"A Study On Savings And Investment Pattern Of Salaried Class People With Reference To Pune City, Maharashtra, India"

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Abstract :-   Investment and saving are an activity which people do for their future purpose, Investment and saving should go hand in hand as investment can be only done when there is saving. According to the analysis done by the researcher the respondents invests their money in the various investment avenues available into the market for getting the good returns or mostly for the future safety purpose. The investment avenues options available into the market are Bank deposit, Mutual Fund, Real Estate, Gold, Insurance, Public Provident Fund etc. According to the analysis done its ben observed that most of the respondents have chosen bank deposit as the safest investment avenue available into the market. A detail questionnaire was framed for the detail analysis of the salaried class people. Which helps the researcher to know about the perspective of the investment for the salaried class people.

Index Terms - : Annual income, Investment avenue, Salaried employees, Saving.

I. INTRODUCTION

Investment and saving are an activity which people do for their future purpose, Investment and saving should go hand in hand as investment can be only done when there is saving. There are various investment avenues options are available into the market like Real Estate, Mutual Fund, Bank deposit, Gold, etc. People invests for their future need to get fulfilled after they get retired from their JOB. As the analysis is done on the salaried class people, as the needs and wants grew as per the growing age of the people. To fulfill their needs and want they do savings or make investment in various investment avenues for their wants. As for salaried class people, the working age is limited after certain period of time they have to get retire and survive on their savings.

Objective's

- To study the investment preference among the salaried people working in different sectors.

- To analyse the investment and saving pattern of the salaried investors.

- To know which factor influence the investment behaviour of the people.

- To know the mode of investments of the salaried respondents in various investment avenues.

- To find out the problems that are faced by the investors while investing.

Limitations:

- The study is based upon the result on survey conducted by 25 people only.
- The implications of the study are subjected to the limitations of sample size.

Scope of the Study:

This study will help the researcher to know about the preference for Investments made by salaried class people in Pune city only.

And it will be helpful to identify the different and better investment avenues that are available into the market.

Need of the Study:

Salaried class people in general have fix flow of income & their investments patterns are found also different. In order to know the investment behaviour of the salaried class people Researcher had tried to find out the most preferable investment avenue in Pune region. This research paper will be helpful to understand the investment preference of investors in Pune city.

Review Of Literature:

Sanket L.Charkha & Jagdeesh R. Lanjekar: The study examines according to the analysis made by the researcher the respondents are well aware about the investment avenues. And the major priority is given to the safety before making the investment into the investment avenues.

Deepak Sood and Dr. Navdeep Kaur: According to the researcher the study was carried out to determine the relationship between saving and investment pattern among the salaried class people of Chandigarh. The researcher has framed detail questionnaire and it was distributed among 200 respondents for collection of data. In this research the researcher came to know that the most preferable investment avenue is the LIC and bank deposit.

Sonali Patil and Dr.Kalpana Nandawar: According to the researcher the people who make saving only make an investment from the amount of money they save. According to the researcher respondents make an investment in the different investment avenue according to their need and requirement for the future purpose. The study was based on the personal interview of respondents which help the researcher to personally examine the investment and saving pattern of the respondents.

M. Sathanapriya and Dr.K.Brindha: The researcher has analyzed that the salaried employees consider safety and good returns while investing. Respondents are much more aware about the investment avenue available into the market except the female investors. The Current study deals with the saving and Investment Pattern of Salaried IT People with Special Reference to Chennai City (India).

Research Design: This project is based on exploratory study as well as descriptive study. The Descriptive research is here carried out to describe about the phenomenon. Hence this study is done to understand the investment behaviour of the different salaried class people and it's approach towards different investment avenues.

Sample Size: Sampling size is 25 for convenience i.e. 25 people fill the questionnaire for the survey.

Sampling Technique: Sampling technique is the technique used to select the sample size. Convenient sampling technique used in this research. In this, Investors were taken according to the convenience of the research study.

Sampling design: Since the information has to be collected from Investors, a detail questionnaire has been framed to study the saving habits and investment pattern of salaried class people at Pune region.

Data collection source: The study is based on both primary and Secondary data. The secondary data is collected from different published materials via. Books, Journals, magazines & websites etc. And primary data is collected by communicating with respondents through a detail questionnaire framed. The study has been done with the help of primary data using the questionnaire as a tool to assess the investment and its behaviour of salaried class people in pune city. Since the basic aim of the survey is to know each and every person opinion about the investment avenues. A close ended questionnaire has been prepared with total several characteristics of attributes to analyze and assess the relative importance of each and every statement of the investors. The secondary data was collected through various webs and published data sources. This study is on the preferred investment avenues that are available into the market and selected among the salaried class people.

