Chapter – 2

Research Methodology and Review of Literature

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2.1 Introduction:

The word research is derived from the French word, ‘Researcher’ which means to search back. A nation has to face number of problems like social, economic, educational, political and business related. All these issues need to be handled promptly for required growth. Accumulation of new knowledge is important for survival and progress of human beings. Research provides that source to acquire such knowledge. Just collection of information is not sufficient it has to categories systematically and pattern of human behavior has been drawn for that information. One of the basic characteristics of human is the desire to acquire knowledge and information about the things around him. Many times that knowledge is been collected by the way of enquiry. The questions like why? How? When? Where? are been asked to find the answers of such questions. In day to day life every individual interact many types of problems for which he needs appropriate solutions. His effort to find solutions is the outcome of his thirst for knowledge. It helps him to find solution and deals the problems efficiently. In this way we can say that research is a systematic attempt to gather analysis and interpretation of problems faced by humanity. Therefore the process of research is also referred as scientific inquiry of scientific investigation. Scientific methods use systematic approach to search solutions in structured manners.

In other words research is reaching up to truth through critical thinking. It includes purposeful process of defining and redefining the problems, formulating the hypothesis, collecting, structuring and evaluating the data, making conclusions and suggesting solutions and testing hypothesis to evaluate the same. All these activities concluded with formulating variables.

2.2 Definitions:

The concept of research methodology is been discussed by various experts and resource persons. They conceptualize this term in their own way. Following are some of the selected definitions which can easily meet the understanding about the same.
* In the book ‘Business Research Methods William C. Emory has clearly stated a definition of research as “Any organized inquiry designed and carried out to provide information designed and carried out to provide information for solving a problem”

* The Webster’s International Dictionary expresses the research in a simpler way. As per it research is a “Careful critical inquiry or examination in seeking facts or principles; diligent investigation in order to ascertain something”

* James Black and Dean Champion has further extended this concept up to logical prepositions and establishing relations between variables with the help of systematic observations. They define research methodology as “Scientific research consists of obtaining information through empirical observation that can be used for the systematic development of logically related prepositions attempting to establish causal relations among variables.”

* Fred Kerlinger has defined research keeping the cause of process at centre. As per Fred “Research is an organized enquiry designed and carried out to provide information for solving a problem”

* Robert Ross has defined research by giving importance to the activity of gaining knowledge. He defines the same as follows –

  “Research is essentially an investigation, a recording and analysis of evidence for the purpose of gaining knowledge”

* The definition given by Pauline V. Young defines social research in the successive set of activities and boldly expresses the term in simpler and easier way. He defines social research as “A Scientific undertaking which by the mean of logical and systematic technique aims to:

  * Discover new facts or verify and test old facts,

  **Analyse their sequences, interrelationship and causal explanations,

  *** Develop new scientific tools, concepts and theories, which would Facilitate reliable and valid study of human behavior”
2.3 Title of the Study:

“THE STUDY OF INVESTMENT AWARENESS AMONG THE COLLEGE TEACHERS IN LATUR DISTRICT.”

2.4 Need of the study:

Today the entire nation is expecting to become superpower via vision 20-20. Very soon we will be the youngest country of the world. This fact has another dimension too. It means the majority of our human resource will start earning and shape national economic sketch. The values inculcated in their mind will definitely affect the tomorrow’s picture. A habit of perfect individual financial planning and productive investment will surely show the sign of improved financial atmosphere.

In short well aware and informed investor has a potential to better financial environment. Since ancient times education has been instrumental for social transformation. Any new change if first got translated by efficient teachers will definitely have an optimum social impact. In this way improved financial awareness of citizen is an issue of national interest and our education system can remarkably contribute in this task. Therefore the work of financial education and awareness will definitely serve the purpose effectively, if got started through college level study. Therefore study regarding degree of financial awareness and the aptitude among college teachers become inevitable.

The geographical location of Latur district is such that it is lacking abundant water supply and other natural resources too. The district has traditional agrarian style of economy. It is famous for food grains and oil seeds. The district has been a victim of regional imbalance in overall growth, but it could successfully emerge as upcoming education hub. Renowned colleges and educational institutions are generating new identification of the area. The education system is quite strong segment of the society and proves influential in many economic activities of the area. Occupations like hostels, mess, private tuitions and coaching. Career counseling centers have contributed a
remarkable share in economic activities in the area. Multiplexes, malls, amusement parks, food plazas, shopping centers and many allied activities have made the economy vibrant here. This research tried to study the degree of investment awareness in the teachers from Latur district and frame the overall aptitude regarding investment in them. The research also has attempted to focus on probable steps to be taken for better financial environment and pave for better investment culture. Research expects that it is the natural responsibility of the teachers’ community to contribute their share in improving better financial environment among common people by transmitting the same to their students who are going to be future investors.

2.5 Objectives of the study:

1. To find out the degree of Investment awareness among the various segments of college teachers.
2. To know the saving and investments habits of college teachers.
3. To calculate the risk profile of the college teachers (readiness for risk)
4. To know the borrowing habits of college teachers
5. To discover the insurance protection level of college teachers

2.6 Hypothesis of the Study:

1. There is no difference about financial awareness among different stakeholders in College teachers of Latur district.
2. College teachers save more but invests less.
3. College teachers in Latur district is less inclined towards risk investment.
4. Home loan is the most preferred product among college teachers.
5. There is 100% insurance cover for every individual in college teachers.
6. The college teachers update themselves about the new trends in investment.
Out of the above stated six hypotheses in this research work, three are proved and remaining three are disproved. The process of hypothesis testing is done with the help of statistical tools and its details are in point 4.4 of chapter no. 4.

2.7 Research Methodology and Data Collection:

2.7.1 Method Adopted for the Study:

This research has tried to collect more and more relevant information with tools like Primary and secondary data collection methods. Primary data is original, collected by researcher through structured questionnaire used for the first time for any investigation and evaluated with the help of statistical analysis techniques. The primary data collection is made by personally visiting the colleges and academic institutes in the district. The sample of 500 respondents has been selected for the study.

Collection of secondary data is a purposive gathering of information relevant to the subject matter of the study from the units under investigation. Secondary data is collected by others and used by others. It is mostly published in newspapers, periodicals Journals and authentic websites etc. Secondary data has been collected from the websites, annual reports as well as publications of SEBI, NISM, RBI and other financial institutes.

2.7.2 Sources of Data:

Data plays an important role in research. When systematically collected Information and facts are formally presented to frame matrix, it can be rearmed as data. Both primary and secondary data is collected with an object of careful analysis and interpretation. The process of finding the solutions or remedies related to specified research problem has become easy on account of purposeful collection of data.

Primary Data:

Primary data can be defined as “Data specifically generated to deal the data needs in regard with specific research problem” It is also known as first hand or qualitative data as it purely reflects human behavior for that specific
research problem. Primary data has a unique potential to provide useful and valuable results as it is been formulated on original investigation and observation.

