

A Study on Investors Opinion and Attitude towards Investment in Erode City

Dr.G.MANJU

Associate Professor and Head, Department of Management, Kongu Arts and Science College (Autonomous), Erode 638107,

Date of Submission: 25-12-2022

Date of Acceptance: 05-01-2023

Investment is the allocation of monetary resources to assets that are expected to yield some again or positive return over a given period of time. These assets range from safe investment to risky investments. Investment is the employment of funds with the aim of achieving additional income or growth in value. The essential quality of an investment is that it involves waiting for reward. It involves the commitment of resources which have been saved or put away from current consumption in the hope that some benefits will occur in future. The term investment does not appear to be a simple as it has been defined

Investment has been further categorized by financial experts and economists. From the point of view of people who invest their funds, they are the suppliers of capital and in their view investment is a commitment of a person's funds to derive future income in the form of interest, dividend, rent, premium, pension benefit or the appreciation of the principal capital. To financial investor it is not important whether money is invested for productive use or for the purchase of second hand instruments such as existing shares and stocks listed on the stock exchange

Investment is an attempt to carefully plan, evaluate and allocate funds in various investible outlets which offer safety of principle, moderate and continuous return and long term commitment. Investment is very important in the present day conditions. The present study helps the students to understand the various types of investment sources available in the financial market. Also it bring out the mindset of the erode investor in selecting an investment type and their allocation technique. In addition the study disclose the benefit if diversification of saving. As it helps them to minimize the risk and optimize the return.

SCOPE OF THE STUDY

The present study helps the students to understand the various types of investment sources available in the financial market. Also it bring out the mindset of the Erode investor in selecting an investment type and their allocation technique. In addition the study disclose the benefit if diversification of saving. As it helps them to minimize the risk and optimize the return.

OBJECTIVES OF THE STUDY

- To study the investors attitude towards their investment.
- To identify the factors influencing the varbus kinds of investment.
- To find out the level of awareness towards their investment.
- To study the major problems faced by the investors.

LIMITATIONS OF THE STUDY

- The study is restricted to erode city only. So the findings may not be true for other city.
- The sample size for the investors has been limited to 200. Result may vary if the research was conducted in a large scale
- The survey is purely based on opinion of investors, which may be biased at time.

RESEARCH METHODOLOGY

Research can be defined as "A scientific and systematic search for pertinent information on a specific topic."

RESEARCH DESIGN

Research design stands for advanced planning of methods to be adopted for advanced planning of methods to be adopted for collecting the relevant data and the techniques to be used in their analysis in view the objective of the research. The researcher has to describe the present situation in order to know the satisfaction of the customers. Hence descriptive research study is used and includes survey and fact finding enquirer. Descriptive research can only report what has happened and what is happening.

DATA COLLECTION METHOD

The collection of data is considered to be one of the important aspects in the research methodology. There are two types of data that exists, one is primary data and the other is secondary data.

A .Primary Data:

Well structured questionnaire has been used for the collection of primary data from the respondents. It is for the purpose of study about the satisfaction of customers.

B. Secondary Data:

It has been collected from the company profile, organization websites, various magazines, journals and other related library books.

SAMPLING DESIGN:

Sample size:

A sample size of 200 investors was interviewed.

Sampling Technique:

The sampling technique adopted for the study is convenience sampling.

Field work:

The field work is the actual data collection process and the respondents are the investors in Erode city. The respondents were met and told about the objectives of the study and data were collected through questionnaire form.

Questionnaire design:

A well structured questionnaire was used for this study. The types of questions used in the questionnaire were

- Open-ended questions
- Close-ended questions

TOOLS OF ANALYSIS:

The collected data was edited and then consolidated by using simple statistical tools. Then, it was presented in the form of tables and figures.

The simplest statistical tools are employed for the analysis of data.

The statistical tools employed are,

- Percentage Analysis
- Ranking Analysis
- Chi-square Analysis

DATA ANALYSIS AND INTERPRETION

CHI SQUARE

AGE AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

H0: There is no significant relationship between age of the respondents attitude towards motivation of investment.

H1: There is significant relationship between age of the respondents attitude towards motivation of investment.

**TABLE NO -1
AGE AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Age	40.373	7.779	4	Significant at 5% level

It is noted from the above table that the calculated Chi-Square value is greater than the table value and the result is significant. Hence, the null hypothesis was rejected and the alternative hypothesis was accepted. Hence, there is close relationship between age of the respondents attitude towards motivation of investment.

GENDER AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

H₀: There is no significant relationship between gender of the respondents attitude towards motivation of investment.

H₁: There is significant relationship between gender of the respondents attitude towards motivation of investment.

