

## **Investors' Attitude towards various Investment Avenues in Kancheepuram District**

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### **Abstract**

Investors possess numerous options to allocate their savings. The associated risks and potential gains from these options vary significantly. Typically, investors desire higher returns while facing relatively lower risks. In this context, financial advisors and consultants provide an array of recommendations to investors. There is limited literature addressing the perspectives of investors regarding different investment options, which has not yielded substantial insights. This research aims to determine the primary intentions of investors in Coimbatore District concerning their investments and to evaluate their perspectives on various investment options. Demographic information and investment goals have been collected from the participants, and the correlation between these factors has been analyzed. The sentiments of the participants towards the chosen investment options have been assessed and ranked. Additionally, the research provides recommendations for investors concerning their investment choices.

### **I. INTRODUCTION**

Investment serves as the key element for driving economic development and raising national income. To achieve production targets, investment was deemed an essential factor, and sufficient capital formation needed to be backed by the right level of savings. Individuals are generating higher earnings, yet they often lack clarity on where, when, and how to channel these funds. A solid grasp of finances, including the significance of money, the existing investment options, the role of different financial institutions, and the relationship between return and risk, is pivotal for effectively managing one's financial resources to reach personal objectives. The fundamental characteristics of an investment consist of the security

of the initial amount, liquidity, income generation, stability, potential for appreciation, and ease of transfer. Numerous investment opportunities exist, including stocks, banks, corporations, gold, real estate, life insurance, and postal savings, among others. All investors allocate their excess funds into these options according to their individual risk tolerance. The adage “No pain, no gain” is a fundamental principle in investment management. In today's dynamic world, there are opportunities to increase earnings continuously. Greater risks often correlate with higher profits. While investors cannot completely eliminate risk, they can diminish it by diversifying their investments across various forms to achieve moderate returns.

### **Objectives of the Study**

1. To study the investment preference of investors in Kancheepuram District
2. To analysis the investment pattern of investors.
3. To know the factor that influencing investment behavior of the investors.

### **Research Methodology**

Descriptive study is a fact-finding investigation with adequate interpretation. It is the simplest type of research and is more specific. Mainly designed to gather descriptive information and provides information for formulating more sophisticated studies.

### **Sampling Method**

Convenience sampling method was used for the study as there were more than 500 investors in Kancheepuram District

### **Sources of Data**

The validity of any research depends upon the reliability of the data; the study used both the primary and secondary data.

### **Tools Used**

The one-way analysis of variance (ANOVA) is used to determine whether there are any significant differences between the means of two or more independent (unrelated) groups (although you tend to only see it used when there are a minimum of three, rather than two groups).

**Analysis and Interpretation:**

**Table 1**

<b>One Way ANOVA of Purpose of Investment</b>						
<b>Purpose of investment</b>	<b>Source</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Purchase of household	Between Groups	2.704	5	.541	2.353	.044
	Within Groups	33.090	144	.230		
	Total	35.793	149			
Gold	Between Groups	2.766	5	.553	2.348	.044
	Within Groups	33.927	144	.236		
	Total	36.693	149			
Children's marriage	Between Groups	4.334	5	.867	5.684	.000
	Within Groups	21.959	144	.152		
	Total	26.293	149			
Children's Education	Between Groups	1.916	5	.383	2.048	.075
	Within Groups	26.944	144	.187		
	Total	28.860	149			
Retirement	Between Groups	1.256	5	.251	1.414	.223
	Within Groups	25.578	144	.178		
	Total	26.833	149			

Source: Primary data

A One-Way ANOVA test was conducted to examine whether there is a significant difference among different groups with respect to various purposes of investment. The results reveal that for **investment in purchase of household items**, the calculated F-value is 2.353 with a significance value of 0.044. Since the p-value is less than 0.05, it indicates a statistically significant difference among the groups. Therefore, the null hypothesis is rejected for this variable. Similarly, in the case of **investment in gold**, the F-value is 2.348 and the significance value is 0.044, which is also less than 0.05. This shows that there is a significant difference among the groups regarding investment in gold. Hence, the null hypothesis is

rejected. For **investment towards children's marriage**, the F-value is 5.684 with a significance value of 0.000, which is highly significant. This indicates a strong difference among the groups in investing for children's marriage. Therefore, the null hypothesis is rejected at a high level of significance. However, for **investment in children's education**, the F-value is 2.048 and the significance value is 0.075, which is greater than 0.05. Hence, there is no significant difference among the groups. The null hypothesis is accepted for this variable. Likewise, for **retirement investment**, the F-value is 1.414 and the significance value is 0.223, which is greater than 0.05. Therefore, no significant difference exists among the groups, and the null hypothesis is accepted.

**Table 2**

<b>One Way ANOVA of factors influencing Investment</b>						
<b>Factors</b>	<b>Sources</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Best Return	Between Groups	3.771	5	.754	1.972	.086
	Within Groups	55.063	144	.382		
	Total	58.833	149			
Liquidity	Between Groups	6.782	5	1.356	4.335	.001
	Within Groups	45.058	144	.313		
	Total	51.840	149			
Acquire Wealth	Between Groups	8.015	5	1.603	2.312	.047
	Within Groups	99.858	144	.693		
	Total	107.873	149			
Prestige protection	Between Groups	8.480	5	1.696	2.807	.019
	Within Groups	87.013	144	.604		
	Total	95.493	149			
Family protection	Between Groups	16.567	5	3.313	3.917	.002
	Within Groups	121.806	144	.846		
	Total	138.373	149			

