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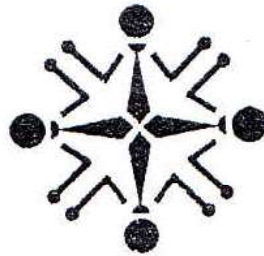
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EDITORS

Dr. Mrs. Hemlata Gaikwad

Mr. Shrikant S. Karanjkar

Mr. Rajendra J. Agawane



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A Special Issue of 6TH INTERNATIONAL CONFERENCE ON
**"REDEFINING HR PRACTICES FOR
SUSTAINABLE DEVELOPMENT"**

16th & 17th Feb. 2018

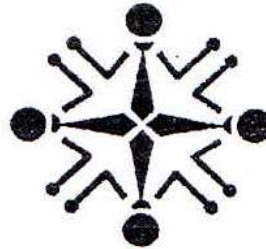
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K. E. Society's

Rajarambapu Institute of Technology
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Department of Management Studies (DMS)
Rajaramnagar, Sakharale, Dist. - Sangli, Maharashtra (India)

In Collaboration with
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Dr. Mrs. Hemlata Galkwad
Assistant Professor, Dept of Mgt. Studies (MBA), RIT

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INVESTMENT BEHAVIOR OF BUSINESS STANDARD READERS

Prof. Dr. Ashok Ramchandra Shinde¹, Dr. J. G. Mulani² and Prof. Krishnaji Sarjerao. Tatil³

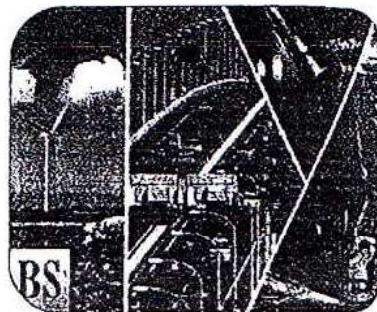
¹Y. C. College, Islampur, Dist. Sangli.

²M. V. P. Kanya Mahavidyalaya, Islampur, Dist. Sangli.

³Assist. Professor, Dept. of Mgt. Studies, Rajarambapu Institute of Technology, Rajaramnagar.

INTRODUCTION

Investment is the commitment of money or capital to purchase financial instruments or other assets in order to gain profitable returns in the form of interest, income, or appreciation of the value of the instrument. It is related to saving or deferring consumption. Investment is involved in many areas of the economy, such as business management and finance no matter for households, firms, or governments. An investment involves the choice by an individual or an organization such as a pension fund, after some analysis or thought, to place or lend money in a vehicle, instrument or asset, such as property, commodity, stock, bond, financial derivatives (e.g. futures or options), or the foreign asset denominated in foreign currency, that has certain level of risk and provides the possibility of generating returns over a period of time.



Investment comes with the risk of the loss of the principal sum. The investment that has not been thoroughly analyzed can be highly risky with respect to the investment owner because the possibility of losing money is not within the owner's control. The difference between speculation and investment can be subtle. It depends on the investment owner's mind whether the purpose is for lending the resource to someone else for Economic purpose or not.

An asset is usually purchased, or equivalently a deposit is made in a bank, in hopes of getting a future return or interest from it. The word originates in the Latin "vestis", meaning garment, and refers to the act of putting things (money or other claims to resources) into others' pockets. The basic meaning of the term being an asset held to have some recurring or capital gains. It is an asset that is expected to give returns without any work on the asset. The term "investment" is used differently in economics and in finance.

OBJECTIVES OF THE STUDY

1. To understand the concept investment behavior.
2. To know various investment avenues which are available to individuals for investment
3. To analyze investment behavior & investment awareness of business standard newspaper readers.
4. To study the factors affecting investment behavior of the individuals.
5. To study the attitude of the customers towards different investment choices.

IMPORTANCE OF THE STUDY

- It helps to analyze the investment behavior of the Business Standard readers.
- It gives information about the various investment avenues.
- It helps to analyze factors considered investment behavior of the individuals.
- It gives knowledge about the attitude of the customers towards different investment choices.

