A STUDY ON PERCEPTION OF SALARIED INDIVIDUALS ON INVESTMENT PATTERN OF VARIOUS INVESTMENT AVENUES

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Abstract
Investment is the utilization of funds on assets with the aim of earning income or capital appreciation. Investment is the most important fixation for today. The salaried people are earning more, but they do not know where, when and how to invest it. A proper understanding of money, its value, the available avenues for investment, various financial institutions, the rate of return etc., are essential to successfully manage the employees finance for achieving life's goal. Through this study, an analysis has been made into preferred investment avenues among salaried peoples in Coimbatore District, Tamilnadu, India. The results highlight that certain factors like education level, employment, age of employees, income and expenditure and savings significant impact while deciding the investment avenues. The Government employees here are referred as salaried people. The study is based on personal interviews with salaried peoples, using a structured questionnaire. Actually, the present study identifies the preferred investment avenues among the salaried people using self assessment test. The study is based on primary sources of data which are collected by distribution of a close ended questionnaire. The data has been analyzed using ranking, percentage and chi-square test with the help of statistical software. There are large numbers of investment opportunities available today. In this paper is going to briefly examine how the salaried peoples managing their investments.

Keywords— Investment Avenues, Investment Pattern, Salaried Group, Perception on Return on Investment.

INTRODUCTION

Saving has been considered as one of the determinants of growth from the classical days leading the underdeveloped countries to the path of development. For the individuals and households, savings provide a cushion of security against future contingencies, whereas for the nation, savings provide the funds needed/required in the developmental efforts. To achieve higher rate of growth with relative price stability for the nation, the government should take steps to increase the marginal propensity to save by introducing appropriate incentives and policies. Savings represent that part of national income which is not spent on consumption in a year out of the total disposable income. In a closed economy, savings are equal to the total investments or capital formation. In an open economy, like India, since there is a possibility of having a surplus or deficit current account balance, depending upon the difference between exports and imports, the total investments in the domestic economy can either exceed or fall short of the domestic savings. Generally, domestic saving falls into three broad components namely, household savings, business savings and government savings. Development of an economy necessarily depends upon its financial system and the rate of new capital formation which can be achieved by mobilizing savings and adopting an investment pattern. With the varied options available, investment is like a refectory approach where one can chose as per the individual need. This has resulted in more specialized products coming up in the market targeting various sections of income group. Nevertheless, with these innovations, the charm of investment in banks and property has their own importance. On the one hand the scenario of varied investment options available for the individual, while on the other hand, the scenario of investment markets becoming more uncertain. Every individual investor possesses different mindset when they decide about investing in a particular investment avenue such as stocks, bonds, mutual funds, fixed deposit, real estate, bullion etc. However, the decision varies for every investor depending on the expected return and their risk taking ability and more importantly the purpose for which an investment is chosen.

STATEMENT OF THE PROBLEM

The economic cycles of boom, recession, depression and recovery not only effect the level of GDP but also the income of the households and hence the saving ratio and investment behavior. So it is important to understand the savings and investment both of which contribute to the economic development. An economy can have different forms of savings of which household financial savings constitute the largest share in aggregate domestic savings. The aim of savings and investment by any household or corporate is to maximize the return out of the savings and invest it with minimum risk. But this innovative and diversified financial system does not decrease the demand of traditional means of investment. In current scenario many investors consider investing to be a scary activity. Investor's education is a task which is performed by the financial service providers and regulatory bodies. However, saving by individual households is important for the households themselves.

Again, with effect from the announcement of The Sixth Central Pay commission, which was set up by Union Cabinet of India during 2006 for revising the salaries of Central and State government employees, the nature of savings has changed considerably. This has resulted in a substantial growth in the savings of the employees. Simultaneously, with the sudden boom in the volume of investment avenues, the households are confused by the rise in financial prices. These results show the level of investment and the perception on return on investment.

OBJECTIVES
The main objective of the analysis is to determine the investment pattern of Government Employees in specific financial product and a study on investor's perception towards investment avenues. The following objectives were framed.
 ➢ To study the scope of investment pattern opted by Government employees.
 ➢ To analyse the Level of investment of Government Employees.
 ➢ To evaluate the perception of return on investment of Government Employees.
 ➢ To examine the priority of Government Employees towards different investment avenue using rank analysis.
 ➢ To give suitable suggestions.