A well designed, structured and orderly formed questionnaire has been used to collect responses from the targeted respondents. Feedback is obtained through it by personally visiting the respondents at their workplace. Following are some of the features of the primary data collected for this research.

1] Gender wise collection of primary data as college teacher community remarkably consists both male and female teachers.

2] New education system has evolved contract and Clock Hour Basis teachers (C.H.B.) A considerable segment of teachers comes from these category therefore due attention has been given to their responses too while obtaining primary data.

3] Income level has also another important aspect which affect individual’s investment behavior. Therefore responses from all types of incomes earners have been promptly obtained.

4] Age of the respondents has an important factor showing uniqueness of the responses and determine specific behavioral pattern. Due to this research tried to tap almost all types of respondents from every age group.

5] Respondents are provided with freedom to select more than one option in order to get appropriate response pattern.

6] Proportion of unattended responses has also been considered to frame aptitude of respondents for specific question(s).

Secondary Data:

The primary data collected by one person may become secondary data to other. Secondary data is the data that are available as the same is collected and analysed by someone else. Library and other sources are used to collect
secondary data. Published data like government publications, RBI’s bulletin, journals, books, magazines, newspapers, annual reports, publish interviews and periodicals are major secondary data sources. It is easily collected and comprehensive in nature. It can be easily mobilized form published information. As secondary data is subject to biasness errors and need proper evaluation.

Following are some of the prominent features of secondary data used for this research work.

- Referred interviews and articles published in newspapers such as Loksatta, Economic Times, Maharashtra times Dainik Sakal etc.
- Online research papers and publication available through related websites.
- Referred research articles published in various journals and magazines from financial and monetary fields.
- Referred books specifically published for educating investors and common investors.
- Reserve Bank of India’s bulletin published periodically.
- Referred thesis for Ph.D. award to know about the format, methodology and previous research techniques in the field of financial awareness.
- Referred internet sites to access latest information related to research topic

2.7.3 Statistical Application:

As questionnaire is prepared with multiple choice format and 50 questions have been asked provided with possible answer options. Respondents are given scope to opt more than one options. Due to this the total responses are collected and analysed in both numerical and percentile way. Tabulation and graphical presentation of the collected data made easy understanding of pattern of responses. Conversion of data into percentage has made interpretation easy.
and frame accurate conclusions. Out of 500 respondents 432 responses have collected and statistical application are used accordingly. In question No.39, specific ratings (i.e. 4=always, 3=some times, 2= Very Few, 1=Never) are followed for eleven sub questions. These responses have been recorded in the said manner to analysis general degree of financial awareness of the respondents.

2.7.4 Tabulation and Graphical Presentation of Data:

Tabulation is a process of counting and totalling of collected responses for specific category. It is summarization of responses in the form of statistical tables. The raw data is divided into different categories as per requirement. Total responses were calculated and converted into percentage on the basis of which graphs and diagrams were prepared with the help of MS-Excel.

2.8 Scope of the Study:

From last two decades, Latur at local level and nearby talukas in the district have emerged as an important educational hub. Out of 384 colleges affiliated to Swami Ramanand Teerth Marathwada University, Nanded, there are 131 colleges only in Latur District. With these numerical data we can come to a conclusion that 34.11% of total affiliated colleges at S.R.T.M. University, Nanded are concentrated in Latur district only.

Such a large numbers of human resources working in the colleges as teaching, non-teaching staff and a considerable number of students’ strength have made this research work significant. Studying about the degree of financial awareness, collecting data and analysing their responses were a unique experience. The processes of data collection and interpretation have enlarged the horizon of the topic and acquainted with various natures and intensity of responses. The entire research procedure has blessed researcher with completely new outlook.

2.8.1 Periodical Scope:

For this research study, the data has been collected from the past 10 years for the Secondary data, and 5 years for the primary data.
2.8.2 Geographical Scope:

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Some selected colleges have been taken to gather information and sample data collection. Considering the limitation of time the researcher has followed sampling method out of ten talukas five are considered i.e. Latur city & Taluka, Ausa, Nilanga, and Renapur.

As Latur city is district headquarter having largest number of colleges 80% of the respondents are from this area where as remaining 20% of the respondents have been collected from other taluka places.

2.8.3 Operational Scope:

This study has considered savings and investment related habits of the respondents. Saving is what people usually do to meet short term goals. Our money is very safe in a savings account and it is usually earning a small amount of interest. It’s also easy for us to get to our money when we need on the other hand investment is purposeful engagement of money for considerable time limit in acception of good returns. Investing means we are setting our money aside for long – term goals. There is no guarantee that the money we invest will grow. In fact, it is normal for investments to rise and fall in value over time. But in the long run, investments can earn a lot more than what we can usually make in a savings account.

Saving and investment related available options at Bank Level are-

1] Savings Bank Account   2] Bank Fixed Deposit (Bank FDs),

3] Recurring Deposit Account, 4] Special Bank Term Deposit Scheme etc.
Government Schemes for Savings and Investment include –

1] National Savings Certificate (NSC) 2] Public Provident Fund (PPF), 3] Post Office Scheme (POS) etc.

Different investment products like Bonds, Debentures, Company Fixed Deposits, Mutual Funds, Equity etc. Insurance Policies like Life Insurance, Term Life Insurance, Endowment Policies, Annuity / Pension Policies / Funds, Units Linked Insurance Policy (ULIP), Health Insurance, Comprehensive health insurance coverage, Hospitalization plan, Critical Illness Plans and other specific Conditions Coverage etc.

2.9 Limitations of the Study:

1] The present study is limited to Latur district only and has reflected the thinking of respondents of the said area and which may be different from the thinking of the other districts.

2] Response from only senior college teachers has been taken which may vary from the degree of financial awareness of junior college and school teachers.

3] Duration of last 10years has been decided for secondary data collection; therefore change in time period may vary the findings.

4] Convenience sampling method has been followed for primary data collection; if complete survey method is adopted for the study and findings may vary.

5] Out of 500 respondents 432 respondents (86.4%) have recorded their views which may also affects the study and its results.

2.10 Presentation/Chapter Scheme:

Introduction includes in first chapter named as Introduction where various related concepts and their importance are discussed. Difference between saving and investment, various investment vehicles, their preference are discussed in detail.
Research methodology adopted for the research work and review of literature constituted the second chapter. A structured questionnaire has been used to collect primary data from the respondents and secondary data has been collected from related journals and periodicals and available literature sources.

Third chapter includes Profile of Latur district. The states of commercial, financial as well as other relevant factors are discussed in this chapter.

A Presentation of collected data through its analysis included in the forth chapter. Assembled data got presented through various tables and graphs which made easy to form conclusions.

The segment of Findings and conclusion has been included in last i.e. fifth chapter where important findings which came forward after detail data analysis and presentation through charts and graphs are stated.

