

# “A Study on Saving and Investment Pattern of Salaried Peoples with Reference to Wardha City”

Miss. Minakshi Pandurang Kharkar

*B.D. College of Engineering Sevagram, Wardha – 442001 MH. India.*

**Abstract: Purpose:** *To assess and analyze, the Savings and Investment Pattern of Salaried People With Reference To Wardha City via questionnaire this study examines the saving and investment patterns among salaried individuals in Wardha city, focusing on their financial behaviors and preferences. Through a survey-based approach, data was collected from a sample of salaried workers residing in Wardha. The research investigates factors influencing saving habits, investment choices, risk preferences, and future financial planning strategies. Analysis of the data reveals insights into the allocation of savings across various investment avenues, such as traditional savings accounts, fixed deposits, mutual funds, real estate, and equities. Additionally, the study explores demographic variables, including age, income level, education, and employment sector, to discern their impact on saving and investment decisions. The findings contribute to a better understanding of the financial behavior of salaried individuals in Wardha city and provide valuable insights for policymakers, financial institutions, and individuals seeking to enhance their financial well-being.*

**Keywords:** *Savings, Investment, Satisfaction Levels, Investment Avenues, Growth, Term Period Etc...*

## 1. INTRODUCTION

The developing city in Maharashtra, like wardha face the enormous task of finding sufficient capital to utilize in their development efforts. Most of city's find it difficult at this stage to get out of poverty of low income, low saving, low investment, and low employment. With high capital output ratio, wardha needs very high rates of investments to leap forward in attaining high levels of growth.

A different variety of investment is available such as shares, bank, companies, gold and silver, real estate, life insurance, postal savings. All the investors invest their surplus money in the above-mentioned avenues based on their risk-taking attitude and capacity bearing Saving means not spending all your current income on spending. Investing on the other hand, choosing what assets to carry. We can choose to invest in secure assets, dangerous assets, or a combination of both. In normal use, however, the term savings often mean to invest in a secure asset with an insured bank account. It is easy to confuse saving with safe investment.

### Industry Profile

As an investor, everyone has a clear desire to get a sky-high return as soon as possible with minimal risk of losing money. The investor must understand that investing is not a casino,

where you will hit the jackpot overnight. Savings means to set keep aside a part of your earned income for Investment. Investment provides higher returns than savings, as there is a assured and nominal rate of interest and can earn money more than the invested amount, if invested wisely. There are a large number of investment instruments available today. The people has to choose Proper Avenue among those available, depending upon their specific need, risk preference, and return that are expected.

**Different Investment Avenues Can Be Broadly Categories Under The Following Heads.**

1. Equity
2. Debt
3. Mutual Funds
4. Debentures
5. Fixed Deposits
6. Post office Savings
7. Public Provident Fund
8. Real Estate
9. Life Insurance
10. Gold/Silver/Others

**Possible 5w & 2h**

- **WHY:** To study the investment preference among the salaried people with reference to wardha city working in different sectors and to know investment pattern in trend.
- **WHERE:** Wardha
- **WHEN:** Around three months
- **WHAT:** (consequences): savings and investments risk and outcomes
- **WHO:** salaried employees from different sectors
- **HOW TO SOLVE:** there is no particular problem as such but this could create the awareness of better investment area for those who look for starting an investment
- **HOW MUCH (TIME PERIOD):** No particular time period but this gives a better perspective of seeing where and what to invest from the savings

**2. LITERATURE REVIEW**

**Akshay Bhisikar (Oct 2020)** conducted an analysis study of investment and savings pattern of salaried employees in the context of Nagpur city. In this way, he made the salaried employees aware and presented this report with a brilliant mix of rescue and investment. He told in this report that you save some money from your salary and invest some money well so that you can take advantage of it in your coming time. There are many investment options available like bank FD. Gold, real estate. Mutual funds, equity etc.

Similarly, another study conducted by Sanket L. Charkha (July 2018) and Jagdeesh R. Lanjekar with special reference to Pune city (India) has found that salaried employees are more aware of savings and investments and investors prefer to invest in their money such as bank deposits, real estate. Data analysis of research shows that security is an important factor to consider when investing, so the remaining avenues are found to be less considerable when investing by investors.

