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A STUDY ON INVESTMENT PERCEPTION OF BANK EMPLOYEES OF RAJKOT CITY

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Abstract

Investors are crucial to the financial market. The perception of risk and return by the investor influences their decision-making and choice of investments. The goal of the current study was to gauge bank workers' attitudes regarding investing. For the study, 150 bank workers were chosen as a sample. The goal of the current study is to quantify the relationship between numerous demographic characteristics and investment perception. Researchers used the t-test and One-way ANOVA to assess the relationship between demographic variables and investment perception. The study found that while employee position in the bank had no bearing on investment opinion, age and education had a substantial impact.

Key Words: Investment, Perception, Bank Employees, t-test, ANOVA

Introduction

A person has the option of using their money to pay for goods and services right now or saving it for a more distant purchase. In other words, income is the sum that is used to cover current costs or set aside for upcoming ones. One can build savings by putting aside a percentage of their present income for the future. When someone saves portion of their salary, they look for a quick fix to keep the money in savings until they need it. The term of this treatment is investment.

With the intention of making a profit, capital or money is used for investments. The use of funds with the hope of a future financial reward is referred to as investing. The acquisition of a financial instrument with the expectation of future favourable or profitable returns is referred to as a financial investment.

Literature Review

- (Priya, V., 2014) has presented a research paper on investment awareness among Indian working women with reference to the Pune region was given by (Priya V, 2014). The study's goal was to assess the investment practises and knowledge of working women in the Pune area. The nature of the research study was descriptive. Data were gathered using a straightforward random sampling procedure. 80 replies in all were gathered. According to the researcher's findings, women have very little financial literacy and are generally less conscious of investments, preferring safety instead.

- **(Jeet S, and Preeti Y, 2016)** conducted a research study on the factors influencing investors decision in investing in equity shares in Jaipur and Moradabadwith special reference to the gender of the investors. Main Purpose of the study was to evaluate investor's perception and attitude towards investment alternatives. Data were collected by using survey method. Total 100 responses were collected in which 60 respondents were male and 40 were female. Data analyzed by using T test and Mean Score. Researcher concluded that age has impact on investment also investors did fundamental, technical and financial analysis before making investment.
- **(Usha S, 2017)** presented a research paper on the pattern of savings and investment of teachers – a study of Warangal District. The main goal of the study was to evaluate the pattern of savings and investments of teachers. Data were collected by using survey method. Total 100 responses were collected. Data analyzed by using Chi-Square test. Researcher concluded that there were significant relationship between the determinants of savings and the pattern of savings and investment. Researcher also concluded that majority teachers prefer low risk and low return investment avenues due to lack of knowledge of risk return portfolio.
- **(Sanket L, and Jagdeesh L, 2018)** have investigated a research study on saving and investment pattern of salaried class people with special reference to Pune city (India). The main Purpose of the study was to evaluate the factors affecting in investment decisions also studied various investment avenues. Data were collected by using structured questionnaire and survey method. Total 60 responses were collected. Data analyzed by using Chi-Square test. Researcher concluded that in India investors were prefer safety as well as good return for their investment also male were having more awareness compare to female.
- **(Purnima D, and Lalitha N, 2021)** have undertaken a study on the investigation of the investment behaviour of salaried workers, using Visakhapatnam as a case study. The study's primary goal was to assess the preferred investment routes of salaried workers. There were 100 total responses gathered. Chi-Square test was used to evaluate the data. Researchers came to the conclusion that paid workers value safety and a high return on investment.

Research design

1. Title of the Study:

'A STUDY ON INVESTMENT PERCEPTION OF BANK EMPLOYEES OF RAJKOT CITY.'

2. Objectives of the study:

The main objectives of the present study are as under:

- To measure the investment perception of respondents towards investment.
- To make suggestions to improve knowledge of bank employees regarding investment.

3. Sample Design:

In this study, the 150 respondents of public, private and co-operative banks have been taken as a part of sample. For selection of sample convenient sampling method has been used.