Last segment of the research work also includes suggestions. It possessed various probable steps which may help to improve the current investment scenario and spread the awareness among the various stake holders.
Review of Literature

1] S. Umamaheswari & Dr. M. Ashok Kumar, (2013) points out that investment is part of your overall financial planning. If you have some savings, you may want to invest them to maximize your return. Smart investments are not a matter of luck, but a result of careful planning. Investor attitude analysis is a study made on the demographics and psychographics of the investor considering the parameters like age, gender and income groups and also some psychological parameters that will attract the investor towards that particular investment. This analysis describes why an investor will opt a particular investment and the motive behind the investment and other objectives of investment. Demographic and psychographic factors

Demographic: Statistical socio-economic characteristics or variables of a population, such as age, sex, education level, income level, marital status, occupation, religion, birth rate, death rate, average size of a family, average age at marriage. A census is a collection of the demographic factors associated with every member of a population.

Psychographic: This includes Activity, Interest, and Opinion (AIO) Attitudes Values of an investor when he looks at a particular investing option.

The above research paper reveals some interesting and some expected facts about investor’s attitude like software people start investing more than spending lavishly. Working women spend cleverly and possess good level of investment attitude. Married investors have good level of investment attitude than unmarried as they have clearer and less risky investments. Study also shows that investors resides in rental houses have excellent attitude. Sense of job security also play active role in building investment attitude. Place of resident also affects the investment attitude as a person from village have less updated information regarding investment. Study also shows that if a family more earning members the investors have good level of investment attitude and if spouse is employed, more spending attitude is developed due to availability of extra income and families with high income have less investment alertness.
2] Prof. S.B. Agarwalla, Prof. Samir Barua, Prof. Joshy Jacob, Prof. Jaynath R. Varma, (2012) stated that as per the survey the financial literacy measured in term of three components: Financial Knowledge, Financial Behaviour and financial attitude. The study based on three demographic groups-students, young employees and retired persons. The study has pointed out that the degree of financial literacy in our country is not at all encouraging. There is an urgent need of wide research activity in the field of financial literacy. The programme of financial literacy is essential to prepare average investor to take accurate financial decisions and easy understanding of so called complex financial products

The OECD defines financial literacy as –“A combination of awareness, knowledge, skill, attitude and behavior necessary to make sound financial decisions and ultimately achieve individual financial well being.”

The paper states that financial knowledge includes understanding of interest calculations, relationship between inflation and price, risk and return and the role of diversification in risk reduction. The study point out that young Indians are very poor in financial goal settings.

The study also finds out the relationship between financial behaviour and financial knowledge. It states that financial Knowledge, behaviour and attitude are necessary but not sufficient. An awareness of different products and services available also require for a person to make sound financial choice. As per the research work more than half of the young employees are not aware of the vehicles of wealth generation in long run like PPF and pension fund. Less than 25 % of respondents depend on independent financial advice.

3] Senthilkumar K., (2012) expressed that investment is the employment of funds with the aim of achieving additional income or growth in value. Investment is the allocation of monetary resources to assets that are expected to yield some gain or positive return over a given period of time. These assets may range from safe investments to risky investments. It has become a basic necessity for everyone to adopt minimum financial knowledge. Every single
individual has different objectives that need to be met depending on age, income, and attitude towards risk. Investors have to determine own investment profile to decide that which investments are right for them and should consider important factors such as personal status, plans, and constraints. To achieve progress and maintain the status quo in the ever-changing scenario of the present day world, it is important to raise the income level adapting some mode of saving or the other newline options of investment.

4] Ms. Padma Nandan, Dr. Jems Thomas, (2013) Studied to understand the investment pattern and investment distribution of college teachers among the various financial products available with special focus on Mutual Funds. In their research they found that most of the teachers still prefer traditional investment products and pointed out that there is no relevance to the subject they handle in class with the pattern of investment. They also pointed out that 40% of the teachers have maximum amount in conventional product of Fixed deposits. The researchers state that minimum knowledge and involved risk are the prime reasons behind such conditions. Through their research paper they suggested that arrangement of workshops and seminars to educate the investors for better financial planning. They strongly pointed out that for creating an awareness among the teachers the mode of workshops and seminars is most effective and also suggested that mutual companies can tie up with banks which handles salary accounts of teaches to start systematic investment plan within minimum time.

5] Minakshi chturwedi, Shruti Khare (2012) examine the investment pattern and awareness of Indian investors instruments like bank deposits, real estate, small savings, life insurance schemes, bullions, commercial deposits etc. They study to find out the impact of age, education and occupation and income level on investment and tried to identify the factors influencing the investor’s awareness and preference. They pointed out that investors pay less attention while evaluating the pros and cons of investing in different securities. The importance of systematic and analytical evaluation of available alternatives
must be convey to divert the surplus fund towards productive use i.e. proper investment options.

6] Dr.Bhawana Bharadwaj, Dr.Nisha Sharma, Dr.Dipankar Sharma,(2013) through their research paper stated that for the developing country like India where primary sector specifically agriculture leads financial growth saving behaviour of people affect the process of economic development. Financial behaviour of common people has a tremendous potential to shape the economic structure of the nation indicated. Through their research, they found that though the income of their respondents is high and they are not adequately save. Most important their conclusion have not been tested by using scientific tolls as the research could not get hundred percent accurate data about the savings and income of the respondents.

They study with an object to study the income, consumption and saving pattern of Bhara University concluded that lack of proper knowledge of capital market often put investors in awkward position. They further state that even though most of the employees are aware off investment in securities but only 8% of them invest in securities.

7] Dr.Sushil Kumar Mehta, Neha Aggrawal,(2011) discussed the nascent concept of Behavioural Finance which is a growing concept studding investors psychology while making financial decisions .They criticized the conventional theory of finance which considered investors as wealth maximisers and assumes that investors are fully rational decision making entities. Through their study researchers bring in to notice that emotions and psychology influence out investment decisions in unpredictable and irrational ways.

8] Clifford Paul S. and Dr. Joseph Anbarasu, (2008), made research to study the saving pattern of the people under observation, to determine the relationship between expectation of return and saving, to determine the factors influencing the reasons for savings, to study the purpose of saving along with
income distributions, to study the contribution of insurance to saving and to study the factor influencing the choice of insurance companies and products.

They found some untouched dimension that people are not aware that insurance can be considered as a saving avenue. They consider insurance only for risk and tax saving vehicle. The degree of awareness about various insurance companies and product is very low.

9] Surojit Chatterjee, (2008) Pointed out that most of the Indians (65%) prefer to save in liquid assets like bank, post office deposits or even as cash at home whereas only 12% in financial instruments. It also confirms the widespread disparity between urban and rural people for example an urban civilian earns 85% more than his rural counterpart and saves double every year. He stated that motivation to save and need to meet old age requirements. The survey also suggests a direct link between education and savings by pointing out that households headed by graduates had highest level of savings. Indians prefer to save money in ‘In house saving’ rather than ‘in Banks of Investment’ They save money for emergency and any mishappening. As per the conclusion the habit of savings is good but the way of saving are not good enough only a meagre part of total saving come under the govt. account. Analjit Singh, chairman, Max India Ltd. urged that There is an urgent need for a financial literacy programme to make people understand options and financial needs at different life stages.