RESEARCH METHODOLOGY
There are only a few studies covering the issue of investor awareness, perceptions and behavior. The issues investigated in the present study include perception on return on investment and level of satisfaction on various investment avenues which is the most preferred objectives of investors towards the investment avenues.

Data: The primary data were collected in the form of structured questionnaire from Government employees who have the experience and interest in investment. The secondary data were collected from various journals, published research articles, periodicals, various thesis and dissertations related to savings and investment, and other related areas.

Sampling Technique: The study was conducted by selecting the salaried employees in the Coimbatore district, and classifying them as Government employees. Convenient Sampling Technique was adopted to select the sample size which was ascertained to be 500.

Techniques used for Analysis: Tools like ANOVA Test, Freidman's Ranking Analysis, Correlation and Regression Analysis were used.

SIGNIFICANCE OF THE STUDY
The understanding of the relationship between the savings and investment pattern is essential as savings forms the basis for the development of the economy. If the savings and investment pattern among the households is good, then it results in the development of both money and capital market and in turn the economy. The present study is an empirical study to identify the extent, nature and preferences of the investors in Coimbatore district and to ascertain their investment habits.

LIMITATIONS OF THE STUDY
The following are the limitations of the study:
   1. This study has been confined to Coimbatore District with sample size of 500 employees from Government Sector.
   2. The study is based on the assumption that the respondents have given correct information.

LEVEL OF INVESTMENT OF GOVERNMENT EMPLOYEES
The economic situation in India is also unstable value at this stage and is facing considerable instability in its key economic indicators such as economic growth is decelerating quarter after quarter, inflation is much beyond the comfortable value trajectory and interest rate hovering in the higher trajectory. It is believed that India has the potential to emerge as fastest moving world economy and a leading investment destination in the next very few years. In addition to this, capital market has also been caught up with the global uncertainties and have placed unstable value environment for the investors. Level of investment of investors of different categories of employees representing Government sector is analysed and compared by applying ANOVA. To ascertain Government employee's preference towards various investment schemes, 18 socio-economic factor have been selected namely

➢ Bank Deposit	➢ Mutual Funds
➢ Private Chit	➢ Government Bond
➢ Provident Fund	➢ Debenture
➢ Private Financial Deposit	➢ Gold
➢ Post Office Savings	➢ Silver

➤	Money Market Instruments	➤	Diamond
➤	ULIP	➤	Land
➤	Forex Trading	➤	Building
➤	Equity Shares	➤	Scheme of LIC

Analysis of Demographic, Economic, and Financial Characteristics of Government Sector Employees towards the Level of Investment

Demography is the science dealing with vital statistics of populations, and population groups that make up markets. Some of the major demographics of populations include age, type of family (i.e. nuclear or joint), differing level of education achieved, gender, age, income level, occupation etc. are essential for giving some relationship between these variables and in the level of investment.

Age

Age is an important variable in the investor related studies. The life cycle hypotheses emphasizes upon the lifetime consumption pattern of households. Younger people have greater labor flexibility than that of older people, so if the returns to their investment turn out to be low, they could work more or retire later, In contrast older people have to reduce their consumption in line with their income, and so they may choose to limit their risk. There is a possibility for the household to accumulate information about investments opportunities over a period of time and hence age is an important factor to be considered in household portfolio analysis.

Age and Level of Investment

Age	Government			
	Level of Investment			Total
	Low	Moderate	High	
Up to 30	18	64	16	98
	(18.40%)	(65.30%)	(16.30%)	(100.00%)
31 to 50	60	201	57	318
	(18.90%)	(63.20%)	(17.90%)	(100.00%)
Above 50	18	51	15	84
	(21.40%)	(60.70%)	(17.90%)	(100.00%)
Total	**96**	**316**	**88**	**500**
	d.f: 4 Calculated χ^2 Value:0.534 Table Value : 5% level: 9.488 1% level: 13.277			

The above Table depicts that, the Government employees level of Investment is found high (17.90%) at 31 to 50 years and above 50 years of age and with the low level of Investment is analyzed high (21.40%) at above 50 years of age. The Chi-square test infers that age is not associated with the level of Investment among Government employees and age is significantly associated with the level of Investment.

Gender:

Gender provides an obvious opportunity to marketers as there are equal opportunities to use different appeals for men and women. (Male or Female) was considered an important determinant for household investments in risky assets because more than women tend to fit the personality trait called "thrill seeker" or "sensation seeker" (Roszkowski et al., 1993) which has generated a strongly held view supported by research that gender is an effective differentiating and classifying factor.

