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A RESEARCH STUDY ON PREFERRED INVESTMENT PATTERN OF SALARIED EMPLOYEES WITH REFERENCE TO MANCHERIAL TOWN, MANCHERIAL DISTRICT, TELANGANA STATE, INDIA

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ABSTRACT

An effort is made to collect primary data from investors of Mancherial town, Mancherial district, Telangana state to find out awareness of different investment products available to salaried employees and their preference in investors mind, to know the factors that motivate investor invest in particular products, to identify best qualities that investors search in investment products and to find out income and saving relationship. The research is based on two assumptions 1) Investors invest some money in investment products 2) investors behave rationally while investing. No such research is conducted in this town up to now. Data was analysed with statistical tools. It gave conclusions that 1) source of motivation for all income groups first self-knowledge, second friend's advice, third financial analysis, 2) High income group investors invest larger amount in investment compared to low income group 3) Period of investment of More age group people is less.

KEYWORDS

Mancherial district, investment pattern of salaried employees, personal investment, investment preferences, most ranked investment instruments.

INTRODUCTION

Investment is employment of funds with objective of getting return on it in future. Investment is making more money with available money. Every human being invests some money or more money in order to protect them in future necessities. In several cases investment takes place with certain commitment like house construction, property development, start of new business etc.

Investments are made out of savings. Savings are unspent amount of salary or business or other income. Savings are invested in financial products.

Investment is nothing but consumption deferred to create assets in future. In that way investor sacrificing present benefit for future returns. Investor's savings are based on risk taking capacity and return expectations.

Various investment opportunities are available for investors like equity shares, debentures, bank deposits, post office saving schemes, life insurance policies, recurring deposits, gold and jeweler, real estate etc. all these investment opportunities have merits and demerits. Investor has to choose a product based on his need.

This research paper concentrates on preferred investment pattern of salaried employees in Mancherial town, Mancherial District, Telangana state, India.

NEED OF THE STUDY

This research was conducted with intention to know preferred investment pattern of salaried employees of Mancherial town. No such research study was conducted earlier in this town. Since this research aims to know what are the investment instruments available known to investors, their risk bearing capacity, inclination to investment instruments, period of investment and such other related things.

OBJECTIVES

1. To identify awareness of investment products available to salaried employees and their preference in the minds of investors
2. To know preferred investment instruments of Salaried employees
3. To know the best qualities investors, look to invest their money
4. To identify factors that motivate investors to invest in instruments
5. To identify the relationship between income and saving of salaried employees.

HYPOTHESIS

The following is hypothesis for this research study

1. Every salaried employee invests certain percentage of money in financial products
2. Investors behave rationally in choosing different investment products.