10] Mohd Abass Bhat, and Fayaz Ahmad Dar, (2012) has stated that most of the theories in security market are based on the notion of rational Investment decision behaviour from investors. But it has been observed that it is not the case always. A new area of research has come up which recognizes the psychological element in financial decision making and thus challenging the traditional models. This new area of study is known as behavioural finance and in the changing socio-economic and technological context; it is high time to study this new area of knowledge. The objective of this paper is to know, To what extent literature restricted the role of investor emotions in investment
decision making. In this study it has been proved that the emotions play a vital role in investment decisions and building long-term wealth requires counter-emotional investment decisions—like buying at times of maximum pessimism or resisting the euphoria around investments that have been recently outperformed. But unfortunately, as the study shows that investors as a group too often let emotions guide their investment decisions. In the end, by anticipating and understanding the series of emotions that you may experience, you’ll be better equipped to tolerate and benefit from market fluctuations. And they have included some important suggestions which will help the investors to avoid emotional influence on investment decisions.

11] Clifford Paul S, & Dr. Joseph Anbarasu, (2008). Examines the determinants of saving and the relationship between savings and avenues of savings. They objectives of their study are, to determine the relationship between expectation of returns and saving and the factors influencing the reasons for savings. The study concluded that the return and the reason for saving have a significant impact but the magnitude of the impact is modest.

12] Ravi Vyas, Suresh Chandra Moonat, (2012). Stated that in India small investors generally prefer to park his savings in Bank deposits which do not provide hedge against inflation and often have a negative returns. The study further revealed that a layman investor has a very limited knowledge of sensitive index and find himself to be a deviant in the investment market. It also expresses the positively of the Indian financial market as it becomes constantly more and more efficient and provide more and more promising solutions to the investors.

13] Nupur Gupta & Vijay Agrawal, (2013), concluded that after the economic reforms and liberation policy of 1991, there was a shift from rudimentary finance to an organized financial system. During the period between independence to liberalization, the preference of Indian savings was primarily physical assets than financial assets. However in the second half of nineties the share in financial savings has increased in various instruments –
stock markets, mutual funds, market linked insurance etc. The SEBI-NCAER study of 1999 found that around 1.4% of the population had invested in direct equity. The study done by MCX stock exchange found that 655 of cash trading in equities happened in the cities of Mumbai and Delhi for the financial year 2009-10. The present paper examines the important constituents of domestic savings and investments by conducting a survey among 251 households in the cities of Mumbai and Delhi. The three constituents that influenced the pattern of savings and investments were the following: The city of dwelling influenced the investment pattern and stock market investments. Income influenced the investment pattern and stock market investment of the respondents in the age group of 40-49 years. It influenced the domestic saving of the respondents in the age group 30-39 years. Interest rates influenced the domestic savings of households, but not their stock market investments. The present study brings out the importance of city dwellings in market investment decisions.’

The prime object of the study was to investigate the investment pattern of household of two large urban agglomerations of India Mumbai and Delhi. They tried to explore the constituents of domestic savings of these cities.

They found that Bank deposits still continue to be the most preferred form of investment and no significant relation was found between interest rates and stock market investments. They conclude that the stock market investments are mainly chosen by middle age group respondents whose income level is above 15 lakhs. Here we can add that income of the person is a prime determinant of the investment options.

14] Bernadette D’ Silva, Stephen D’ Silva and Roshni Subodhkumar Bhupatni, (2012) has summarized as below. Financial inclusion cannot be achieved without financial literacy in the economy. The increasing liberation in social status of women has definitely shown positive change in condition of women in India. The study was conducted to explore the level of financial literacy among females in the city of Mumbai. The research also aimed at assessing the knowledge of females towards investments in various financial
instruments. Thus a structured questionnaire was circulated among the women in Mumbai to assess the financial literacy level of females. Results of the analysis revealed that most of the females in India do possess certain kind of financial security. but they are still financially illiterate. Further analysis of the paper indicates that in the Indian society, there are very few realistic examples where woman actually participates in decision making process of the family. It was found that women in urban areas do have financial freedom to take decisions not only with respect to their personal investments but also for the family as a whole. Still majority of the women are highly ignorant about different investment opportunities in the market. This research will help companies in bringing out various programmes regarding different investment options so that it can increase capital formation in the country.

In their conclusion the researchers emphasized on imparting financial education because it is not only important for the investors but for a common man in the country. In the period of inflation it become necessary for the entire family to balance their budget with growing needs, which is not possible without adequate knowledge about different types of investment products. So as to address those needs at various stages of life every single individuals requires financial education and manage its financial wellbeing.

They concluded that females from urban areas are not aware of different investment options and proved that most of their respondents invest their surplus fund either in banks or in insurance schemes. High degree of ignorance about the recent financial innovations in the market is the main cause behind such behaviour.

The researchers added that though education of girls has improved the social status of women, but still majority of females are highly negligent towards investments in other financial options.

They recommended that companies should adopt various awareness programmes regarding investments options to improve capital formation
possibility which will lead the overall economic growth and development of the country.

15] G. Jaybal, R. Kasilingam, (2011) has stated that ‘The investment decision is important for every individual because it involves commitments of capital. It also produces returns which will have impact on the standard of living of investors. To take a right decision, the investors collect information from various. There are many sources available to collect investment information. The different kinds of people use different sources of information and selection of particular source depends on characteristic of people. The outcome of the decision is based on quality of information which in turn depends on right source. Hence identifying the right source of information is essential to get success in any investment activity. This necessitated the present study and to identify the impact on the choice of securities and expected returns.’

Researchers tried to find out various information sources utilized by investors. They also tried to find out the relation between the source of information and nature of investment choice and its return. They categories the sources of information used by investors as Expert Source, Media Source and Inner Circle Source. Investment consultants, brokers, agents and expert’s opinion are included in expert sources. Media Sources involves News papers, TV/Radio, Magazines and journals where as inner circle includes friends colleagues and relatives.

About 60% of their respondents accepted that expert source is useful to them and appreciated the work of national and regional newspapers for spreading investment related information by media source.

Here researchers warn that depending too much on inner source may pose problem on their returns as only 48% of respondents accepted that it proved beneficial and only 6% of respondents gave importance to this source. They further classified investors into three categories namely highly motivated,
least motivated and self-centered and try to find the relation between the type of investors and source utilized by them.

They analyzed that information source used is having direct impact on the range of awareness, choice criteria, expected returns and saving motives and concluded that it is very important to know about the source of information used by investors to understand their saving behavior.

16] Dr. N. Srividhya & S. Visalakshi, (2013). This research study is based on the economic analysis and its uses on the whole. The study is based on the responses about the savings and investment patterns among the college teachers both in Pondicherry and Tamil Nadu State. This study helps to analyze their income and savings among the college teachers. The research was conducted directly to 75 college teachers working in Government colleges, Aided colleges and Private colleges based on a structured questionnaire. Majority of the respondents feel the best avenue for investment is in deposits and it is helpful to manage the unpredictable future. They feel that with the uncertain future savings in different forms help the rest family members in peace.

