A STUDY ON FINANCIAL PLANNING INFLUENCE THE INVESTMENT DECISION OF NON-TEACHING WOMEN STAFFS IN COLLEGES WITH SPECIAL REFERENCE OF COIMBATORE CITY

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ABSTRACT

The main objective of the research is to determine the financial planning and investment decision of non-teaching staff in colleges done in Coimbatore city. Sample size of study is 90 and use cluster sampling technique is used for data collection. The major finding is most of the respondents are willing to take moderate risk investment, they expect 8-10% of returns from their investment, 25.56% of respondents are invest in physical gold. From the study all the respondents have known the ETF gold stock Mutual fund but them don't have willing to invest in long term investments.

Keywords: Financial planning, Investment decision, Investment pattern

Introduction

Saving and investment is the beginning process of wealth creation in both company and individual also in company they consider as general reserve. In India we have 14 nationalized bank and more micro and small finance bank also here our people are very careful in saving in money but most of them fist prefer the bank as our investment instrument later post office bank but the bank will give maximum 7 to 8% interest before covid but current period they give only 4 to 5.5% for deposits and saving account we get only 1.5 to2.5% of interest rate but the inflation of currency in increased the current inflation rate in India is approximately 6%. So we deposit the money into bank for future use after two years the prices of FMCG will increase on that time the investment gave give not yield od investment it will give LOSS OF INVESTMWNT. We have number of good investment scheme at decent returns. National pension scheme and public provident fund senior citizen from these plan we get 7 to 9% interest rate they maximum invest in share and bonds. We can overcome the inflation by investing in long term investment it should be minimum 7 years it will give approximately 10 to 15% return on investment change may occur due to market flexibility.Maximum of the investors are investing the money for future use for example children marriage higher education or business kindly that people are invest in mutual funds it should give definitely minimum 10% returnes on your investment and also to overcome the inflation also.

Objectives

- To know the financial planning of respondents
- To analysis the investment decision of investor
- To know the time horizon of investment

Problem of the study

The study is to analysis the investment decision of non-teaching women employee in college why I take this study because previously review twenty journals all the study was said the maximum respondents are investing in low risk investment so this study is how women attitude towards the investment.

Review of literature

Sreelatha Reddy K and Lalitha Narayanan (2015) The study is conducted in twin city of telugana state which is Hyderabad and secunderabad. The study is conducted through working women in the city the sample collected from 300 respondents among investment pattern most of the respondents are invested in PF reason behind is safety and government scheme only.45.93% of respondents are invest for future and children future only maximum the respondents are teaching professional their age between 35 - -50 years

T. Tamil Selvi (2015) The researcher was conducted study investor attitude towards investment pattern in Coimbatore city in both rural and urban area surrounded in Coimbatore the sample was taken as 300 with stratified random sampling technique. In this the respondents are mostly preferred bank deposit, post office deposit insurance and gold because of safety only they don't consider the return. the investor doesn't prefer mutual fund because of lack of knowledge and not ready to take a risk

Shiva Kumar and N Babitha Thimmaiah (2015) The study is saving and investment pattern of school teacher in Mysore city. The researcher can take 100 sample from both government and private school teachers the study is conducted through random sampling method and data collected through personal interview most of the teachers can invest in bank deposit for their children educations and marriage. In the study 38% of respondents are get advice from consultant and 29% of respondents are get advice from family and friends.

Dr. Sunil Karve and Hema Deogharkar (2015) The study was conducted to know the awareness of investment from the general public the data collection done through random sampling method from 350 sample were collected. The study done in parel are in Mumbai city most of the respondents are 35 - 54 years old they have willingness to take a risk in investment. All the respondents are taking a Life Insurance policies and second option they invest in PPF mostly all respondents are investing for to meet their future expenses and stranded of living.

Research Methodology

Research methodology is the complete core structure of the study it gives the frame work of any research. The research is done through the both primary and secondary data.

- Research Design : Descriptive method
- Data collection Tool : Questionnaire Method
- Sampling Design : Cluster sampling
- Sampling Size : 90
- Statistical tool : percentage analysis

Data collection is done through the survey method by personal interview to the respondents

DATA INTERPETATION

| S.No | Particulars | Frequency | Percentage |
|-------|----------------|-----------|------------|
| 1 | 21 – 30 Years | 25 | 27.78 |
| 2 | 31–40 Years | 29 | 32.22 |
| 3 | 41-50Years | 21 | 23.33 |
| 4 | Above 50 Years | 15 | 16.67 |
| Total | | 90 | 100 |

Age of the respondents

Source of data is primary

Interpetation

In the study the age factor of respondents are 27.78% of the respondents are 21-30 years old, 32.22% of the respondent are 31- 40 years old, 23.33% of the respondent are 41-50 years old, 16.67% of the respondent are above 50 years old.