Gender and Level of Investment

Gender	Government			
	Level of Investment			Total
	Low	Moderate	High	
Male	71	199	61	331
	(21.50%)	(60.10%)	(18.40%)	(100.00%)
Female	25	117	27	169

	(14.80%)	(69.20%)	(16.00%)	(100.00%)
Total	**96**	**316**	**88**	**500**
	d.f: 2	Calculated χ2 Value: 4.434		
	Table Value:	5% level: 5.991		
		1% level: 9.210		

From the Table, the Government employees with high and low level of investment is high (21.50%) among male employees. The Chi-square test infers that gender is not significantly associated with level of investment as far as Government employees are concerned.

Educational Qualification:
Education is an element, which determines the level of information, awareness about market and surroundings of an individual. No doubt, it affects the perception of an individual, which ultimately, prove instrumental in its preference and choice of investment. Higher educated people tend to hold significantly more risky assets relative to their savings. Assets holding are determined by the information status that the investor has acquired with respect to certain assets. Education also provides a control for past and future income.

Educational Qualification and Level of Investment

Educational Qualification	Government			
	Level of Investment			Total
	Low	Moderate	High	
SSLC	7	7	3	17
	(41.20%)	(41.20%)	(17.60%)	(100.00%)
Diploma	11	30	11	52
	(21.20%)	(57.70%)	(21.20%)	(100.00%)
H.Sc.,	6	7	1	14
	(42.90%)	(50.00%)	(07.10%)	(100.00%)
Under Graduate	26	63	15	104
	(25.00%)	(60.60%)	(14.40%)	(100.00%)
Post Graduate	23	113	33	169
	(13.60%)	(66.90%)	(19.50%)	(100.00%)
Professional	23	96	25	144
	(16.00%)	(66.70%)	(17.40%)	(100.00%)
Total	**96**	**316**	**88**	**500**
	d.f: 10	Calculated χ^2 Value:18.702		
	Table Value:	5% level: 18.307		
		1% level: 23.209		

From the above Table, the Government employees' level of investment is high (21.20%) among Diploma level qualified employees and the low level of Investment is high (42.90%) among employees at higher secondary educated level. From the Chi-square test, it is inferred that Educational Qualification is significantly associated with the level of investment for Government employees.

Employment
Employment also affects the purchase of financial products or services. Some investment managers and researchers have concluded that higher ranking occupational status (e.g., business executive, attorney, etc.) can be used as a classification factor related to higher levels of investor perception. The nature of one's work exposes him/her to different kinds of information that is useful to life. For example, an individual working in financial services industry is expected to have better knowledge in saving and investments and hence expected to have a better portfolio.

Employment Sector and Level of Investment

Sector	Level of Investment			Total
	Low	Moderate	High	
Bank	5	27	5	37
	(13.50%)	(73.00%)	(13.50%)	(100.00%)
Insurance	4	14	7	25
	(16.00%)	(56.00%)	(28.00%)	(100.00%)
Local Bodies	14	53	4	71
	(19.70%)	(74.60%)	(5.60%)	(100.00%)
Postal Dept.	15	32	25	72
	(20.80%)	(44.40%)	(34.70%)	(100.00%)
Electricity Board	4	39	19	62
	(6.50%)	(62.90%)	(30.60%)	(100.00%)
Educational Institutions.	31	94	13	138
	(22.50%)	(68.10%)	(9.40%)	(100.00%)
Railway Department	5	14	1	20
	(25.00%)	(70.00%)	(5.00%)	(100.00%)
Telecommunication	7	17	2	26
	(26.90%)	(65.40%)	(7.70%)	(100.00%)
Govt Hospitals	11	26	12	49
	(22.40%)	(53.10%)	(24.50%)	(100.00%)
Total	**96**	**316**	**88**	**500**
	d.f: 16 Calculated χ^2 Value:51.517 Table Value: 5% level: 26.296 1% level: 32.000			

The Table shows that, in case of Government employees the level of investment reveals high (34.70%) among employees employed in Postal Department and the low level is analysed as high (26.90%) among employees employed at telecommunication department. From the Chi-square test, it is inferred that employment sector is associated with the level of investment among Government employees.

Marital Status
Investment managers consider marital status (i.e., married, never married, divorced, separated, and widowed) an effective factor in distinguishing among levels of investment of investor and that married individual, not singles, possess greater importance to returns.