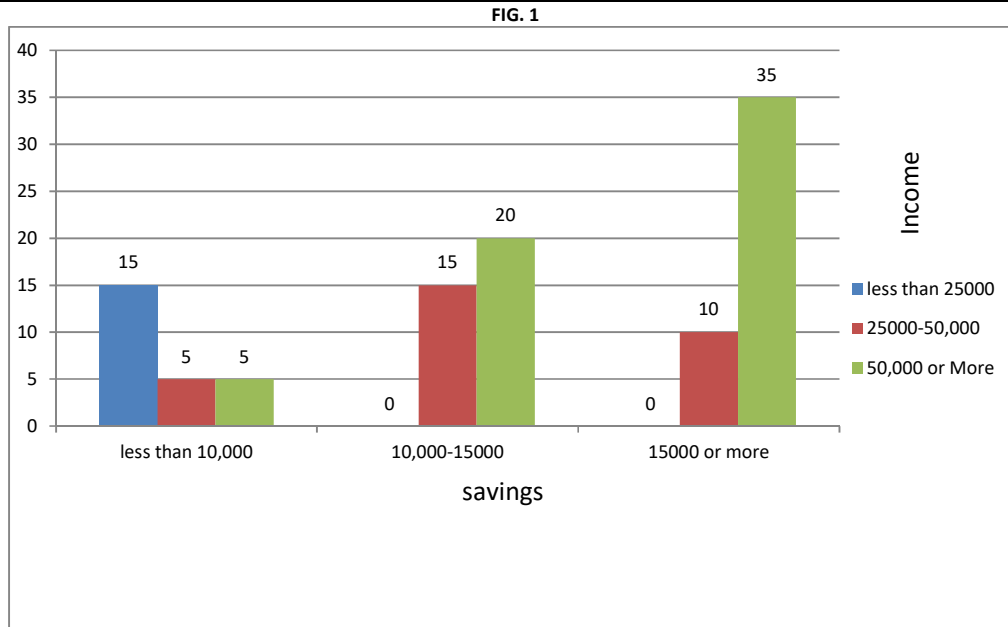
RESEARCH METHODOLOGY

Convenience sampling method is used to collect primary data from 105 respondents. Primary data collected from respondents using mailed questionnaire method. The data collected from respondents of Mancherial town in Mancherial District, Telangana state. Data was analysed using different statistical tools.

RESULTS AND DISCUSSION

TABLE 1: INCOME AND SAVING RELATION

Savings / Income Group	less than 25000	25000-50,000	50,000 or More
less than 10,000	15	5	5
10,000-15000	0	15	20
15000 or more	0	10	35