Table: 1

A Table Showing Composition of Demographic Variables in the Sample

Variables	Particulars	Frequency	Percentage (%)
Gender	Male	110	73.3
	Female	40	26.7
Age	20-30	51	34
	31-40	54	36
	41-50	21	14
	Above 51	24	16
Education	HSC	3	2
	Graduate	48	32
	Post graduate	78	52
	Professionals	13	8.7
	Others	8	5.3
Position	Bank manager	20	13.3
	Officer	47	31.3
	Clerk	64	42.7
	Others	19	12.7
Total	-	150	100

(Source: Computed by the researchers from the responses)

4.Data Collection:

This study is totally based on the Primary data and data are collected by using structured Questionnaire.

5. Tools & Technique:

Researchers have used t-test and One-way ANOVA for testing the hypothesis of the study. The purpose to use this test is to know the investment perception of respondents towards various investment avenues.

6. Hypothesis of the study:

Ho: There is no significant difference in investment perception among (gender, age, position and education) of respondents.

Analysis and Interpretation:

Table: 2

A Table Showing Results of t-test with regard to Demographic Variables viz. Gender and Investment Perception of the respondents

Variable		Mean	S.D.	t-Value	DF	Sig (Two Tailed)	Result
Gender	Male	1.81	0.840	-0.765	148	0.446	Rejected
	Female	1.93	0.764				

(Source: Computed by the researchers from the responses)

Calculations presented in table-2 shows that the value of t-calculation is -0.765 and significant value for two-tailed test is 0.446, which is more than 0.05, so null hypothesis H_0 is rejected. So, the researchers may conclude that there is no significant difference in investment perceptions among the different gender of the respondents.

Table: 3

A Table Showing Results of One-way ANOVA with regards to different Demographic Variables viz. Age, Position, Education and Investment Perception

Variables	Source of Variance	Sum of Squares	Degree of Freedom	Mean Square	F Value	Sig.	Result
Age	Between Groups	8.456	3	2.819	4.488	.005	Rejected
	Within Groups	91.704	146	.628			
	Total	100.160	149				
Position	Between Groups	4.975	3	1.658	2.543	.059	Accepted
	Within Groups	95.185	146	.652			
	Total	100.160	149				
Education	Between Groups	6.485	4	1.621	2.510	.044	Rejected
	Within Groups	93.675	145	.646			
	Total	100.160	149				

(Source: Computed by the researchers from the responses)

Table-3 is all about the result of One Way ANOVA with reference to different demographical variables such as Age, Position and Education of the respondents.

Age: The ANOVA result relating to the perception of investments and age was examined. The null hypothesis is rejected since the table displays a significant value of 0.005, which is lower than 0.05. Therefore, there is a big gap in age and investment view.

Position: The outcome of the ANOVA between the position and the perception of an investment was examined. The null hypothesis is supported since the table's significant value of 0.59, which is higher than 0.05, is shown to be present. Therefore, there is no discernible difference between employees' positions in the two banks and their perceptions of investments.

Education: The ANOVA's findings between educational perception and investment perception were examined. The null hypothesis is rejected since the table displays a significant value of 0.044, which is less than 0.05. Therefore, there is a big variation in how people see investments.

Conclusion:

Out of the total of 4 demographic factors examined for the study, it was discovered that respondents' ages and levels of education significantly differed in terms of how they perceived investments. However, there is no discernible difference between bank employees' positions and how they perceive investments. It demonstrates that demographic factors have a greater impact on respondents' perceptions of investments. Investment knowledge is essential nowadays for leading a healthy and balanced financial life. Therefore, it is crucial for every person to be aware of their financial situation. Investors can increase their financial knowledge and awareness by reading news articles about investments and investment opportunities, consulting advisors before making a decision, and participating in programmes run by financial institutions.

Limitations of the study:

- ✓ The present study is based on primary data, so the limitations of the primary data and data collection method is automatically applicable to the present study.
- ✓ The present study is restricted to the sample size of 150 respondents, so generalization of the result may not be possible.

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