Marital Status and Level of Investment

Marital Status	Government			
	Level of Investment			Total
	Low	Moderate	High	
Married	83	271	76	430
	(19.30%)	(63.00%)	(17.70%)	(100.00%)
Single	13	45	12	70
	(18.60%)	(64.30%)	(17.10%)	(100.00%)
Total	**96**	**316**	**88**	**500**
	d.f.: 2 Calculated χ^2 Value: 0.042 Table Value: 5% level: 5.991 1% level: 9.210			

The Table depicts that, the Government employees high and low level of investment is high (19.40%) among married employees. From the Chi-square test, it is inferred that marital status is not significantly associated with the level of investment as far as Government employees are concerned.

Number of Family Members:

The Larger the size of household, the more the consumption expenses and little the savings and investment. Single person, nuclear family, Joint family and Single parent family have different priorities and motivation for investment, Single person with lesser liabilities can invest more in risky assets for more returns whereas the household, in the form of a joint family think investments in safe assets.

Number of Family Members and Level of Investment

No. of Family members	Level of Investment			Total
	Low	Moderate	High	
Up to 2	38	108	29	175
	(21.70%)	(61.70%)	(16.60%)	(100.00%)
3 to 4	49	175	47	271
	(18.10%)	(64.60%)	(17.30%)	(100.00%)
Above 4	9	33	12	54
	(16.70%)	(61.10%)	(22.20%)	(100.00%)
Total	**96**	**316**	**88**	**500**
	d.f: 4 Calculated χ^2 Value:1.884 Table Value: 5% level: 9.488 1% level: 13.277			

From Table, in case of Government employees the level of investment is high (22.20%) having above 4 members as family members and the low level of investment is high (21.70%) with up to 2 members as family members. The Chi-square test infers that, the number of family members is not associated with level of investment as far as Government employees are concerned.

Income Level:

Generally persons with higher annual income can take more risk then those who have lower annual income the risk appetite of family with higher income is generally higher than those with lower income. Investment managers have concluded that increasing income levels are associated with access to more immediate resources leading some to conclude that increased levels of income lead to increased levels of risk tolerance.

Monthly Income and Level of Investment

Monthly Income	Government			
	Level of Investment			Total
	Low	Moderate	High	
Up to Rs.25000	24	69	14	107
	(22.40%)	(64.50%)	(13.10%)	(100.00%)
Rs.25000 to Rs.50000	59	169	39	267
	(22.10%)	(63.30%)	(14.60%)	(100.00%)
Above Rs.50000	13	78	35	126
	(10.30%)	(61.90%)	(27.80%)	(100.00%)
Total	**96**	**316**	**88**	**500**
	df: 4 Calculated χ^2 Value:17.003 Table Value: 5% level: 9.488 1% level: 13.277			

The Table shows that, the Government employees level of investment is high (46.00%) for above Rs.50000 of monthly income and with low level of investment is high (26.20%) at above Rs.25000 of monthly income. From the Chi-square test, it is inferred that Monthly Income is highly significant associated with the level of investment among Government employees.

Expenditure Level:
The life style of investor and their spending patterns also affect the choice of investment and selection of portfolio. If he spends what he earns then he could not save and could not have spare money to invest, though he/she wants to invest. Saving mean income less expenditure. Individuals generally invest out of their savings thus the expenditure of household decides about the level of savings and investments.

Monthly Expenditure and Level of Investment

Monthly Expenditure	Level of Investment			Total
	Low	**Moderate**	**High**	
Up to Rs.15000	18	85	36	139
	(12.90%)	(61.20%)	(25.90%)	(100.00%)
Rs.15001 to Rs.30000	47	142	41	230
	(20.40%)	(61.70%)	(17.80%)	(100.00%)
Above Rs.30000	31	89	11	131
	(23.70%)	(67.90%)	(8.40%)	(100.00%)
Total	**96**	**316**	**88**	**500**
	d.f: 4 Calculated χ^2 Value:16.757 Table Value: 5% level: 9.488 1% level: 13.277			

The Table shows that, the Government employees level of investment reveals high (25.90%) for within Rs.15000 of monthly expenditure and the low level of investment is high (23.70%) at above Rs.30000 of monthly expenditure. From the Chi-square test, it is inferred that Monthly Expenditure is associated with the level of investment for Government employees.