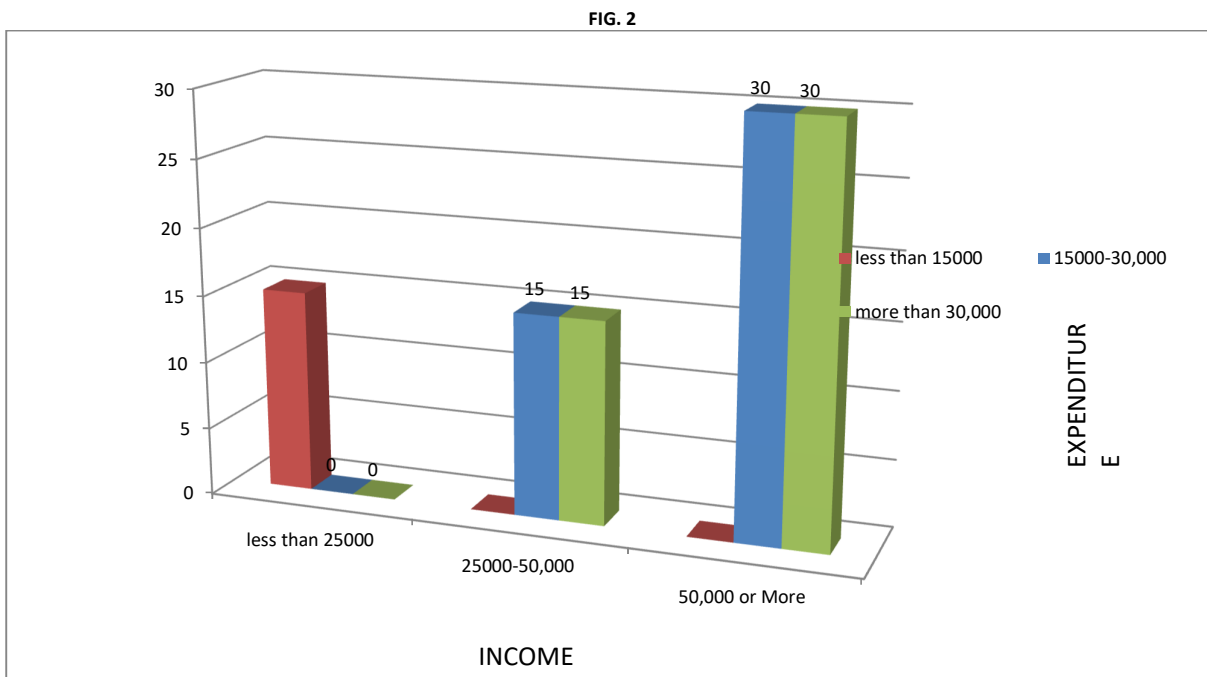


Above table gives the following results

- 1) It presents data related to amount of investment respondents saves out of their income. There are 3 income groups in this research 1) Less than 25000 per month 2) 25,000 – 50,000 per month 3) More than 50,000 per month.
- 2) First Income group those earn less than Rs.25, 000 per month. And consist of 15 respondents all of them invest in less than Rs.10, 000 per month. There is none who invest 10,000 or more in this group.
- 3) Second income group those who earn 25,000-50,000 per month. It consists of 30 respondents. 5/30 respondents invest less than 10,000 per month. 15/30 respondents invest 10,000-15,000 per month and 10/30 respondents invest more than 15,000 per month.
- 4) Third Income group consists of 60 respondents who earn more than Rs.50, 000 per month. 5/60 respondents invest less than 10,000 per month, 20/60 respondents invest 10,000-15,000 per month and 35/60 respondents invest more than 15,000 per month.

TABLE 2: SHOWS INCOME AND EXPENDITURE RELATIONSHIP

Expenditure /Income	less than 25000	25000-50,000	50,000 or More
less than 15000	15	0	0
15000-30,000	0	15	30
more than 30,000	0	15	30

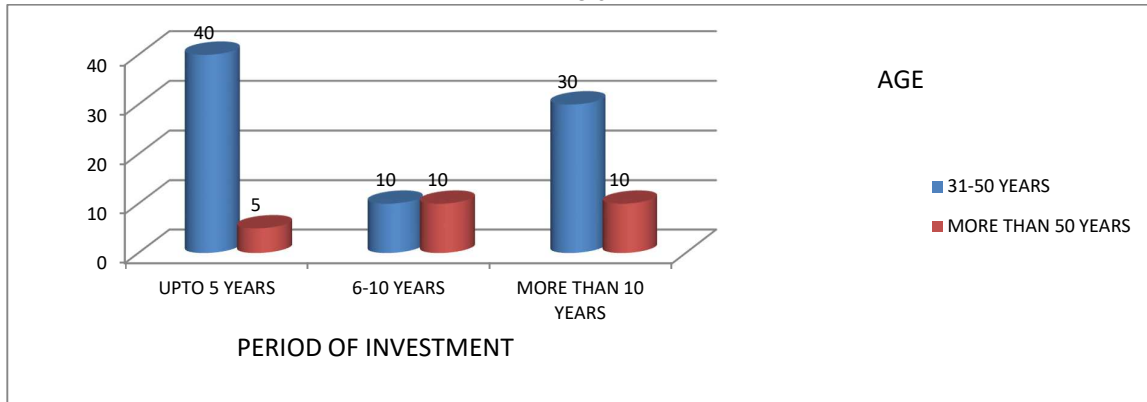


Above table represents the following points. It represents data related to Income and Expenditure relationship. First income group those earn less than 25000 per month. They consist of 15 respondents. All of them spend less than 15000 per month. None of these respondents spend 15,000-30,000 or above. Second income group those earn 25,000-50,000 per month. They consist of 30 respondents. Out of 30 respondents 15 respondents spend 15,000-30,000 per month. And remaining 15 respondents spend more than 30,000 per month. In this group there is none to spend less than 15,000 per month. In the third income group those earn more than 50,000 per month. They consist of 60. Out of 60 respondents 30 respondents spend 15,000 -30,000 per month and remaining 30 respondents spend more than 30,000 per month. In this group there is none who spend less than 15,000 per month.

TABLE 3: SHOWS IMPACT OF AGE ON PERIOD OF INVESTMENT

AGE	31-50 YEARS	MORE THAN 50 YEARS
UPTO 5 YEARS	40	5
6-10 YEARS	10	10
MORE THAN 10 YEARS	30	10

FIG. 3



Above table presents data related to impact of age on period of investment of respondents.

In this research paper there are two different age group respondents exist 1)31-50 years of age 2) More than 50 years of age. 80 respondents comes under 31-50 years, 25 respondents come under more than 50 years of age.

In the first age group 31-50 years 40 respondents invested up to 5 years, 10 respondents invested up to 6-10 years, 30 respondents invested more than 10 years. In the second age group more than 50 years 10 respondents invested up to 5 years, 10 respondents invested 6-10 years, 5 respondents invested more than 10 years.

