

A STUDY OF INVESTMENT BEHAVIOUR OF COLLEGE LECTURES IN KERALA

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Abstract: Money management is a complex task and involves making important financial choices. It is better to make these choices after rational consideration and planning rather than making them instinctively. The real purpose of managing money is to establish an objective of providing financial security and well-being for the future. Thus, making plans to take care of future urgencies and achievement of goals is a part of one's financial planning. In short, personal financial planning involves planning ones saving and investments. This study aims to understand the investment behavior of college lectures.

KEYWORDS: *Savings, Investment, Portfolio*

I. INTRODUCTION

Investment and savings involve a life process. The study focuses on the investment pattern of college lecturers with special reference to Kerala. Even though the objectives of savings are different from person to person. A similar financial principle can be applied to achieving their goals. This is one of the most acceptable approaches for achieving the financial goals of individuals. In terms of personal finance, the saving issue is a paradoxical one. The term savings refers to the amount left after meeting the consumption expenditure. Thus more savings today reduce present consumption expenditure, but it increases the future standard of living. After one has decided upon the savings plan, a decision must be made about the wise investment of the funds. Investment of funds consists of the process of placing them in a more or less permanent form with the expectation of assuring the security of the principal and of receiving a regular and predictable return on it. From a personal point of view, all investment decisions and savings should be taken after striking a balance between liquidity, return, and risk.

II. STATEMENT OF THE PROBLEM

Most of the teachers receive fixed incomes and channel them into profitable investment alternatives with different objectives. These investments have a major role to play in the overall development of the nation. Such savings and investment habits are essential to improve the standard of living of the employees. Therefore, the present study undertaken on the investment attributes of school teachers has due importance and it would be beneficial in bringing out the various aspect of their income, savings, and investment patterns.

III. OBJECTIVES OF THE STUDY

- a) To identify the investment alternative preferred by college Lectures
- b) To identify the variables influencing the investment behavior of investors.
- c) To understand the level of satisfaction of investors.
- d) To analyze the relationship between the income and savings of college Lectures
- e) To understand the objectives of savings and investment in college Lectures
- f) To know whether school teachers have intelligently invested and to what extent they are aware of various schemes, which promise high returns.
- g) To ascertain the proportion of investment made in financial assets and physical assets.
- h) To study the income and expenditure pattern of college teachers

IV. HYPOTHESIS

- There is no significant variation among the respondents as regards the satisfaction from the provident fund based on return, safety, and liquidity.
- There is no significant variation among the respondents as regards the Satisfaction from LIC is based on return, safety, and liquidity.
- There is no significant variation among the respondents as regards the satisfaction from a mutual fund based on return, safety, liquidity

V. METHODOLOGY OF THE STUDY

The study is conducted based on data collected from college teachers. After carefully analyzing and selecting systematically the staff from which data are to be collected, they are divided according to the age group of (Below 35), (35-50), (Above 50). Thus 100 teachers are selected in all by making use of stratified random sampling. The survey was conducted by using questionnaires, which were distributed to those selected teachers. Based on their response, analysis was done to bring out the variety in formations required to conclude. ANOVA table, Rank Correlation, and SPSS software were the tools and techniques used for analyzing the relationship between variables.

VI. FINDINGS

- 1) The gender-wise classification reveals that the majority of the respondents are males and the remaining respondents belong the females.
- 2) Majority of the remaining respondents have a length of service below 15 years.
- 3) It is revealed from the analysis of marital status that the majority of the respondents are married.
- 4) The study about the educational qualifications of respondents reveals that minority of the respondents have Post Graduation with Doctorate, that minority of the respondents have Post Graduation with M, Phil, and that minority of the respondents have Post Graduation with M. Phil and the remaining have only Post Graduation
- 5) Income-disease classification of respondents revealed that the majority have a monthly income of above 25000, and the remaining have a monthly income of below 25000.
- 6) All of the respondents are interested to invest their salary.
- 7) Analysis of monthly savings reveals that a minority of the respondents have the monthly savings of below 4000, a minority have 4000-8000, a minority have the Monthly savings of 8000-12000, a minority have the monthly savings of 12000-16000 and the remaining have the monthly savings of above 16000.
- 8) Analysis of the savings utilized for investment reveals that a minority of the respondents utilize the above majority savings for investment
- 9) The study reveals that the respondent's savings are for different purposes like supporting the family needs, using the old age, investment, personal use, and for a charitable purpose
- 10) Minority have a total investment per year above 100000.
- 11) Safety, liquidity, and marketability ranked the first three positions in the criteria for selecting a personal investment.
- 12) There is a significant variation among the respondents as regards the satisfaction from LIC is based on safety.
- 13) There is no significant variation among the respondents as regards the satisfaction from a mutual fund based on safety.
- 14) There is no significant variation among the respondents as regards the satisfaction from LIC based on return.
- 15) There is a significant variation among the respondents as regards the satisfaction from a mutual fund based on return.
- 16) 100% of the respondents opined that the employment increases their economic and social status.

VII. CONCLUSION

The study revealed that those who had financial planning have made more effective investments. The savings can be properly invested. Before making investments, a cost-benefit analysis is to be made based on which investment should be made. Hence, to conclude investment and savings should be done judiciously so that each individual makes the right amount of returns from it. In addition, the need should be fulfilled.

VIII. BIBLIOGRAPHY

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