

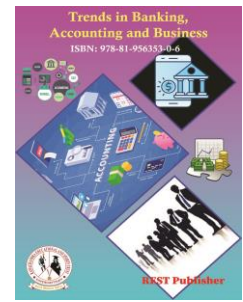


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A Study on the Investment Pattern of Salaried Employees Post Pandemic with Special Reference to Gabriel India Limited

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Abstract: Covid-19 pandemic has made an absolute collapse in the financial flow of the salaried people. Due to the pandemic, many people especially those who are engaged in the private sector have lost their jobs, reduced salary, and even delay in the payment of the salary. This was because of close of business activities due to the lockdown, which made the salary as irregular source of income. Even the savings made by them also started to deplete as the time goes on. There comes the investment, which helps them to overcome their financial obstacles. Investments help the individual to develop the habit of saving for the prospects of life. It also helps them to create wealth with their hard-earned efforts. The purpose of conducting this study is to analyze the changes and impact in the investment pattern of the salaried employees with reference to post pandemic. The study was conducted with the help of well-structured questionnaire and the samples are collected through simple random sampling. The sample size of the study is taken from the 100 employees of the Gabriel India Limited, Hosur. The collected data samples have been analyzed with the help of SPSS Software and tools like Percentage Analysis, Chi-square, and One-way ANOVA. The Study reveals that most of the employees prefer to invest in gold, stocks, and real estate. And also, they prefer only no risk and low risk investments.

Key Words: Investment Pattern, Covid-19, Salaried Employees, Investment preference, financial planning, and Post Pandemic.

1. INTRODUCTION

Investment pattern has been changed drastically due to the pandemic breakout from the year November 2019. Many people especially those who are engaged in the private sector have lost their jobs, reduced salary, and even delay in the payment of the salary. This was because of close of business activities due to the lockdown, which made the salary as irregular source of income. Even the savings made by them also started to deplete as the time goes on. There comes the investment, which helps them to overcome their financial obstacles. Investment is referred as accumulation of wealth made by the people with a hope to get an expected return from it. Investments help the individual to develop the habit of saving for the prospects of life. It also helps them to create wealth with their hard-earned efforts. Most of the developing countries find it difficult to overcome the vicious circle of poverty, Investment helps the people to overcome the financial difficulty all around the world. In India, it is a tradition to make investment for the prospects.

objectives of the study

- To study the investment pattern of the salaried class employees, post pandemic.
- To identify the factors that influence the investment decisions of the employees.
- To analyze the investment avenues which provides maximum returns.
- To find the priority to which the employees give most importance like safety, returns, risks, liquidity, maturity etc., while making investments.
- To identify the issues faced by the employees while choosing the suitable investment avenues.

scope of the study

The study focuses on the investment pattern preference of the salaried class employees. The survey was conducted with the help of a well-structured questionnaire. The collected data helps in analyzing the habits & preferences of the different class of salaried employees. The study is confined to the Gabriel India Limited employees of Hosur, Tamil Nadu. This also includes the study of various investment avenues like shares, bonds, debentures, derivatives, and others too.

