluk, Tamilnadu and they found that there is great importance of money and money's worth for them and They are regularly preparing budgets for Expenditures and compare it with the actual expenditure and take necessary actions if there are any deviations has arrived so far and they are influenced by fashionable and costly items. Dr. Dhiraj Jain and Parul Jain (2012) concluded that the majority of the teachers the money plays a big role and they initiated to prepare budgets and future forecasting for income and expenditure and there is comparison between future and Standard budgets to find out the deviations to meet certain money constraints It has been evident from the study that most of the school teachers are saving their money for the purpose of their children's education, marriage and as security after retirement. Dr. Ananthapadmanabha Achar (2012) studied "Saving and Investment Behaviour of Teachers - An empirical study". In the analysis individual characteristics of teachers such as age, gender, marital status, and lifestyle determined the savings and investment behaviour of teaching community in the study region. They considered monthly family income, stage of family life cycle, and upbringing status emerged as determinants of their savings and investment behavior. **Dr. Varsha Virani (2012)** propounded in her study that In spite of low income the teachers have been saving for future needs. The major impact on savings is due to the level of income of the school teachers. The research shows that majority of the respondents are saving money as Bank deposits for the safety of an unpredictable future. The main avenues of investment are Bank deposits and the main purpose of investment is for children education, marriage, and security after retirement. A study on people's preference in investment behavior was made by **N.Geetha & Dr M.Ramesh**. The objectives were to analyse the factor that influence investment behavior of the people & to study the attitude of

the respondents towards different investment choices. In this study they concluded that the respondents were medium aware of the available investment choices, but they were not aware of the stock market, equity & debentures. The study has been concluded that the income level of the respondents affects the portfolio of the respondents. A study on Investment behavior of working women of Punjab was conducted by **Dr. Sarita bahl**. The purpose of the analysis was to study the investor behavior & investor preference. The objectives of the study were to study the investment behavior among the working women in Punjab & to know the level of agreement of working women of Punjab on various aspects of investment planning. The study reveals that 33 % of the women have a well developed plan for investment. It also infer that 48 % of the working women think that one should start to invest whenever they find a new job or occupation. 18 % of the working women have invested in shares & stocks.

### 3. Research Methodology

The data for study is collected through well designed, structured Questionnaire during January 2018 to March 2018. The primary motive of investment by common investor in India is PPF for Tax Saving, FD/Bank Deposit and Insurance for Security. The middle age group investors are more risk takers than youngsters. The basic idea of investing in equity market is to obtain high returns.

Sample size was 250 individuals

Professionals {60}

Government Employees {60}

Teaching fraternity (School) {30}

Teaching fraternity (College) {30}

Business/Self Employed {60}

Others {10}

### 4.Sources of data :

#### Primary Data:

Primary Data was collected by conducting a survey by distributing questionnaires to 250 investors in Hyderabad. These 250 investors were from different age group, different income level, different occupation and different education qualifications.

#### Secondary data:

Secondary data was collected by referring various journals, websites and books.

#### Statistical Tools:

Data collected was analyzed using statistical tools such as Percentage Analysis and Cross-sectional tables.

#### Percentage Analysis:

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 percent) for better understanding of collected data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

#### Cross-Sectional tables:

Cross-sectional study is a research tool used to capture information based on data gathered for a specific point in time. The data gathered is from a pool of participants with varied characteristics and demographics known as variables. Age, gender, income, education, geographical locations, and ethnicity are all examples of variables. The variables, or demographics, used in a single study are based on the type of research being conducted and on what the study aims to prove or validate. The research findings help remove assumptions and replace them with actual data on the specific variables studied during the time period accounted for in the cross-sectional study.

## 5. Data analysis and Interpretation

### 5.1. TOTAL NUMBER OF INVESTORS:

Gender	No of investors	Percentage
Male	182	72.8
Female	68	27.2
<b>Total</b>	<b>250</b>	<b>100</b>



Number of investors classified by their gender

The survey analysed that the number of the investors according to the gender were 73% Male and 27% Female.

