

Analysis of level of awareness of Salaried class investors Towards different Sources in Bijapur District

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Abstract: Investment is the employment of funds with the aim of getting return on it. It is the commitment of funds which have been saved from current consumption with the hope that some benefits will accrue in future. Therefore, the first step to investment is savings. Most of the salaried people faces difficulty in savings as they have to meet first their day today expenses and then think about savings. The major issue of salaried people to do investment from their small saving of today. Today, there are a so many investment avenues are available but, only thing is that they must choose the best avenue which suits them. If the person dealing with the proper planning must know about all the alternatives and how they have to choose for future benefits. Now a days there are several investment alternatives are available. Now, the modern investment trend has a different scenario which has various investment options with best return for the investors. The sense of awareness of an investor towards savings and investment is created modified and shaped up by various external sources. The print and electronic media such as the dailies, weeklies, television, radio etc., and personal contact with friends, relatives, investment consultants etc, contribute a lot in creating awareness among investors.. Therefore, this study examines the awareness towards the different sources of information towards saving and investment among the salaried persons in Bijapur district. To analyse the awareness of different sources of savings and investments among the salaried persons ANOVA test is used by the researcher.

Key Words: Investors, Savings, Investment options.

1. INTRODUCTION:

Investment refers to the commitment of funds at present, in anticipation of some positive rate of return in future. Investment consists so many alternatives and provides an opportunity to the investor to invest their money. Therefore, knowing the best alternatives among all investment avenues is essential. While selecting the best investment avenues from the different sources the investors gathered the information, then screen that, then only their investment decisions. The consciousness of the existence of a particular truth, thing or event is always considered as "Awareness". The process of getting knowledge of new thing makes a man to have an idea about new thing which he has not known earlier. However, due to the latest developments he trying to get knowledge in a particular field is also considered as awareness and hence awareness is a continuous process. As the awareness of investors is considered to be indispensable while studying one's savings and investment pattern.

1.1. STATEMENT OF THE PROBLEM:

Most of the investor used the investment and savings as a tool to fulfill their future needs. Investing in a small amount will going to give long term benefit to the investors. But there is a need of proper decision is required for how much to invest and where to invest. Because of maximum alternatives available in the market investor will be confused for the selection of the best investment avenue and today this is the major problem of the investors. At the time of investment the investors suffer from lack of awareness towards the investment avenues. They must take decision by collecting information from different sources. Hence, a need is felt to undertake this study.

2. LITERATURE REVIEW:

Abdulla Yameen (2001) discussed that the investors should be alert to any new development in capital market and take advantage of the Investor Education and Awareness Campaign program. He also focused on creation of new breed of financial intermediaries, which will deal on the market for their clients. Investor's dependence on these intermediaries makes them men of integrity and honesty, as they would deal with money.

Abijit Dutta (2001) concludes that the Indian Individual Secondary Market Investors are less reactive to bad news as they invest for a longer period. They also pledge a high confidence on their own investment decision rather than market guided decision.

Guiso & Jappelli (2005) explored the determinants of awareness and found that the probability that survey respondents are aware of stocks, mutual funds and investment accounts is positively correlated with education, household resources, long term bank relations and proxies for social interaction. Lack of financial awareness has important implications for understanding the stockholding puzzle and for estimating stock market participation costs.

Karthikeyan (2001) has made an attempt to assess the level of awareness among the small investors in urban area and semi-urban areas. An attempt has also been made by him to elicit the perceived opinion of the small investors on the post office small savings schemes. According to the author necessity of life and tax benefits play a vital role in motivating the small investors in urban and semi-urban areas to invest in post office small savings schemes

Krishnamoorthy (2008) his study has analyzed the profile and awareness of salaried class investors and their attitude and satisfaction towards investment. It has been concluded that all salaried people were aware of bank deposits, PF schemes, insurance schemes, post office savings schemes, gold and however only few were aware of UTI.

Shobhana & Jayalakshmi in their study titled ‘investor Awareness and Preference- A study’ has examined the level of investor awareness regarding investment options and investment risks. The analysis revealed that investment in real estate/property is preferred by majority of the respondents. The second most preferred investment is bank deposits. Awareness about investment options and risks are high among old aged, highly educated and those who are professionals by occupation. Demographic variables such as age and education do not have significant influence over investor awareness whereas difference in occupational status leads to difference in the awareness level of people.

3. SCOPE OF THE STUDY:

The study is considered the different sources to be considered to gather the information about savings and investments while making their investment decision and also considered the awareness of savings/investment information about the various salaried people in the study area is considered.