**Deepak Sood and Navdeep Kaur (Feb 2015)** have conducted a study of saving and investment pattern of salaried class people the objective of this study was to determine the relationship between savings and investment patterns among working-class people in Chandigarh (India). LIC and bank deposits have been found to be the most preferred investment option and most of the factors that influence investment decisions are high returns, tax benefits and safety focusing on it and giving its benefits and important.

Study on Impact of Socio –Economic Profile on Investment Pattern of Salaried & Business People in Coimbatore City by Dr. V. Ramanujam and Chitra Devi (Nov 2012) stated that there was a lack of awareness of investors about the concept and working of the investment Pattern & Moreover, the Socio-Economic variables have been found influencing the attitude of investors towards investment significantly.

**Deepika Dhawan et al (Sept 2019)** says the impact of gender on financial literacy and awareness is found. Also finds that people prefer safe and liquid investments with tax benefits, higher returns, and fewer lock-in-periods on Evaluating Saving and Investment Pattern: Assessment and Prospects.

A study by **Varsha Gondalia, Dhaval Pandya (Jan 2020)** on savings and investment patterns of salaried class people with special reference to Surat city. In this article, he explained that investing is an activity undertaken by an investor for several purposes from his financial savings. This is a way by which salaried people can reduce taxes by accumulating additional income. Efforts are made to know the savings and investment patterns of salaried people.

A study by Analysis of investment pattern of different class of people-A review **Dr Yathish Kumar (Feb, 2019)** in India, investors have a lot of investment avenues to invest their savings. The risk and returns involved in each of these investment avenues differ from one to another. The investors are ready to invest after evaluating the main features of investments such as security of principal amount, liquidity, income stability, easy transferability, etc. Shares, bank, gold and silver, life insurance, postal savings, etc. are the available investment avenues. This paper tries to review the investment pattern of different class of people based on previous research. This paper focus on investment pattern of working women, salaried employees and teachers. Data were collected various journals, websites and research articles.

### **3. RESEARCH METHODOLOGY**

#### **3.1 Objectives of the Study:**

1. To measure the investors level of satisfaction towards different investment patterns
2. To analyze the saving behaviour of salaried individuals in Wardha.
3. To identify the factors influencing savings decisions among salaried individuals.
4. To study the investment preferences and strategies of salaried Workers in Wardha.
5. To study the difficulties faced is different investment patterns.

#### **3.2 Hypothesis of the Study:**

(H<sub>0</sub>): The investors are not satisfied with their investment pattern.

(H<sub>1</sub>): The investors are satisfied with their investment pattern.

(H<sub>0</sub>): There is no significant difference in factors affecting investment Decision of respondents.

(H<sub>2</sub>): There is a significant difference in factors affecting investment.

(H<sub>0</sub>): There is no significant difference in the objectives of investment decisions among the respondents.

(H<sub>3</sub>): There is significant difference in objectives of investment decision of respondents.

### 3.3 Sample and Sample Size

The study will target salaried individuals residing in Wardha City, Maharashtra, India. A Prospective observational study carried out with a convenient sampling of sample size 67 is obtained.

### 3.4 Data Collection Technique

The primary data collection technique for studying the saving and investment patterns of salaried people in Wardha city involves conducting surveys or interviews with a sample size of 67 participants. These surveys or interviews aim to gather firsthand information on participants' saving habits, investment preferences, income levels, financial goals, and any other pertinent factors influencing their financial decisions within the context of Wardha city.

### 3.5 Tools for Analysis

Data from the questionnaire, Surveys, interview, focus groups, financial records, observation will be obtained and entire in the excel, By employing these primary data tools, you can systematically collect, analyze, and interpret data on the saving and investment patterns of salaried individuals Wardha city, thereby gaining valuable insights into their financial behavior.

## 4 Data Analysis and Interpretation

An analysis based on the responses from the saving and investment pattern of salaried people with reference to wardha city.

