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## **INVESTMENT PATTERN OF TAJ HOTEL EMPLOYEES**

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### **ABSTRACT**

Investors make investments in order to maximize their wealth. For this, the investors need to make rational decisions in order to have the best returns. The present paper was to study the investment pattern of the TAJ Hotels, Chandigarh. The data was collected from 42 employees of Taj Hotel, Chandigarh. The convenience sampling was used in the paper. The study found that the employees invest in safe investment avenues.

**Key Words: Behavior, Employees, Investment, Taj Hotels**

### **1. INTRODUCTION**

Behavioral finance is a new field that combines behavioral and cognitive psychological theory with conventional economics and finance to find out the reasons of irrational financial decisions made by rational people. It can be described as a study of psychological & sociological factors that influence the financial decision making process of individuals, groups, corporate entities & other financial practitioners.

Behavioral Finance helps us to understand-

- Why do people tend to invest in local companies?
- Why do investors confuse a good company and a good stock?
- Why do people increase the amount of risk they are willing to take on if they have experienced good or bad portfolio performance?
- Why are they reluctant to eliminate poorly performing investment from their portfolios?
- Why do many investors trade as often as they do?
- Why do they insufficiently diversify their asset holdings?
- Why do people follow the crowd?



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## **1.1 Investment Behavior**

Investors make investments in order to maximize their wealth. For this, the investors need to make rational decisions in order to have the best returns. The investment behavior should be free from the emotions and judgements. The behavior of investor is characterized by a number of factors. The decisions are also affected by psychological factors. The outcomes of the investment decisions are uncertain. The psychologists are of the opinion that decisions become more difficult and are even more uncertain and these tend to be influenced by emotions and feelings. Successful investors are able to understand and balance the psychological influences. The ability that make the investor understand the judgement heuristic like rationality and irrationality of the investment behavior enables the investors to make the decisions with caution. Investors identify the role of emotions in investment decision making, also the demographic factors influence the investment decision making. A prudent investor who can balance the rational and irrational characteristics of investment behavior can make the best use of his money by investing in suitable avenues. Investment behavior is how individual judge, predict and analyse various options available to them while they make an investment decision. The main purpose that lies behind every investment decision is to maximize the income and reduce their expenses. The probability of profit or loss in the investments made by any individual is what affects the investment Behavior of that individual. The risk of loss or losing some money associated with the investment is what makes the whole decision making process of investors difficult. Every investor wants to use his savings rationally when it comes to investing them. Investment behavior is generally about activities like searching, evaluating, acquiring, reviewing various investment products and sometimes even disposing those products. Investment Behavior is depends on what the investor is looking while investing in various investment options. Also, the objective which investor has in his mind drives him to take particular investment decisions. Although some investors are risk takers while some are risk aversers but every investor agrees on one common thing that is safe and secure investment avenue. Whenever an investor parts with his savings to invest in some avenue he looks for something in return or at least the safety of his amount.

## **1.2 The Tata Group**

The Tata Group was founded by one of India's foremost entrepreneurs, Jamsetji Nusserwanji Tata, in 1868. Being a true patriot and philanthropist, J.N. Tata had the vision to realise that the dream to build a truly developed nation hinged on the country's capability to assert itself through economic and industrial independence. To this end, he dedicated his life to pursuing four goals: to set up the first independent iron and steel company in Asia; to establish a power generation plant (that eventually became India's largest private electricity company); to build a world-class learning institution; to found an unique hotel. The hotel was the first of its kind and defined the hospitality sector in India on its foundation. It continues to set a global benchmark today.



The success of the vision of the founder of the Tata Group, now India's largest corporate conglomerate, can perhaps be illustrated by the story of Taj Hotels Resorts and Palaces. At a time when the norm for travellers in the country was to seek shelter at the Public Works Department or other guest-houses, the Taj Mahal Palace hotel was established in Colaba, Bombay in 1903. Within four years of its inauguration, the hotel was already counted in a list of top global hotels by the New York Times.

