



A STUDY ON THE SMALL INVESTORS PERCEPTION TOWARDS DIFFERENT INVESTMENT AVENUES IN KODAGU

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Abstract: *The economic liberalization, globalization has brought a fervent environment for the common and small investors who are willing to participate in the various investment avenues available in India. As money plays a very important role in the today's life, people want to invest their hard money in the financial asset where he gets safety of principal amount and high liquidity. Every individual or institution would try to save the money for the future and as idle cash earns nothing, they would try to commit their funds in an activity which gives them a return. This commitment of funds for a future return is investment. In the traditional time people only save or deposit their money in banks, PPF, gold etc. but in these recent times many investment alternatives are available for the investors in India where people can invest. To get higher return now investors invest in like mutual funds, funds, shares, debentures, and many other stocks market products. The investment process starts with an understanding of the investment objectives and them sorting out the investment policies. This will depend upon the investor's perception. The perception of investors differs around based on different factors like age, gender, occupation, qualification, income levels and knowledge about investment alternatives. The main objective of the study is to know the customer perception towards various investment avenues and to know about the investor's knowledge and preference of investing in investment.*

The kodagu district has a population density of 135 inhabitants per square kilometer (350 /sq mi). Its population growth rate over the decade 2001–2011 was 1.13%. Kodagu has a sex ratio of 1019 females for every 1000 males, and a literacy rate of 82.52%. Average literacy rate of kodagu in 2011 were 82.61 compared to 82.61 of 2001 if thing are looked out at gender wise, male and female literacy were 87.19 and 78.14 respectively. The district has sex ratio of 1019 females for every 1000 males. agriculture, tourism and agro forestry are the main economic source of income of the kodagu district.

Key words: *Investment, Investment Avenues, Investors Perception, Income, district.*

1. INTRODUCTION TO THE STUDY :

The economic development of any country depends upon the well-organized financial system. The financial system is a much broader term which bring into two terms that is financial markets and the financial institutions which acts as a backbone of the system. It promotes investment and savings which help faster economic development of any nation. Investment is the employment of funds with the aim of achieving additional income or growth in value. so, investment is the commitment of money or capital to purchase the financial instruments to gain higher returns in the form of interest, dividend etc. it involves waiting for a reward. expectation of return is a one of the important features of the investment. In India, now there are many alternatives for investor to choose and get return according to that. In the traditional time there were very limited choices for saving and investment, but now various alternatives are available where the investors can invest. Every individual has different opinion related to the investment of money, some invest for the purchasing of home, some for children education, children marriage, some for-retirement plans. If the investor only wants safety of their principal amount he invests in bank saving, fixed deposit etc., but the investor want to appreciate the money and willing to take the risk definitely he can choose the other options like mutual funds, shares, debentures and other financial products. Sometimes the investor invests in this avenue for the income tax purpose also



because there is rebate on some financial assets. The expectation on the investment brings with it a probability that the quantum of return may vary from a minimum to a maximum. This possibility of variation in the actual return is known as investment risk. Thus, investment involves a return and risk factor. example: equity shares.

1.1 INVESTORS PERCEPTION

Investors perception refers to the choosing, purchasing and consumption of goods and services for the satisfaction of their wants. As an investor he has different options available for the investment in India. It is important to know how people are considering these alternatives seriously. There are different processes involves in the investor's perception. Basically, the investors select only those investment that gives greater utility. After selecting the investment, the investment the investor makes an estimate of the available money which he / she spend. at the end, the investor analyzes the prevailing prices of investment and takes the decision about the investment he/ she can purchase and consume.

2. REVIEW LITERATURE :

Samuel Anbu Selvan & Ramraj, 2022) Stated that during this pandemic, most customers switched from making monthly purchases to making purchases once a year. And the survey shows that there are 10 things that affect whether someone buys gold jewellery: price, quality, trustworthiness/safety, advertising, brand, liquidity, ease of use, transparency, recommendations from family and friends, and shop display.

Samuel Anbu Selvan & Ramraj, 2021) The literature described above illustrates the significant impact on investors' perceptions of various investment possibilities. The previous research also makes it clear that the majority of investors emphasize safety and security when making investments, followed by maximising returns. Considering the preceding literature, the current study makes an effort to pinpoint issues with how investors' perceptions of various investment prospects in Tamil Nadu.