### 5.2. TOTAL NO. OF MALE & FEMALE:

Combined Male & Female Table			
	Male	Female	Total
<b>Equity Shares</b>	57	18	75
<b>Mutual Funds</b>	68	29	97
<b>Public Provident Funds</b>	85	41	126
<b>Gold/ Silver</b>	80	31	111
<b>Fixed Deposits</b>	123	54	177
<b>Insurance</b>	135	44	179
<b>Real Estate</b>	80	21	101
<b>NPS</b>	53	17	70

Combined Male & Female Table

- Equity share were 75 among which 57 were male and 18 were female.
- Mutual Fund were 97 among which 68 were male and 29 were female.
- Public Provident Fund were 126 among which 85 were male and 41 were female.
- Gold/ Silver were 111 among which 80 were male and 31 were female.
- Bank Deposit/ FD were 177 among which 123 were male and 54 were female.
- Insurance were 179 among which 135 were male and 44 were female.
- Real Estate were 101 among which 80 were male and 21 were female.
- NPS were 69 among which 53 were male and 16 were female.
- Hence, people prefer to invest in PPF, Bank & Insurance.

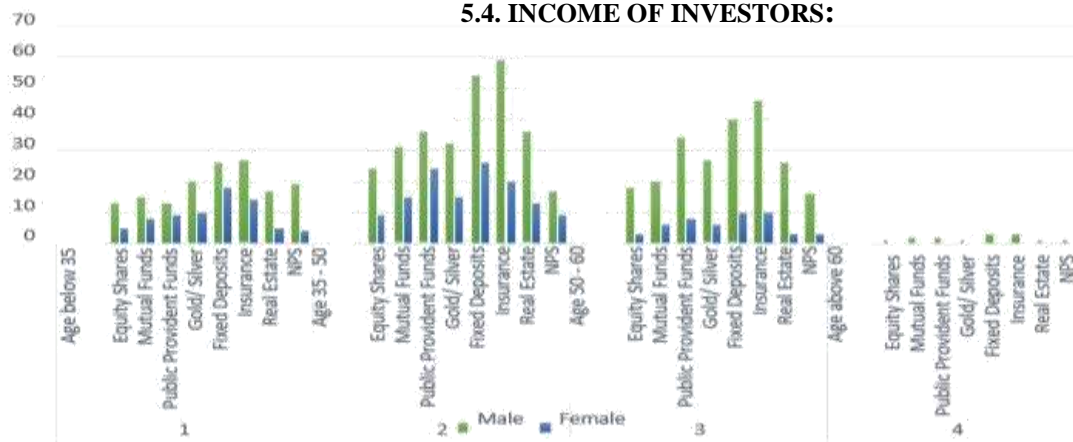
5.3. AGE OF INVESTORS:

Age below 35			Age 50 – 60		
	MALE	FEMALE		MALE	FEMALE
Equity Shares	13	5	Equity Shares	18	3
Mutual Funds	15	8	Mutual Funds	20	6
PPF	13	9	PPF	34	8
Gold/ Silver	20	10	Gold/ Silver	27	6
Fixed Deposits	26	18	Fixed Deposits	40	10
Insurance	27	14	Insurance	46	10
Real Estate	17	5	Real Estate	26	3
NPS	19	4	NPS	16	3
Age 35 - 50			Age above 60		
	MALE	FEMALE		MALE	FEMALE
Equity Shares	24	9	Equity Shares	1	0
Mutual Funds	31	15	Mutual Funds	2	0
PPF	36	24	PPF	2	0
Gold/ Silver	32	15	Gold/ Silver	1	0

INTERPRETATION:

The survey analysed that the number of group below 36 years were 24%, between 36- 50 years are 45.2%, between 51-60 years are 29.6% and above 60 years are 1.2%. Hence, people between the ages of 36-50 years invest more.