4. NEED FOR THE STUDY:

Today, there is a significant growth in Indian economy. It has various investment alternatives promoted through different medias. The study has been undertaken to analyze whether the different sources of investment information have gained importance among the salaried people or not. With this background of the research, the researcher tries to find out the awareness of different sources of savings among the salaried people of Bijapur District.

4.1. OBJECTIVES OF THE STUDY

- To analyse the different sources of savings and investment.
- To analyse the awareness of different sources among the salaried people of Bijapur.

5. SAMPLING DESIGN: This research is based on the primary data collected by the researcher. The data collected from salaried investors in Bijapur Districts who are working in different departments. The investors are selected by convenient sampling technique. Accordingly the researcher has selected 511 investors from the study area.

5.1. HYPOTHESIS:

H₀: There is no difference between the nature of employment and sufficient information derived from the different sources

H₁: There is difference between the nature of employment and sufficient information derived from the different sources.

5.2. STATISTICAL TOOLS: Various statistical tools are used in analyzing the data. For data presentation tables, percentages are used and for analysis ANOVA test is used.

5.3. PERIOD OF THE STUDY: The study covers the data collected from the different salaried persons in different departments in the Bijapur district. The data were collected during November to January 2019-20 by using an interview schedule.

6. ANALYSIS

Table 1: Sufficient information regarding avenues of savings/investments

Sl.No.	Sufficient information	Frequency	Percent
1	Yes	511	100.0
2	No	0	0.0
	Total	511	100.0

Source: Survey Data

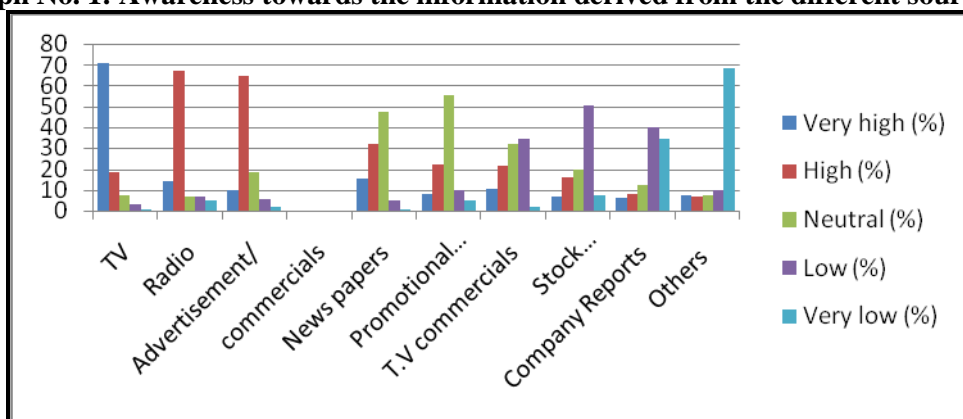
From the table 1 it is inferred that all the investors are getting the sufficient information regarding avenues of savings/investments.

Table 2: Level of awareness towards the information derived from following sources

Sl.No.	Different sources	Very high	High	Neutral	Low	Very low	Total (%)
1	TV	360 (70.5%)	95 (18.6%)	38 (7.4%)	16 (3.1%)	2 (0.4%)	100
2	Radio	72 (14.1%)	343 (67.1%)	36 (7.0%)	35 (6.8%)	25 (4.9%)	100
3	Advertisement/ commercials	49 (9.6%)	331 (64.8%)	94 (18.4%)	28 (5.5%)	9 (1.8%)	100
4	Newspapers	79 (15.5%)	165 (32.3%)	241 (47.2%)	24 (4.7%)	2 (0.4%)	100
5	Promotional pamphlets	41 (8.0%)	113 (22.1%)	284 (55.6%)	49 (9.6%)	24 (4.7%)	100
6	T.V commercials	52 (10.2%)	109 (21.3%)	164 (32.1%)	177 (34.6%)	9 (1.8%)	100
7	Stock brokers/investm ent agents	35 (6.8%)	81 (15.9%)	99 (19.4%)	258 (50.5%)	38 (7.4%)	100
8	Company Reports	31 (6.1%)	40 (7.8%)	62 (12.1%)	204 (39.9%)	174 (34.1%)	100
9	Others	38 (7.4%)	36 (7.0%)	39 (7.6%)	49 (9.6%)	349 (68.3%)	100

Source: Survey Data

Graph No. 1: Awareness towards the information derived from the different sources



From the above, it is clear that 70.5% of the investors get maximum information from the Television source followed by this 15.5% from newspapers, 14.1% from Radio, 10.2% from the Commercials. 9.6% from Advertisement/ Commercials, 8% from Promotional Pamphlets, 7.4% from other sources, 6.8% from stock brokers and investment agents and 6% from company reports.