Usha Lakshmi & Dr.K. Selvavinayagam (2019) 1 Studies the investment behaviour of College Teachers of Government and Private Colleges in Dharmapuri District. Researchers found that being from salaried class college teachers of both government & private college; they consider safety as the most important factor while investing. This behaviour was a result of lack of financial literacy and lack of awareness about the grievance process available in case of issues. Most of them tend to invest in gold, real estate, secured fixed or recurring deposits in banks and insurance.

3. NEED FOR THE STUDY

Investment is made by the investors based on certain principles like maximization of returns, minimization of risk. The economic well-being of the state depends significantly on how wisely or foolishly people invests their savings. The investor has various alternatives for his investment of his savings in accordance with his preference. Savings flow into investment for a return. The various features of investment are risk, return, safety security and liquidity all these factors can be vary from one individual to another. So, investors perception is the main role for investing any alternative. the main motive of this study is to understand the behavior and perception of the people.

4. OBJECTIVES OF THE STUDY

- To know the customers perception towards investment avenues
- To know about the investor's knowledge and preferences of investing in investment.

5. RESEARCH METHODOLOGY :

The study is based on both primary and secondary data. The primary data is collected through structured questionnaire. the questionnaire is designed keeping in the view the objectives of present research work. The secondary data was collected from books, journals and various websites. Research Design: Descriptive research design Sampling size: 100 individuals have been taken as the sample. Sampling technique: Convenience sampling technique has been used in this study

6. RESULT ANALYSIS

This section consists of the analysis of data collected during the survey. The data is analyzed by using Google forms.

6.1. GENDER

58 responses

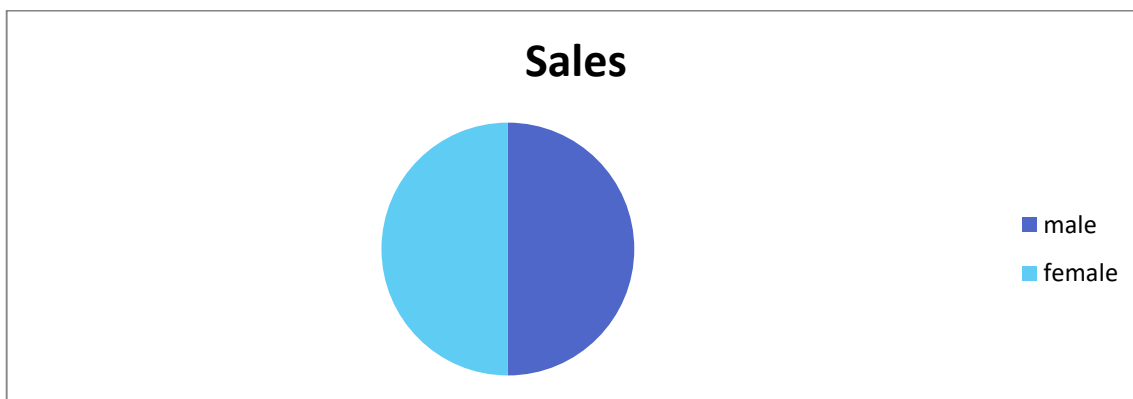


Fig 1: Gender of the respondent
 Fig 1: shows that 50% are male and 50% are female