RESEARCH METHODOLOGY

It may be defined as a way to systematically solve the research problem. Research methodology include a variety of research methods, selection criterion of research methods used in context of research study, explanation for using a particular method or technique and why other technique are not used so that research results are capable of being evaluated either by researcher himself or by others.

Method of Data Collection

Sources of Data Collection

Primary source:

The primary source refers to the first hand information collected i.e. information which has been collected by researcher himself for the sole purpose of research.

The primary data in this research was collected through a set of questionnaire and personal interview.

Questionnaire is formed with a set of questions for obtaining information from respondents. The questions asked were in open-ended and close-ended form. Open-ended questions were to get customer's views and in close-ended questions, multiple-choice questions.

Personal interview method is used to collect the data. The interviewer asks them questions relating to the survey & collects the desired information.

Secondary source:

The secondary source refers to the second hand information collected by the researcher i.e. information gathered from any other source.

The secondary data collected from internet, company website, books, previous research etc.

Information was accessed, searched, & compared on the internet. Company website which gives the information regarding the company. For this project reference books are Financial Management & Sources of Investment.

Location: Pune

Researcher had covered the major regions of Pune such as 1) Marolay Peth 2) FC Road 3) Kothrud Road 4) Karve Road 5) Deccan 6) Bhandarkar Road 7) Shivajinagar

Target Customer

Newspapers generally cater to the following target audience:

Corporate executives

Investors and Stock brokers

Businessmen

Banker

Chartered Accountants & other Professionals.

Conceptual Framework:

Investment has different meanings in finance and economics.

In economics, investment is related to saving and deferring consumption. Investment is involved in many areas of the economy, such as business management and finance whether for households, firms, or governments.

In finance, investment is putting money into an asset with the expectation of capital appreciation, usually over the long-term future. This may or may not be backed by research and analysis. Most or all forms of investment involve some form of risk, such as investment in equities, property, and even fixed interest securities which are subject, inter alia, to inflation risk.

In contrast putting money into something with a hope of short-term gain, with or without thorough analysis, is gambling or speculation. This category would include most forms of derivatives, which incorporate a risk element without being long-term homes for money, and betting on horses. It would also include purchase of e.g. a company share in the hope of a short-term gain without any intention of holding it for the long term. Under the efficient market hypothesis, all investments with equal risk should have the same expected rate of return: that is to say there is a trade-off between risk and expected return. But this does not prevent one from investing in risky assets over the long term in the hope of benefiting from this trade-off. The common usage of *investment* to describe *speculation* has had an effect in real life as well: reduced investor capacity to discern investment from speculation, reduced investor awareness of risk associated with speculation, increased capital available to speculation, and decreased capital available to investment.

Why should one invest?

- One needs to invest to Earn return on your idle resources
- Generate a specified sum of money for a specific goal in life
- Make a provision for an uncertain future

One of the important reasons why one needs to invest wisely is to meet the cost of Inflation. Inflation is the rate at which the cost of living increases. The cost of living is simply what it costs to buy the goods and services you need to live. Inflation causes money to lose value because it will not buy the same amount of a good or a service in the future as it does now or did in the past. For example, if there was a 6% inflation rate for the next 20 years, a Rs. 100 purchase today would cost Rs. 321 in 20 years. This is why it is important to consider inflation as a factor in any long-term investment strategy. Remember to look at an investment's 'real' rate of return, which is the return after inflation. The aim of investments should be to provide a return above the inflation rate to ensure that the investment does not decrease in value. For example, if the annual inflation rate is 6%, then the investment will need to earn more than 6% to ensure increases in value. If the after-tax return on your investment is less than the inflation rate, then your assets have actually decreased in value; that is, they won't buy as much today as they did last year.

