Original Research Paper

Management

A STUDY ON INVESTMENT BEHAVIOURS OF SALARIED CLASS WITH SPECIAL REFERENCE TO NORTH GUJARAT

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ABSTRACT **Purpose:** This study basically attempts to examine the investment behaviour of salaried class in North Gujarat region. **Design/Methodology/Approach:** The sample of this study consists of 225 respondents with a valid response rate of 88.89 percent. ANOVA test was performed for testing the hypothesis. **Findings:** The results of this study suggest the factors which are affecting to the investment behaviour of salaried class in North Gujarat. **Research Limitations:** The findings of this research study are limited: 1) This study is focus on only North Gujarat; 2) The study is restricted to salaried class inventors.

KEYWORDS : Awareness, Behaviour, Investors, Investment Avenues

INTRODUCTION
Economic performance is reflected in income or GDP growth, and growth refers to an increase in output and income. Investors are savers, but not all savers can be good investors, because investment is science and art. Growth in urbanization and literacy has triggered an investment cult (Avadhani, 2005). Investment is the surrender of the specific present value to the uncertain future. A decision to invest is a tradeoff between risk and return (Bhalla, 2004). The Organization for Economic Cooperation and Development has identified financial literacy as a combination of financial awareness, knowledge , skills , attitudes and behaviours needed to make sound financial decisions and ultimately achieve individual financial well-being (Gupta & Kaur, 2014).

Investment Behaviour
Savings and investment behaviour has always been an area of concern for economists (Samudra & Burghate, 2012). The term "investment" may refer to any mechanism used to generate future income. Investment Behaviour explores the relationship between competing demographic factors, personal awareness and perceived risk attitudes in shaping the behaviour of individual investors on the stock market (Sarkar & Sahu, 2018).

REVIEW OF LITERATURE
(Saini et al., 2011) carried out study on investment in the mutual fund in relation to investor behaviour. This study is crucial to assess the behaviour of investors in a market like India, where competition is increasing on a daily basis due to the entry of a large number of players with different financial strengths and strategies.

(Samudra & Burghate, 2012) analyzed investment behaviour of middle income households in Nagpur. The study found that Nagpur's middle-class household income considered bank deposit to be the top priority for savings & investment patterns and then insurance.

(Bhushan, 2014) reviewed the relation between financial literacy and individual salaried investment behaviour. The results of the study suggested that the level of individual financial literacy affects both the awareness and investment preferences of employees towards financial products. The study found that high levels of financial literacy among respondents had a higher preference for mutual funds, stock market investments, debts, life insurance, public provident fund, pension funds, bonds and commodity markets compared to low levels of financial literacy.

(Dewan et al., 2019) identified factors affecting corporate and individual investor investment behaviour as well as a comparative study of Southern India's corporate and individual investor investment behaviour. The study found that there is a significant difference in the investment behaviour of both corporate and individual investors in Southern India.

RESEARCH METHODOLOGY
Objective Of Study
The main objective of the research is to study Investment Behaviour among the Salaried Class of North Gujarat Region. For this purpose, the following objectives have been framed.

Research Design
Descriptive research design is more appropriate for this study. It has therefore been adopted for this research study.

Sampling Design
For this study convenience sampling method used to collect primary data. The primary data was collected through structured questionnaire.

For this study, all salaried class of North Gujarat region is considered as a population. To determine the sample size, the researcher considered 95 per cent confidence level assuming 4 per cent tolerance error due to unknown population. In view of this, the sample size needed for this study is approximately 98, while the actual number of respondents is greater, i.e. 200. The questionnaire circulated among 225 respondents but 25 are removed due to incomplete response or data losing, resulting 88.89 percent response rate.

Data Analysis Tools & Techniques
Researcher analyzed data by ANOVA test though SPSS 21.

DATA ANALYSIS AND RESULTS
H_0 : There is no significance association between socio economic factor and factor influencing towards investment behaviour

H_1 : There is significance association between socio economic factor and factor influencing towards investment behaviour.

Table – VI: ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
14.1 Factor influencing towards investment behaviour(Safety)	Between Groups	34.916	3	11.639	9.567	.000
	Within Groups	513.412	422	1.217		
	Total	548.329	425			

14.2 Factor influencing towards investment behaviour (Appreciation)	Between Groups	16.567	3	5.522	9.303	.000
	Within Groups	250.495	422	.594		
	Total	267.061	425			
14.2 Factor influencing towards investment behaviour (Liquidity)	Between Groups	10.183	3	3.394	2.991	.031
	Within Groups	478.850	422	1.135		
	Total	489.033	425			
14.3 Factor influencing towards investment behaviour (Regular income)	Between Groups	2.348	3	.783	.930	.426
	Within Groups	355.108	422	.841		
	Total	357.455	425			
14.4 Factor influencing towards investment behaviour(Risk Coverage Protection)	Between Groups	3.704	3	1.235	1.172	.320
	Within Groups	444.456	422	1.053		
	Total	448.160	425			
14.5 Factor influencing towards investment behaviour (Convenience)	Between Groups	26.507	3	8.836	8.039	.000
	Within Groups	463.821	422	1.099		
	Total	490.329	425			
14.6 Factor influencing towards investment behaviour (Affordability)	Between Groups	27.227	3	9.076	7.041	.000
	Within Groups	543.919	422	1.289		
	Total	571.146	425			
14.7 Factor influencing towards investment behaviour (Tax Benefits)	Between Groups	37.750	3	12.583	5.877	.001
	Within Groups	903.614	422	2.141		
	Total	941.364	425			

Source: Computed Data

Interpretation:
Above ANOVA tables represents the calculated value of the "F" test. The calculated "F" value is greater than the tabulated value at 5% level of significance. It is proved that there is significant association between the investors' socio-economic factor and factor influencing towards investment behaviour.

DISCUSSION OF RESEARCH FINDINGS
The maximum numbers of 64 respondents have their annual saving up to 10% which is 32% and minimum numbers of 5 respondents have annual savings more than 25%. The increase in the level of education of salaried class investors has a significant impact on investment behaviour, and education also affected the investment behaviour of investors.

CONCLUSION
Investment behavior is crucial elements in predicting salaried class of North Gujarat region. This study is traded on majority respondents are working in private job and 12 respondents are semi govt. The socio-economic factors such as age, gender, educational qualification, types of job are significantly affected to investment behaviour of salaried class investors.

LIMITATION AND SCOPE FOR FUTURE STUDIES
As with most case studies, this study has few limitations. This study is restricted only to salaried class of North Gujarat region. The study is confined to the view point of the individual investors of salaried class, which could be biased in nature. In future studies, may further research on multi-states / nationalities by expanding geographical areas to have better generalizations.

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