

“A Study On Salaried Personnel Awareness, Attitude, Expectation And Satisfaction Over Their Investments With Reference To Saharanpur District”

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ABSTRACT

Investment ambition of the salaried class is actually an assurance to shelter the consumption of all regular financial inflow with a futuristic outlook for numerous reasons. The 30% (Ref Table 1) fixed deposit preference of this salaried class of the society makes it necessary to study their attitude for investments, level of investment awareness and their anticipation of returns based on the factors which have an upper hand on their investment choices. This paper is in fact an effort to delineate the relationship between the leading societal and demographic factors of the salaried personnel that impinge on the investment criteria namely, investment awareness, investment attitude and investment returns. In particular, this study pursued on the salaried people of Saharanpur city is accomplished with a focus to figure out the utilities of financial policies favoring public. Above all, the focus of this paper is an eye-opener for alike pragmatic study on a larger scale of the whole nation to offer evidence to fabricate enviable investment policies to cater to the requirement of the nation with a holistic perspective.

Keywords: *Salaried personnel, Investment Awareness, Attitude & expectation of Returns, Investment avenues, Saharanpur city, Investment satisfaction.*

I. INTRODUCTION

Salaried personnel hunt for return, safety, liquidity, convenience and affordability and tax benefits (B. S. Parihar and K. K. Sharma 2012).

Investment is always comprehended as a prudent decision as it is alleged to be the para-assurance to one's regular income. The whimsy for the preference of best investment policies sustains to be a highly progressive arch at all times irrespective of their section of society. However, the investment concern of salaried class appears to be tremendously high and indubitably they have a crucial role in their investment choices of their hard earned money. The fraction of investments that get segregated to diverse financial and investment policies of the salaried class of Saharanpur city on whom this study is made, are because of numerous reasons like enjoying the advantages of the best investment schemes, tax exemption, insight of their/ their children's future, urgent medical requirements of the family and safety reasons for risk coverage.

II. REVIEW OF LITERATURE

This paper titled, “A Special Study on Coimbatore Based Salaried Investors' Awareness, Attitude, Expectation and Satisfaction over their Investments”, embarks on the nuances of the theoretical analysis of a common man's investment capacities and practices juxtaposed with that of the fabulous investment policies advertised in the financial market today. This section showcases a detailed literature of similar studies pursued already in the same field embedded with a precise review of those literature and research.

Sree Priya and Gurusamy (2013) in their article “Investment Pattern of Salaried People – A Study in Coimbatore District” made an endeavor to analyze with totally 150 samples which were collected by using simple random sampling method using Percentage analysis, Chi square test and Ranking analysis

as statistical tools with the aim to know the style of investments of the salaried respondents in various investment avenues, to examine the factors influencing and problems faced by the respondents in the investment pattern. It was found that there is a close affiliation between the education qualification of the respondents and their level of realization.

Sanjay Kanti Das (2012) in his article entitled “**Middle Class Household’s Investment Behaviour: An Empirical Analysis**” the study discloses to know whether there has been any rise in their savings & if so, the reasons for the same. The present study is based on primary data which collected by distribution of a close ended questionnaire to 180 respondents out of which 150 respondents have replied and the data has been analyzed by making use of simple statistical tools and to assess the significance/ relationship between dependent variables. It is also observed that most of the respondents show their ardent interest towards the insurance products so as to get tax benefits, protection of life and average profitable investment avenues. Further, it is observed that investment decisions are also affected by level of income. Higher income group shows relatively high inclination towards investment in share market conversely lower and average income group shows intense liking towards insurance and banks as the most preferred investment avenues.

Syed Tabassum Sultana (2010), opines in his study, that, Indian investor today have to bear lethargic economy, the sheer market turn downs prompted by worsening revenues, disquieting reports of scandals ranging from illegal corporate accounting practices like that of Satyam to insider trading to make investment decisions. She, in her study, while discussing the nature of the Indian individual investors along, makes an effort to determine the relationship between a dependent variable i.e., Risk Tolerance level and independent variables such as Age, Gender of an individual investor on the basis of the survey. Indian investors are high income, well educated, salaried, and independent in taking investment decisions. From the empirical study it was found that irrespective of gender, most of the investors (41%) are found to have low risk tolerance level and many others (34%) have high risk tolerance level rather than moderate risk tolerance level. It is also discovered that there is a strong negative correlation between Age and Risk tolerance level of the investor. Television as a media is highly influencing the investor’s decisions. Hence, this study can assist the investment.

