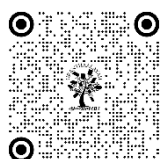


INVESTMENT CHOICE AND PREFERENCES AMONG SALARIED PEOPLE A STUDY OF COLLEGE TEACHERS

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ABSTRACT

The condition of a nation's financial markets determines its rate of growth. For instance, over the past 20 years, India has experienced incredible growth.(6). Technology, innovation, the launch of new financial products, and the LPG (liberalization, privatization, globalization) strategy are the main drivers of this expansion. In the past, people would make investments according to conventional knowledge, but these days, people invest in a multitude of novel possibilities.(7) Investment is a complicated process, as we all know. The most crucial function in educating children is played by teachers, who belong to the salaried class and receive set incomes.(8) They contribute significantly to the physical, mental, and intellectual development of children.(9) In light of this, the purpose of this work is to explore the investment choices and preferences of college teachers. This paper examines the elements that affect their preferences, awareness, and knowledge about investments, as well as their investment decisions. Data for this research study was collected through questionnaires, and the paper offers suggestions to college teachers regarding their investment choices and preferences.

Keywords: Investment, Salaried People, Investment Avenues

1. INTRODUCTION

In any nation, investments and savings are essential to the economy. In order to create capital, create jobs, and accelerate a country's progress, both are essential.(10) Production of returns is the main goal of investment. All countries provide their residents with a range of choices. To create wealth for the future, the financial system offers chances to invest in various ventures.(11) Bonds, mutual funds, stocks, real estate, gold, retirement funds (PPF, NPS), fixed and recurring deposits, and crypto currency are some examples of these investment alternatives. The teaching community has a fixed income, and their investment choices, risk tolerance, and primary goals are influenced by their salary.(12) The main objective of this research is to determine the variables that affect college instructors' investing choices. Primary and secondary sources of data were collected for this investigation.

2. STATEMENT OF PROBLEM

These days, there are many different kinds of investment options available. There are numerous ways to take part in these kinds of investments, but the level of risk and reward varies. College instructors have a steady salary, but

choosing the best investment options can be challenging because the paid class invests a significant portion of their income. In light of everything, the researcher attempted to determine college instructors' investment preferences.

3. REVIEW OF LITERATURE

Devi et al. (2022) studied analyzed the investment awareness and preferences of teachers. The focus of this study is research on Coimbatore City. Percentage and ranking techniques were used to collect the data. The study found that Fixed Deposits, Recurring Deposits, and Bank Deposits were preferred the most by teachers.

Palpandian (2022) studied analyzed that the investment perceptions of arts and science college teachers in Theni district, Tamil Nadu. The research found that teachers focus on several factors before investing, such as income, risk tolerance, returns, and safety.

Basu (2020) studied examined the investment avenues used by college teachers that are less risky, such as fixed deposits and bank deposits. It found that demographic factors (age, income, gender) play a major role in selecting investment options.

Memon study analyzed the investment behavior and risk-taking ability of college teachers in Palghar district. Data collection was achieved through the use of questionnaires by researchers. The study found that teachers mostly preferred bank deposits due to their lower risk. It is necessary for the government to launch awareness programs to educate investors.

Wilson(2017) study examined the element that affects teachers' investment decisions. It figured out three major factors that have an effect influence decision-making: psychological, economic, and social factors. The research found that economic factors particularly influence teachers' decision-making. The study was conducted in Trivandrum.

Mehra(2016) The study analyzed financial literacy among women regarding their saving and investment patterns. It found that women tend to invest only in institutions they are familiar with and are hesitant to invest in other institutions due to fears of fraud and misconduct, as they have limited financial knowledge.

4. RESEARCH OBJECTIVES

- 1) To study the investment preferences of college teachers.
- 2) To examine the factors that influence college teachers' investment decisions.
- 3) To investigate the investment challenges faced by college teachers.

5. RESEARCH METHODOLOGY

For this study, the researcher used a questionnaire, and data that spans both primary and secondary data were utilized in the study. The fixed income of the teaching community influences their major objective, risk tolerance, and investment decision. The main objective of this research is to identify the factors that influence the investment decisions of college professors. Taking everything into consideration, the study tried to ascertain the investment preferences of college professors.