This research study particularly focused on the pattern of relationship between the nest egg and venture among college teachers rate of expected returns on investments and major forces which decided to go for venture.

Researchers were of the opinion that after the recommendations of Sixth Pay Commission, all college teachers are getting handful salary and need to be provided with purposeful investment directions.

Study reveals some important facts like 65% of the respondents agreed that they are unable to take investment decision on their own and need other family members involved in it. FD/ Govt. Securities are still accepted as first preference and investment in gold silver rank second. Only 17% of respondents go for ideal period of investment i.e. above 8 years.
17] Prof. Ujwala Bairagi & Prof. Charu Rastogi-(2012) stated that investment is one of the major issues of the middle class families as their small savings of today are to meet the expenses of tomorrow. This study examine the investment pattern and awareness of the Pune based investors about different instruments such as Bank deposits, Real estate, small savings, life insurance scheme Bullions, Commercial deposits, Corporate deposits-bonds, mutual funds and equity and preference shares. This research finds the impact of age, education and occupation and income level of the individual on investment.

The researchers aim to study the awareness and preference of the investors for different investment options available to them and to analyse the factors influencing their perception and preference. More especially an attempt has been in this article to measure the level of awareness of the investors about several pre-identified investment products; to rank the investment products in term of awareness; to analyse the relation between the awareness socio-economic factors relating to investors; to study the preference of investors for different investment products and finally to identify the factors influencing investors and preference.

The suggestions came forward were giving more importance to aware earning women of middle class my effective advertisements and concentrate on various groups of the society like professionals, businessmen as they wouldn’t pay required attentions while investing.

18] Subhesh kumar Agarwalla, Samir K.Barua, Joshy Jacob, Jaynath R.Varma, (2013) The paper reports investigation of a study on the influence of various socio-demographic factors on different dimensions of financial literacy among the working young in urban India. While the influence of several factors such as gender, education and income is similar to what has been reported in other contexts, a few factors specific to India, such as joint-family and consultative decision making process are found to significantly influence financial literacy. The study also investigates the relationship between the dimensions of financial literacy. Adding to the growing empirical
understanding of financial literacy across countries, the study provides an analytical basis for enunciating policy for enhancing financial literacy of youth in India.

The researchers strongly stress out that individual should develop understanding the world of finance as both the range and the complexity of financial product is continue to increase. They further argued that the attitude towards the money and finance would affect the behaviour towards saving, borrowing and risk taking of an individual. They study the financial behaviour of the respondents by collecting the information on the way the respondents dealt with money in their lives. They concluded that young employed in India are reasonably disciplined in their dealing of money and household finance, women showing significantly inferior financial behaviour compared to men.

The researchers also found out that adequate financial literacy does not get reflected despite the education level of the respondents is high. They suggested that it can be easily corrected by inclusion of relevant material on financial literacy in general education programme in schools and colleges.

19] Dr. Dattatraya T. Charvare,(2012) pointed out that we have to save a little and invest it wisely. Everyone seems to understand this basic principle of investment. Investment means the purchase by an individual of a financial or real asset that produces a return proportion to the risk assumed over some future investment period. For achieving this investor has to decide on how and where to deploy his/her saving. Saving motive is a desire to reserve certain portion of income for future. Keynes has given eight factors which were believed to lead individuals to restrict from spending out their incomes. It depends upon the strength of motive power behind it. Saving rate is also definitely depends upon the saving motives. This study attempts to find out the level of saving motive of the investors in Western Maharashtra.

Researcher fairly stressed that national saving depends upon nature of economy and personal savings depends on saving motives. He studied the motive factors by two different angles. First self support motive factors (like
precaution, foresight, improvement, independence and pride) and second angle was family oriented motive factors (like calculation, enterprise, avarice etc.) Majority of the respondents have given importance to live independently after retirement where as pride been second priority motive of them. Family oriented motive have also possess the place of importance in saving aptitude of the investors as majority wanted to pass the fortune to the next generation. The researchers concluded that although the Indian have high saving rate we are far behind than the developed countries. He pointed out that attitude of every individual investors may be influenced by his/ her investment objectives ,risk appetite, time horizon of investment, personals state of affairs and saving motives.

20] Dr. Aparna Samudra, Dr. M. A. Bhurghate,(2013) has made this research with an aim to examine the investment behaviour of the middle income class household in Nagpur. The rationale behind choosing this research topic is the premise that the middle class in India has gained attention of the economist, policy makers & the marketers as still there remains a considerable untapped potential in this income class of India. The research has been conducted to answer few important questions on the preference of investment instruments & investment pattern of the middle class households, to know the various objectives of investment of the middle income class households and to know whether there has been any increase in their savings and the reasons for the same. It is not only the income of the household that has an immediate bearing on the investment preference but also the age group to which the head of the household belongs that influence the choice of investment avenues. Therefore the paper has also been directed towards finding the difference in choice of investment avenues in different age groups and income classes of the middle income class segment in Nagpur.

The study found out that, Increase in the income, structural change in Indian economy, new and attractive investment options available to the households are the three important reasons behind high savings by Indian
middle class. The research results brings the fact that saving habits of the middle income group is good but they rarely opt for long term savings due to which the same can’t be available for long term national projects. In this regard study suggested more tax benefits on pensions and long term savings to encourage long term investment. Researchers are of the opinion that the younger age group is crucial in improving the financial environment through financial literacy which in turn improve the capital market and to have access to larger pool of funds for corporate India.

21] Dean Roy Nash-(2012) expressed that financial literacy is nothing but knowledge about finance. The importance of financial education has improved in recent years due to the developments in financial markets as well as demographic, economic and policy changes. India is ranked number two in the list of highest financial literacy countries in the world. Moreover booming economy and new horizon of hopes makes this study really significant. The reserve Bank of India, which is the central bank, has been actively participating in the field of eradicating financial illiteracy in the country. In this context a project called “Project Financial Literacy” has already been implemented. Financial literacy in India is in a positive side now. The study conducted by financial Express shows that India has made rapid progress in the field of financial education among the ten leading nations of the world.

22] Mr. P. Arulmurugan, Dr.K. Balanagaguruthan, Ms.Mirudhubashini, (2013) has stated that the Competency of professors is a major determinant of the quality of the education. The quality of one’s life is closely related to the level of consumption, saving and investment. The attitude of professors towards consumption saving and investment would reflect their economic behaviour which would influence quality of life and in turn influence their professor and the education system. The main objective of the study examines the investment behaviour of professors towards gold investment with special reference to Tamil Nadu state. For gathering data questionnaires were used and data were collected from 101 professors in the various Arts and
Engineering colleges and B-Schools in Tamil Nadu State and type of sampling used is convenient sampling. Some of the major findings derived from this study are professors in Tamil Nadu are more inclined towards future prospect like safety, high returns, liquidity, assured returns and comparatively less preference towards status, risk management, ideal time for investment and as a investment tool in a precedence order. This study also analyses the preference towards various forms of gold investment and discloses that professors’ first choice goes for ornaments, gold coins, bars and last priority to ETE (Exchange Traded Funds).