Krishnamoorthy. C. (2008) has analyzed the profile and awareness of salaried investors and their attitude and satisfaction towards investment with a special reference to bank deposits, provident fund schemes, insurance schemes, post office savings schemes and gold. However only few were aware of UTI.

The above state of art specializes to the types of investments or focuses to regional influences over investments, or presents an empirical study of the investment opportunities or describes the widespread investment scenario in the market. However the focus of those research articles barely contemplates on varied investment criteria of salaried personnel of Saharanpur city which forms the root of this study.

III. OBJECTIVES OF THE STUDY

This study is chased with the following objectives:

- To study the profile of the salaried personnel besides, understanding their awareness in association with efficacy of the prevalent investment policies available.
- To explore the attitude of investors towards investment to recognize their level of satisfaction about their investment policies.
- To examine the influencing factors of the investment policies with a special converge to the investors’ Expected Return on their Investments besides revealing the investors’ decision making for selecting the investment policies.

In association with the objectives articulated above, hypotheses to precociously monitor the uncharted details are the need of the time. Definitely, this research stands to be an initiate to examine the revealed factual particulars of salaried people whose disposition on their investment prudence is validated on a few factors set through the hypotheses formulated for this research. To state them extensively,

- There may not be considerable association between the demographic factors of salaried class investors and their familiarity with the investment policies.

- There need not be an important connection between the demographic factors and mind-set of salaried investors. There shall not be a key relationship between demographic factors and the satisfaction level of salaried class investors about their investment policies.
- The anticipated rate of return of salaried personnel on their investment policies may not necessarily driven by their demographic components.

IV. RESEARCH METHODOLOGY

Research Design: This project is based on exploratory study as well as descriptive study. Descriptive Research Design is used as researcher wants to gain a better understanding of investor, the design used will help in the exploring the investor.

Sampling Unit: The study aims to measure the investment pattern of individuals on the basis demographic characteristics. The sampling unit consists of respondents who are salaried Personnel and belonging to the Saharanpur city.

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

Data collection source: The validity of any research is based on the systematic method of data collection and analysis of the data collected. The study is based on both secondary and primary data. The secondary information is collected from different published materials vis. Books, Journals, magazines & websites etc. And primary data collected from salaried personnel in Saharanpur city with the help of structured questionnaire

V. ANALYSIS AND INTERPRETATION OF DATA

The data collected were strategically analyzed by preparing suitable tables for the same. The data collected through questionnaire were tabulated and analyzed by following the statistical measures such as Percentage Analysis, Mean and Standard Deviation analysis, Chi-square test, T-test, in different contexts.

Investors versus investment priorities

The rate of saving in a household is affected by both the capacity to save as well as the preference for saving. In the present times, a mixture of investment schemes which promise high returns compared to the conventional investment instruments are available. The investments made by the salaried community become the capital for the industrial sector and there the need to faucet this prime source of investment resources and a rigorous study of the attitude and behavior of the salaried class investors is the need of the hour. Moreover, the precedence of investments varies according to the societal class with reference to Table 1.

Table 1: Investment priorities among investors

Investment Class	Choice of Investment	Percentage
Salaried Class	Fixed Deposits	30%

Source: Ph. D. Research Bureau, A survey of investment patterns in India, October' 2012.

Factors affecting investment

This pragmatic research with a major aspiration to investigate the working knowledge combined with the expectation of salaried class investors upon their investments is pursued on three phases. After choosing the sample group of salaried class investors comprising 350 members in Stage-I, an in-depth assessment of their profiles is carried out. Stage-II analyzes awareness combined with attitude of the sample group chosen for the study. In Stage-III, the expectation associated with satisfaction level of the sample group of investors over their investment returns is examined. The observations and findings

made in each phase based on the investment pattern of salaried class investors are presented in consequent sections.

Stage-I: Analysis of profile

The technical commencement of this research considerably got geared up by exploring the 350 sample investors selected for this study on these factors mentioned in Table 2.