5.4. INCOME OF INVESTORS:



Income	No of Investors	%
<30000	67	26.8
30000 - 50000	76	30.4
50000 - 100000	74	29.6
>100000	33	13.2
	250	100

**Interpretation :** The survey analysed that the no. of investors below ₹ 30,000 were 27%, between ₹30,000 - ₹50,000 were 30%, between ₹50,000 - ₹1,00,000 were 30% and above ₹1,00,000 were 13%. Hence, the population between the income slab of ₹30,000 – ₹1, 00,000 invest more.

#### 5.5. OCCUPATION OF INVESTORS:

Occupation	No. of Investors	%
Teaching Fraternity (College)	30	12
Teaching Fraternity (School)	30	12
Govt. Employees	60	24
Business/ Self Employed	60	24
Professionals	60	24
Others	10	4
	250	100

#### Occupation wise distribution of investors

#### INTERPRETATION:

As per this study the number of investors according to their occupation was

- 12% in Teaching Fraternity (College)
- 12% in Teaching Fraternity (School)
- 24% in Government Employees
- 24% in Business
- 24% in Professionals
- And 10% in Others

**5.6 TEACHING FRATERNITY (COLLEGE):**

1. Teaching Fraternity{College}			
	Male	Female	Total
Equity Shares	3	8	11
Mutual Funds	5	11	16
Public Provident Funds	10	14	24
Gold/ Silver	4	10	14
Fixed Deposits	8	14	22
Insurance	9	14	23
Real Estate	4	5	9
NPS	4	3	7

**INTERPRETATION:**

The survey analysed that the investors in the category of Teaching Fraternity (College) prefer PPF, Fixed deposit & Insurance as their Investment option.

**5.7 TEACHING FRATERNITY (SCHOOL):**

2. Teaching Fraternity{School}			
	Male	Female	Total
Equity Shares	0	5	5
Mutual Funds	1	10	11
Public Provident Funds	1	16	17
Gold/ Silver	1	7	8
Fixed Deposits	5	20	25
Insurance	7	14	21
Real Estate	0	10	10
NPS	2	5	7

**INTERPRETATION:**

The survey analysed that the investors in the category of Teaching Fraternity (School) prefer Fixed Deposit.

**5.8 PROFESSIONALS:**

<b>3. Professionals</b>			
	Male	Female	Total
Equity Shares	23	2	25
Mutual Funds	30	3	33
Public Provident Funds	30	4	34
Gold/ Silver	13	2	15
Fixed Deposits	39	7	46
Insurance	29	1	30
Real Estate	24	1	25
NPS	18	1	19

**INTERPRETATION:**

The survey analysed that the investors in the category of Professionals prefer Fixed Deposit.

**5.9 GOVERNMENT EMPLOYEES:**

<b>4. Government Employees</b>			
	Male	Female	Total
Equity Shares	7	0	7
Mutual Funds	12	1	13
Public Provident Funds	26	3	29
Gold/ Silver	23	5	28
Fixed Deposits	25	10	35
Insurance	36	9	45
Real Estate	24	3	27
NPS	21	3	24

**Number of investors in the different modes of investment**

The survey analysed that the investors in the category of Government Employees prefer Insurance and then PPF, FD & Real Estate.



**5.10 BUSINESS /SELF EMPLOYED:**

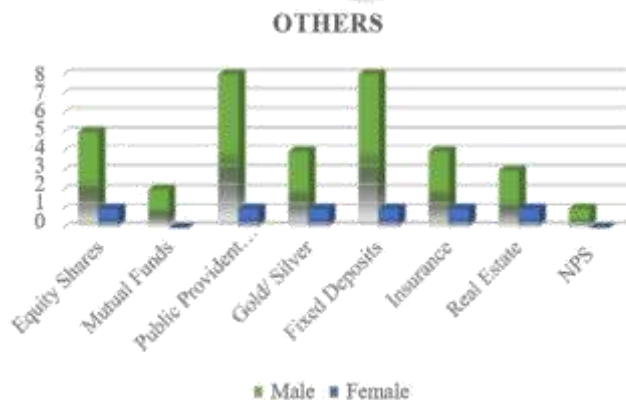
<b>5.Business/ Self Employed</b>			
	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>Equity Shares</b>	19	2	21
<b>Mutual Funds</b>	18	4	22
<b>Public Provident Funds</b>	10	3	13
<b>Gold/ Silver</b>	24	4	28
<b>Fixed Deposits</b>	38	2	40
<b>Insurance</b>	42	4	46
<b>Real Estate</b>	24	0	24
<b>NPS</b>	7	1	8

**Number of investors in the different modes of investment**

The survey analysed that the investors in the category of Business/Self Employed prefer Insurance and Fixed Deposit.