23] Sumit Kumar & Dr. Md. Anees, (2013) summarized that the Financial Market has been dramatically changing after liberalization and has been offering several opportunities not only for investors but also for corporate. Today financial services are becoming more accessible, financial market offers myriad of products with intricate features and services leaving many people ill equipped to cope up with the sophisticated financial needs. The economies around the world have increasingly considered financial literacy as a key pillar for the development of their financial system. The financial education has grown a lot from its pre liberalization beginning to the present day condition of the post liberalization corporate era. The present study takes into accounts the different dimensions of financial literacy and education in India i.e. financial education, its relevance, determinants and role of regulatory authorities in India. The study concludes that the strategy for improving financial well being of individuals in India should be focusing the young Investors.

24] Suaman Chakraborty, Dr.Sabat Kumar Digal, (2012) stated that investment is one of the foremost concerns of every individual. Investor as their small savings of today is to meet the expenses of tomorrow. Taking 200 respondents in the survey from the state of Orissa (India), the paper attempts to analyse the investment pattern, saving objective and preferences of individual investor’s for various investment options available in India. For the purpose of the study, parametric and non-parametric statistical methods have been
employed. The study used a structured questionnaire in which potential investors were asked for their reactions to some specific situations. The result shows that, objective to saving is significantly influenced by demographic factors such as age, occupation and the income level of investors. The study exhibits the saving habit of retail investors across the different income levels. Savings is a habit specially embodied into women. It was found that female investors tend to save more in a disciplined way than the male investors. Paper attempts to explore whether dichotomy of the popular believes that men are more pro-risk than women. It was observed that women are risk averse indeed but save more than the male counterparts as the income level rises. From the research point of view, such a study will help in developing and expanding knowledge in this field of personal finance and investment.

25] Simran Saini, Dr.Bimal Anjum, Ramanseep Saini, (2013) studied Investors’ awareness and perception about mutual funds and stated that Indian mutual fund has gained a lot of popularity from the past few years. Earlier only UTI enjoyed the monopoly in this industry but with the passage of time many new players entered the market, due to which the UTI monopoly breaks down and the industry faces a severe competition. As the time passes this industry has become a buzz word in the Indian financial system. So it is very important to know the investors’ perception about this industry. The present study analyses the mutual fund investments in relation to investor’s behavior. Investors’ opinion and perception has been studied relating to various issues like type of mutual fund scheme, main objective behind investing in mutual fund scheme, role of financial advisors and brokers, investors’ opinion relating to factors that attract them to invest in mutual funds, sources of information, deficiencies in the services provided by the mutual fund managers, challenges before the Indian mutual fund industry etc.

26] Om Raj Katoch,(2012) quoted that College Teachers are the most important group of professionals for our nation’s future. Therefore, it is astonishing to know that even today many of the college teachers are
dissatisfied with their jobs. Job satisfaction among college teachers is good not only for themselves but society as a whole. It increases productivity and classroom performance in the college. Wellbeing of any society depends upon the role played by the teacher. Teachers are the source of guidance in all the crucial steps in the academic life of the students. When teachers are satisfied with their job they can perform their responsibilities with more concentration and devotion. For the same reason a study was undertaken to identify the factors which impact the level of satisfaction of college teachers in Jammu & Kashmir. The data used in this paper is primary in nature and collected through personal interviews in the form of questionnaire from a sample of 98 college teachers selected from the five Government Colleges of Jammu. Two types of statistical tools are used in the present study for analysis 1) percentage analysis 2) chi-square analysis. Research shows that female college teachers are more satisfied with their job than male teachers and income per annum is an important factor impacting the level of job satisfaction.

27] Viktoria Hnatkovska, Amartya Lahiri, (2013) pointed out that the past three decades in India have witnessed a sharp reduction in the historically large gaps in the education levels, occupation choices and wages of the backward castes called scheduled castes and tribes (SC/STs) relative to the rest of the population (non-SC/STs). We examine how these changes have impacted the saving behavior of the two groups. And that while the saving rates of SC/STs exceeded that of non-SC/STs in 1983, this excess saving of SC/STs declined during 1983-2010 period. A decomposition of consumption into durables and non-durables reveals that this trend also extends to durable goods consumption of the two groups. We find that a decline in wage uncertainty facing SC/STs may have contributed to the saving convergence between them and non-SC/STs.

28] Bichitranaanda Seth, (2011) has examined short and long run relationship between gross domestic savings and investment as well as corporate sector savings and corporate sector investment in India using Engel
Granger co-integration test. Also attempt is made to find out the rate of adjustment in the disequilibrium being corrected in the short run by applying Engel-Granger Error Correction Model. The result indicates long run relationship between domestic saving and investment on the one hand and between corporate savings and corporate investment on the other hand. The former reveals low foreign capital mobility into India whereas the later presents a picture of corporate sector’s dependency on their internal fund for investment. In the short run, change in domestic savings and corporate savings effects domestic investment and corporate investment respectively. Since, variables are co-integrated; any deviation from equilibrium in a period is getting corrected within two years. The implication of the above results are that - the lower degree of capital mobility, corporate sector’s reliance on its own fund and slower adjustment of disequilibrium in corporate investment might result in distortion in the economy when the corporate sector’s net profit would be affected due to some internal or external factors. There is a need for strengthening the financial system so as to make the banks more effective for canalizing household savings to increase capital formation.

29] **Clifford Paul S, Joseph Anbarasu,(2008)** searched with an object to study the saving pattern of the people under observation, to determine relationship between expectation of returns and saving, to determine the factors influencing the reason for saving, to study the purpose of saving along with income distribution, to study the contribution of insurance to savings and to study the factors influencing the choice of insurance companies and products.

30] **Sarish and Ajay Jain,(2012)** pointed out that A Mutual Fund is a trust that pools the savings of a number of investors who share a common financial goal. The money thus collected is then invested in capital market instruments such as shares, debentures and other securities. The income earned through these investments and capital appreciation realized is shared by its unit holders in proportion to the number of units owned by them. The term risk has a variety of meanings in business and everyday life. At its most general level, risk is
used to describe any situation where there is uncertainty about what outcome will occur. Life is obviously very risky. Even the short term future is often highly uncertain. In probability and statistics, financial management and investment management, risk is often used in more specific sense to indicate possible variability of outcomes around some expected value.