Table 2: Profile Analysis Criteria of the Salaried Class Investors

S.No	Criteria	Details
1	Gender	Male and Female composition in the sample group (100%)
2	Age-slab	Identification of the investors' age in the sample group (100%)
3	Resident Status	Classification of own / rental residents of investors (100%)
4	Marital Status	Observation of the marital status of sample group investors (100%)
5	Employment	Public / private sector employees of the salaried class (100%)
6	Scale of Income	Monthly income through salary (100%)
7	Investment	Monthly investment proportion of the salaried class (100%)

Source: Primary Data

Gender

The percentage of male and female composition in the sample group of investors is investigated and the data gain is given in Table 3 titled, Gender Information of the Sample Investors (salaried personnel.)

Table 3: Gender Information of the salaried class Investors

S.No	Gender	No. of Investors	% of Investors
1	Male	273	78
2	Female	77	22
	Total	350	100

Source: Primary Data

Age Slab of the salaried class Investors

Age wise wisdom and exposure are always implied at numerous situations. So age is identified as the next measure for analysis. Therefore, the age-slab of the sample investors is studied in detail and presented in Table 4.

Table 4: Identification of the Age slab of Sample Investors

S.No	Age-slab of the Investors	No. of Investors	% of Investors
1	21-30 years	133	38
2	31-40 years	112	32
3	41-50 years	53	15
4	51-60 years	52	15
	Total	350	100

Source: Primary Data

Resident Status

Most of the investors earn to buy own house. So, the analysis was made based on the type of residence and relevant data are presented in Table 5.

Table 5: Residential type of Sample Investors

S. No	Type of Residence	No. of Investors	% of Investors
1	Own	140	40
2	Rental	210	60
	Total	350	100

Marital Status

Marital Status of an individual depicts the social and family responsibilities associated with ample moral support to tackle any defy that comes across one's life. To divulge the fact an analysis is made to classify the sample group of investors on their marital status and the details are presented in the Table 6.

Table 6: Study of Sample Investors Marital Status

S. No	Marital Status of the Investors	No. of Investors	% of Investors
1	Married	256	73
2	Unmarried	94	27
	Total	350	100

Source: Primary Data

Employment

Investors with various level and nature of job may hunt for investment information there by selecting the best. Hence, an analysis is done to find out the nature of work of the investor and the data obtained is presented in the Table 7.

Table 7 Recognition of Public and Private Sector Employees of the Sample Investors

S. No	Employment	No. of Investors	% of Investors
1	Public Sector(Government)	206	59
2	Private Sector	144	41
	Total	350	100

Source: Primary Data

Scale of Income

Monthly income is a type of investment channel that gives an option for a specified monthly investment – an investor is capable enough to afford. So, a study is made and the responses gained are presented in the following Table 8.

Table 8: Identification of the Monthly scale of Income of the Investors

S. No	Monthly Income Scale	No. of Investors	% of Investors
1	Below Rs. 15000	18	5.2
2	Rs. 15000 - Rs. 20000	174	49.6
3	Rs. 20000 - Rs. 25000	114	32.7
4	Rs. 25000 - Rs. 30000	35	9.9
5	Rs. 30000 - Rs. 35000	7	1.9
6	Rs. 35000 and Above	2	0.7
	Total	350	100

Source: Primary Data

Investment

Where investors put fixed sum into a particular investment every month and foresee the reasonable return for their investment. The investment percentage of the salaried personnel (sample group) taken for the study is given in Table 9.

Table 9: Details of Monthly Investment of the Sample Investors

S. No	Monthly Investment	No. of Investors	% of Investors
1	Below Rs. 5000	64	18.4
2	Rs. 5000 - Rs. 8000	243	69.4
3	Rs. 8000 - Rs. 12000	36	10.3
4	Rs. 12000 - Rs. 16000	6	1.6

5	Rs. 16000 - Rs. 20000	1	0.3
	Total	350	100

Source: Primary Data

Stage-II: Investment Awareness and Attitude

In Stage-II of the study, the sense of awareness and the attitude for investment is formed, altered and shaped up by different external sources. The print media (such as dailies and weeklies), electronic media (such as television and radio) and personal contact with friends, relatives, peers and investment consultants would add a lot in creating awareness among investors. As the awareness and attitude of investors are believed to be vital while studying one's own savings and investment pattern, an endeavor is made to evaluate the level of both of the investors' and the data is deduced in Table 10 after performing ANOVA and Chi square measurement. Awareness is a theoretical concept and hence it cannot be measured directly in quantifiable terms. However, it may be measured through implicit strategies. With respect to the Chi-square test performed on the sample data the interpretations are made in Table 10.