Monthly Savings
The pattern of disposition of saving is an important factor in determining how the saved amount is utilised for productive purposes. The proportion of household saving in financial assets determines the channelisation of saving for investment in other sectors of the economy.

Monthly Savings and Level of Investment

Monthly Savings	Government			
	Level of Investment			Total
	Low	**Moderate**	**High**	
Up to Rs.7500	70	58	0	128
	(54.70%)	(45.30%)	(0.00%)	(100.00%)
Rs.7501 to Rs.15000	13	133	19	165
	(7.90%)	(80.60%)	(11.50%)	(100.00%)
Above Rs.15001	13	125	69	207
	(6.30%)	(60.40%)	(33.30%)	(100.00%)
Total	**96**	**316**	**88**	**500**
	d.f: 4 Calculated χ^2 Value:182.731 Table Value: 5% level: 9.488 1% level: 13.277			

The Table shows that among Government employees the level of investment reveals high (53.70%) at above Rs.15001 of monthly savings and the low level depicts high (54.70%) at up to Rs.7500 of monthly savings. From the Chi-square test, it is inferred that Monthly Savings is significantly associated with the level of investment as far as Government employees.

INVESTMENT PATTERN OF GOVERNMENT EMPLOYEES
For the purpose of ANOVA test, totally 18 socio-economic factor are identified for the significance level with the preference on investment. From the listed Instrument Avenues, the significance of association of 18 socio-economic factors of Government employees is analysed at 5% level.

The Table shows that, the level of investment in Bank deposit reveals as female employees, above 4 as number of family members are significantly associated. In case of private chit, non-liquid nature of investment and higher perception on return on investment are significantly associated with the level of investment at 5% level. As far as provident fund deposit is

considered, above 50 years of age, employed in electricity board is found to be significantly associated at 5% level. In case of private financial deposit, the employees with above 50 years employed in telecommunication department reveals the significance of association. With reference to post office savings, the employees with nuclear family, employed in banking sector, with school level education and with 6 to 10 years as period of investment shows the significant association at 5%

Table showing the Level of Investment of Government Employees

Socio-economic factor	Bank Deposit	Pvt Chit	Pro Fund	Pvt fin Deposit	Post off savgs	Monmkt Instrmt	ULIP	Foxex Tradg	Equi Shares	Mut Funds	Govt Bond	Debenture	Gold	Silver	Dia	Land	Buildg	LIC
Age	5.42	7.76	7.07	11.17*	5.87	3.97	4.23	2.66	2.71	2.83	1.41	1.07	9.11	1.07	1.97	6.93	16.75**	11.74*
Gender	6.92*	1.48	2.10	1.66*	5.70	1.01	0.97	1.47	3.29	1.05	0.19	2.42	1.36	5.51	6.09*	9.07*	10.17**	2.51
Marital Status	4.82	1.02	1.16	4.13	2.41	2.73	1.38	1.63	0.82	5.55	3.62	0.87	2.19	1.25	0.95	0.48	1.03	0.92
No of Family member	13.11*	2.33	3.29	7.67	8.32	4.30	3.37	2.99	12.36*	5.72	7.94	5.67	6.09	9.09	6.88	2.37	2.75	7.71
Nature of family	2.52	1.18	5.77	1.20	7.09*	0.79	3.83	1.72	4.81	5.45	1.88	2.76	4.79	0.78	0.88	2.16	0.25	4.68
Type of Residence	4.20	2.92	3.34	8.91	14.85**	4.79	0.75	5.33	2.23	2.88	4.59	3.41	2.48	4.24	2.86	8.04	5.24	7.22
Education Qualification	3.56	13.43	11.32	27.18**	19.01*	13.56	11.77	6.46	7.35	4.59	6.12	11.95	16.94	16.81	10.52	21.73*	11.77	5.43
Monthly Income	3.41	1.23	3.06	6.12	5.65	1.94	1.63	4.52	4.86	8.27	5.54	2.15	6.98	4.79	2.08	3.22	1.38	1.32
Monthly Expenditure	8.15	1.77	2.74	5.95	8.31	0.82	2.15	2.00	1.22	2.09	0.47	0.87	7.24	0.20	2.19	2.56	2.19	2.52
Monthly Savings	5.81	0.61	3.68	6.80	2.58	3.14	6.71	2.12	8.89	2.58	3.16	2.79	5.13	1.77	0.40	5.67	0.92	3.29
Employment Sector	23.94	17.38	34.51**	28.99*	26.92*	24.94	21.46	4.26	14.28	15.59	26.26	22.29	26.06	24.06	21.42	32.18**	20.35	9.97