6. FINDINGS

Demographic Variable

	Range	No.	%
AGE	BELOW 25	17	34%
	26-35	21	42%
	36-45	6	12%
	46-55	1	2%
	Above 55	5	10%

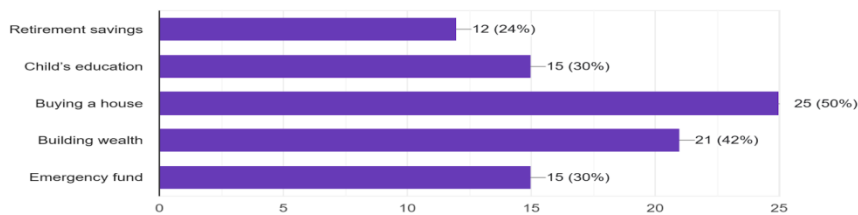
Total	50	100
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- The study found that out of 50 college teachers surveyed, the highest percentage of participants was in the age range of 26-35, making up 42%. The lowest percentage was in the age range of 46-55, accounting for 2%, while 34% of the participants were below 25.
- The survey found that among 50 college teachers, 76% are male respondents and 24% are female respondents.

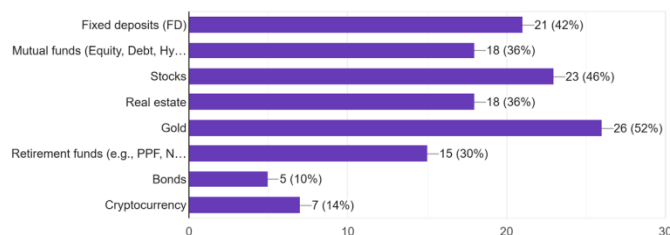
7. INCOME

PER MONTH	NO	%
Less than 30000	17	34
300001-50000	13	26
50001-70000	9	18
70001-100000	4	8
ABOVE 100000	7	14
TOTAL	50	100

- Out of 50 respondents of college teachers survey it was found that less than 30000 p.m. is used by 34% people, more than 30000 p.m. is used by 26% people, while above 100000 p.m. is used by 14% people.
- Out of 50 teachers surveyed, it was determined that the highest number of respondents had 0-5 years of teaching experience.

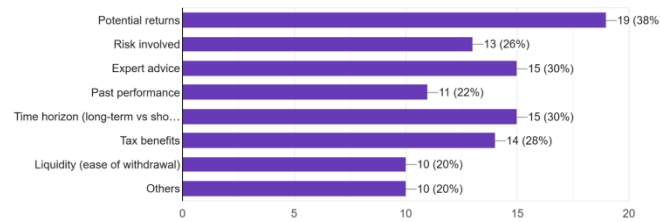


- As the data shows, the financial goal of more than 50% of the respondents is buying a house, 42% is to increase wealth, 30% is child's education and retirement savings.
- It was found in the survey that only 68% teachers invest, the remaining 32% do not invest.
- As the data shows in below, 52% teachers invest in gold, 46% in stocks, 42% in fixed deposits, 36% either in real estate or mutual funds.

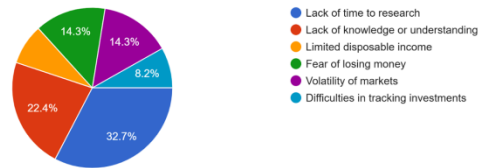


- Only 14% of respondents preferred high risk, compared to 48% who preferred medium risk, according to the report.

- Out of 50 respondents, 46% invest monthly, 14% invest quarterly, 16% invest annually, and 20% invest occasionally.



- Out of 50 respondents 38% take investment decisions influenced by potential return factors, 30% by expert advice and time horizon. 28% by tax benefit factors, 26% by risk factors, 20% by liquidity and other reasons.
- The survey was determined that 52% of respondents consider this knowledge as average, 12% consider it very low, 14% low and 10% very high.
- The majority of respondents stated that they seek professional advice before making any investment decisions, while 30% disagreed.



- Out of 50 respondents, 32% consider lack of time as an investment challenge, 22% consider lack of knowledge, and 14% consider the rate of losing money and market fluctuations as challenges.

8. SUGGESTIONS

The investing preferences and decisions of college instructors are explained by this study. Teachers must diversification is necessary for their portfolios because they are salaried professionals with set incomes. To ensure that their assets generate returns greater than the rate of inflation, they should develop a sound financial strategy and keep a close eye on it. In order to increase investor understanding of investments, the government should take action to start financial education initiatives and offer incentives.

9. CONCLUSION

In the modern world, investments are crucial. Due to time constraints, college instructors who work in higher education frequently find it difficult to give investment awareness considerable thought. This research assists them in assessing their investment options and obstacles, providing recommendations to enhance their investment decisions.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

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