### **1.3 The Taj Group of Hotels**

The Indian Hotel Company Limited is the parent company of Taj Group of Hotels, India's most successful hotel chain. In 1903, Jamsetji Tata opened the hotel named as Taj Mahal Palace and Tower in Mumbai. It has been rated among top ten hotels in the world and was the first hotel of international standard and repute, built by an Indian. Today the Taj Group has won international acclaim for its quality hotels. The Taj, a symbol of Indian hospitality, completed its centenary year in 2003. The Taj Group has continued to open its new hotels through management contracts in the domestic and international markets. The past year witnessed opening of four new Gateway Hotels at Hubli, Chennai, Kolkata and Raipur. The Taj Group also opened the Vivanta by Taj, Surajkund, NCR last year and also expanded Ginger Footprint by opening three properties in Noida, Jaipur and Chandigarh. These new openings have added a total 1100 rooms to the Taj Group of Hotels (Zulfikar, 1998). On March 30, 2015 the Taj Group launched the Vivanta by Taj - Dwarka, New Delhi. This is the 30th hotel of Vivanta by Taj and seventh hotel of Taj Group in National Capital Region.

## **2. LITERATURE REVIEW**

Bhat (2018) analysed the behavior of Retail investors in Jammu and Kashmir towards various Investment alternatives. The data was collected from 200 retail investors in Jammu and Kashmir. The objectives of the study were to study investment behavior towards investment avenues and study perceptions of different age groups towards various financial investments. He found that there were more male investors in the study and many investment avenues were available in Jammu and Kashmir.

Nallakannu and Selvraj (2018) studied the saving and investment pattern of college teachers in Terunelvi District of Tamil Nadu. The study was conducted with the objective of studying the socio economic background, to evaluate the saving habits of college teachers, to analyse the investment pattern of college teachers and to offer suggestions based on the findings. They found that the college teachers were sensitive about their investments. There was a significant relationship between annual income and annual savings of the teachers.

Ahmad (2017) examined the factors that influence individual investor behavior in Pakistani Financial markets.



Shanmugasundaram (2017) studied the various factors that influence the investor's decision making process and analyzed the information reach and impact on investor's decision making process. He found that the investor decisions were influenced by psychological factors and Behavioral dimensions. He found the different peculiar characteristics of Indian Investors living in Tamil Nadu and dependence of small investors on advice of leading companies in making investment decisions.

Manikandan and Muthumeenakshi (2017) analyzed perception of investors towards investment pattern on different investment avenues. They concluded that most of the investors preferred bank deposits and most investors were not aware of investing their funds in Mutual funds.

Sundari et al (2016) analysed the people's preference in investment behavior. He found that the majority of the investors preferred life insurance policies over any other form of investment.

Yadav and Singh (2016) studied the factors influencing investor's decision in investing in equity shares. The data was collected from 100 respondents in Jaipur and Moradabad. The study used independent t-test and mean scores. They found that the majority of investors look for the past dividends and past bonuses paid by the company or they act according to the information given to them by the stock broker or experts.

Sowmya and Reddy (2016) analyzed the perception of investors towards various investment avenues. They found that the majority of respondents were aware of all the savings schemes. The investors had prime objective of regular income for investment.

Islamoglu et al (2015) studied that the investment behavior was affected by the demographic and psychographic factors. The data was collected from 277 banks employees in 24 branches of 14 banks. They found that there was correlation between the factors and the behavior of the investors.

Kavitha (2015) concluded that there was a significant relationship between investor's attitude and stock market investments. The study revolved around the investor's attitudes and perception towards stock market investments and analyzed how investor's level of awareness influence their intention to invest in stock market.

Mistry (2015) analyzed the behavior of individual investors in Indian stock market, specifically their attitude and perception with respect to stock market information influencing investment decisions, categorization of investors. He found that small investors did not consider various financial elements before investing in stock market. He did not take decision immediately.

Selvi (2015) examined the rural and urban areas of Coimbatore District, to find the main objective of investors when they make investments. The study included 300 people from both rural and urban areas in equal proportions. The study was to assess the attitude towards investment avenues. He suggested that door to door campaigns, organizing debates and competitions were essential to promote the savings habit. The study found that Investors didn't preferred UTI and mutual funds.



Boosreddy and Bhargav (2014) analyzed that demographic factors and psychological factors were changed the investor perceptions like age, gender, family size etc. They used hypothesis and Pearson chi-square technique to draw a conclusion and found that risk was a main factor. The Females preferred less risk as compared to males and also old age investor took less risk as young ones.

Lodhi (2014) examined the factors influencing the individual investor behavior. The study was conducted in Karachi, Pakistan. The study followed the objectives of determining impact of financial literacy of individual investor, examined the influence of accounting information on decision, openness to experience influencing the investment decision.

