Awareness on Investment Pattern of Different Investment Avenues

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Abstract
        The nature of financial markets has changed drastically. Investing money has become a very complex task because of the huge number of savings and investment companies and products offered by them, terms and conditions of investments, and prevalent complex rules and regulations. Most of the investors, particularly rural investors, are found to be unaware about investment avenues and rules and regulations. In spite of remarkable growth of our economy and increasing income levels of people, the pace of savings mobilization is lower in India. Rural savings are not mobilized and invested properly. Investment is an economic activity which creates capital required for various sectors of the economy.
Key Words: Investment Avenues, Investment Pattern

Introduction
Investment is the deployment of funds with the aim of achieving additional augmented income or growth in capital value. Investment is an interesting activity that attracts all people irrespective of their occupation, education and social status. The financial investment is the obligation of money to acquire assess that are expected to yield some gain over a period of time. If a person has more money than her/his current needs she/he can deposit her/his surplus money in the bank account to earn a fixed rate of interest or buy gold or purchase shares or invest in any other instruments.

Research Objectives
  1.   To analyse the perception of the investors towards investment avenues.
  2.   To study the awareness of the investment pattern.
  3.   To analyse the risk faced by the investment avenues.

Research Design
This is a descriptive research where survey adopted to collect primary information from the investors using different scales, and secondary information for the analysis. Primary data – A questionnaire was prepared and the primary data was collected through survey method. Secondary data – Companies websites, books and internet customer database. Sample size: The population being survey was carried among 50 respondents.

Research Methodology
The study is descriptive in nature. The methodology of the present study is outlined here under.
  1.   **Population**
       Population for selecting sampling units of the study includes the investors of the Coimbatore district.
  2.   **Sampling Technique**
       Coimbatore district is the geographical region selected for the research work. The sampling technique used by the researcher is "systematic convenient sampling method". The sample size is 50.
  3.   **Source and tool of data collection**
       The source of data collection is primary in nature. For collecting data from the sample respondents, the questionnaire was used.

Data Analysis and Interpretations
The tools used for analyzing are as follows
1. Percentage analysis
2. Ranking Method

1. Percentage method
Percentage method refers to a specified kind which is used in making comparison between 2 or more series of data. Percentages are based on descriptive relationship. It compares the relative items. Since the percentage reduces everything to a common base and thereby allow meaning comparison. Percentage = Number of respondents * 100 Total no. of Respondents

2. Ranking method
The ranking method was conducted to find out preference of investors regarding the various investment avenues and to find their prime objective for making investment.

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Review of Literature

Syed Tabassum sultan* concludes that the individual investor still preferred to invest in financial products which gave risk free returns. The investment product designers can design products which can cater to the investors who are low risk tolerant and use TV as a marketing media as the investors seemed to spend long times watching TV shows.

Gridhari Mohanta and Sathya swaroop Debasish* studies that investors invested in different investment avenues for fulfilling their financial, social and psychological needs, while selecting any financial avenue they also expect other types of benefits like, safety and security, getting periodic return or dividends, high capital gain, secured future, liquidity, easy purchase, tax benefit, meeting future contingency etc.

L. Pandiyan and T. Aranganathan* studies that decision making process on savings and investment is affected by the attitude of the respondent. Study analyses shows that level of attitude of male and female, female group are not interested in investment but more wrong investment decisions are made by male group. Respondent of 520 years of age are neutral opinion on investment. Investment pattern is affected by the family size too.

Varsha Virani* suggest investment plans are important to meet consequences in future, to meet financial goals. Economic development is boosted with the help of investments. Investment in bank helps in circulation of funds for nations development. Financial independence, increase in wealth, and personal goals can be achieved through investments. Investment avenues are divided into high risk and low risk instruments.

V. R. Palanivelu & K. Chandrakumar * makes study divides the investment in different categories like equity with high rate of return and risk, Debts with fixed interest rate on investments, fixed deposits with bank, insurance, public provident fund low rate of return on investment and secured. Data analyses reveals that 40percent respondents like to invest in insurance, 30 percent respondents like to invest in bank deposits, 18 percent like to invest in gold and real estate.

Juwairiya P. P.* concluded an economic activity which fascinate people from all walks of life is called as investment. Investors face problem in choosing investment avenue from various options. Systematic investment plan is a tool to create a wealth by investing small amount of money every month over a period of time. Systematic investment plan is easy.

B. N. Panda and J. K. Panda* study analyses the difference in perception of investors in decision of investing on the basis of age and gender. Various investment options are examined in these research such as Secured deposits, Life insurance policies, Provident fund, Pension schemes, Bonds, Debentures, Equity shares, Mutual funds, Real estate, postal schemes etc. investment decisions are to be taken by self and has to wait to see the results of it, which fascinates some investors.

Ashly Lynn Joseph and M. Prakash* concluded that buying of financial product or any valued item with anticipation of positive returns will received in the future is called as investment. Study analyses the different investment options such as Bonds, Cash, Real Estate etc.

Financial Investment

Financial Investment means investment into financial assets. These assets help in creation or production of further money. This refers to depositing money into securities such as banks LIC, Government securities, private insurance, and private finance.

Table No: 1, Financial Investments of the Respondents (Source: Primary data)

Sl. No	Investment	No. of Respondents	Percentage
1	Life Insurance Corporation schemes	42	84
2	Chits	25	50
3	Government Securities	05	10
4	Private Finance	02	04
5	Private Insurance policies	20	40

Non – Financial Investment

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The second category of Investment is Non-Financial Investment means investment in physical assets, which is for consumption- -ion or future use. This investment does not produce further money. This refers to depositing money into assets other than securities such as land and buildings, jewels and consumer durables.

Table No: 2, Non-financial Investment of the respondents (Source: Primary data)

Sl. No	Investment	No. of Respondents	Percentage
1	Land	29	58
2	Buildings	25	50
3	Gold	40	80
4	Silver	06	12
5	Diamond	02	04

Awareness of Different Investment Pattern

Investment pattern refers to the distribution of asset class by which an individual has made portfolio. The distribution of assets may not be seen similar in everyone's portfolio. This highly dependent on the awareness level and the perception of the investor. There was wide array of investment avenues which were available and mainly these assets could be classified as:

1. Financial
2. Non - Financial
3. Both

The investment pattern is an intricate area which needs deep in sight in designing a basket of securities after taking into account vast number of factors which will determine the financial benefits of the investor for the sacrifice they make from present consumption.

Table No: 3, Awareness of Investment avenues and current patterns

Sl.No	Asset class	Awareness of Investment pattern	Percentage	Current investment
1	Land	17	34	08
2	Buildings	14	28	10
3	Gold	28	56	27

Suggestions of the Study

1. By creating awareness among the Younger people about savings.
2. Investment related programs can be conducted for all.

Conclusion

Thus the present study has made an attempt to study awareness about the investment pattern among the Coimbatore District. Even though the awareness of investment patterns was present among them it appeared that an in- depth knowledge was lacking in the relating to the different investment avenues.

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