SAVINGS AND INVESTMENT PATTERN OF LECTURERS IN THENI DISTRICT

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Abstract: *This study investigates the savings and investment pattern of lecturers in Theni district. This study discusses about the factors influencing the investment pattern of lecturer towards different investment avenues with special reference to Theni district. The study is based on personal interviews with lecturers. This study based on primary data which are collected by distribution of questionnaire.*

Key Words : savings and investment, lecturers, money.

1. INTRODUCTION:

Saving is income not spent, or deferred consumption. Methods of saving include putting money aside in, for example, a deposit account, a pension account, an investment fund, or as cash. Saving also involves reducing expenditures, such as recurring costs. Saving is closely related to physical investment, in that the former provides a source of funds for the latter.

In general, to invest is to allocate money (or sometimes another resource, such as time) in the expectation of some benefit in the future – for example, investment in durable goods, in real estate by the service industry, in factories for manufacturing, in product development, and in research and development. However, this article focuses specifically on investment in financial assets

2. REVIEW OF LITERATURE:

Cluster Analysis' (1994) focused on investment information used by financially sophisticated institutional investors and financial analysis. The main sources of information were provided by annual report and accounts, personal interviews with official Company literature, Trade journals and Government statistics.

3. STATEMENT OF THE PROBLEM:

There are many ways to get involved the types of investments, but they vary widely in degree of risk and return and are certainly not appropriate or necessary for all investors. As an lecturer is concerned, selection of best saving and investment tool is a complicated process. This paper tries to analyses the lectures savings and investment habit and their awareness on different types of avenues.

4. SCOPE OF THE STUDY:

The scope of the study is pertained to the district of Theni and its saving and investment pattern of lecturers only. The scope covers and accepts attitudes exhibited by the lecturers in the saving and investing habits of the different ways.

5. OBJECTIVES OF THE STUDY:

- To analyse the investment preference of lecturers in Theni district.
- To identify the determinants of saving and investment behaviour of lecturers.

6. DATA COLLECTION:

6.1 Primary data: collected data through personal interview in the form of questionnaire from 50 respondents
6.2 Secondary data: data was collected from various journals, books, magazines.

7. TOOLS FOR ANALYSIS:

- Percentage
- simple ranking

8. ANALYSIS AND INTERPRETATION:

Socio economic status of the respondents
Table No. 1.1

Gender			
Variables	Categories	No of respondents	percentage
Sex	Male	22	44
	Female	28	56
Age of respondents			
Age	20-30 years	14	28
	31-40 years	8	16
	41-50 years	18	36
	Above 50 years	10	20
Educational qualification of the respondents			
Educational qualification	PG	5	10
	M.Phil	20	40
	NET/SET	10	20
	Ph.d	15	30
Monthly income of the respondents			
Monthly Income	Below Rs 20,000	9	18
	Rs.20,001- 40,000	18	36
	Rs. 40,001-60,000	12	24
	Above Rs 60,000	11	22
Marital status of the respondents			
Marital status	Married	38	76
	Un married	12	24
Total		50	100

(Source: primary data)

From the above table interpret that majority of the respondents (56%) is under Female category, (36%) respondents are under age group of between 41-50 years; under Educational qualification of the respondents, most of the respondents are (40%) having the qualification of M.Phil., (36%) of the respondents are earn Rs20,001 to 40,000 and (76%) of the respondents are married.

9. CATEGORY OF COLLEGES:

There are 3 categories of college where respondents were working. The following table explains the category of college of the respondents

Table No 1.2

S.No	Types	No.Of the respondents	Percentage
1.	Private	14	28
2.	Aided	26	52
3	Government	10	20
Total		50	100

(source: primary data)

10.CLASSIFICATION OF RESPONDENTS ON THEIR ANNUAL SAVINGS:

Table No.1.3

S.No	Annual savings	No.of Respondents	percentage
1	1 lakh	34	68
2	1-2 lakh	13	26
3	More than 2 lakh	3	6
Total		50	100

(source: primary data)

11. Simple ranking method: It is used to analyze the saving and investment preference by sample respondents.
Table No. 1.4

S.NO	Form of savings and investment	Rank
1.	Fixed deposit	I
2.	Shares	IV
3.	Bonds	III

| 4. | Mutual funds | II |
| 5. | Any other forms | V |

(source: primary data)

From above table no. 1.3 denotes that 1st rank is fixed deposit and 2nd rank is Mutual fund and 3rd rank is Bonds and 4th rank is Shares and 5th rank is any other forms.

11.FINDINGS:

From the survey conducted in Theni district the following finds were derived from total of 50 respondents.
- 28 respondents were Female
- From these study 18 respondents belongs to the age group of 41-50 category.
- 20 respondents were having the educational qualification of M.Phil.
- Of the 50 respondents, 18 respondents are earn Monthly income 20,000 to 40,000
- Of the 50 respondents, 38 respondents were married.

12.CONCLUSION:

Savings and proper investment is important for every human life. They avoid spending money on heavy luxurious life style and preferring the normal living standard. All the lecturers are Know about the different investment avenues like safe and low risk avenues, Moderate risk avenues, high risk avenues, traditional investment avenues and emerging investment avenues. Likewise their annual income and percentage of investment is closely related. In the ultimate analysis individual characteristics of teachers such as age, gender, marital status, and lifestyle determined the savings and investment behavior of teaching community in the study region.

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