### Demographic Profile of the Respondents:

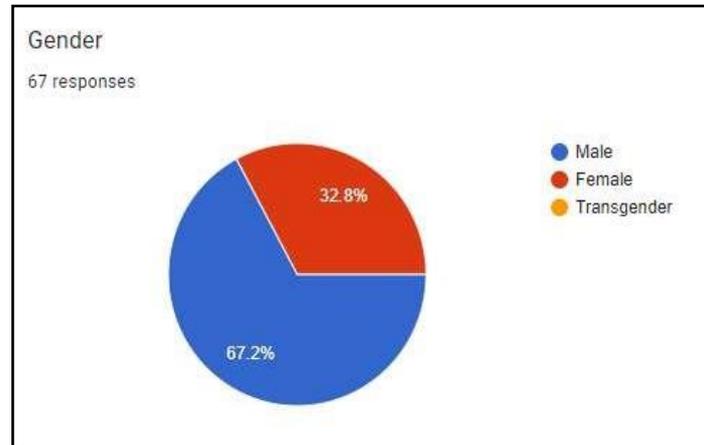
The data were collected from the respondents on the dimensions of gender, age, and income, saving and investment pattern of salaried people with reference to Wardha city Total 67 responded including in the study, among the Sixty-seven respondents, 45% are male and 22% are female; 44% respondents were more than 60 years of age group, 1% respondents are in the age group of ,50-60 years, 0% respondents fell in the age group of 41-50 years and 0% of the respondents are in the age group of 31-40 year and 5% were less than 20 years of age; 61% respondents were educational qualification, 1 respondents were 10th, and 1.5%, 12 respondents were 12th, and 17.9%, 25 respondents belonging to UG and 37.3% 27 respondents OF PG and 40.3% , 2 respondents OF PHD 3%, respondents. Where occupational references of respondents govt. employee 7 and 10.4%, are private employees 26 and 38.8% were consultancy respondents 1 and 1.5 % are business occupation 5 and 7.5% were other occupation 28 and 41.8%.

Table - 1 Sample of Demographic Information about People At Wardha.

Demographic Variable	s Particulars	Total	%
Gender	Male	45	67.2

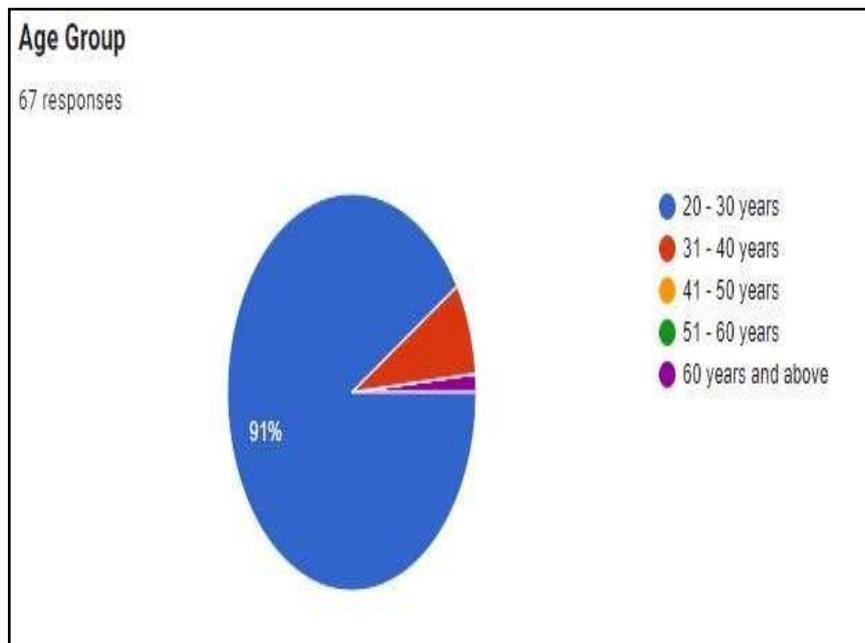
	Female	22	32.8
Total		67	100
Age (years)	20 - 30	61	91
	31 - 40	5	7.5
	41 - 50	0	0
	51 - 60	0	0
	60 & Above	1	1.5
Total		67	100
Education	10 <sup>th</sup>	1	1.5
	12 <sup>th</sup>	12	17.9
	UG	25	37.3
	PG	27	40.3
	PhD	2	3
Total		67	100
Occupation References of Respondent	Govt. Employee	7	10.4
	Private Employee	26	38.8
	Consultancy	1	1.5
	Business	5	7.5
	Others	28	41.8
Total		67	100
Salary of Respondent	Upto Rs 20,000	33	49.3
	Rs 20,001- 40,000	20	29.9
	Rs 40,001- 60,000	5	7.5
	60,001 - 80,000	3	4.5
	Above Rs. 80,000	6	9
Total		67	100
Savings % Out of Their Income	0.10 %	30	44.8
	11- 20 %	15	22.4
	21 - 30%	14	20.9
	31 - 40 %	7	10.4
	41 - 50 %	1	1.5
Total		67	100
Investment % Out of Their Income	0.10 %	33	49.3
	11- 20 %	17	25.4
	21 - 30%	5	7.5
	31 - 40 %	6	9
	Nil	6	9
Total		67	100
Satisfaction Level of Their Investment	Highly Satisfied	9	13.4
	Satisfied	30	44.8
	Neutral	25	37.3
	Dissatisfied	3	4.5
	Highly Dissatisfied	0	0
Total		67	100