6.2. AGE GROUPS
 58 RESPONSES

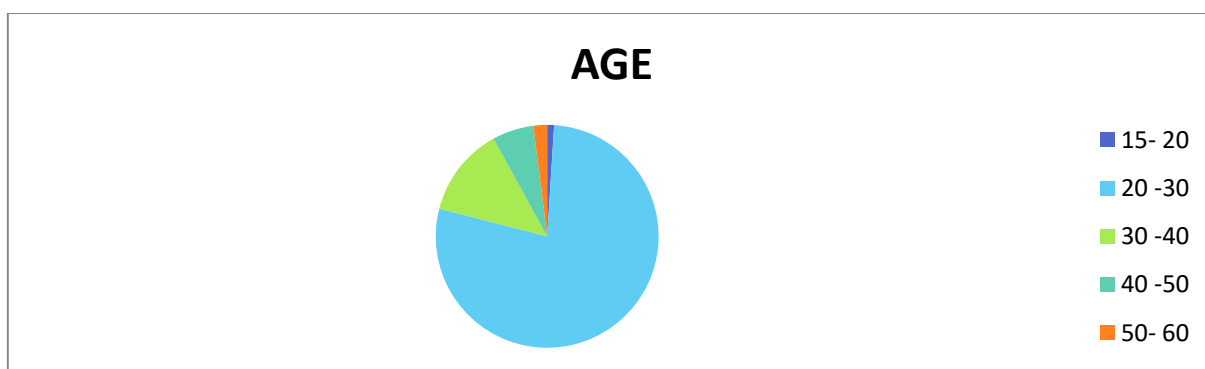


Fig 2: Age of the respondent
 Fig 2: Shows that 78% respondents are between 20 -30 years, 13% are between 30 – 40 years and so on

6.3. OCCUPATON
 58 RESPONSES

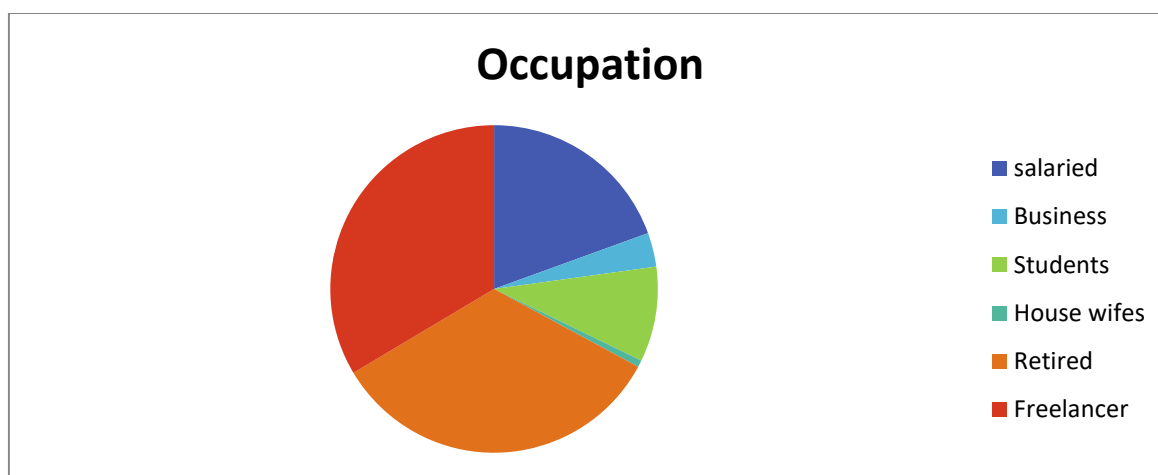


Fig 3: Occupation of the respondents
 Fig 3: Shows that 58% people are salaried, 26% are students, 10% are business people and remaining are from housewife and retired people



