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A Study on the Attitude of Employees in Private Schools in Tirunelveli District on Investment Decision

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Abstract. *Investment is the sacrifice of certain present value for the uncertain future reward. Savings and its transformation into investment control economic growth of a country. The objective of the study is to analyse the investment behavior of employees in private schools in Tirunelveli district. The sample size, which is taken for the study, is 204 respondents. The study is based upon primary data, so any wrong information given by the respondents may mislead the findings. The findings of the study indicates that due to low salary in private school, the percentage of investors also less among private school. The study also reveals that mutual funds also treated as Favorite Avenue for Investment along with bank deposit and post office.*

Keywords *Investment Avenues, Investment Pattern, Private School*

INTRODUCTION

The main endeavor of any saver is to do investment, as these small investments made today are to meet their upcoming expenditures. The investor has a number of investment substitutes; from traditional investments to newer options of recent years. Investment may be defined as an employment of funds with the aim of gaining additional growth, in value or additional income. Investment refers to the accumulation of some kind of asset with hope to get a return from it. Savings and its transformation into investment control economic growth of a country. Demographic factors like age, occupation, gender and income of the savers plays a vital role in Investment. We have various investment opportunities available in India like Stocks, PPF, purchase of land, Gold and Fixed Deposit.

The objective of this project is to study the investment attitude of private school employees with reference to Tirunelveli district. This study will help to focus on behavior and pattern of investment by private school employees and to understand the level of awareness about avenues available for investment.

REVIEW OF LITERATURE

A Study on Investment pattern of employees working in public sector, R.E. Walunj, Sinhgad College of Science, Ambegaon (bk), Pune: This study focused on the investment pattern of employees working in the Public Sector with special reference to the banking sector of Pune. Employees have awareness about various investment avenues available in the market. As per their considerations like safety, liquidity, security, marketability, tax benefits, risk involved etc. they are selecting the best one from their point of view and investing the money in a particular avenue.

Ananthapadhmanabha Achar (2012) paper on "An empirical study on Saving and Investment Behavior of Teachers". Study shows individual demographic characteristics of teachers such as age, sex, income (Annually), marital status, and lifestyle determined the savings and investment behavior of teaching community.

D. Umamaheswari and K. Suganthi (2015) paper on "Investment Pattern and Savings of Teachers at Sirkali Town in Tamilnadu": It is evident from the study undertaken that most of the teachers are saving money as bank deposits, gold, post office deposits and LIC.

A Study on Savings and Investment Pattern of Teachers (With special reference to Ramanathapuram district) S. Ayeshath Umaira Assistant Professor Department of Commerce Thassim Beevi Abdul Kader College for Women, Kilakarai, Ramanathapuram Distric: The study was undertaken in School and College teachers of women. The data collected from 50 respondents for analysis. Income

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of respondent played vital role in Investment. Most of the teachers preferred Savings bank account for their short term investment. Peoples preferred gold savings scheme is better option when compared to other investment patterns.

A Study on Savings and Investments Pattern of Degree Lecturers with Special Reference to Hyderabad Mitesh Kadakia M. Com, M.B.A., UGC-NET, APSET Associate Professor – Dept. of Commerce, Badruka College of Commerce & Arts Hyderabad, Telangana: This paper aims to study the pattern in which the degree lecturers in the city of Hyderabad save their income and invest it. Since the income of the degree lecturers (Private Employees) is low resulting in the very low level of savings and investments. Lecturers preferred to Invest in banks for security reason.

A Study on Investment of private sector employees with reference to the city Coimbatore: Mrs. Christina Jeyadevi J, Part-Time Ph.D. Scholar, Department of Commerce, CBM College, Kovaipudur, Coimbatore - 641042. Dr. A. Kaboor, Assistant Professor SG, Department of Commerce, CBM College, Kovaipudur, Coimbatore- 641042: The researcher in this paper studied the various types and avenues of investments as well as the factors that are required when selecting the investment with a sample size of 60 salaried employees by conducting a questionnaire survey in Coimbatore, India. The researcher investigated and discovered that salaried employees value safety as well as a good return on investment that is invested regularly.