**5.11.OTHERS:**

<b>Others</b>			
	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>Equity Shares</b>	5	1	6
<b>Mutual Funds</b>	2	0	2
<b>Public Provident Funds</b>	8	1	9
<b>Gold/ Silver</b>	4	1	5
<b>Fixed Deposits</b>	8	1	9
<b>Insurance</b>	4	1	5
<b>Real Estate</b>	3	1	4
<b>NPS</b>	1	0	1

**Number of investors in the different modes of investment**

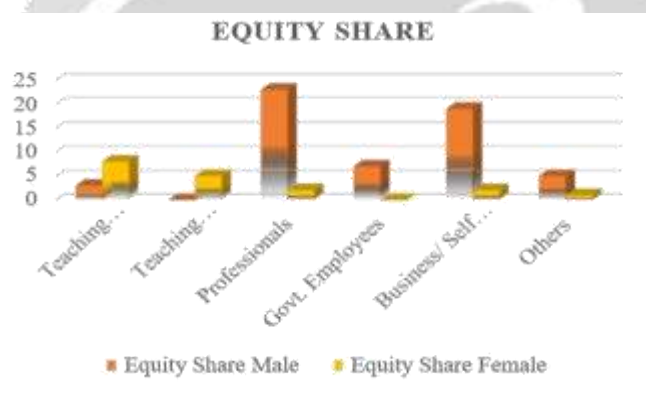
**INTERPRETATION:**

The survey analysed that the investors in the category of others prefer PPF and Fixed Deposit.

**5.12 EQUITY SHARE:**

Equity Share		
	Male	Female
Teaching Fraternity(College)	3	8
Teaching Fraternity(School)	0	5
Professionals	23	2
Govt. Employees	7	0
Business/ Self Employed	19	2
Others	5	1

Number of Males and Females investing in Equity Share



Equity Share categorized according to their profession

It is analysed that when mode of investment Equity Share was considered Professionals and Business/ Self Employed were the majority to invest in it.

**5.13. Mutual Fund**

	Male	Female
Teaching Fraternity(College)	5	11
Teaching Fraternity(School)	1	10
Professionals	30	3
Govt. Employees	12	1
Business/ Self Employed	18	4
Others	2	0

It is analysed that when mode of investment Mutual Fund was considered Professionals and Business/ Self Employed were the majority to invest in it.

**5.14. PUBLIC PROVIDENT FUND**

**Public Provident Fund**

	Male	Female
<b>Teaching Fraternity(College)</b>	10	14
<b>Teaching Fraternity(School)</b>	1	16
<b>Professionals</b>	30	4
<b>Govt. Employees</b>	26	3
<b>Business/ Self Employed</b>	10	3
<b>Others</b>	8	1

**No. of Males and Females investing in PPF**

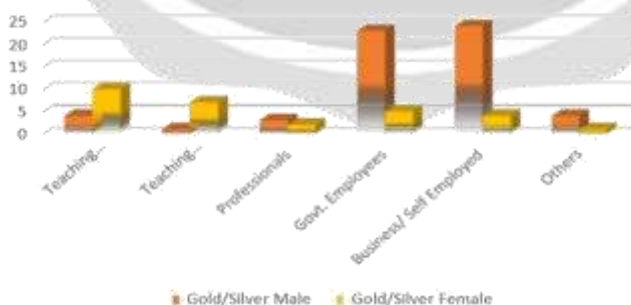
**INTERPRETATION:**

It is analysed that when mode of investment Public Provident Fund was considered Professionals and Government Employees were the majority to invest in it.