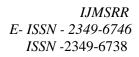|																		
No of Sources	6.08	0.56	2.00	7.76	5.24	9.87*	6.09	6.47	6.34	9.53*	1.30	4.90	9.83*	6.91	3.50	3.65	13.41**	6.59
Additional Income	16.24**	13.30**	3.86	3.82	2.38	2.97	1.12	2.42	4.89	2.53	4.77	3.08	2.43	1.54	3.40	1.08	2.82	0.09
Period of Investment	5.11	3.19	7.20	13.76	11.82*	10.62*	5.45	4.55	2.34	6.21	3.53	6.01	1.80	2.57	11.94*	4.79	15.99**	14.55**
Nature of Investment	1.74	13.08*	11.45*	2.66	7.92	1.24	1.06	3.32	0.78	7.38	11.60*	2.78	3.30	7.99	9.67	7.29	3.05	6.93
Perception on ROI	19.88**	10.57*	10.46*	17.14**	13.34**	8.83	15.66**	4.46	11.36*	7.66	12.56**	22.95**	7.93	12.55*	6.41	6.13	16.43**	20.20*
Level of Satisfaction	35.93**	8.06	9.32	3.43	5.72	5.44	6.84	11.58*	12.00*	17.39**	12.83**	17.23**	3.47	16.43**	10.42*	19.74**	14.70**	11.19
Risk perception	29.27**	1.86	6.47	6.94	13.40**	15.54**	3.22**	5.64	6.40	2.34	5.53	9.08	1.0	4.98	11.59**	15.79**	18.09**	5.48

level.
*Significant at 5% level;   **Significant at 1% level

In case of money market instruments, the employees having up to one source and up to 5 years as period of investment reveals the significant association at 5% level. As far as forex trading is concerned, the employees with high level of satisfaction are significantly associated at 5% level. The employees with above 4 family members (56.50%), low perception on return on investment (100.00%) and high level of satisfaction is significantly associated at 5% level. In case of Mutual funds, the employees with two sources of income are significantly associated at 5% level. With reference to Government Bond both liquid and non-liquid nature of investment is significantly associated at 5% level. In case of gold are considered, the employees with one source of income are significantly associated at 5% level. With reference to silver, high perception on Return on investment is significantly associated at 5% level with the level of investment. The level of investment in case of diamond in the male employees, with 6 to 10 years of period of investment and with low and high level of satisfaction is significantly associated at 5% level.

ANALYSIS ON PERCEPTION ON RETURN ON INVESTMENT OF GOVERNMENT SECTOR EMPLOYEES
Perception of investors about saving schemes will have a significant impact on the saving behavior of people. Hence, it is necessary to study about the Nature of perception that exists among investors about saving schemes and institutions offering such instruments. Investor's Investment in any particular investment avenues depend upon anticipated return that will accrue from that particular investment. Many investment avenues offer innovative promising solutions for varied financial requirements of investors. Presently, organizations are also considered mature enough to understand and translate return

requirement of individual investor's depending upon their demographic requirements. If actual delivered return exceeds the expected return it may provide positive reflections to investor's mind.

Perception on Return on Investment - Friedman Rank Analysis

Data pertaining to the investment portfolio mix had been collected from the respondents, wherein they were asked to state the approximate percentage of the investments in different investment alternatives. Friedman Rank Analysis has been employed to assess the perception on return on investment among the Government employees. Table below shows the information about the perception on return on investment along with the mean ranking.

Perception on Return on Investment

Investment Schemes	Government Mean Score	Rank
Bank Deposit	13.06	3
Private Chit	10.56	9
Provident Fund	12.08	5
Private Financial Deposit	9.14	14
Post Office Savings	11.14	7
Money Market Instruments	8.52	18
Tax Saving Schemes	10.00	11
ULIP	8.40	20
Forex Trading	8.43	19
Equity Shares	9.58	12
Mutual Funds	9.50	13
Growth Stock	8.70	17
Government Bond	9.04	15
Debenture	8.77	16
Gold	14.20	2
Silver	10.90	8
Diamond	10.03	10
Land	14.30	1
Building	12.43	4
Scheme of LIC	11.24	6

	Government
N	500
Chi-Square	1331.159
df	19
Asymp. Sig.	.000

From the Table 6.1, it is found that Government employees perception on return on investment is priorities as Land (14.30) followed by Gold (14.20), Bank Deposit (13.06), Building (12.43) etc. for the level of returns. From the Chi-square test it is ascertained that opinion on perception on return on investment for their investment are same. The value obtained for Government employees is 1331.159. The investments which are considered for return on investment are significantly associated to the level of investment. Thus perception on return on investment among Government employees is high.