**Graph: 1 Gender of Respondent**  
**Interpretation**



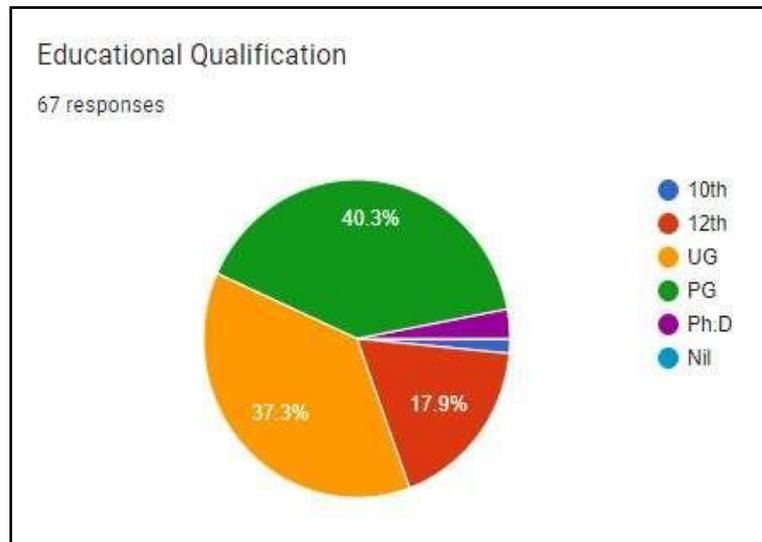
This data shows the gender of respondents Based on the data out of a total of 67 respondents: 45 respondents are male, accounting for 67.2% of the total. 22 respondents are female, constituting 32.8% of the total.

**Graph: 2 Age of Respondent**  
**Interpretation**



This data shows the distribution of respondents by age group: 20-30 years: 61 respondents, 91%, 31-40 years: 5 respondents, 7.5%, 41-50 years: 0 respondents, 0%, 51-60 years: 0 respondents, 0% Above 60 years: 1 respondent, 1.5%, Total respondents: 67, accounting for 100%.

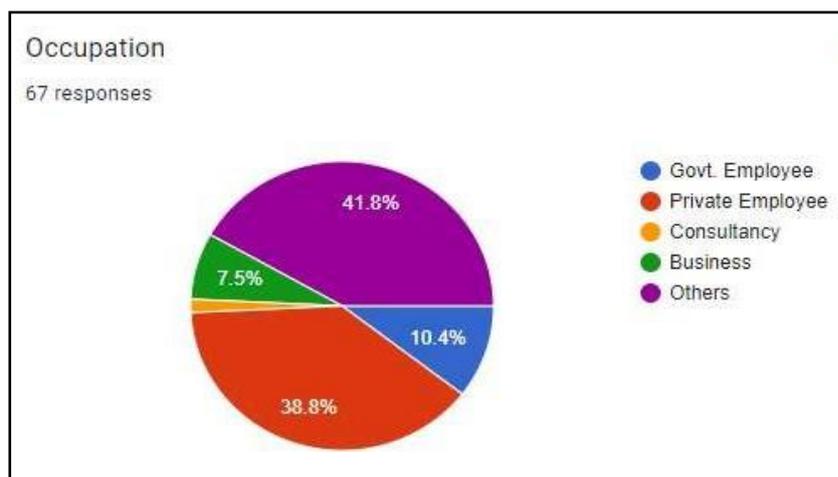
### Graph: 3 Educational Qualification of Respondent