**5.15. GOLD/ SILVER:**

<b>Gold/Silver</b>		
	Male	Female
<b>Teaching Fraternity(College)</b>	4	10
<b>Teaching Fraternity(School)</b>	1	7
<b>Professionals</b>	3	2
<b>Govt. Employees</b>	23	5
<b>Business/ Self Employed</b>	24	4
<b>Others</b>	4	1

**No. of Males and Females investing in Gold/ Silver**

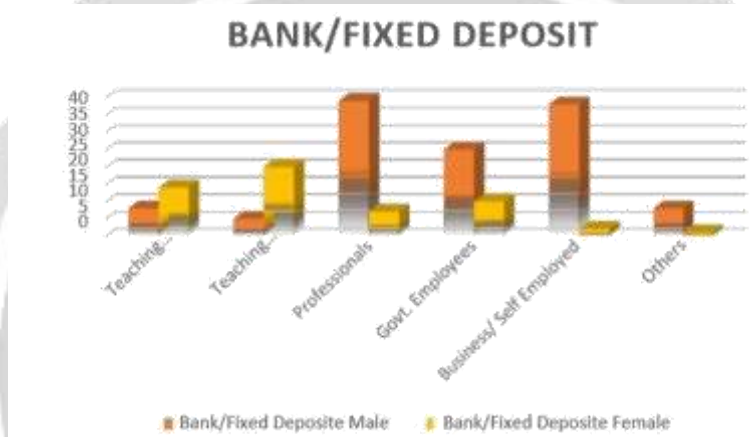


**Bar graph of Gold/ Silver categorized according to their profession**

It is analysed that when mode of investment Gold/ Silver was considered Government Employees and Business/ Self Employed were the majority to invest in it.

**5.16 .BANK DEPOSIT/ FD**

Bank/Fixed Deposit		
	Male	Female
Teaching Fraternity(College)	8	14
Teaching Fraternity(School)	5	20
Professionals	39	7
Govt. Employees	25	10
Business/ Self Employed	38	2
Others	8	1

**No. of Males and Females investing in Bank Deposit/FD****Bar graph of Bank Deposit/ F.D. categorized according to their profession**

It is analysed that when mode of investment Bank/ Fixed deposit was considered Professionals and Business/ Self Employed were the majority to invest in it.

**5.17. INSURANCE:**

<b>Insurance</b>	<b>Male</b>	<b>Female</b>
Teaching Fraternity(College)	9	14
Teaching Fraternity(School)	7	14
Professionals	29	1
Govt. Employees	24	3
Business/ Self Employed	42	4
Others	4	1

It is analysed that when mode of investment Insurance was considered Professionals, Government Employees and Business/ Self Employed were the majority to invest in it.

**5.18. REAL ESTATE:****Bar graph of Real Estate categorized according to their profession**

Real Estate		
	Male	Female
Teaching Fraternity(College)	4	5
Teaching Fraternity(School)	0	10
Professionals	24	1
Govt. Employees	24	3
Business/ Self Employed	24	0
Others	3	1

**Number of Males and Females investing in Real Estate**

It is analysed that when mode of investment Real Estate was considered Professionals, Government Employees and Business/ Self Employed were the majority to invest in it.

**5.19. National pension scheme**

National Pension Scheme		
	Male	Female
Teaching Fraternity(College)	4	3
Teaching Fraternity(School)	2	5
Professionals	18	1
Govt. Employees	21	3
Business/ Self Employed	7	1
Others	1	1

**No. of Males and Females investing in NPS**



**Bar graph of NPS categorized according to their profession**

It is analysed that when mode of investment Equity Share was considered Professionals and Government Employees were the majority to invest in it.