Table 10: Investment Awareness and Attitude of sample investors Interpretations

S. No	Criteria	Awareness	Attitude
1	Gender	Insignificant relationship (1.66)	Observed Significant relationship (2.69)
2	Age-slab	Insignificant relationship (3.19)	Observed Significant relationship (14.52)
3	Resident Status	Observed Significant relationship (2.25)	Observed Significant relationship (4.75)
4	Marital Status	Insignificant relationship (0.86)	Insignificant relationship (5.99)
5	Employment	Observed Significant relationship (0.24)	Observed Significant relationship (6.67)
6	Scale of Income	Observed Significant relationship (5.81)	Insignificant relationship (8.66)
7	Investment	Observed Significant relationship (12.09)	Observed Significant relationship (11.27)

Source: Primary Data

Stage-III: Expectation of Returns & Satisfaction

In Stage -III, pragmatic analysis is carried on identifying the investment anticipation associated with satisfaction level of salaried personnel on their investment policies. The observations derived from the Chi-Square assessment are presented in Table 11.

Table 11 Investment Expectation and Satisfaction Interpretations

S. No	Criteria	Expectation	Satisfaction level
1	Gender	Insignificant relationship (1.42)	Insignificant relationship (4.78)
2	Age-slab	Insignificant relationship (14.01)	Observed Significant relationship (13.98)
3	Resident Status	Observed Significant relationship (2.30)	Observed Significant relationship (12.18)
4	Marital Status	Insignificant relationship (17.589)	Insignificant relationship (3.24)
5	Employment	Insignificant relationship (8.617)	Observed Significant relationship (59.96)

6	Scale of Income	Observed relationship (20.11)	Significant	Insignificant relationship (5.81)
7	Investment	Observed relationship (61.74)	Significant	Observed Significant relationship (86.36)

Source: Primary Data

VI. EXPERIMENTAL RESULTS

Results derived from analysis of awareness, attitude, and expectation and satisfaction level of salaried personnel are:

- The first hypothesis of the study is proved false as there is significant relationship between the demographic factors of salaried personnel and their familiarity with the investment policies.
- The second hypothesis of the investigation stand false as there seems a vital linkage between the demographic factors and attitude of salaried class investors.
- The third hypothesis of the study is partially confirmed through its relative fraction between the demographic factors and the satisfaction level of salaried class investors about their investment policies.
- The fourth hypothesis is verified false as the anticipated rate of return of salaried class investors on their investment policies are necessarily influenced by their demographic components.

Findings, recommendations and future scope

This research study assists the salaried personnel towards suitable savings and invests their hard earned money in appropriate investment avenue in order to maximize the returns. The detailed widespread analysis of the behavioral pattern of the investors would help the government and regulatory bodies of various sectors to work out various schemes to mobilize finance from the salaried class investors by introducing tax saving schemes, retirement benefit schemes, etc.

The study enlightens the subsequent points.

- A major percentage of the salaried investors of Saharanpur knows how to make good investment decisions.
- One third salaried people of Saharanpur do not pick e right financial plan due to lack of investment awareness.
- Only 50% of the salaried people of Saharanpur has realization about the percentage of savings they have to choose for future.
- A study may be conducted solely in interiors and rural area with a outlook to help and promote the rural investors' participation in financial market.
- A resourceful research may be taken to help the middle class in making best investments as a part of tax-planning strategies.
- An exploratory study can be encouraged for other segments of the community namely, businessman, senior citizen in such a way to make fruitful situation for the individual as well as the nation.

VII. LIMITATION OF THE STUDY

The study chased on the salaried personnel awareness, attitude, expectation and satisfaction over their investments limits itself to the salaried class people of Saharanpur city.

VIII. CONCLUSIONS

Investment is a pledge of an individual's present funds to derive future income in the form of interest, dividends, rent, premium, pension benefits or appreciation of the value of their principle capital. Most of the investments are considered to transfers of financial assets from one person to another. Furthermore, the number of studies on the investors' attributes of Saharanpur city is small in number.

If all the recommendations given in this chunk of research are addressed properly then the financial market will reach new elevation in Indian economy and investors also will make intelligent decisions regarding investment.

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