**“A Study on Investment Opportunities of Salaried People”**

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**Abstract:**

Investing in the financial market is a complex process, blending both art and science, with risk and return closely intertwined. While the primary goal is profit, success depends on scientific fund management rather than blindly following others. Investments involve parting with funds to earn returns, serving as a reward for delaying current consumption and taking on risks such as variability, safety, and waiting time.

**Investment avenues:**

Investors today have access to a wide range of investment options in India, which vary in terms of liquidity, risk levels, and returns. These options include **shares**, which provide ownership in a company and are classified as equity and preference shares. Equity shareholders benefit from residual profits, while preference shareholders have fixed dividends with priority. **Fixed deposits** are a safe and popular choice, offering predictable returns regulated by RBI. **Mutual funds** pool money to invest in diversified assets, offering convenience and professional management. **Debt instruments** like bonds and bank deposits ensure fixed returns. **Debentures**, secured against company assets, provide stable income without ownership rights. **Public Provident Fund (PPF)** is a long-term option with tax-free returns, ideal for salaried individuals. **Real estate**, including residential and commercial properties, offers physical asset investment opportunities. Lastly, **insurance policies** help manage risks with coverage for health, life, and property. Each avenue should be chosen based on individual needs, risk appetite, and return expectations.

**LITERATURE REVIEW**

1. **Journal of Information and Computational Science (2019):** Investments aim at multiplying money based on the type and risk level (long-term/short-term, risky/risk-free). Finance is tied to deferred consumption, where assets or funds generate future returns. Investment options carry varying degrees of risk and reward.
2. **Deepak Sood & Navdeep Kaur (2015):** This study analyzed savings and investment patterns of salaried people in Chandigarh using ANOVA. It found that factors like age, income, and education influence investment choices. Popular options include LIC and bank deposits, with high returns, tax benefits, and safety being key determinants.
3. **Sonali Patil & Kalpana Nandawar (2014):** Research conducted among 40 salaried employees in Pune highlighted the preferences for investment avenues like banks, gold, and real estate. Safety and consistent returns were prioritized, with awareness of investment options varying, especially among female investors.
4. **Dr. Odoemenem (2013):** This study focused on saving and investment patterns of small-scale farmers in Nigeria. Factors like income and gender significantly influenced savings and investments. Farmers primarily invested in non-farm activities, often saving for family needs.
5. **Beach & Rose (2012):** The study addressed emotional biases in investing, advocating for annual portfolio rebalancing. A 65% stock allocation with disciplined rebalancing over 20 years yielded superior returns and mitigated common behavioral errors.
6. **Colin Mason & Jennifer Kwok (2012):** Investment readiness programs aim to address demand-side weaknesses in SMEs, improving their ability to secure external equity finance. The study reviews UK programs, highlighting design lessons and limitations, emphasizing that increased venture capital alone won't suffice without investment readiness.
7. **Retail Investor’s Survey (October 2012):** Analyzes investment behavior across rural, urban, and metro segments, revealing preferences for financial products like mutual funds and equity-linked insurance. It highlights the need for better awareness and a conducive environment to mobilize household savings into market-linked investments.
8. **SEC Report on Behavioral Patterns (2010):** Examines U.S. investors' decision-making, identifying common mistakes influenced by behavioral factors. Scholarly commentary explores why some avoid investing, and suggests disciplined strategies like annual portfolio rebalancing to achieve financial goals.
9. **Jetro Sensor’s Analysis (2010-2011):** Following the Great East Japan Earthquake, foreign investment trends shifted toward green industries and global alliances, particularly with Asian firms. Increased investment from Chinese firms in Japanese technologies and expertise is noted as a key trend.
10. **IPDF ROI Report (2005-2009):** Shows significant returns on international collaborative projects funded through IPDF, with investments matched by faculties. Findings emphasize sustainability, follow-up strategies, and substantial achievements in academic collaborations.
11. **Philip R. Lane & Gian Maria Milesi-Ferretti (2001):** Provides systematic analysis of global portfolio equity investment, showing correlations with bilateral trade, stock market returns, and economic growth. Richer countries and developed markets hold larger equity assets, emphasizing the role of market stability.
12. **Douglas J. Skinner (Investment Opportunity Set and Accounting Procedure Choice):** This study establishes a link between firms' investment opportunities and their accounting choices. While investment opportunities influence contracts, traditional factors like debt/equity ratios and bonus plans remain significant in accounting choices after controlling for these opportunities.
13. **Bahar Biller & Chen Xiang (Global Investment Portfolio Patterns):** The study explores optimal capacity investment strategies for global firms under varying market conditions. It highlights transitions in investment patterns (local production to export models) and provides insights into adapting investment strategies based on costs, demand variability, and market knowledge.
14. **Ángel Catalina Rubianes (Public Investment in EU New Member States):** The study notes lower public expenditure in new EU Member States (NMS) compared to EU-15, with higher public investment as a percentage of GDP, driven significantly by EU Cohesion Policy support. Post-economic crisis, sustaining public investment is emphasized.
15. **Chang Liu (Venture Capitalists’ Behavior in China vs. America):** This study compares the behavior of venture capitalists in China and America across four stages: selection, structure and monitoring, value-adding, and exit. It underscores the critical role of venture capitalists’ support in the success of portfolio companies and identifies differences in their approaches.

**RESEARCH METHODOLOGY**

### Research Design

This study adopts a **descriptive research design** to analyze investment behaviors, preferences, and awareness levels among salaried professionals. This approach facilitates the collection of both quantitative and qualitative data, ensuring a detailed understanding of financial behaviors and factors influencing investment decisions.