Importance of Investment

"The more you sweat in peace time; the less you bleed in the war"

What a quotation! This is applicable for all aspects of your life. If you don't invest your money and think that there will be no need of money in your contended life, then one day suddenly you will be in a pathetic situation where you need money for education or medication of your family member.

Then only you will realize the value of money. But dear friend, it will be too late to do anything and you will be in a deep trouble then. And you will be suffering for not investing your money in your life sooner or later. So it is better to be late than never. Following are few of the many advantages of an investment in your life.

- 1) Financial Independence:-
- 2) Increases Wealth:-
- 3) Fulfilling Personal Goals:-

Desires of Family members:-

Increases Knowledge:-

Increases Vision

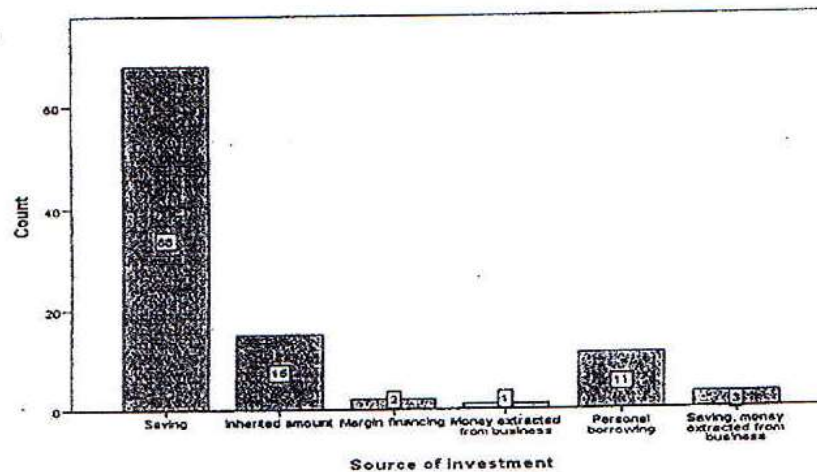
Sources of Investment:

There are a large number of investment instruments available today. To make our lives easier we could classify or group them. In India, numbers of investment avenues are available for the investors. Some of them are marketable and liquid while others are non marketable and some of them also highly risky while others are almost risk less. The people has to choose Proper Avenue among them, depending upon his specific need, risk preference, and return expected Investment avenues can broadly categories under the following heads.

1. Equity
2. FI Bonds
3. Corporate Debenture
4. Company-Fixed
5. Bank Fixed
6. PPF
7. Life Insurance
8. Post Office-NSC
9. Gold/Silver
10. Real Estate
11. Mutual Fund
12. Others

Data Analysis and Interpretation:**Showing sources of investment**

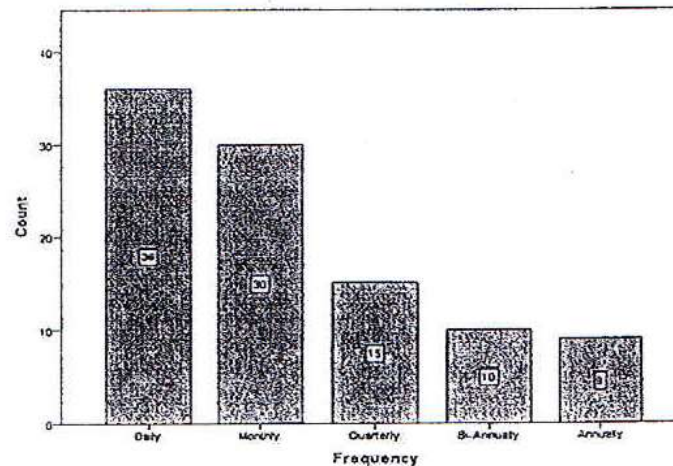
Sr. No.	Contents	No. of respondents	% of respondents
	Saving	68	68%
	Inherited amount	15	15%
	Margin financing	2	2%
	Money extracted from business	1	1%
	Personal borrowing	11	11%
	Saving, money extracted from business	3	3%
	Total	100	100%

**Interpretation-**

The above graph shows that sources of investment. 68% respondents have saving of investment, 15% respondents have inherited amount, 2% respondents have margin financing, 1% respondents have money extracted from business, 11% respondents have personal borrowing, and remaining 3% respondents have saving and money extracted from business.