Patil and Nandawar (2014) studied the different avenues and the various factors involved when the investment was made. The data was collected from 40 investors. The study was based upon the salaried employees. The data was analyzed using percentage analysis, chi-square test and Pearson correlation coefficient with the statistical software

### **3.1 NEED OF THE STUDY**

The study is undertaken to analyse the investment Behavior of employees of Taj Hotel, Chandigarh. This study will be helpful for financial planners, advisors, investors and future researchers. The financial planners will get know about the preference of different investment avenues according to the demographic factors. They will advise the investors to invest according to their demographic factors.

### **3.2 OBJECTIVES OF THE STUDY**

1. To study the demographic profile of the employees of Taj Hotel.
2. To study the investment pattern of the employees of Taj Hotel.

### **3.3 RESEARCH METHODOLOGY**

#### **3.3.1 Target Population**

Target population is the population on which the study will be conducted. Target population of the study are the employees of Taj Hotel, Chandigarh.

#### **3.3.2 Sample Size**

The data was collected from 42employees of Taj Hotel, Chandigarh.

#### **3.3.3 Sampling Technique**

The sampling technique is the way by which the samples for the study are selected. The sampling technique of this study is convenience sampling. Convenience sampling is a non-probability sampling technique. In this technique, the subjects are selected because of their convenient accessibility and proximity to the researcher.

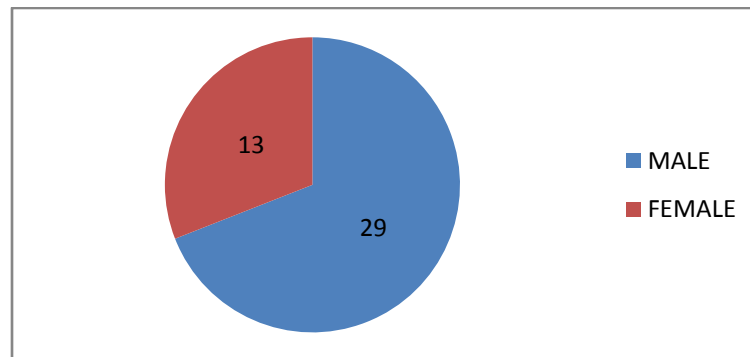
### 3.3.4 Sources of Data

Both primary and secondary data was used in the study. The primary data was collected through a well-structured questionnaire. The secondary data was collected from books, journals, articles, research papers and many more. The data was analysed with the help of MS-Excel and Statistical Package for the Social Sciences (SPSS) version 22.

## 4. DATA ANALYSIS AND INTERPRETATION

### 4.1 Demographic Attributes of the Investors

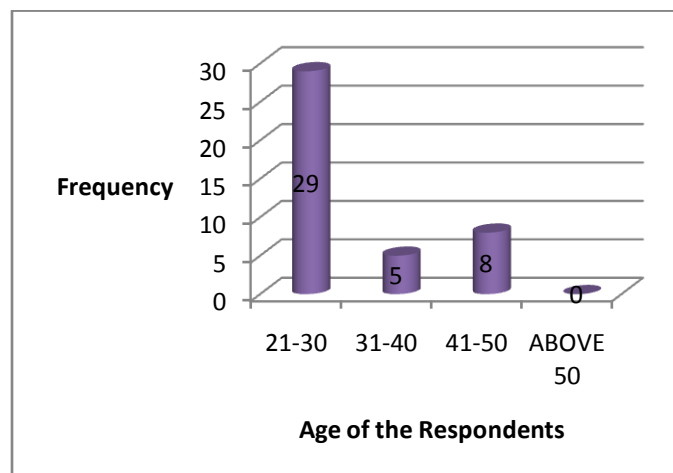
#### 4.1.1 Gender of the Respondents



**Fig 1: Frequency Distribution of Gender of the respondents**

The fig 1 shows that out of 42 employees from whom the questionnaire has been filled there are 13 females and 29 males.