7. TESTING OF HYPOTHEIS:

ANOVA test is employed to analyze that there is no difference between the nature of employment and sufficient information derived from the different sources. The following hypotheses are set:

H₀: There is no difference between the nature of employment and sufficient information derived from the different sources

H₁: There is difference between the nature of employment and sufficient information derived from the different sources.

Table No.3. Nature of Employment and investment less than savings

Nature of employment	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.934	1	.934	1.581	0.209

Within Groups	299.733	507	.591		
Total	300.668	508			

The analysis of ANOVA Test reveals that the calculated F value is greater than table value, hence null hypothesis is rejected and alternative hypothesis is accepted. There is a difference between the nature of employment and sufficient information derived from the different sources regarding savings and investment avenues.

H₀: There is no difference between the nature of employment and information derived from the different sources regarding savings and investment avenues.

H₁: There is a difference between the nature of employment and information derived from the different sources regarding savings and investment avenues.

To test the above hypothesis ANOVA test is applied and the following table 5.21 gives the results of the test:

Table 4: Nature of employment and information derived from different sources

Sources of information	Nature of employment	Sum of Squares	df	Mean Square	F	Sig.
TV	Between Groups	6.484	3	2.161	3.471	.016
	Within Groups	315.677	507	.623		
	Total	322.160	510			
Radio	Between Groups	2.230	3	.743	.842	.471
	Within Groups	447.520	507	.883		
	Total	449.750	510			
Advertisement/commercials	Between Groups	1.733	3	.578	.969	.407
	Within Groups	302.204	507	.596		
	Total	303.937	510			
News papers	Between Groups	.664	3	.221	.328	.805
	Within Groups	342.032	507	.675		
	Total	342.697	510			
Promotional pamphlets	Between Groups	3.688	3	1.229	1.560	.198
	Within Groups	399.517	507	.788		
	Total	403.205	510			
TV commercials	Between Groups	2.532	3	.844	.812	.488
	Within Groups	526.834	507	1.039		
	Total	529.366	510			
Stock brokers/investment agents	Between Groups	5.451	3	1.817	1.645	.178
	Within Groups	560.012	507	1.105		
	Total	565.464	510			
Companies annual report	Between Groups	5.928	3	1.976	1.514	.210
	Within Groups	661.790	507	1.305		
	Total	667.718	510			
Others	Between Groups	15.187	3	5.062	3.097	.027
	Within Groups	828.723	507	1.635		
	Total	843.910	510			

The analysis of ANOVA Test reveals that the calculated F value is greater than table value, hence the null hypothesis is rejected and alternative hypothesis is accepted indicating that there is a difference among the employees of the central, state, quasi and other employees and sufficient information derived from the different sources regarding savings and investment avenues.

8. FINDINGS:

- It is found that out of the total respondents, all the respondents are aware about investment avenues from the different sources.
 - It is found that out of the total respondents, most of the respondents i.e 70.5% say the awareness of information from the TV
 - It is found that 67.1% of the respondents say awareness from Radio.
 - It is found that 47.2% of the respondents are neutral about the awareness from newspapers,
 - It is found that 50.5% of the respondents say awareness from the stock brokers and investment agents is low
 - It is found that 68.3% of the respondents say awareness from others is very low.
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9. SUGGESTIONS:

- Conducting the investor meetings to highlight the significance of investment in their working department.
- Ensure the investors that minimum return is guaranteed if they invest in financial assets.
- Educate the investors about different available investment avenues.
- Providing attractive tax concessions and tax relief for the financial investments under Income Tax Act 1961.
- Giving guarantee to protect the investor's interests.
- Offer more government schemes for investment in department wise.
- It is suggested to offer the investment schemes that provide regular and steady
- Door to door campaign and Street play.
- Get together function in different government departments to exchange information.
- Use of Mass Medias.
- Publicity in department wise.
- Distribution of pamphlets in the government offices.
- Putting as posters in government offices.

10. CONCLUSION:

Today, the living standard of the people increasing day by day so salaried class community has started realizing the importance of savings and proper investment of their savings. To avoid spending money on heavy luxurious life style they should prefer the normal living standard. But for the future benefit they should plan for the investment. For that they should update about new investment alternatives. It is evident from the study undertaken that most of the people are saving that they are aware of different sources. These will give a bright chances to increase the saving and investment habits of salaried class people at Vijayapur

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