#### 5.20. REASONS FOR EQUITY PREFERENCE:

Rank	1	2	3	4	5	
Return	16	7	13	15	24	18%
Risk	15	19	10	10	21	20%
Liquidity	20	10	20	19	6	22%
Tax benefit	17	16	14	15	13	21%
Safety	7	23	18	16	11	20%

**Preferences to the parameter for Equity Share in percentage**

It is analysed that when the five parameters are considered in Equity Share:

- The percentage of Return was 18%
- The percentage of Risk was 20%
- The percentage of Liquidity was 21%
- The percentage of Tax Benefit was 21%
- The percentage of Safety was 20%

#### 5.21. REASONS FOR MUTUAL FUND PREFERENCES:

Rank	1	2	3	4	5	
Return	25	20	10	17	25	20%
Risk	24	20	14	17	22	20%
Liquidity	22	17	21	22	15	21%
Tax benefit	17	19	23	23	15	20%
Safety	9	21	29	18	20	19%

**Preferences to the parameter for Mutual fund in percentage**

- It is analysed that when the five parameters are considered in Mutual Fund:
- The percentage of Return was 20% The percentage of Risk was 20%
- The percentage of Liquidity was 21%
- The percentage of Tax Benefit was 20%
- The percentage of Safety was 19 %



**5.22. REASONS FOR PUBLIC PROVIDENT FUND PREFERENCES**

Rank	1	2	3	4	5	
Return	30	19	10	24	43	18%
Risk	36	20	12	25	33	20%
Liquidity	28	22	25	30	21	20%
Tax benefit	20	30	36	27	13	21%
Safety	12	35	43	20	16	20%

**Preferences to the parameter for PPF in percentage**

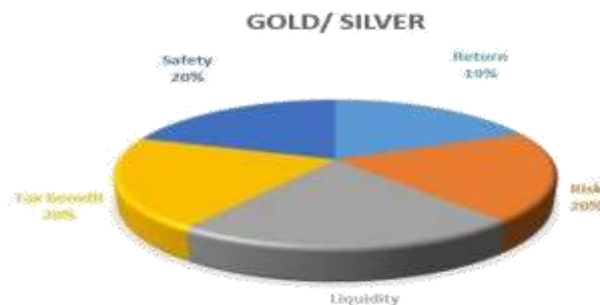
**Pie chart shows Preference to the parameters for PPF in percentage**

- It is analysed that when the five parameters are considered in PPF:
- The percentage of Return was 18%
- The percentage of Risk was 20%
- The percentage of Liquidity was 20%
- The percentage of Tax Benefit was 21%
- The percentage of Safety was 21 %

**5.23. REASONS FOR GOLD/SILVER PREFERENCES:**

Rank	1	2	3	4	5	
Return	27	12	18	21	33	19%
Risk	26	23	13	17	32	20%
Liquidity	30	20	20	27	14	22%
Tax benefit	21	20	26	28	16	20%
Safety	7	36	34	18	16	20%

**Preferences to the parameter for Gold/Silver in percentage**



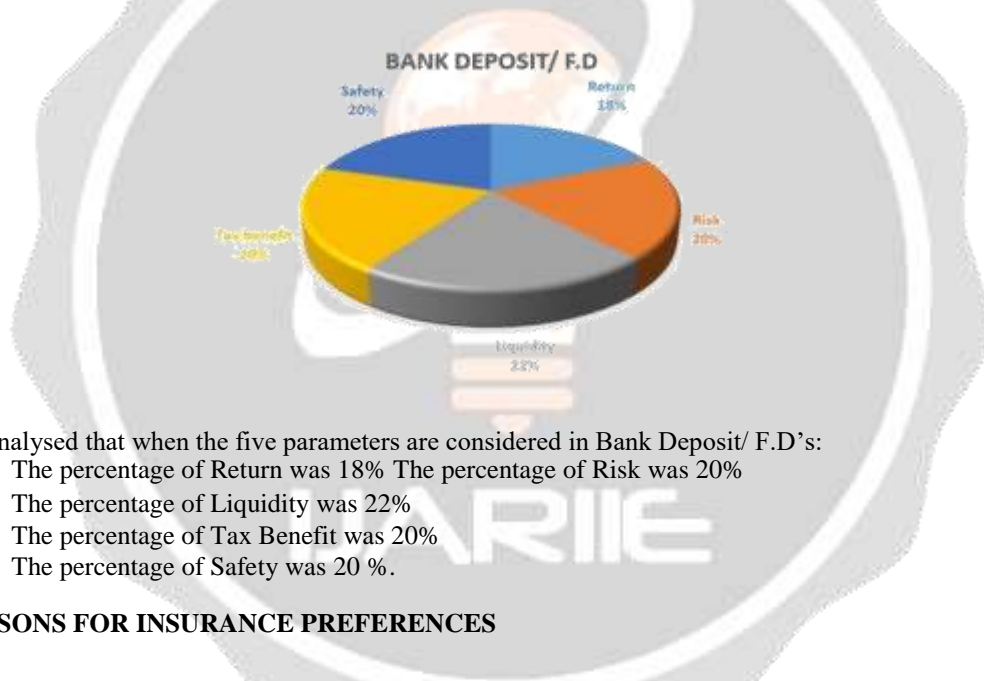
**Pie chart shows Preference to the parameters for Gold/Silver in Percentage**