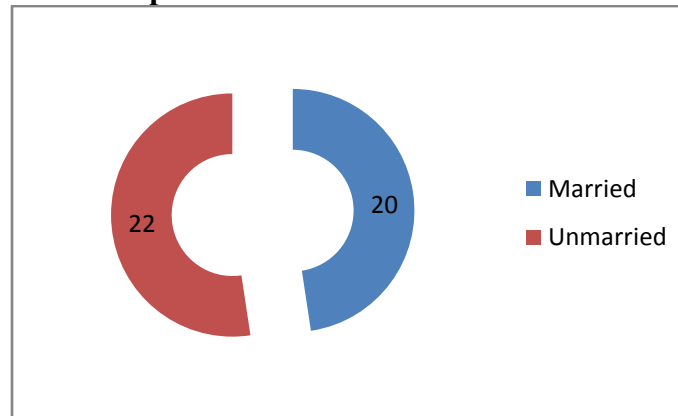
#### 4.1.2 Age of the respondents



**Fig 2: Frequency Distribution of Age of the respondents**

The fig 2 shows that out of 42 employees from whom the questionnaire has been filled there are 29 employees who are in the age group of 21-30, 5 employees are in the age group of 31-40 and 8 employees are in the age group of 41-50 and 0 employees are in the age group of above 50.

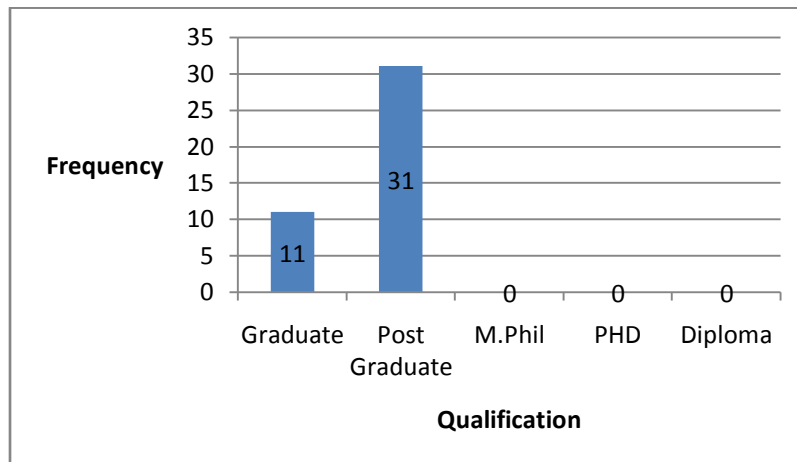
#### 4.1.3 Marital Status of the Respondents



**Fig 3: Frequency Distribution of Marital Status of the respondents**

The fig 3 shows that out of 42 employees from whom the questionnaire has been filled there are 20 employees who are married and 22 employees are unmarried.

#### 4.1.4 Qualification of the respondents



**Fig 4: Frequency Distribution of Qualification of the respondents**

The fig 4 shows that out of 42 employees from whom the questionnaire has been filled there are 11 employees have completed their graduation and 31 employees have completed their post graduation.

### 4.1.5 Income of the respondents

The table 1 shows that out of 42 employees from whom the questionnaire has been filled there are 6 employees have income less than or equal to 200000, 23 employees have income between 200001-400000, 6 employees who have income between 400001-600000, and 7 employees have annual income more than 600000.

**Table 1: Income**

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than or Equal to 200000	6	14.3	14.3	14.3
200001-400000	23	54.8	54.8	69.0
400001-600000	6	14.3	14.3	83.3
More than 600000	7	16.7	16.7	100.0
<b>Total</b>	<b>42</b>	<b>100.0</b>	<b>100.0</b>	

### 4.2 Descriptive Statistics of the Investors

This part reveals the investment pattern of the employees of TAJ Hotels, Chandigarh.

**Table 2: Amount of Investment**

Amount of Investment	Frequency	Percent
Less than or equal to ₹ 50000	14	33.3
₹ 50001-₹ 100000	11	26.2
₹ 100001-₹ 200000	11	26.2
More than ₹ 200000	6	14.3
<b>Total</b>	<b>42</b>	<b>100.0</b>

The table 2 shows that the 14 employees of Taj Hotel invest less than or equal to ₹ 50000, 11 employees invest between ₹ 50001-₹ 100000, 11 employees invest between ₹ 100001-₹ 200000 and 6 employees invest more than ₹ 200000.

**Table 3: Term of Investment**

Term of Investment	Frequency	Percent
0-1 Year	5	11.9
1-3 Years	10	23.8
3-5 years	7	16.7
Above 5 Years	20	47.6
<b>Total</b>	<b>42</b>	<b>100.0</b>





The table 3 shows that the 5 employees of Taj Hotel invest for less than or equal to 1 year, 10 employees invest for 1-3 years, 7 employees invest for 3-5 years and 20 employees invest for more than 5 years.