#### Interpretation

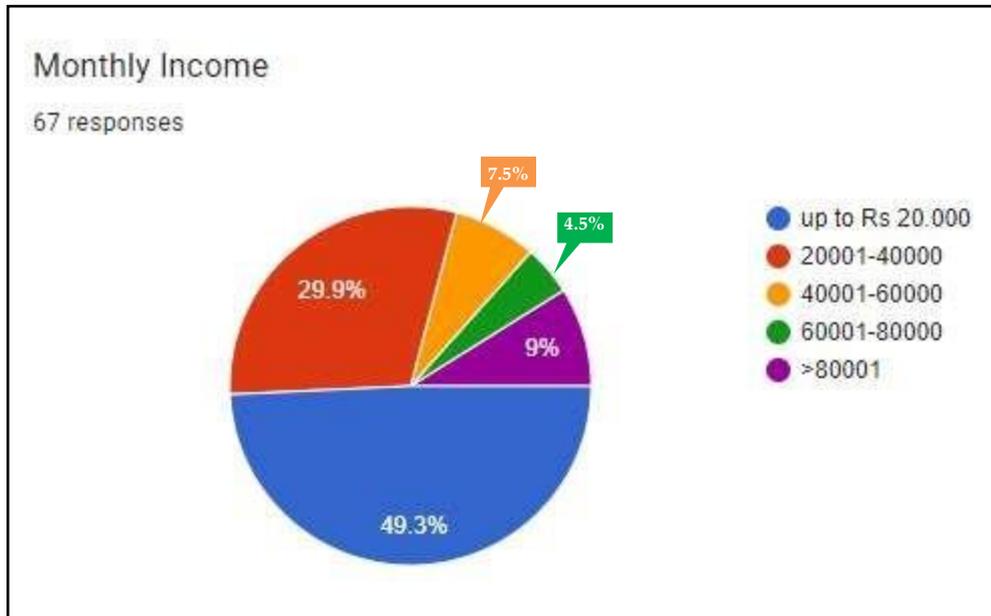
This data represents the qualifications of respondents: 1.5% have a qualification equivalent to 10th grade. 17.9% have a qualification equivalent to 12th grade. 37.3% have an undergraduate (UG) qualification equivalent to 25, 40.3% have a postgraduate (PG) qualification to 27, 3% have a Ph.D. qualification to 2. The total respondents surveyed are 67.

### Graph: 4 Occupation of Respondent Interpretation



This data represents the occupations of respondents: 10.4% are government employees. 38.8% are private sector employees. 1.5% are in consultancy roles. 7.5% are engaged in business activities. 41.8% fall under the category of "Others". The total Respondents surveyed are 67.

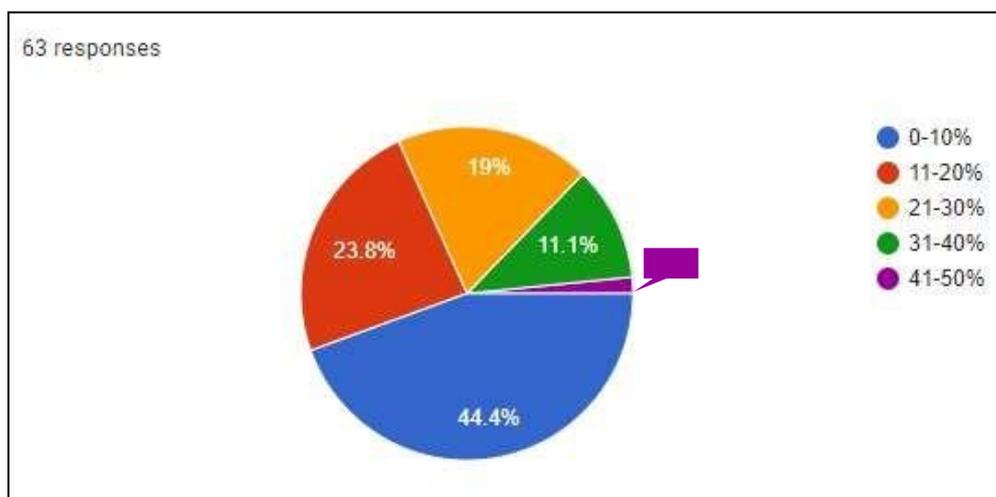
**Graph: 5 Sallary of Respodent**



**Interpretation**

This data represents the salary distribution among respondents: 49.3% of respondents earn up to Rs. 20,000. 29.9% of respondents earn between Rs. 20,001 and Rs. 40,000. 7.5% of respondents earn between Rs. 40,001 and Rs. 60,000. 4.5% of respondents earn between Rs. 60,001 and Rs. 80,000. 9% of respondents earn above Rs. 80,000. The total respondents surveyed are 67.