2. REVIEW OF LITERATURE

Dr. K. K. V. Raju et al (2023) conducted “An Empirical Study on Post Covid Investment Pattern of Salaried Employees”. The purpose of this study is to find out the investment pattern of Salaried Employees Post Pandemic. The researcher has collected 191 responses using Snowball Sampling and analyzed the data with the help of Simple Percentage Analysis and Frequency Table to interpret the results from the analysis. The study reveals that majority of salaried employees prefer investment options like deposits, Mutual Fund which are of low risk and fixed return after pandemic. Hariharan E.K.S et al (2022) conducted “Financial Analysis of Salaried Employees in Technoverse -A Study with reference to Chennai City”. The purpose is to study the financial planning of techno verse employee’s pre and post COVID pandemic and the change in preferences of investments based on demographics during pre and post COVID pandemic. A questionnaire has been prepared and circulated for responses over the salaried employees in techno-verse sector. The responses collected were tested by applying various statistical tools such as Percentage Analysis Correlation, regression and the relationship analysis are determined with the results of, ANOVA Table, ‘t-test’ using SPSS software. The results of the various statistical tools explain that there is a difference in the investment pattern of the employees before and after the pandemic, significant change was identified in the unexpected expenses met by the employees before and after pandemic, the savings plan of the employees too changed based on their annual income and survival period. P. Madhu Kumar Reddy & Dr. V S Prasad Kandi (2022) studied “Double Dip Pandemic Impact on Portfolio of Investors reference to Salaried Employees”. The main objective of the study is to know the relationship between the re-entry of COVID-19 and the change in investment decisions of the salaried employees in Telangana. The researcher has collected the sample of 115 persons and analysed the data with the help of Standard deviation, Standard Error, Person Correlation, ANOVA, and Test of homogeneity. Most probably investors consider their savings as a path to meet any obligations and prefer investing with minimum risk that warrant constant and steady returns. The study concludes that many of the investors prefer for secured and regular returns. After the statistical analysis, the investors still prefer to invest in Mutual Fund, equity, and insurance also. Arpita Gurbaxani & Dr Rajani Gupte (2021) conducted “A Study on the Impact of COVID-19 on Investor Behaviour of Individuals in a Small Town in the State of Madhya Pradesh, India”. The purpose is to understand how the COVID-19 pandemic has impacted investment and financial decisions of individuals in small towns in developing nations such as India. The researcher has collected a sample of 100 investors with the help of well-structured questionnaire. The collected data was analysed with the help of Paired-Sample Test. The study reveals that individual investor’s willingness to invest in mutual funds and the stock market has been impacted negatively. In present times, investors seem to have become more risk averse, and prefer relatively secure investment options offering moderate return with low risk.

3. RESEARCH METHODOLOGY

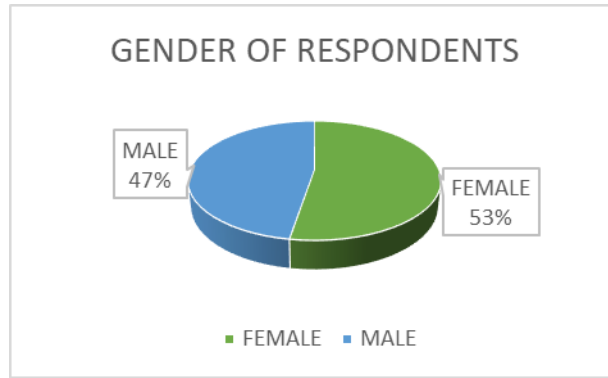
The present study was based on the descriptive and exploratory study. Data was collected through a well-structured questionnaire. The questionnaire was distributed to the 100 employees of Gabriel India Limited at Hosur. Out of 100 respondents, 95 were able to respond to the questionnaire. In addition to this the secondary data was also collected from various newspapers, journals, magazines, books, and websites etc. The collected data samples have been analyzed with the help of SPSS Software and tools like Percentage Analysis, Chi-square, and One-way ANOVA.

4. DATA ANALYSIS & INTREPRETATION PERCENTAGE ANALYSIS

TABLE 1. Gender Of Respondents

GENDER	NO. OF RESPONDENTS	PERCENTAGE
FEMALE	50	52.6 %
MALE	45	47.4%
Total	95	100%

Chart 1- Gender Of Respondents



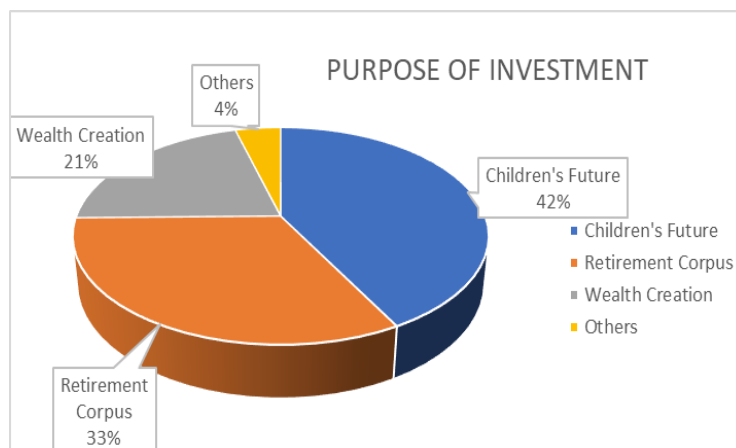
Interpretations:

Table 1 shows the number of respondents to the questionnaire. Out of 95 respondents, 53% of the respondents are female and 47% of the respondents are male. This shows that majority of the respondents are female.