- It is analysed that when the five parameters are considered in Gold/ Silver:
- The percentage of Return was 19% The percentage of Risk was 20%
- The percentage of Liquidity was 21%
- The percentage of Tax Benefit was 20%
- The percentage of Safety was 20 %.

**5.24. REASONS FOR BANK/FIXED DEPOSITS PREFERENCES**

Rank	1	2	3	4	5	
Return	38	27	20	31	61	18%
Risk	45	39	14	29	50	20%
Liquidity	52	27	29	42	27	21%
Tax benefit	26	37	53	41	20	20%
Safety	16	47	61	34	19	20%

**Preferences to the parameter for Bank/Fixed Deposits in percentage**



It is analysed that when the five parameters are considered in Bank Deposit/ F.D's:

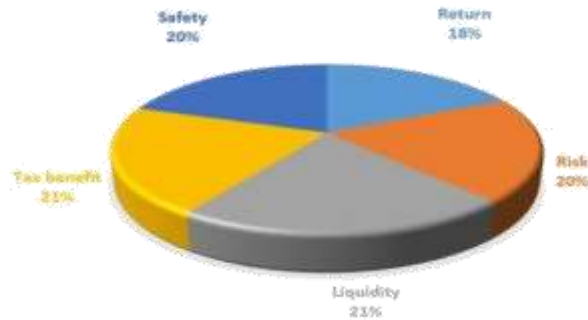
- The percentage of Return was 18% The percentage of Risk was 20%
- The percentage of Liquidity was 22%
- The percentage of Tax Benefit was 20%
- The percentage of Safety was 20 %.

**5.25. REASONS FOR INSURANCE PREFERENCES**

Rank	1	2	3	4	5	
Return	43	25	17	31	63	18%
Risk	48	39	13	28	51	20%
Liquidity	50	30	27	46	26	21%
Tax benefit	25	44	50	42	18	21%
Safety	13	41	72	32	21	20%

**Preferences to the parameter for Insurance in percentage**





**Pie chart shows Preference to the parameters for Insurance in Percentage**

It is analysed that when the five parameters are considered in Insurance:

- The percentage of Return was 18% The percentage of Risk was 20%
- The percentage of Liquidity was 21%
- The percentage of Tax Benefit was 21%
- The percentage of Safety was 20 %

**5.26. REASONS FOR REAL ESTATE PREFERENCES**

Rank	1	2	3	4	5	
Return	25	11	13	24	28	19%
Risk	20	22	11	14	34	19%
Liquidity	29	19	16	21	16	22%
Tax benefit	21	15	34	22	9	21%
Safety	6	34	27	20	14	20%