TABLE 4: SHOWS INCOME AND PERIOD OF INVESTMENT

INCOME	Less than 25000	25000-50,000	more than 50,000
UPTO 5 YEARS	15	10	25
6-10 YEARS	0	10	10
MORE THAN 10 YEARS	0	10	25

FIG. 4

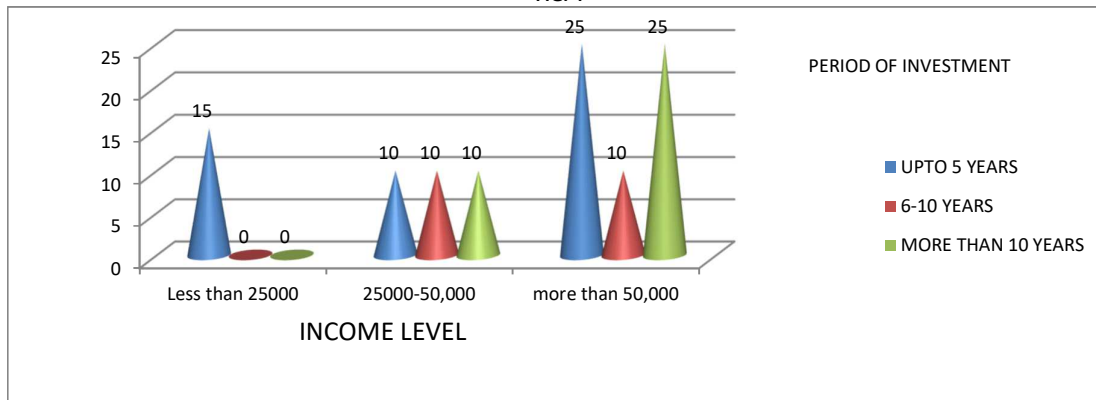
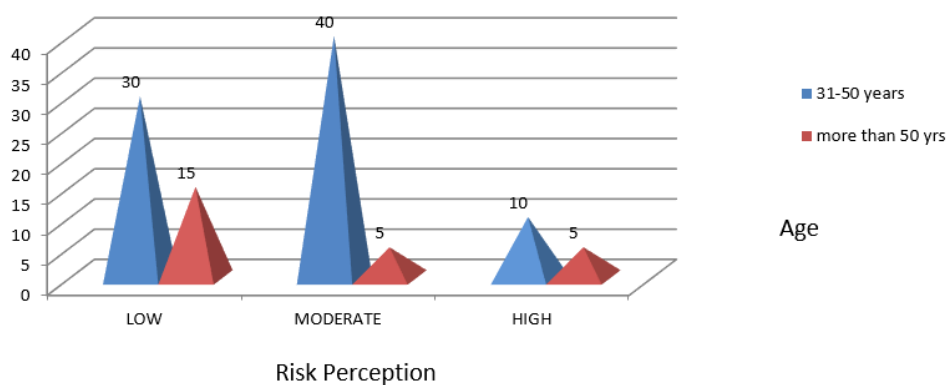