TABLE 2. Purpose Of Investment

purpose	no. of. respondents	percentage
Children’s future	40	42.1%
Retirement corpus	31	32.6%
Wealth creation	20	21.1%
Others	4	4.2%
Total	95	100%

Chart 2- Purpose of Investment



Intpretation:

Table 2 shows that out of 95 respondents, 42% of the respondents make investment for children’s future, 33% of the respondents for retirement corpus, 21% of the respondents for wealth creation and only 4 % of the respondents make investments for other purposes.

Chi-Square Analysis Income * Type of Investment Made

Null Hypothesis (H₀): There is no significant difference between income of respondents and type of investment made.
 Alternative Hypothesis (H₁): There is significant difference between income of respondents and type of investment made.

TABLE 3. Income* Type of Investment

Income * What type of investment have you made? Crosstabulation										
Count										
What type of investment have you made?										
			Stocks	Bonds	Mutual Funds	Real Estate	Gold	Total		
Income	10,000k-30,000k	n	19	4	2	0	15	40	Chi-square Value	P Value
		%	20	4	2	0	16			
	31,000k-50000k	n	3	6	6	0	12	27		
		%	3	6	6	0	13			
	51,000k-1,00,000k	n	0	2	0	4	4	10		
		%	0	2	0	4	4			
	Above 1,00,000	n	4	4	0	6	4	18		
		%	4	4	0	6	4			
Total			26	16	8	10	35	95		

Intrepretation:

Table 2 shows the association between the income and type of investment. Since the P value is lesser than 0.05, null hypothesis (h₀) is rejected. Hence, there is significant relation between income and type of the investment. This also states that most of the employees prefer to invest in stocks and gold with 20% and 16% respectively. These respondents fall under the category of 10000k-30000k of monthly salary. On the overall study it is stated that most of the salaried class employees prefer to invest in the gold irrespective of their income level. Hence, it is concluded that there is significant association relation between income and type of investment made by the salaried class employees.

one-way anova

TABLE 4. Level Of Risk* Factors Influence Investment Decisions

level of risk and factors influences investment decisions					
	sum of squares	df	mean square	f	sig
Between Groups	5.482	4	1.370	2.264	.068
Within Groups	54.476	90	.605		
Total	59.958	94			

Intrepretation:

The above table 3 shows that there is no significant difference between the respondents towards purpose of investment and factors that influence the investment decisions. As demonstrated by one-way ANOVA, $F = 2.264$, $p = 0.068$.

Findings:

- Gold are the most preferred investment avenues. Nearly 36% of the respondents prefer to invest in the gold even after the covid-19.
- 42% of the respondents make investments for their Children's Future.
- 33% of the respondents make investments for their retirement corpus.
- 21% of the respondents make investments for the wealth creation.
- The study also shows that there is relation between the level of risk and factors that influence the investment decisions of the employees.
- Most of the respondents are not willing to take risks to make investment.

Suggestions:

- With the constraints, it was only possible to test few parameters from the questionnaire.
- Also, we cannot say that the research hypotheses tested and proved in the study do not stand good in the real world. To ensure that the study has given real value, the scope and the sample size must be increased.
- Most of the salaried class people are not aware of the other investment avenues such as Derivatives, mutual funds. So, we must make efforts to spread awareness about the other avenues.

5. CONCLUSION

The study gives the general views regarding the investment pattern and preference among the salaried class employees. Most of the investors invest in risk free investment avenues. Covid – 19 was an unprecedented event that changed the paradigm of the entire world and has established a “new normal”. This research has made an honest attempt to comprehend the of preferences of investors primarily towards three investment avenues namely Gold, Real estate, and Stocks both before and after covid-19.

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