**Graph: 6 Saving Percentage Out Of Their Income 4.5%**

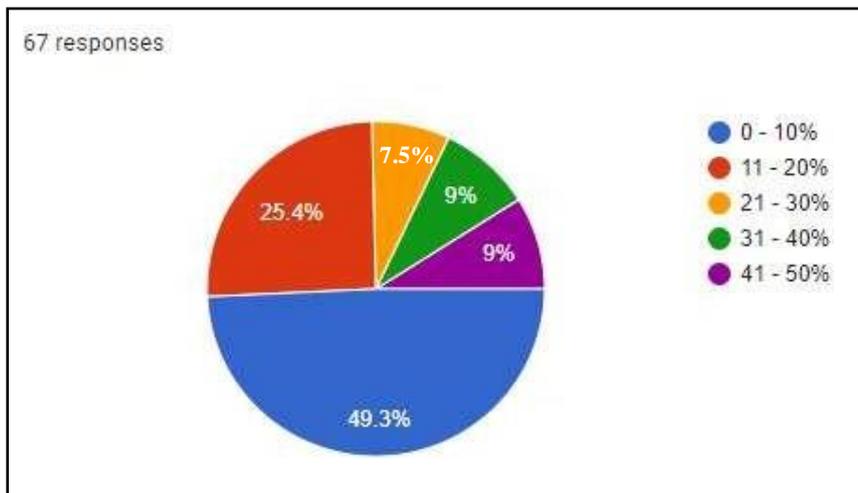


**Interpretation**

This data illustrates the percentage of income respondents save: 44.8% of respondents save between 0-10 percent of their income. 22.4% of respondents save between 11-20% of their

income. 20.9% of respondents save between 21-30% of their income. 10.4% of respondents save between 31-40% of their income. 1.5% of respondents save between 41-50% of their income. In total, 67 respondents were surveyed.

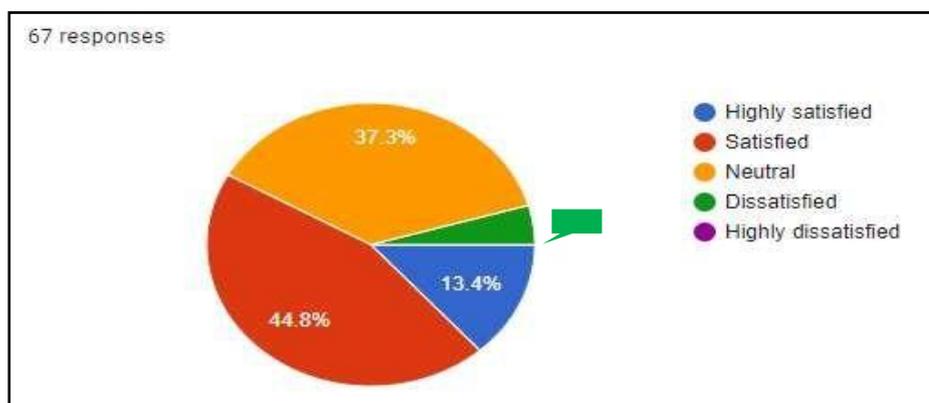
**Graph: 7 Investment Percentage out of Their Income**



**Interpretation**

This data represents the percentage of income respondents invest: 49.3% of respondents invest between 0-10% of their income. 25.4% of respondents invest between 11-20% of their income. 7.5% of respondents invest between 21-30% of their income. 9% of respondents invest between 31-40% of their income. 9% of respondents do not invest any percentage of their income. In total, 67 respondents were surveyed.

**Graph: 8 Satisfaction Level of Their Investment**  
**Interpretation**



The data shows that out of 67 respondents, 13.4% were highly satisfied with their investment, 44.8% were satisfied, 37.3% were neutral, and only 4.5% were dissatisfied. None of the respondents were highly dissatisfied.

#### 4. CONCLUSION

This study enhances investment decision-making by addressing future financial needs. Further research with diverse samples will deepen understanding of investor attitudes. Lack of awareness among investors about investment concepts is a key issue. Socio-economic variables such as age, gender, income, education, and occupation significantly influence investor attitudes. Keywords include savings, investment, satisfaction levels, investment avenues, growth, and term period.

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