FINDINGS AND SUGGESTIONS

Every individual employee possess different mindset when it comes to deciding about investing in a particular investment avenue such as stocks, bonds, mutual funds, fixed deposit, real estate, bullion etc. In general, every employee desires that their hard earned money be invested in most secure avenues and should bring about the maximum returns. The decision to invest into various avenues however varies for every employee depending on their risk taking ability and the purpose for which such investment is made. Purpose of investment can be related with saving objective. Each individual investor selects the investment option for certain time period looking at their personal financial goals. Investment behavior of an employee

reveals the need to allocate the surplus financial resources to various instruments available for investment. The investment behavior consists of why they want to invest, how much of their disposable income they want to invest, for how many years or months they want to invest and most importantly the timing of such investment.

To analyze the significant relationship between level of investment and demographic and socioeconomic factors chi-square is applied**.** The following factors are significantly related with the Level of investment:

- The level of investment in Government employees is not significantly associated with the age factor and large number of the employees above 50 years of age (50.00%) reveal high level of investment.
- The level of investment in Government employees is not significantly associated and up to 4 members as number of family member have high level of investment.
- The high level of investment in Government employees is high among employees with diploma and higher secondary level of education.
- The high level of investment in Government employees depicts high with monthly income of above Rs.50, 000.
- Government employees monthly expenditure up to Rs.15,000/- depict high level of investment.
- Most of the Government employees having monthly savings at above Rs.15, 001/- shows high level of investment.
- The Government employees working in postal department reveal high level of investment.

The high level of investment in Government and private sector employees is high with high risk perception.

Perception on Return on Investment
The perception on return on investment of Government employees investments are ranked as Land, Gold and Bank Deposit. Thus it is clear from the analysis that Government employees' value same level of perception on return on investment.

Suggestions to Investors
- The investors who are in need of secured investment should invest in government securities and government bonds which are less risk securities and good way for salaried individuals to utilize their savings. There are no chances of default in these securities.
- It was found that the instruments of the capital market like equity shares, debentures, and mutual fund units have not influenced the employees. Hence, the policy should be to spread these and other financial instruments.
- Saving money is the traditional habit of employees. But it is blind saving. It is necessary to save the amount for future benefits and getting maximum returns. The employees are suggested to save their money into beneficial avenues.

Financial Institution
- Company shall make the investors aware about all the latest Investment opportunities available, which are less risky.
- Investor those who invested in post office, fixed Deposit and insurance does not seems to invest in shares, mutual funds and bonds and other investment avenues. The main reason is that investors are not much aware about the latest investment avenues. So, company shall make the investors aware about it.

Government
- Government should make available more proper financial education consultants in order to educate the investors about investing and about the various avenues available namely stocks and bonds. It gives proper awareness and to know how about securities to invest for salaried individuals.
- Gold and real estate are considered to be the most profitable investment. Some of the banks like State Bank of India are selling gold in paper format, instead of buying the actual gold it is valuable to salaried group to purchase in installment basis.

CONCLUSION
An investment is commitment of funds made in the expectation of some positive rate of return. Investments are made to reap handsome return. Investors are interested or hope to achieve higher reward. So, they carefully plan, evaluate and allocate funds in various investible outlets, which offer safety of principal and continuous return. Today, with the living standard of the people increasing day by day, the investors have started realizing the importance of savings and the proper investment of their savings. It is evident from the study undertaken that the investors are saving their money for the goals of life. The

various factors identified in the study provide some valuable input regarding the investor's pattern, their preferences and priorities. This will guide the organization in designing financial products for the various segments of investors. Due to the reduction in the bank interest rates and high degree of volatility in Indian Stock market, investors are looking at an alternative for their investments, which will provide them higher returns and also safety to their investments. This analysis is an indication of perception on return of investment of the various categories of salaried individuals which influences their level of investment. Despite of certain limitations to the study, there were some investment patterns which had some commonness in these employees. With much concentration in identifying the factors for risk, investment level in various investment avenues are identified based on their socio-economic factors.

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