The table 4 shows that the 3 employees of Taj Hotel invest on daily basis, 3 employees invest on weekly basis, 14 employees invest on monthly basis, 2 employees invest on quarterly basis, 5 employees invest on half yearly basis and 15 employees invest on yearly basis.

**Table 4: Frequently you invest**

Frequently you invest	Frequency	Percent
Daily	3	7.1
Weekly	3	7.1
Monthly	14	33.3
Quarterly	2	4.8
Half Yearly	5	11.9
Yearly	15	35.7
<b>Total</b>	<b>42</b>	<b>100.0</b>

The table 5 shows that the 6 employees of Taj Hotel consider news channels as a source of investment, 29 employees consider family/friends as a source of investment, 3 employees consider books as a source of investment and 4 employees consider advisors as a source of investment.

**Table 5: Source Of Investment**

	Frequency	Percent	Valid Percent	Cumulative Percent
News Channel	6	14.3	14.3	14.3
Family/Friends	29	69.0	69.0	83.3
Valid Books	3	7.1	7.1	90.5
Advisors	4	9.5	9.5	100.0
Total	42	100.0	100.0	

**Table 6: Investment Avenues**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Debentures/Bonds	8	19.0	19.0	19.0
Gold/Silver	5	11.9	11.9	31.0
Fixed Deposits	22	52.4	52.4	83.3
SIP	3	7.1	7.1	90.5
Others	4	9.5	9.5	100.0
Total	42	100.0	100.0	

The table 6 shows that the 8 employees of Taj Hotel invest in debentures, 5 employees invest in gold/silver, 22 employees invest in fixed deposits, 3 employees invest in SIP and 4 employees invest in others.



**Table 7: Objectives of Investment**

	Frequency	Percent	Valid Percent	Cumulative Percent
Retirement	9	21.4	21.4	21.4
Children's Education	3	7.1	7.1	28.6
Valid Tax Planning	15	35.7	35.7	64.3
Future Obligations	15	35.7	35.7	100.0
Total	42	100.0	100.0	

The table 7 shows that the 9 employees of Taj Hotel invest keeping in mind retirement as main objective of investment, 3 employees invest keeping in mind children education as main objective of investment, 15 employees invest keeping in mind tax planning as main objective of investment and 15 employees invest keeping in mind future obligation as main objective of investment

**Table 8: Regular Returns**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	35	83.3	83.3	83.3
Valid Agree	7	16.7	16.7	100.0
Total	42	100.0	100.0	

The table 8 shows that 35 employees of Taj Hotel are strongly agree that they invest for regular returns and 7 employees agree that invest for regular returns.

**Table 9: Safety of principal**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	24	57.1	57.1	57.1
Valid Agree	16	38.1	38.1	95.2
Neutral	2	4.8	4.8	100.0
Total	42	100.0	100.0	

The table 9 shows that 24 employees of Taj Hotel are strongly agree that they invest for safety of principal, 16 employees agree that they invest for safety of principal and 2 employees does not consider safety of principal factor.

**Table 10: Risk Factor**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	25	59.5	59.5	59.5
Valid Agree	11	26.2	26.2	85.7
Neutral	6	14.3	14.3	100.0
Total	42	100.0	100.0	



The table 10 shows that 25 employees of Taj Hotel are strongly agree that they consider risk factor while investing, 11 employees agree that they consider risk factor while investing and 6 employees does not consider risk factor while investing.

**Table 11: Term of Investment**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	13	31.0	31.0	31.0
Valid Agree	29	69.0	69.0	100.0
Total	42	100.0	100.0	

The table 11 shows that 13 employees of Taj Hotel are strongly agree that they consider term of investment while investing and 29 employees agree that they consider term of investment while investing.

**Table 12: Amount of Investment**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	17	40.5	40.5	40.5
Valid Agree	25	59.5	59.5	100.0
Total	42	100.0	100.0	

The table 12 shows that 17 employees of Taj Hotel are strongly agree that they consider amount of investment while investing and 25 employees agree that they consider amount of investment while investing.