Awareness Regarding Investment Behaviour among Salaried Class People in The Education Sector Arti, Dr. Inderjeet 1Research Scholar, Faculty of Management and Commerce, Baba Mastnath University, Rohtak, India 2Professor, Faculty of Management and Commerce, Baba Mastnath University, Rohtak, India:" The study data has been collected from some selected districts of Haryana from education sector. It is observed that the people prefer to invest in bank deposits, life insurance schemes, post office saving schemes, gold and real estates.

Investment Behaviour of Government Employees: A Critical Literature Review Afreen Begum PhD Scholar, Department of Management and Commerce, Maulana Azad National Urdu University, Hyderabad, Telangana, India Dr. Md Sadat Shareef Associate Professor Commerce, Directorate of Distance Education, Maulana Azad National Urdu University, Hyderabad, Telangana, India : The study is conducted on government employees investment behaviour and reveals that a number of factors influence an investor's choice to invest.

Cheta Pinak Desai and Dr. Jaydip Chaudhari (2018) Paper on "A Study on Investment pattern of school teachers with respect to Surat City: Study shows that most of the teachers invest money for child's education, marriage & other expense. They prefer safety & security along with assured income while selecting avenues.

OBJECTIVES

- To analyze the investment pattern of private school employees.
- To analyze the awareness of investment avenues.
- To identify the major avenues preferred for Investment.

SCOPE OF THE STUDY

This study is conducted to understand the Investment attitude of private school employees in Tirunelveli district. Study will help us to understand the preferred avenues of the private school employees and their awareness about the avenues available for investment.

LIMITATIONS OF THE STUDY

The study respondents belong to a particular district (Tirunelveli).

The study has been limited to 204 respondents.

METHODOLOGY

The research study is based on primary data. Primary data has been collected by conducting a survey through google form questionnaire among samples of Private school teachers of Tirunelveli district.

The sample size, which is taken for the study, is 204. The statiscal tool used for the study is simple Percentage analysis and correlation analysis.

DATA ANALYSIS AND INTERPRETATION

Table 1

Distribution of schools in Tirunelveli District

Sl.No.	Type of the Institutions	No. of Institution	Students			Teachers
			Boys	Girls	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1.	Higher Secondary School	214	90709	87561	178331	6730
2.	High School	120	15160	14245	29405	1339
3.	Middle school	225	15358	15486	30844	1435
4.	Primary school	971	33228	33951	67179	3191
5.	Pre-Primary School	8	97	75	172	20
Matriculation Schools						
6.	Middle School	21	1143	939	2082	108
7.	High School	53	8886	7211	16097	723
8.	Higher Secondary School	82	36509	28057	64566	2511
9.	Pre-Primary School	156	10451	10504	20955	940
CBSE & ICSE Schools						
10.	High School	1	626	524	1150	52
11.	Higher Secondary School	20	10419	8254	18673	808

Based on data collected from respondents with respect to attitude towards Investment following are the analysis.

Table 2:

Gender	
Particulars	**Percentage**
Male	13%
Female	87%
Age	
Particulars	**Percentage**
Between 20-30	32%
Between 30-40	32%
Above 40	36%
Marital status	
Particulars	**Percentage**
Married	91%
Unmarried	9%
Qualification	
Particulars	**Percentage**
Diploma	1%
Graduate	40%
Post Graduate	59%
Annual Income	
Particulars	**Percentage**
Below 2,00,000	37%
2,00,000 – 4,00,000	54%
4,00,000 – 6,00,000	9%

Family Structure	
Particulars	**Percentage**
Joint Family	54%
Nuclear Family	46%

Analysis

Out of 204 respondents, only 29% invest their salary.