Income of the respondents

| S.No | Particulars | Frequency | Percentage |
|------|-------------------|-----------|------------|
| 1 | Rs.7,001 – 10,000 | 22 | 24.44 |
| 2 | Rs.10,001-15,000 | 25 | 27.78 |
| 3 | Rs.15,001-20,000 | 23 | 25.56 |
| 4 | above Rs.20,000 | 20 | 22.22 |
| | Total | 90 | 100 |

Source of data is primary

Interpetation

Income of the respondents in the study 24.44% of respondents are earn Rs.7,001-10,000 monthly, 27.78% of respondents are earns Rs.10,001-15,000 monthly25.56% respondents are earns Rs.15,001-20,000 monthly, 22.22% respondents are earns above Rs20,000 monthly



Marital status of respondent

| S.No | Particulars | Frequency | Percentage |
|-------|-------------|-----------|------------|
| 1 | Married | 65 | 72.22 |
| 2 | Unmarried | 25 | 27.78 |
| Total | | 90 | 100 |

Source of data is primary Interpetation

From the above table shows that marital status of respondents 7.22% of respondents are married and 27.78% of respondents are unmarried.



| S.No | Particulars | Frequency | Percentage |
|------|-------------|-----------|------------|
| 1 | 0 -5% | 23 | 25.56 |
| 2 | 6 – 10% | 27 | 30 |
| 3 | 11 - 15% | 22 | 24.44 |
| 4 | Above 15% | 18 | 20 |
| | Total | 90 | 100 |

Percentage of investment from income

Source of data is primary

Interpetation

Investment is the beginning step to wealth formation in above table 25.56% of respondents are invest 0 - 5% from their income,30% of respondents are invest 6 - 10% from their income,24.44% of respondents are invest 11 - 15% from their income and 20% of respondents are invest above 15% from their income.



Risk of investment you prefer

| S.No | Particulars | Frequency | Percentage |
|-------|---------------|-----------|------------|
| 1 | High risk | 20 | 22.22 |
| 2 | Moderate risk | 36 | 40 |
| 3 | Low risk | 34 | 37.78 |
| Total | | 90 | 100 |

Source of data is primary

Interpetation

In simple, Risk is uncertain it is unexpected thing so the investments are different kind of risk. the respondents are choosing their risk of investments 22.22% of respondents are prefer high risk investment,40% of respondents are prefer moderate type of risk and 37.78% of respondents are prefer low level risk investment.



Return expect from investment

| S.No | Particulars | Frequency | Percentage | |
|--------------|-------------|-----------|------------|--|
| 1 | 0-5% | 20 | 22.22 | |
| 2 | 6-8% | 21 | 23.33 | |
| 3 | 8-10% | 34 | 37.78 | |
| 4 | 11 – 13% | 15 | 16.67 | |
| Total 90 100 | | | | |

Source of data is primary

Interpetation

From the above table shows that 22.22% of respondents are expect 0-5% of reurn on investment,23.33% of respondents are except 6-8% of retuen on investment,37.78% of respondents are expect 8-10% of return on investment and 16.67% of respondents are expect 11-13% of return on investment.

| S.No | Particulars | Frequency | Percentage |
|-------|------------------------|-----------|------------|
| 1 | Bank deposit RD | 20 | 22.22 |
| 2 | Post office deposit | 10 | 11.11 |
| 3 | Insurance policies | 9 | 10 |
| 4 | Gold | 23 | 25.56 |
| 5 | National pension | 13 | 14.44 |
| | scheme / public | | |
| | provident fund | | |
| 6 | Share / Mutual funds / | 15 | 16.67 |
| | bonds | | |
| Total | | 90 | 100 |

Investment source the respondents

Source of data is primary

Interpetation

Investment is the major factor for financial planning because its act like shiled from unbalanced situation in every one life, analyse the which investemnt was choosen by respondentds 22.22% of respondents are invest their money in bank deposit RD,11.11% of respondents are invest their money in post office deposit,10% of respondents are invest their money in insurance policies,25.56% of respondents are invest their money in gold ,14.44% of respondents are invest their money in National pension scheme / public provident fund and 16.67% of respondents are invest their money in Share / Mutual funds / bonds.

| S.No | Particulars | Frequency | Percentage |
|-------|------------------------|-----------|------------|
| 1 | Less than one year | 23 | 25.56 |
| 2 | One year to five years | 28 | 31.11 |
| 3 | Six years to Ten years | 20 | 22.22 |
| 4 | Above Ten years | 19 | 21.11 |
| Total | | 90 | 100 |

Time Horizon of Investment

Source of data is primary

Interpetation

Time value of money play avital role in investment on that how the respondents are make their investment period 25.56% of respondents are make their investment less than one year,31.11% of respondents are make their investment one year to five years 22.225 of respondents are make their investment period from six years to ten years and 21.11% of respondents are make their investment period of above ten years.

Findings of the study

- ✓ Majority of 32.22% of respondents are age between 31 40 years' old
- ✓ Maximum of 27.78% respondents are earn Rs. 10,001 to 15,000
- ✓ Majority of 72.22% of respondents are married person
- ✓ 30% of the respondents are allocate 6 10% of amount for investment from their income
- \checkmark Most of the respondents (40%) are prefer moderate risk investment
- ✓ 37.78% of respondents are expect 8 10% of return from their investment
- ✓ Majority of 25.56% respondents are prefer to buy / invest in gold
- ✓ Maximum 31.11% of respondent's time horizon for investment between one year to five years

Suggestions

- ✓ Respondents to split their income into percentage like 50:30:20 ratio
- \checkmark To maximize their investment amount it will help you in uncertain period
- \checkmark All the respondents should take an insurance, must allocate 5% of amount to the insurance

✓ Respondents are go with long term investment it will give upto10 to 13% returns of your investment

Conclusion

All the respondents are not interest to taking a risk their only mindset is to safeguard their money. So the maximum prefers the risk free investment in low returns if they invest in long term the inflation can affect the return amount it lead to loss on investment. Another thing is they want to get more return in less period of time so the investor to aware about long term investment and it will make you a financially wealthy person.

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