**Preferences to the parameter for Real estate in percentage**



**Pie chart shows Preference to the parameters for Real estate in Percentage**

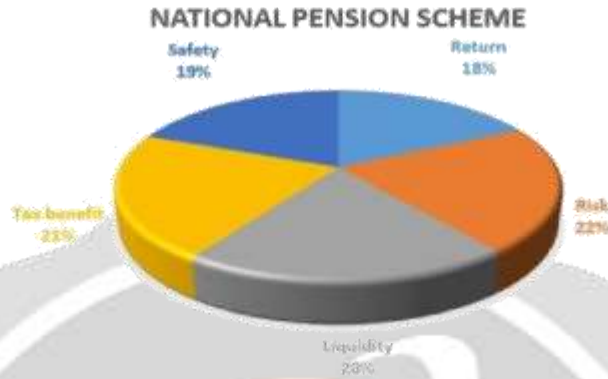
It is analysed that when the five parameters are considered in Real Estate:

- The percentage of Return was 19% The percentage of Risk was 19%
- The percentage of Liquidity was 21%
- The percentage of Tax Benefit was 21%
- The percentage of Safety was 20 %

**5.27. REASONS FOR NATIONAL PENSION SCHEME PREFERENCES**

**Preferences to the parameter for NPS in percentage**

Rank	1	2	3	4	5	
Return	14	12	4	15	24	18%
Risk	23	14	7	6	19	22%
Liquidity	12	13	16	21	7	20%
Tax benefit	15	12	19	18	5	21%
Safety	5	18	23	9	14	19%



It is analysed that when the five parameters are considered in NPS:

- The percentage of Return was 18%
- The percentage of Risk was 22%
- The percentage of Liquidity was 20%
- The percentage of Tax Benefit was 21%
- The percentage of Safety was 19 %

## 6. FINDINGS, SUGGESTIONS & CONCLUSION

### 6.1.FINDINGS

- From the study we studied that the number of Male were more as compared to Females. And Males invest more in Fixed Deposit and Insurance, whereas Females are concerned they invest more in PPF, Gold/ Silver, FD and Insurance.
- According to the age it is analysed that the age group between 35 – 50 years makes more investment as compared to other age group.
- When Income was taken into consideration, the study revealed that the population earning above 30,000 invest more.
- Employability states that population of Government Employees, Business/ Self Employed and Professionals invest more as compared to Teaching fraternity (College) and (School) and others.

### 6.2. SUGGESTIONS

As the study tells that there is no awareness of where to invest, several awareness programs and seminars should be conducted to make population know where to invest. The second view is one can heir an expert or investment guide to know where to invest. Various investment seminars should be conducted to let individuals know the various investment options and the investment which would give investors higher return like SEBI is conducting for college students. Individuals should start investing at an early stage so that they get higher return at the end. Educational activities including seminars, training, research and publications, should be aimed at investors. Awareness programs through media, - print, and electronics, aimed at investors. Funding investors education and awareness activities of investors association recognized by the Board. Training programs and seminars makes a more responsible individual with a disciplined approach to money. Helps people from over spending and inculcates a habit of savings and investments.

### 6.3. CONCLUSION

On the basis of the study it can be said that investment patterns of investors included in the study as samples are usually not dependent upon the demographic factors such as Gender, Age, Education qualification and Employability. So the conclusion is that people who are financially literate and reluctant to buy a financial products, because they do not understand where to invest and what parameters to consider while investing.

#### References:

1. Sood, D., & Kaur, N. A Study of Saving and Investment Pattern of Salaried Class People with Special Reference to Chandigarh (India). *International Journal of Research in Engineering, IT & Social Sciences*, 5(2), 1-15.
2. Fonseka, M. M., & Tian, G. L. (2011). What factors motivate the analysts' stock recommendation in a small emerging market? Evidence from Sri Lanka. *African Journal of Business Management*, 5(26), 10908.
3. Chaturvedi, M., & Khare, S. (2012). Study of saving pattern and investment preferences of individual household in India. *International Journal of Research in Commerce and Management*, 3(5), 115-120.
4. SCMS Journal of Indian Management
5. [www.investopedia.com](http://www.investopedia.com)
6. [www.study.com](http://www.study.com)
7. [www.bseindia.com](http://www.bseindia.com)
8. [www.mutualfundsindia.com](http://www.mutualfundsindia.com)
9. [www.crisil.com](http://www.crisil.com)