6.4. ANNUAL INCOME
 58 RESPONDENTS

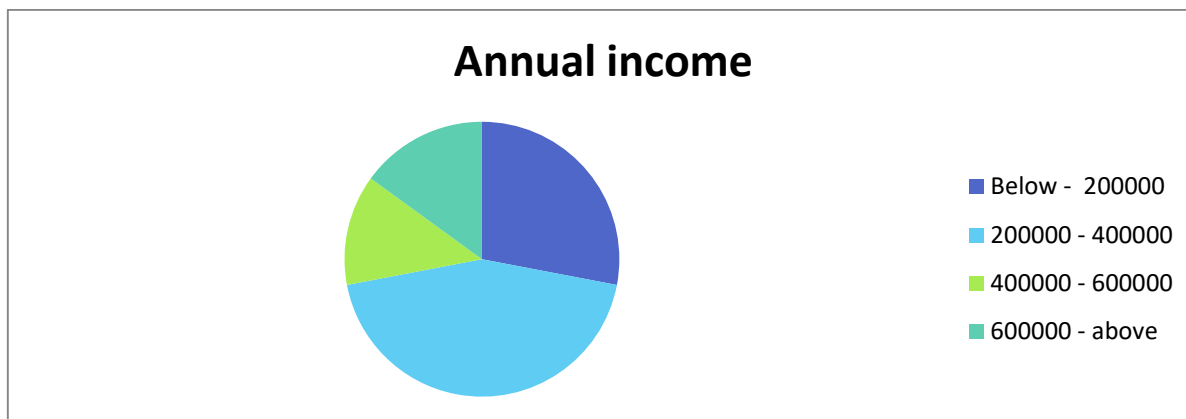


Fig 4: Annual income of the respondents

Fig 4: shows that 44% respondents annual income between 2,00,000 – 4,00,000 and 28% people annual income between below 2,00,000, 15% annual income is above 6,00,000 and remaining respondents annual income lies between 4,00,000 – 6,00,000

6.5. INVESTED IN SAVINGS SO FAR
 58responses

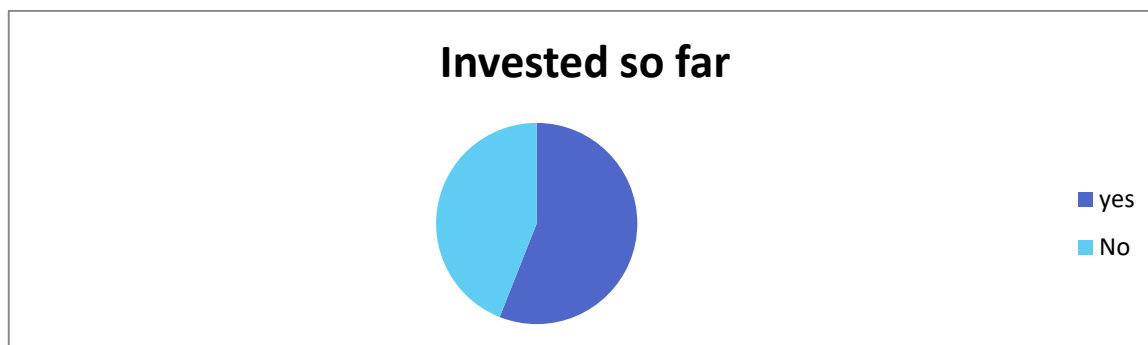


Fig 5: From the questionnaire I got to know that 56% people have invested so far and 44% are never invested

5.6. WHICH ARE THE AVENES OPTED FOR NOW AND FUTURE PROSPECTS
 58 RESPONDENTS

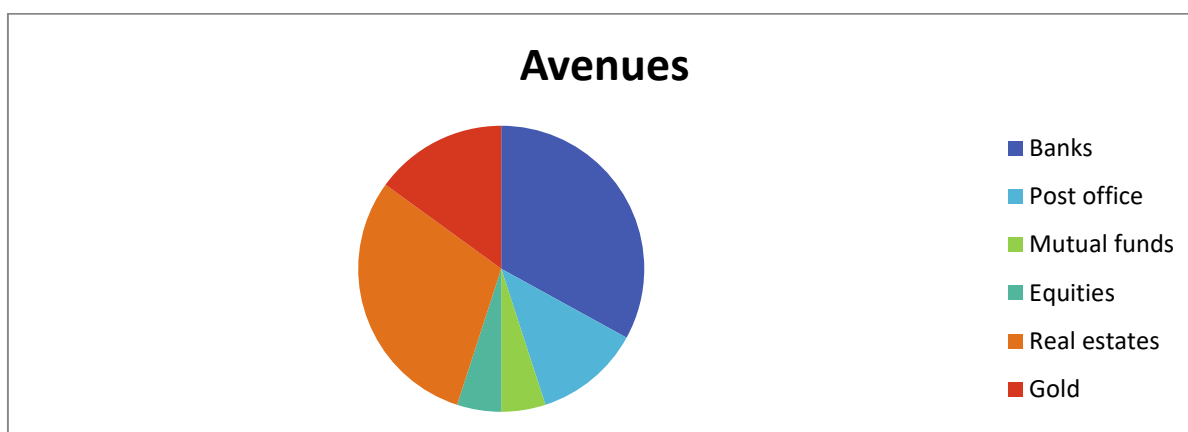


Fig 6: shows that 33% are invested in banks and few people invested in real estate and gold and few invested in mutual funds and equities and post office