Showing frequency for investment of individuals

Sr. No.	Contents	No. of respondents	% of respondents
1	Daily	36	36%
2	Monthly	30	30%
3	Quarterly	15	15%
4	Bi-Annually	10	10%
5	Annually	9	9%
	Total	100	100%

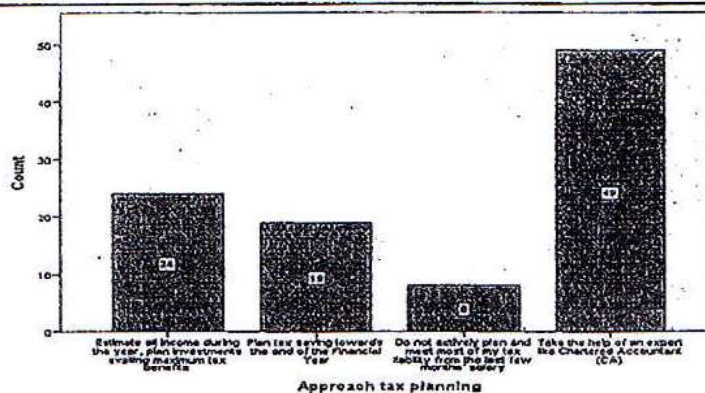


Interpretation-

The above graph shows that the frequency of investment. There are 36% individuals has daily investment, 30% has monthly investment, 15% has quarterly investment, 10% has bi-annually investment and 9% has annually investment.

Showing tax planning during the year

Sr. No.	Contents	No. of respondents	% of respondents
1	Estimate all income during the year, plan investments availing maximum tax benefits	24	24%
2	Plan tax saving towards the end of the Financial Year	19	19%
3	Do not actively plan and meet most of my tax liability from the last few months' salary	8	8%
4	Take the help of an expert like Chartered Accountant (CA)	49	49%
	Total	100	100%



Interpretation-

The above graph shows that tax planning during the year. 24% respondents have estimate all income during the year, plan investments availing maximum tax benefits, 19% respondents have Plan tax saving towards the end of the Financial Year, 8% respondents have do not actively plan and meet most of my tax liability from the last few months' salary, and remaining 49% have take the help of an expert like Chartered Accountant (CA).

Findings

It is observed and studied that many readers motivated for investment by savings and safety factor but at the same time they wanted to earn higher returns at a lower risk in shorter span.

Investors are interested to take third persons opinion before going to investment.

It is found that most of the individuals have invested their money in bank deposit, insurance, share market, real estate, mutual funds etc. for getting good returns and security.

Investors preferred some specific companies stock for getting high rate of dividend and capital appreciation.

Many people investing for achieving long term goals and covering the risk of life.

Investors have satisfied with the right guidance given by the Business standard newspaper through their investment and banking sector related articles.

CONCLUSION

Investment behavior is an important indicator of how individuals feel about their investment. In this project researcher has studied the investment behavior of individuals. It shows how many investment avenues have preferred by the individuals for investment. Many individuals investing their money for achieving long term goals and covering the risk of life.

On the basis of undertaken study researcher has concluded that, for getting good returns from investment investor has to develop right attitude and proper investment behavior. They can get both forms the right guidance of expert people and from regular experience of investment.

Most of the Business Standard readers have satisfied with these newspaper for given good guidance through their investment and banking sector related articles. It is observed that many individuals are motivated through Business standard newspaper for investing their money.

It can also be concluded that client or Investors should start planning soon, set measurable goals, look at the bigger picture and should not expect unrealistic returns on the investments and value of the plan in its implementation and it accurately reflects what you are personally trying to accomplish.