TABLE 5: GIVES US AGE AND RISK PERCEPTION RELATIONSHIP

Age	31-50 years	more than 50 yrs
LOW	30	15
MODERATE	40	5
HIGH	10	5

FIG. 5

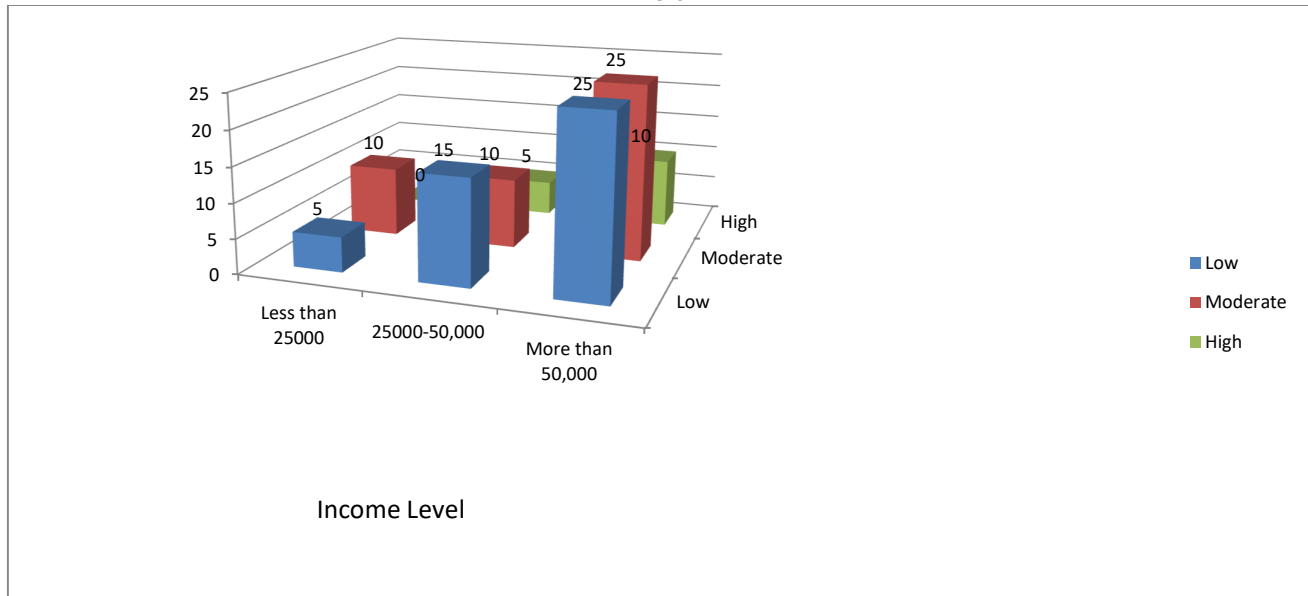


The above table represents data related to age and risk perception of investors. In the first age group 31-50 years there are 80 respondents. Out of 80 respondents 30 respondents risk perception is low, 40 respondents risk perception is moderate, and 10 respondents risk perception is high. In the second age group consist of more than 50 years contains 25 respondents. Out of 25 respondents 15 respondents had low, 5 respondents had moderate, 5 respondents had high risk perception

TABLE 6: GIVES US INCOME GROUP AND RISK PERCEPTION RELATIONSHIP.

INCOME	Less than 25000	25000-50,000	More than 50,000
Low	5	15	25
Moderate	10	10	25
High	0	5	10

FIG. 6

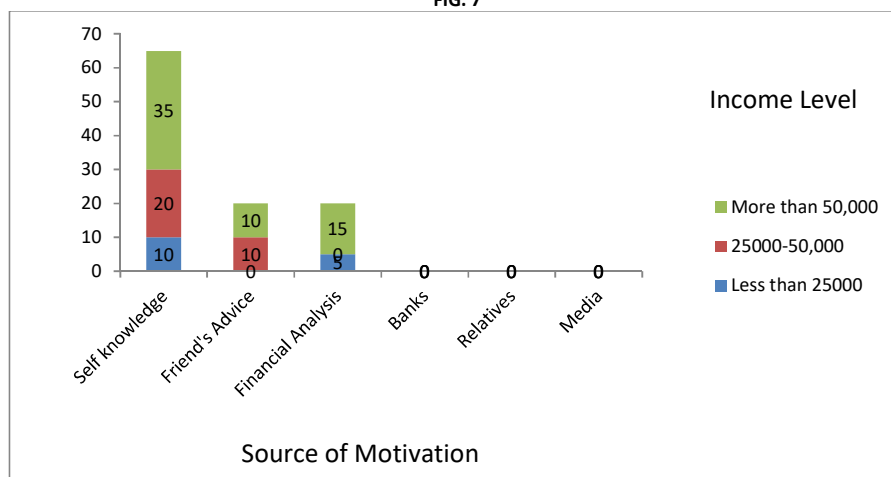


From the above table we can see that Income group of 25,000 -50,000 and more than 50,000 are also taking less than and choosing such products.