### Data Collection

Primary data was gathered through a structured questionnaire distributed to salaried employees from diverse sectors such as IT, education, healthcare, finance, and public services. The questionnaire included sections on demographics, income range, saving habits, preferred investment avenues (e.g., mutual funds, fixed deposits, shares, insurance, gold, PPF, NPS, real estate), and financial goals.

### Sampling

A **non-biased sampling technique** was employed using the questionnaire method, with a target sample size of **100 respondents**. The sample covers varied age groups, income brackets, and professional sectors, ensuring statistical significance and diversity of views.

### Data Analysis

Primary data was complemented with secondary sources like government reports, market surveys, and financial journal articles. Analysis considered ethical aspects like informed consent, confidentiality, and voluntary participation. This robust methodology integrates empirical data and theoretical insights to produce reliable findings and actionable recommendations for enhancing investment awareness among salaried individuals.

**Objectives of the Study:**

1. Assess the awareness levels of salaried individuals regarding diverse investment avenues.
2. Identify the most commonly utilized investment options by salaried professionals.
3. Explore the preferences and behaviors of salaried individuals in investment selection.
4. Analyze the primary factors influencing investment decisions among salaried employees.

**DATA ANALYSIS & INTERPRETATION**

* 1. **Gender**: Majority of respondents are female (57%), while males constitute 43%.
  2. **Age Group**: Younger respondents (18–40 years) dominate (82%), showing higher enthusiasm or awareness toward investments.
  3. **Employment Sector**: Private sector employees lead the study (46%), followed by self-employed individuals (24%) and a smaller representation from the government sector (9%).
  4. **Monthly Salary Range**: Most respondents fall in the low to lower-middle income bracket, with 39% earning ₹20,000–₹40,000, and 28% earning below ₹20,000.
  5. **Awareness of Investment Opportunities**: 84% of respondents are aware of investment opportunities, highlighting strong financial awareness, though 16% remain unaware.
  6. **Investment Options Awareness**: Mutual funds (72%) and shares (66%) have high awareness; company FDs and debentures lack familiarity (19–31%).
  7. **Investment Engagement**: 86% have made investments, suggesting good financial engagement; the 14% who haven’t may benefit from educational initiatives.
  8. **Preferred Investment Modes**: Mutual funds (60%) and gold/silver (48%) are most favored, while EPF and corporate debt see minimal preference.
  9. **Factors Influencing Decisions**: Risk and return (69%) and long-term growth (61%) are top priorities; financial advisor recommendations have minimal influence (18%).
  10. **Challenges in Investing**: High risk (56%) and lack of knowledge (40%) are major barriers, along with insufficient funds (37%) and mistrust in financial institutions (27%).
  11. **Support for Better Decisions**: Financial education (48%) is the most desired support, followed by online platforms (25%) and advisory services (21%).
  12. **Monthly Investment Percentage**: Most respondents (61%) invest conservatively (10–20% of income), with a smaller portion (8%) investing over 30%.
  13. **Primary Goals**: Wealth accumulation (60%) and retirement savings (42%) lead, while emergency funds (38%) and children’s education (35%) show family-oriented planning.

### **Findings**

* **Awareness:** Most salaried individuals are aware of options like mutual funds (61%), shares (38%), FDs (36%), gold/silver (47.5%), real estate (35.6%), and insurance (23.8%), but utilization is limited.
* **Preferred Avenues:** Fixed deposits, insurance policies, and recurring deposits are most common, reflecting a conservative investment mindset.
* **Investment Patterns:** Majority invest monthly, showing disciplined habits, with few preferring occasional or annual investments.
* **Influencing Factors:** Safety, returns, and tax benefits dominate, while liquidity and ease of investment process also play a role. Emotional and social factors are minimal.
* **Risk Preference:** Low-risk investments like FDs and insurance are favored, with fewer willing to explore high-risk options like shares or trading.

### **5.2 Recommendations**

1. **Financial Literacy Programs**:
   * Regular workshops/seminars on investment strategies and financial planning.
   * Online resources such as webinars, blogs, and videos tailored to diverse learning needs.
2. **Customized Investment Plans**:
   * Personalized portfolios based on risk profiles, goals, and income levels.
   * SMART goal-setting and thorough risk assessments for effective planning.
3. **Technology-Driven Platforms**:
   * User-friendly apps for portfolio tracking and market updates.
   * Digital tools for financial planning and expense management.
   * Robo-advisors offering automated, algorithm-driven investment advice.

### **5.3 Limitations**

* **Sample Diversity:** Limited to 100 respondents, focusing on specific demographics, which may not represent broader salaried individuals.
* **Self-Reported Data:** Questionnaire-based data may involve bias or inaccuracies.
* **Market Dynamics:** Investment opportunities may change quickly due to external factors, affecting relevance.
* **Income Constraints:** Fixed salaries restrict investment capacities compared to freelancers or business owners.
* **Behavioral Biases:** Emotional factors like herd mentality and risk aversion might be underexplored.

### **5.4 Conclusion**

The study highlights growing awareness but a lack of strategic diversification among salaried individuals. While low-risk options like FDs and insurance dominate, high-return avenues such as mutual funds and stocks are underutilized due to limited financial literacy and risk aversion.

Enhancing financial education, providing advisory services, and offering accessible investment tools can empower salaried individuals to optimize their income, combat inflation, and build long-term wealth. Employers and financial institutions play a critical role in fostering informed and sound investment behavior.