5.7. PURPOSE BEHIND INVESTMENT

58 RESPONDENTS

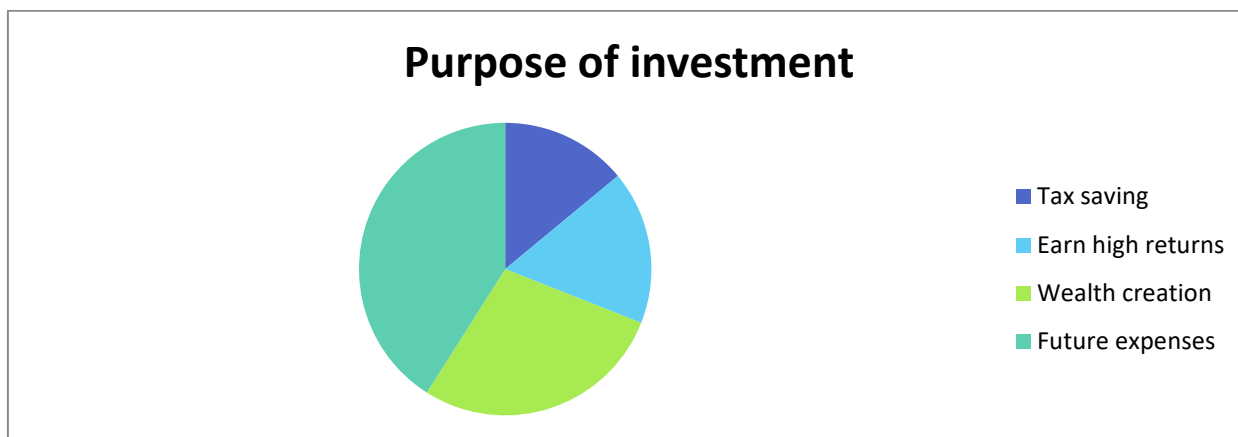


Fig 7: shows that 41% people of their investments is for future expenses 28% people invest for wealth creation, 17% purpose of their investment is to earn high returns and remaining for their tax savings

8. OBJECTIVE FOR SAVING

58 respondents

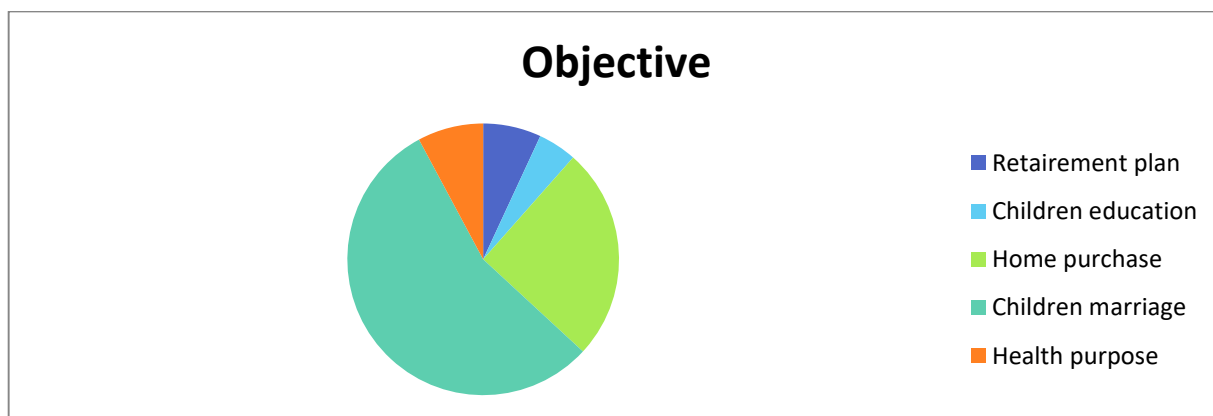


Fig 8: Shows that main savings of the respondents 55% are invested in home purchase, 15% for retirement objectives, 17% respondents for health purpose and remaining for children marriage objective