31] V.R. Palanivelu and K. Chandrakumar, (2013) have stated that Investment is the employment of funds on assets with the aim of earning income or capital appreciation. Investment is the most important things today. People are earning more, but they do not know where, when and how to invest it. A proper understanding of money, its value, the available avenues for investment, various financial institutions, the rate of return/risk etc., are essential to successfully manage one’s finance for achieving life’s goal. Through this study, an analysis has been made into preferred investment avenues among salaried peoples in Namakkal Taluk, Tamilnadu, India. The results highlight that certain factors like education level, awareness about the current financial system, age of investors’ etc make significant impact while deciding the investment avenues. The study is based on personal interviews with salaried peoples, using a structured questionnaire. Actually, the present study identifies the preferred investment avenues among the individual investors using self assessment test. The study is based on primary sources of data which are collected by distribution of a close ended questionnaire. The data has been analysed using percentage and chi-square test with the help of statistical software. There are large numbers of investment opportunities available today. In this paper is going to briefly examine how the salaried peoples managing their investments.

32] Dr. Varsha Virani, (2012) made study based on the micro economic approach of estimating the responses of the respondents i.e. school teachers towards the savings and investment pattern in the Rajkot city. The objective of the study was to determine the relationship between the savings and investments pattern among the school teachers. The study was done on the
different government and private school teachers. The data was collected by distributing a structured questionnaire to 100 school teachers in different schools of Rajkot city. In spite of low income the teachers have been saving for future needs. The major impact on savings is due to the level of income of the school teachers. The research shows that majority of the respondents are saving money as Bank deposits for the safety of an unpredictable future. The main avenues of investment are Bank deposits and the main purpose of investment is for children education, marriage, and security after retirement.

33] Mohd Abass Bhat and Fayaz Ahmad Dar,(2012) studied conceptual framework on emotion and investment decision and pointed out that most of the theories in security market are based on the notion of rational investment decision behaviour from investors. But it has been observed that it is not the case always. A new area of research has come up which recognizes the psychological element in financial decision making and thus challenging the traditional models. This new area of study is known as behavioural finance and in the changing socio-economic and technological context; it is high time to study this new area of knowledge. The objective of this paper is to know, To what extent literature restricted the role of investor emotions in investment decision making . In our study it has been proved that the emotions play a vital role in investment decisions and building long-term wealth requires counter-emotional investment decisions–like buying at times of maximum pessimism or resisting the euphoria around investments that have been recently outperformed. But unfortunately, as the study shows that investors as a group too often let emotions guide their investment decisions. In the end, by anticipating and understanding the series of emotions that you may experience, you’ll be better equipped to tolerate and benefit from market fluctuations. And we have included some important suggestions which will help the investors to avoid emotional influence on investment decisions.
Prof. CA Yogesh P. Patel; Prof. CS Charul Y. Patel (2012) have started their work with following meaningful quote ‘The highest use of capital is not to make more money, but to make money do more for the betterment of life’ - Henry Ford.

Investment is the employment of funds with the aim of getting return on it. It is the commitment of funds which have been saved from current consumption with the hope that some benefits will accrue in future. Thus, it is a reward for waiting for money. So the first step to investment is savings. In common usage, saving generally means putting money aside, for example, by putting money in the bank or investing in a pension plan. In a broader sense, saving is typically used to refer to economizing, cutting costs, or to rescuing someone or something. In terms of personal finance, saving refers to preserving money for future use - typically by putting it on deposit – this is distinct from investment where there is an element of risk. The main elements of Investments are Return, Risk and Time. This research aims to study and understand the behavioral pattern of investment among the salaried people working in private sector and the difference in perception of an individual related to various investment alternatives. It also aims to provide an insight into factors considered for an appropriate investment. Gives a wider scope to understand various issues related to investment by salaried people.

Dr. A. A. Attarwala, (2014) studied on the role of SEBI in financial literacy and concluded that the Securities and Exchange Board of India has been making sustained efforts to spread financial literacy and disseminate neutral information related to the markets so that larger number of Indians participates in India’s growth story. With the developing financial market in India, there is an urgent need for the more financial penetration of the investors in the financial market. It is necessary that structured regulations are put in place which not only make products available to the clients but in effect enhance the knowledge of the investors, therefore achieving the financial inclusion in the financial market. The need of the hour in the financial sector is the active participation of the investors so that the equity in the financial
market increases and this is possible only when proper advice is provided to these investors to enable them to make an informed decision about the investment. SEBI have proposed a nationwide survey for assessing financial inclusion and literacy in the country in the draft 'National Strategy for Financial Education' that seeks to "create a financially aware and empowered India" and convert savers into investors. Through this information and objective advice, they develop the skills and confidence to become more aware of financial risks and opportunities and make informed choices to improve their financial position.

“We can create confidence in market by spread financial literacy and merit of investment could be widely spread, hence time is ripe to motivate our educated upper middle class to climb from saving mode to wealth generation mode.” - Pranab Mukherjee,(Honourable President of India)

36] Dr. Rekha Mehta,(2013) has studied the trends and Patterns of House Hold Saving In India and express views as follows - Savings play an important role in economic development and the major objective of Government policy has been promotion of savings and capital formation in the economy as primary instruments of economic growth. This study aims to analyse trends and patterns of House Hold saving (1950-2010) and to determine different Saving Functions which would possibly explain the long term saving behaviour and saving Potentials of the House hold sector. An Autoregressive Model is also used to find out the short run and long run impact. Data base for empirical analysis has been furnished by time series data for a period of 60 years, from 1950-51 to 2009-10. Data has been taken from Handbook of Statistics on The Indian Economy published by RBI 2010-11. The data for the time period 1950-2007 was for base year 1999-2000 have been converted to New series of data base year 2004-05 to analyse the House Hold and Financial saving function, regression analysis is done considering House Hold and financial saving as the dependent variable and personal Disposable income as the independent variable. The saving function has been analysed for the whole period as well as the two sub periods, viz. pre economic reforms period and post economic
reforms period. Different Saving Functions are determined which would possibly explain the long term saving behaviour and saving Potentials of the Household sector. An Autoregressive Model is also used to find out the short run and long run impact. Results show that the household sector has been the main contributor to the total saving. MPS has shown improvement in the post economic reforms period over pre economic reforms period. Long run MPS is found to be higher than the short run. APS in the post economic reforms period is higher than pre economic reforms period. The income elasticity of saving has dipped a little in the post economic reforms period. The accuracy of the analysis is dependent upon the Accuracy of the data reported by selected organization. The results shows that efforts are required to channel savings away from physical savings into financial savings, which will expand financial intermediation and provide more funds for investment. In the coming years, improving demographics and the spread of banking (more branches, financial inclusion, UID) along with sustained economic growth will promote savings. To mobilize the savings of the household sector, we need more players (insurance, pension funds, banks, mutual funds, private equity) and more financial products (bonds, equity, derivatives).