Data Analysis and Interpretation:

Annual income of the Respondents:

- 🔵 1,00,000
- 🔴 1,00,000 - 3,00,000
- 🟠 3,00,000 - 5,00,000
- 🟢 5,00,000 and Above
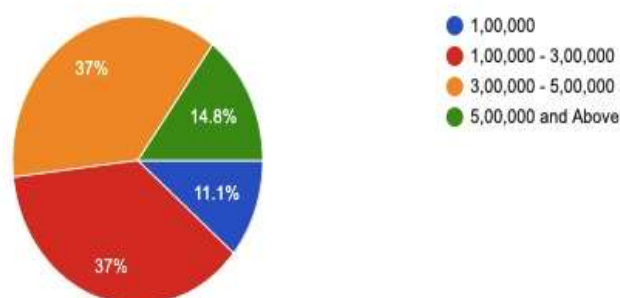
According to the collected data it can be observed that the amount of annual income of the respondents are mostly between the 1,00,000 to 3,00,000 and 3,00,000 to 5,00,000. It shows the amount of saving and investment of the Individuals are on low scale.

**Factors Influence Individuals while choosing the investment avenue**
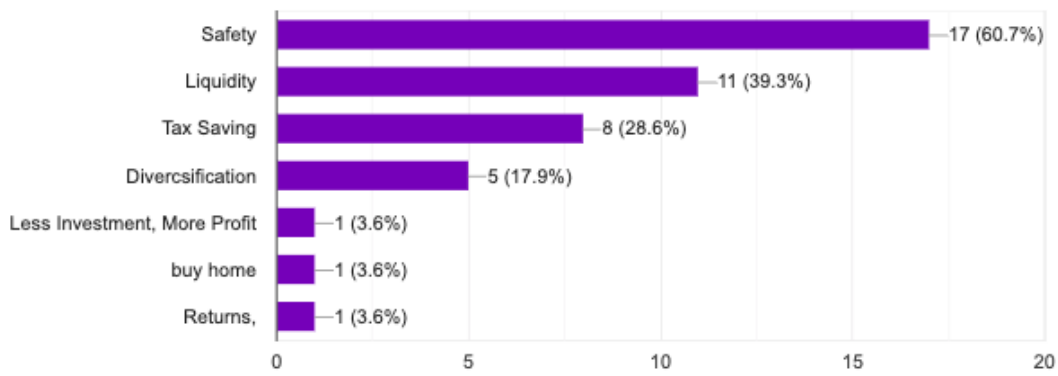
According to the analysis made the majority of the individuals makes investment for their future safety purpose. Secondly the highest preference is given to the amount of liquidity. Sometimes the tax saving purpose also influence the individuals to make investment. Some of the individuals were influenced by the diversification some for buying home and lastly some for the returns.

Objective's Behind the Investment
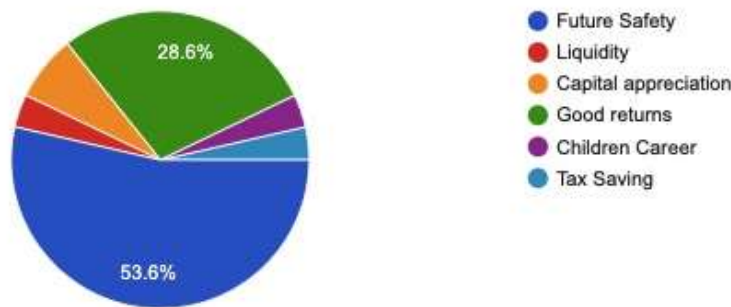
According to the analysis made by the researcher it can be observed most of the respondents main objective behind doing saving and making investment is to secure their future, and secondly for getting the good returns from their investment.

**Duration Of Investment**
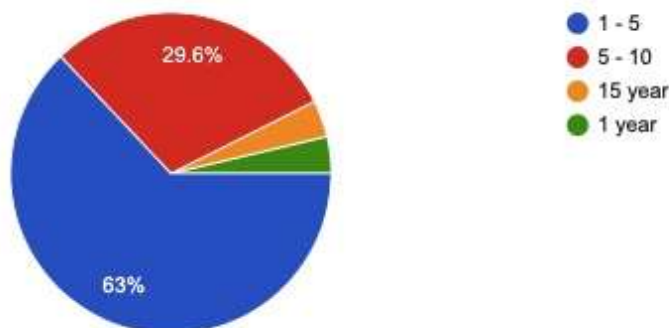
As per the analysis made the duration of the investment of the respondents are largely between 1 – 5 year's and 5 – 10 year's, and for some respondents the duration of investment is of 15years.