**TABLE NO -2
GENDER AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Gender	39.618	12.592	2	Significant at 5% level

It is noted from the above table that the calculated Chi-Square value is greater than the table value and the result is significant. Hence, the null hypothesis was rejected and the alternative hypothesis was accepted. . Hence, there is close relationship between gender of the respondents attitude towards motivation of investment.

MARITAL STATUS AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

H₀: There is no significant relationship between marital status of the respondents attitude towards motivation of investment.

H₁: There is significant relationship between marital status of the respondents attitude towards motivation of investment.

**TABLE NO -3
MARITAL STATUS AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
marital status	20.856	12.592	2	Significant at 5% level

It is noted from the above table that the calculated Chi-Square value is greater than the table value and the result is significant. Hence, the null hypothesis was rejected and the alternative hypothesis was accepted. . Hence, there is close relationship between marital status of the respondents attitude towards motivation of investment.

EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

H₀: There is no significant relationship between educational qualification of the respondents attitude towards motivation of investment.

H₁: There is significant relationship between educational qualification of the respondents attitude towards motivation of investment.

**TABLE NO -4
EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Education	1.181	12.592	6	Not significant

It is noted from the above table that the calculated Chi-Square value is greater than the table value and the result is not significant. Hence, the null hypothesis was rejected and the alternative hypothesis was accepted. Hence, there is no close relationship between educational qualification of the respondents attitude towards motivation of investment.

OCCUPATION AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

H₀: There is no significant relationship between occupation of the respondents attitude towards motivation of investment.

H₁: There is significant relationship between occupation of the respondents attitude towards motivation of investment.

**TABLE NO –5
OCCUPATION AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Occupation	59.805	7.779	4	Significant at 5% level

It is noted from the above table that the calculated Chi-Square value is greater than the table value and the result is significant. Hence, the null hypothesis was rejected and the alternative hypothesis was accepted. Hence, there is close relationship between occupation of the respondents attitude towards motivation of investment.

MONTHLY INCOME AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

H₀: There is no significant relationship between monthly income of the respondents attitude towards motivation of investment.

H₁: There is significant relationship between monthly income of the respondents attitude towards motivation of investment.

**TABLE NO – 6
MONTHLY INCOME AND LEVEL OF SATISFACTION
(CHI SQUARE TEST)**

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Monthly income	13.389	12.592	6	Significant at 5% level

It is noted from the above table that the calculated Chi-Square value is lesser than the table value and the result is significant. Hence, the null hypothesis was rejected and the alternative hypothesis was accepted. Hence, there is close relationship between monthly income of the respondents attitude towards motivation of investment.

FINDINGS, SUGGESTIONS AND CONCLUSION

CHI-SQUARE FINDINGS

- There is close significant relationship between gender of the respondents attitude towards motivation of investment
- There is close relationship between occupation of the respondents attitude towards motivation of investment.
- There is close relationship between age of the respondents attitude towards motivation of investment.
- There is close relationship between marital status of the respondents attitude towards motivation of investment.

There is close relationship between monthly income of the respondents attitude towards motivation of investment.

There is no close relationship between educational qualification of the respondents attitude towards motivation of investment.

SUGGESTIONS

- The results of the statistical analysis on the risk taking ability of the investors also provide an input for the financial advisors to understand the characteristics of the low risk takers, moderate risk takers and high risk takers. This helps the advisors to suggest proper investment strategies for the investors, which suit their risk taste.

- The majority of the investors still rely on newspapers and the personal analysis for taking investment decisions. To make profitable investment decisions, investors should explore other sources of information like the investment websites, business channels etc.
- The majority of retail investors are investing major portion of their savings in non-capital market instruments like bank deposits, real estate, gold/silver etc. The retail investors should consider investing in various capital market instruments thereby benefiting from the growing Indian capital market.
- It is also suggested the investors that irrespective of their awareness regarding Investment Avenue .They should select appropriate investment avenue which is suitable for them.

CONCLUSION

Based on the safety, risk, time and returns the investment differs. If the people invest without risk means they go for long term investment and if they want to take risk means they go for short term investment. Based upon rebate on the taxation the investors go through insurance and national saving schemes. Due to the reduction of banking interest rate, the people are shifted to other investment schemes (i.e) LIC, shares etc. Thus, the investor should be in a position to choose the right fund, and also in the right asset management company. If a right fund is selected at right time, it will give better returns to them.

Reference from Books:

- [1]. V.K. Bhalla, Investment management, s.chand & company, 12th editions, New Delhi
- [2]. Pretti Singh, Investment management, security analysis and portfolio management, Himalaya publishing house, Ninth revised edition, New Delhi
- [3]. C.R..Kothari, Research methodology, methods and techniques, New age international (p) ltd., New Delhi.

Reference from journals:

- [4]. The Hindu Business line
- [5]. Business world

Reference from websites:

- [6]. www.google.com
- [7]. www.answers.com
- [8]. www.yahoofinance.com