Low risk	Between Groups	20.166	5	4.033	7.120	.000
	Within Groups	81.574	144	.566		
	Total	101.740	149			
Fixed rate of return	Between Groups	34.808	5	6.962	7.081	.000
	Within Groups	141.566	144	.983		
	Total	176.373	149			
Tax benefit	Between Groups	5.203	5	1.041	.945	.454
	Within Groups	158.590	144	1.101		
	Total	163.793	149			

Source: Primary data

A One-Way ANOVA test was applied to examine whether significant differences exist among the groups with respect to various factors influencing investment decisions. The results indicate that **Liquidity (p = 0.001)**, **Acquire Wealth (p = 0.047)**, **Prestige Protection (p = 0.019)**, **Family Protection (p = 0.002)**, **Low Risk (p = 0.000)**, and **Fixed Rate of Return (p = 0.000)** show significance values less than 0.05. Hence, there is a statistically significant difference among the groups for these factors. This implies that these factors influence investment decisions differently across respondent categories. Among these, **Low Risk** and **Fixed Rate of Return** exhibit the highest F-values, indicating that they are the most strongly differing factors among the groups. On the other hand, **Best Return (p = 0.086)** and **Tax Benefit (p = 0.454)** have significance values greater than 0.05. Therefore, no significant difference exists among the groups regarding these factors. This suggests that respondents have relatively similar opinions about best return and tax benefits as influencing factors.

**Table 3**

<b>One way ANOVA of problems encountered by the Investors</b>						
<b>Problems</b>	<b>Source</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Lack of information	Between Groups	6.315	5	1.263	1.607	.162
	Within Groups	113.178	144	.786		
	Total	119.493	149			

No proper guidance	Between Groups	9.122	5	1.824	3.387	.006
	Within Groups	77.552	144	.539		
	Total	86.673	149			
Credit risk	Between Groups	14.769	5	2.954	3.760	.003
	Within Groups	113.124	144	.786		
	Total	127.893	149			
Legal risk	Between Groups	8.154	5	1.631	1.970	.087
	Within Groups	119.180	144	.828		
	Total	127.333	149			
Operation risk	Between Groups	2.180	5	.436	.608	.694
	Within Groups	103.294	144	.717		
	Total	105.473	149			
Delay in processing	Between Groups	25.165	5	5.033	5.504	.000
	Within Groups	131.669	144	.914		
	Total	156.833	149			
Low rate of return	Between Groups	12.084	5	2.417	2.918	.015
	Within Groups	119.256	144	.828		
	Total	131.340	149			

Source: Primary data

A One-Way ANOVA test was conducted to examine whether significant differences exist among the groups with respect to problems encountered by investors. The results show that **No Proper Guidance (p = 0.006)**, **Credit Risk (p = 0.003)**, **Delay in Processing (p = 0.000)**, and **Low Rate of Return (p = 0.015)** have significance values less than 0.05. Therefore, there is a statistically significant difference among the groups regarding these problems. This indicates that these issues are experienced differently across respondent categories. Among them, **Delay in Processing** shows the highest F-value (5.504), suggesting it is the most strongly differing problem among the groups. On the other hand, **Lack of**

**Information (p = 0.162), Legal Risk (p = 0.087), and Operational Risk (p = 0.694)** have significance values greater than 0.05. Hence, there is no significant difference among the groups regarding these problems. This implies that respondents share relatively similar opinions about these issues.

**Table 4**

<b>One Way ANOVA of Level of Satisfaction</b>						
<b>Level of satisfaction</b>	<b>Source</b>	<b>Sum of Squares</b>	<b>d.f</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Procedure followed	Between Groups	10.158	5	2.032	7.150	.000
	Within Groups	40.915	144	.284		
	Total	51.073	149			
Length of maturity period	Between Groups	8.200	5	1.640	3.315	.007
	Within Groups	71.240	144	.495		
	Total	79.440	149			
Terms of schemes	Between Groups	18.380	5	3.676	3.930	.002
	Within Groups	134.693	144	.935		
	Total	153.073	149			
Variety of schemes	Between Groups	25.313	5	5.063	8.917	.000
	Within Groups	81.760	144	.568		
	Total	107.073	149			
Return	Between Groups	13.203	5	2.641	4.189	.001
	Within Groups	90.771	144	.630		
	Total	103.973	149			
Switch over facility	Between Groups	18.356	5	3.671	4.750	.000
	Within Groups	111.304	144	.773		
	Total	129.660	149			

Source: Primary data

A One-Way ANOVA test was conducted to examine whether significant differences exist among the groups regarding various dimensions of investor satisfaction. The results show that **Procedure Followed (p = 0.000)**, **Length of Maturity Period (p = 0.007)**, **Terms of Schemes (p = 0.002)**, **Variety of Schemes (p = 0.000)**, **Return (p = 0.001)**, and **Switch over Facility (p = 0.000)** all have significance values less than 0.05. Therefore, there is a statistically significant difference among the groups for all the satisfaction variables. Among these factors, **Variety of Schemes (F = 8.917)** and **Procedure Followed (F = 7.150)** show comparatively higher F-values, indicating that these aspects exhibit stronger variation in satisfaction levels among the groups.

## II.CONCLUSION

The current research aimed to examine the perspectives of investors regarding various investment options. Various options may be chosen if they are presented appropriately to young and diverse groups of investors. When the younger generation begins to invest regularly at an early age, they will have the opportunity to accumulate more savings for their future. The data uncovered in this research emphasizes the views of investors belonging to various age categories who seek opportunities that provide high returns and growth potential. The survey results from this research carry considerable implications for investment firms, which can utilize these insights to modify current practices and ultimately create new methods of delivering services.

## III. REFERENCES

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