37] Dr. Ananthapadhmanabha Achar, (2012) has studied the saving and investment behavior of teachers and stated that the competency of a teacher is a major determinant of the quality of the education. Teacher’s professional advancement is decided by many factors. One of the main factors which strongly influence the efficiency of teacher is his quality of life. The quality of one’s life is closely related to the level consumption, savings and investment. The attitude of teachers toward consumption, saving and investment would reflect their economic behavior, which would influence quality of life and in turn influence their profession and the education system. Research in this aspect of important stakeholder in education system assumes significance in the field of educational reform. In this context the present research study titled “An analysis of behavior of teaching community towards saving & investment” is undertaken. This research paper is focused on saving & investment patterns of
primary, high school, college and university teachers in Udupi District of Karnataka State.

38] Jagannath Mallick,(2009) has studied the trends and patterns of Private Investment in India with an aim to provide an understanding the economic structure and structural changes in private investment in the Indian economy. The overarching problem addressed in this study is whether or not identifiable structural transformation has occurred due to economic reforms in India. What were the trends in private investment in India? Structural transformation is confined to the shifting or movement of resources from one sector to another within the private economy. This study utilized descriptive statistics like annual average growth rate, share and Z test statistics to find out the sectoral and sub-sectoral contributions to the growth of private investment in India as well as to verify the structural changes. The research questions addressed were: What were the short term and long term trends in private investment at the aggregate, sectoral and sub-sectoral levels? What was the contribution of the sectors and their sub-sectors to the growth of private investment in India before and after the reforms? Did an identifiable structural transformation occur in the Indian economy? The National Accounts Statistics (NAS) was used for the data on private investment for the analysis of this study. The analysis revealed that the rate of capital formation had increased in the private sector and decreased in the public sector after economic reforms. Further, the industrial sector had been ranked one in terms of its contribution to the growth of private investment followed by the service and agricultural sectors in India in the short term as well as long term. However, the growth of private investment in the service sector was considerably higher in the post reform period than the pre-reform period. Further, the annual average of growth of private investment in the service sector was almost equal to the industrial sector in the post-reform period. Therefore, the service sector played a very important role in attracting private investment during the economic reforms period. The service sector comprises, among others, consumer and producer services. Further, it was found that the contribution of producer services, which includes real estate,
ownership of dwellings and business services, and others, contributed to the growth of private investment in the service sector in India. In this context it is very important to study whether or not identifiable structural transformations in terms of private investment occurred in India.

39] Dr. Kanhaiya Singh, (2010) stated that India adopted liberalization path and opened up the economy in 1991. There have been series of policy reforms to boost savings and investments thus contributing to economic growth. Among others the measures adopted to surge household savings have brought in desired results, one significant contribution in financial domestic savings and more than that inculcation of saving habits among the small investors. This paper examines the impact of policy measures on the growth of mutual funds which were introduced in pursuant to liberalization and also the insurance sector. The study concludes that various policy decisions in terms of fiscal incentives and expansion through competitive spirit helped the growth of personal savings significantly. This has added to the phenomenal growth of domestic savings in general and household savings in particular. All this has ultimately impacted the economic growth of the country.

40] C. J. Unny, (2012) pointed out that From the classical days, saving has been considered as one of the determinants of growth. In the Indian economy, the household sector contributes the lion’s share of the total savings. In the household sector, rural households have tremendous saving potential which has not been considered seriously by the policy makers and hence, measures have not been chartered to mobilize these huge savings. In Kerala, in spite of low per capita income, the rate of savings is very high. There are various factors influencing the saving behaviour of the rural household sector in Kerala. This paper has tried to identify the factors influencing saving behaviour together with the nature of their influence on saving behaviour. The study is based on primary data collected from one hundred households, selected from three villages in the three regions of the state. The study finds that the propensity to save in the rural household sector is very high. Level of income, income inequalities, value of assets and level of education of the head of the household
positively influence savings whereas number of male children, number of earners and dependency ratio has negative influence. Among the occupational groups, households engaged in non-farm sector have higher propensity to save. The number of female children was, believed to have a positive influence on savings; however, in the present sample this factor shows a negative influence. In the era of increasing international financial integration, the high saving potential in the rural household sector should be mobilised by proper policy measures to give stability to the economy. Identification of determinants of savings will help in framing policies accordingly.

41] Patti J. Fisher and Sophia T. Anong,(2012) This study examines how saving motives are related to saving habits using Katona’s (1975) psychological classification of saving, where households save regularly (discretionary), save irregularly (residual), or do not save. Of the 3,822 non-retired households in the 2007 Survey of Consumer Finances, 46% saved regularly, 32% saved irregularly, and 22% did not save. Precautionary and retirement motives increased the likelihood of saving regularly or irregularly as compared with not saving, but only the retirement motive separated the regular savers from irregular savers. A long-term planning horizon and higher income increased the propensity for regular or irregular saving as compared with not saving, and for saving regularly as compared with irregularly, while low risk tolerance had the opposite effect. Financial advisors, educators, and policymakers should facilitate short- to long-term goal seeking with frequent saving by individuals and families.

42] Lalit Mohan Kathuria and Kanika Singhania,(2010) Conducted a study with an objective to analyse the level of knowledge regarding various investment avenues. They stated in their research paper that only 4% of their respondent made their investment decision with the help of investment planner. The study indicates that there is immense need to raise the level of awareness about various investment avenues. It also threw light on investment reviewing activity of investors. It shows that only 22.67% review their existing
investment where as 43% investor reviewed their investment biannually. Study also express that majority investor get investment information and make decision through spouse or family members than website or newspapers.

43] Ravi Vyas and Suresh Chandra Moonat,(2012) stated that in India a small investor generally prefer to park his savings in Bank deposits, which do not provide hedge against inflation and often have negative returns. The study further express that the lawman investor has a very limited knowledge of sensitive index and find themselves to be a deviant in the investment market. They also express the positively of Indian financial market by saying that they are constantly becoming more efficient providing more promising solutions to the investors. The study concludes that investors ranked Gold as their first preference, Bank deposits and FD, are on 2nd preference whereas ranked 9 to the investment in shares, debentures and commodities. It clears that investors are more concern about the safety of their investments.

44] Dr. Duvvuri Subbarao, (2013):-has successfully placed the role of RBI in issues like financial literacy in the presence of premier international institution—the OCED and the World Bank. He gave following two reasons behind RBI initiative for financial education. First; Historically RBI has played an important developmental role in financial sector. Creating awareness about financial education is now a unique advantage, opportunity and distinct obligation too as RBI work in tune with Government of India. The second reason is global financial crises of 2008-09. He stated that low understandings of financial matters and high degree of financial illiteracy are prime reasons behind such financial crises. Many advanced economies have adopted the way of Consumer protection by making them financially literate as an instrument to deal the financial crises.

He strongly pointed out that financial literacy is perquisite of financial stability and being the central bank it has to promote financial literacy programme a great challenge indeed. He tossed two terms of financial inclusion and financial literacy which are integral and of prime importance in state’s
economy. Financial inclusion provides access where as Financial literacy generate awareness about financial matters. Disadvantaged people need both. Financial inclusion is highly important for sustaining equitable growth and when people have comfortable financial access, economy of state also strongly develop.
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