Most Preferable Investment Avenue
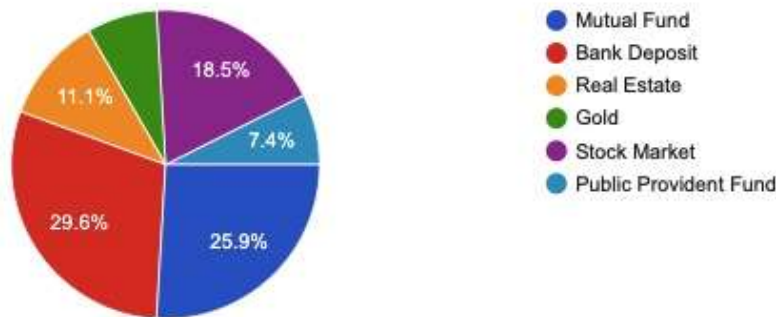
According to the analysis made most of the respondents have chosen the bank deposit as the major investment avenue and secondly the mostly preferred investment avenue is the mutual fund. Stock market, Real estate, Public Provident Fund, are also preferred by some of the individuals during the time analysis was done.

Sources Of Information Of Investment Avenue
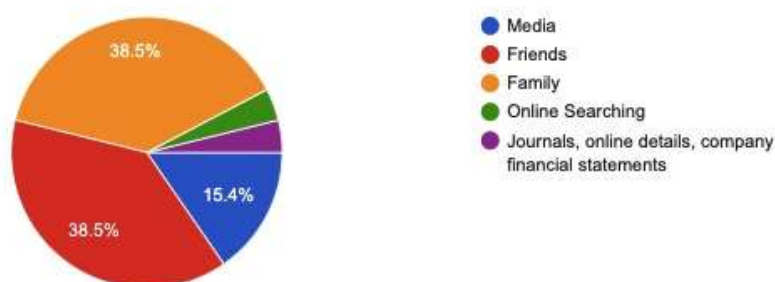
The sources of information about the investment avenue available into the market was known by the respondents with the help of Media, Friends, Family and Journals on line details.

Findings:

The research was carried out with the help of different age group of respondents, With the different salary structure which helps the researcher to know about the individuals saving and investment pattern.

According to the research it can be observed that the annual salary structure of the respondents is 37% for the people whose annual salary is between 100,000 to 3,00,000 and 3,00,000 to 5,00,000. 14% of the respondents have the annual salary above 5,00,000. 11% respondents annual income is till 1,00,000.

Mostly the respondents do investment and saving for the safety purpose as there is 67% respondents whose main moto is Future safety. 39.3 % respondent moto is for liquidity. 28.6% respondents moto is for tax saving, 17% respondents moto is for Diversification. Some of the respondents make an investment in the mutual fund for the good returns for their future benefit.

63% of the respondents duration of the investment is between 1to 5 years, 29.6 % of respondent's duration of the investment is 5 to 10 years. Only 1% of respondent investment duration is for 15 years.

The most preferable investment avenue according to the respondents is bank deposit as many of the respondents think that the bank deposit investment is safer and as compared to the other investment avenue available into the market. That's the reason the most of the respondents have made an investment in the bank deposit according to the research. Secondly the stock market in mainly preferred by the respondents as an investment good investment avenue according to the research made.

While the research was carried out, The researcher came to know that the respondents face some problems while choosing and making investment in the investment avenue available into the market.

The major problems faced by the individuals is the lack of information about the investment avenue available into the market, sometimes the market risk and the trust issues on the sources of options available into the market to make the right choice.

Conclusion:

After the study & interpreting of data researcher concluded that respondents are very well aware about investment avenues that are available into the market. But according to the research it's been concluded that most of the respondents are preferring to invest their money in bank deposit. According to the analysis done by research it shows that the safety is the first and major important factor while doing investment, That's the reason remaining investment avenues were found less considerable while doing investment by respondents.

Especially in a city like Pune where Real estate is always on higher side as the means of investment avenue. But according to the respondents who were selected by the researcher assumes that there is no fixed return, and the risk and amount of investment is high.

It is absolutely essential that to save what you earn, or even be aware while making an investment, As the investment is made with the amount of money which we save for the future circumstances, so plan accordingly before making an investment in any of the investment avenue.

References:

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