

To Analyse the Investment Behaviour of Private Sector Employees with Special Reference to Kumbakonam Town

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ABSTRACT - Investment refers to the employment of funds with an objective of equity higher return is the long future. Money is being utilized with a hope of increasing the value of money .A study to understand the perception of investment behaviour among private sector employees Kumbakonam town was undertaken. This study can support financial institution to increase their operation and individuals to assess their attitude towards investment.

Keywords – Private sector employee, Investment.

I. INTRODUCTION

Saving and investments form an integral part of one's life. Investments refer to the employment of funds with an objective of earning a favourable return on. In other words, investment is a process, where money is being utilized with a hope of making more money.

Investment is the commitment of money that has been saved by deferring the consumption and purchasing an asset, either real or financial with an expectation that it could yield where rate of return. Investment is the commitment of money that have been saved for positive future returns.

DEFINITION

According to the Mutual Fund Fact book (published by the investment company Institute of the U.S) A Mutual Fund is financial services organisation that receives money From shareholders, Invests it, earns returns on it attempts to make it grow and agrees to pay the shareholder cash on demand for the current value of his investment

II. REVIEW OF LITERATURE

DE BONDT AND THALER (1985) while investigating the possible psychological basis for investor behaviour, argue that meet reversion in stock prices is an evidence of investor over reaction where investors over emphasise recent firm performance in forming future expectations

GOETZMAN (1993) studied the ability of investors to select funds and found evidence to support selection ability among active fund investors

RAJA RAJAN (1997-1998) highlighted segmentation of investors on the basis of their characteristics, investment

size and the relationship between stages in life cycle the investors and their investment pattern

ANJAN CHAKRABARTI AND HARSH RUNGTA (2000) stressed the importance of brand effect in determining the competitive position of acme's their study reveals that brand image factor, though cannot be easily captured by computable performance measure, influences the investors' perception and bench his fund/scheme selection

THOMAS A FEUERBORN (2001) argued that the individual investor will continue to be misled by mutual fund companies that market new funds therefore is taking the completely honest approach that consumers can trust

III. RESEARCH METHODOLOGY

3.1 Objection of the study

- ❖ To rank the investment preference

3.2 Limitations of the Study

- The time consumption of the study is limited
- Some the respondents were also busy in their daily work so it might be little bit burden to collect data.

3.3 Research Design

Sampling Techniques: Simple Random Sampling technique is used for this study.

Population: One- third of total of the Kumbakonam population are mostly employed in private sector organization.

Hence the population size for this study is approximately 30,000 and 50 person from this population is taken as sample.

Method of data collection: A structured questionnaire was administered for collecting primary data from the respondents and secondary data was collected from various journals, books and through website.

Tools for Analysis: Simple percentage analysis and Spearman one way anova is used to analyze the data collected.

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Ranking of the Respondents preference of Investments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid shares	6	12.0	12.0	12.0
real estate	8	16.0	16.0	28.0
gold	25	50.0	50.0	78.0
investment financial institution	8	16.0	16.0	94.0
others	3	6.0	6.0	100.0
Total	50	100.0	100.0	

INTERPRETATION:

The above table shows that 50% of the respondents prefer to invest in gold, 16% each on real estate and financial institutions, 12% on shares and 6% on others.

IV. SUGGESTION

The study has revealed that investment in gold is the most preferred form of investments. Hence it is suggested:

1. Awareness of benefits of investing in financial institution should be made to the general public, through TV serials, school syllabus and social media

V. CONCLUSION

The right kind of investment is the one which balance both individual's growth and economic advancement. Hence more investment on bond and shares, will help in the growth and development of own nation.

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