5.9. FACTORS CONSIDER BEFORE INVESTING

58 respondents

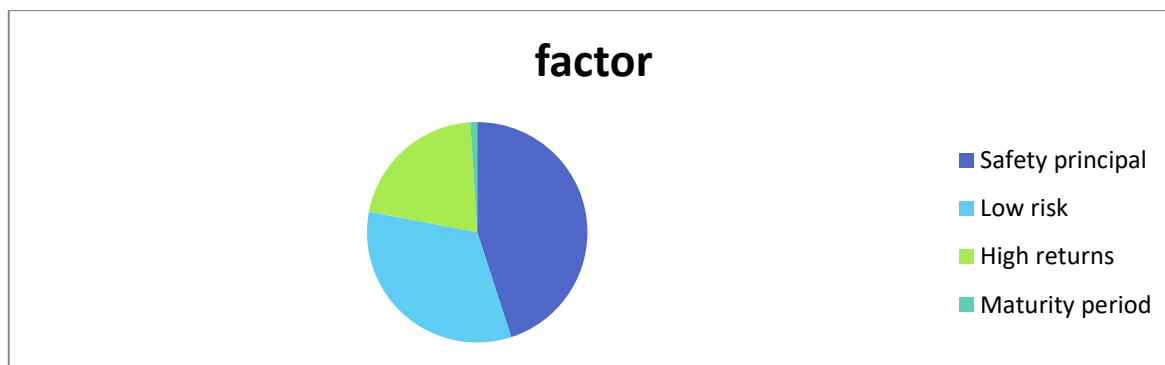


Fig 9: Shows that factor consider before investing 45% respondents safety principal factor before investing, 33% respondent considers low risk principal factor before investing, 21% respondent considers high returns before investing and remaining consider maturity period



5.10. SOURCE FOR INVESTMENT ADVICE

58 REPOSNDETS

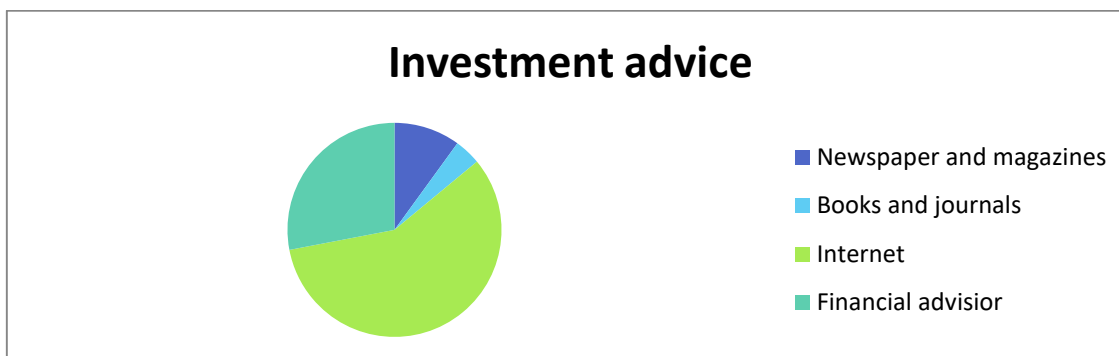


Fig 10: shows the various source for investment advice before investment 58% respondents seeks investment advice from internet,28% respondents seek investment advice from financial advisor ,10% respondents seeks investment advice from newspaper and magazines and other are from books and journals

6. FINDINGS:

According to the study analysis 50% are male and 50 % are female, mostly female prefer to invest in safety avenues like banks, provident funds, gold and insurance etc while male ready to take the risk for some extent. They were interested in banks, shares and mutual banks and equities with some risk but female selects only safety of their money with less risk and return.

7. SUGGESTIONS:

Safety of money is the main objective of every person but there are some investment alternatives where risk is less and with good return. Investor should monitor that avenues so that their money will appreciate and then can take the help from the financial advisor and from various internet sources where their money will appreciate more with minimum risk and maximum return.

8. CONCLUSION:

The study reveals that the investor's investment preferences reasons are differs in the investment avenues. Investment in the different avenues is the person own desire and it also depend upon person individual income and age etc. Young generation people are ready to take a risk at some extent whereas old age people they are not willing to take a risk instead they are focusing on the safety of principal and return factors. every individual wants to invest in that avenue where their money is safe and in return with moderate return. So, in the investment, the investors' perception plays a major role for investing.

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