TABLE 7: EXPLAINS RELATIONSHIP BETWEEN INCOME AND SOURCE OF MOTIVATION

INCOME GROUP	Less than 25000	25000-50,000	More than 50,000
Self knowledge	10	20	35
Friend's Advice	0	10	10
Financial Analysis	5	0	15
Banks	0	0	0
Relatives	0	0	0
Media	0	0	0

FIG. 7

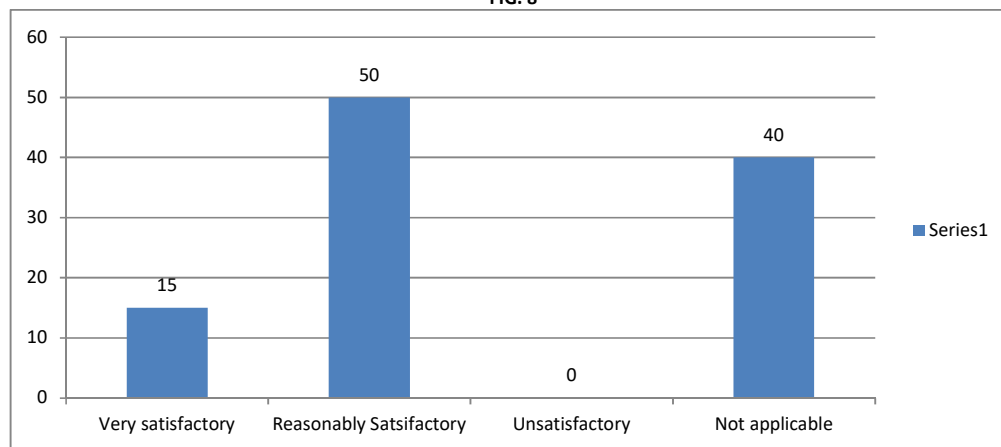


This table presents data relating to Income and source of motivation relationship. All the income group respondents told that Self-knowledge, Friend's advice and Financial analysis.

TABLE 8: GIVES US RELATIONSHIPS BETWEEN INVESTORS SATISFACTORY LEVEL AND INVESTMENT IN SECURITIES

Very satisfactory	15
Reasonably Satisfactory	50
Unsatisfactory	0
Not applicable	40

FIG. 8



The above table presents data related to investment in securities and their satisfactory level. Out of 105 respondents 15 respondents stated that investing in securities are very satisfactory, 50 respondents told that they are reasonably satisfied, 40 respondents told that it is not applicable to them. Nearly 40% respondents are not investing in shares and debentures.

OTHER RESULTS

- 1) According to this research best 3 qualities respondents search in investments are based on income group. Highest income group that is more than 50,000 per month – 40/60 respondents identified safety is first best quality, Growth is second best quality 25/60, tax benefits third best quality 30/60. In the second income group 25,000-50,000 15/30 respondents identified safety is first best quality, Tax benefits is second best quality 15/30, Liquidity is third best quality 15/30. In income group less than 25000 per month there is no specific pattern found.
- 2) According to this research best three investment instruments are LIC Policies 45/105, Post office schemes 30/105, Fixed deposits 30/105.

CONCLUSIONS

1. High income group investors invest larger amount in investments compared to low income group
2. Expenditure increases with income. More income leads to more expenditure and less savings
3. With increase of age, period of investment decreases.
4. Period of investment increases with income level. More income group invests money for more than 10 years and gets good benefits.
5. Investors with 31-50 years invest in moderate risk instruments. Investors take less risk in their investments. Even the high income group investors are also not ready to take risk in their investments.
6. Source of motivation for all income groups first Self-knowledge, second Friend's advice, and third financial analysis.

LIMITATIONS

- 1) Most of investors participated in this research are from education field. If conducted in other fields, the result may change.
- 2) Size of sample is 105 only. If more respondents are included, results may change.

SCOPE FOR FURTHER RESEARCH

This research was mainly confined to education field. Further study is possible taking bank employees, PSU employees, Industry employees located in surrounding area. The research may be taken only taking Government employees or only Women employees.

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