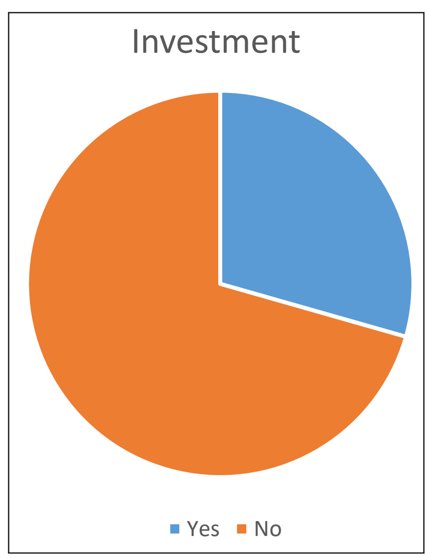

Table 3: Investor's Analysis

Particulars	Percentage
Gender	
Male	25%
Female	75%
Age	
Between 20-30	35%
Between 30 to 40	15%
Above 40	50%
Marital Status	
Married	95%
Unmarried	5%
Qualification	
Diploma	5%
Graduation	40%
Post-Graduation	55%
Income	
Below 2,00,000	15%
2,00,000 - 4,00,000	65%
4,00,000 - 6,00,000	20%
Family Structure	
Joint Family	70%
Nuclear family	30%
Investment %	
0-15%	40%
15-30%	55%
30-50%	5%
Investment Purpose	
Wealth creation	30%
Future Expense	60%
Returns /Income	10%
Factors considered for Investment	
Return/Income	25%
Risk	35%
safety	20%
Maturity period	20%
Time Period	
Short Term (0-1 yrs)	55%
Medium term (1-5 yrs)	30%
Long term (above 5 yrs)	15%
Preferred Investment Avenues	
Bank deposits	20%
Mutual Funds	30%
Post Office	25%
Real Estate	5%
Gold/Silver	20%
Investment Knowledge Source	
Newspaper	35%
Internet	45%
Family & Friends	20%

Table 4: Relationship between Annual Income & Investment

Annual Income	0-15%	15-30%	30-50%	Total
Below 2,00,000	2	1	-	3
2,00,000 - 4,00,000	5	7	1	13
4,00,000 - 6,00,000	1	3	-	4
Total	8	11	1	20

Above table reveals:

- Percentage of investment is more with annual income 2, 00,000-4, 00,000 and percentage of investment is high between 15-30%
- Investor's preference for Investment is less for range 30-50%.

Table 5: Relationship between Age & Time Period of Investment

Age	Short Term (0-1 yrs)	Medium Term (1-5 yrs)	Long Term (Above 5 yrs)	Total
Between 20-30	4	2	1	7
Between 30 to 40	1	1	1	3
Above 40	6	3	1	10
Total	11	6	3	20

Above table reveals:

- Short term (0-1 yrs) investments are preferred by all the age group mentioned above.
- Least preferred is the long term (above 5 yrs) investment.

Table 6: Relationship between Gender & Purpose of Investment

Gender	Wealth Creation	Future Expense	Returns/Income	Total
Male	-	4	1	5
Female	6	8	1	15
Total	6	12	2	20

Above table reveals:

- Both the Genders prioritize future expenses for the purpose of Investment.
- Females invest their Income for wealth creation whereas males for Returns/Income.

FINDINGS

- Only 29% invest their Income.
- 87% respondents are females and 75% invest their income.
- 70% investors are from Joint family and 95% respondents are married.
- 50% are above 40 yrs & 55% respondent invest their 15-30% annual Income.
- 60% invest their income for future expense & Risk considered as an important factor while planning their investment.
- Short term investment (0-1 yrs) highest favorite time period with 55% respondent.
- Preferred investment avenues include Mutual funds, post office, Bank deposit & Gold/Silver.
- Internet plays a significant role among the investors to explore the sources of Investment avenues.
- 55% respondent has given concern to include Investment as a mandatory subject in academic.

SUGGESTION

- Saving habits should be developed through various attractive schemes.
- To enhance Investment, tailor made investment schemes should be provided based on Investor's preference.
- Training to employees will create awareness for investment and will explore the avenues available in the market.
- Hurdles involved in investment should be removed through continuous survey & systematic solution for the same.

CONCLUSION

Investment improves the overall standard of living making an individual independent to face their future financial requirement. It has been observed that the private school employees do not prefer investing their income because of less salary. Majority of them being a female married investors whose basic need is to support the male in the family with additional income fails to explore various avenues available in market to avoid risk. Further it has been observed that due to low income, investment is not considered as an important factor in life therefore it is necessary to create awareness among the private school employees to invest their minimal percentage of their income that would be helpful for their uncertain financial requirement in future.

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