**Table 13: Past performance of the avenues**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	9	21.4	21.4	21.4
Valid Agree	28	66.7	66.7	88.1
Valid Neutral	5	11.9	11.9	100.0
Total	42	100.0	100.0	

The table 13 shows that 9 employees of Taj Hotel are strongly agree that they consider past performance of avenues while investing, 28 employees agree that they consider past performance of avenues while investing and 5 employees does not consider past performance of avenues while investing.



**Table 14: Information regarding avenues**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	17	40.5	40.5	40.5
Valid Agree	21	50.0	50.0	90.5
Valid Neutral	4	9.5	9.5	100.0
Valid Total	42	100.0	100.0	

The table 14 shows that 17 employees of Taj Hotel are strongly agree that they consider information regarding avenues while investing, 21 employees agree that they consider information regarding avenues while investing and 4 employees does not consider information regarding avenues while investing.

**Table 15: Income level**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	18	42.9	42.9	42.9
Valid Agree	24	57.1	57.1	100.0
Valid Total	42	100.0	100.0	

The table 15 shows that 18 employees of Taj Hotel are strongly agree that they consider income level while investing, and 24 employees consider income level as factor while investing.

**Table 16: Tax Consideration**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	20	47.6	47.6	47.6
Valid Agree	22	52.4	52.4	100.0
Valid Total	42	100.0	100.0	

The table 16 shows that 20 employees of Taj Hotel are strongly agree that they consider tax consideration as factor while investing, and 22 employees consider tax consideration as factor while investing.

**Table 17: Good customer service**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	18	42.9	42.9	42.9
Valid Agree	24	57.1	57.1	100.0
Valid Total	42	100.0	100.0	



The table 17 shows that 18 employees of Taj Hotel are strongly agree that they consider good customer service as factor while investing, and 24 employees consider good customer service as factor while investing.

The table 18 shows that 22 employees of Taj Hotel are strongly agree that they consider government policy towards business as factor while investing, and 20 employees consider government policy towards business as factor while investing.

**Table 18: Government Policy towards Business**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	22	52.4	52.4	52.4
Valid Agree	20	47.6	47.6	100.0
Total	42	100.0	100.0	

The table 19 shows that 15 employees of Taj Hotel are strongly agree that they consider insurance cover with the avenues as factor while investing, and 20 employees consider insurance cover with the avenues as factor while investing.

**Table 19: Insurance cover with the avenues**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	15	35.7	35.7	35.7
Valid Agree	25	59.5	59.5	95.2
Valid Neutral	2	4.8	4.8	100.0
Total	42	100.0	100.0	

**Table 20: Rate of inflation**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	17	40.5	40.5	40.5
Valid Agree	21	50.0	50.0	90.5
Valid Neutral	2	4.8	4.8	95.2
Valid DisAgree	2	4.8	4.8	100.0
Total	42	100.0	100.0	

The table 20 shows that 17 employees of Taj Hotel are strongly agree that they consider rate of inflation as factor while investing, 21 employees agree that they consider rate of inflation as



factor while investing, 2 employees donot consider rate of inflation as factor while investing, and 2 employees are disagree with insurance cover with the avenues as factor while investing.

**Table 21: Friends advice**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	6	14.3	14.3	14.3
Valid Agree	28	66.7	66.7	81.0
Valid Neutral	8	19.0	19.0	100.0
Valid Total	42	100.0	100.0	

The table 21 shows that 6 employees of Taj Hotel are strongly agree that they consider friends advice as factor while investing, 28 employees agree that they consider friends advice as factor while investing and 8 employees donot consider friends advice as factor while investing.

**Table 22: Brand name**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	20	47.6	47.6	47.6
Valid Agree	17	40.5	40.5	88.1
Valid Neutral	5	11.9	11.9	100.0
Valid Total	42	100.0	100.0	

The table 22 shows that 20 employees of Taj Hotel are strongly agree that they consider brand name as factor while investing, 17 employees agree that they consider brand name as factor while investing and 5 employees donot consider brand name as factor while investing.

The table 23 shows that the employees consider mostly friends advice as a factor affecting investment followed by past performance of the avenues and followed by rate of inflation factor. So, the most important factors which affect investment are friends advice, past performance of the investment and insurance cover with the avenues.

**Table 23: Mean values of factors affecting investment avenues**

Sr. No	Particulars	Mean
1	Regular Returns	1.1667
2	Safety of principal	1.4762
3	Risk	1.5476
4	Term	1.6905
5	Amount of investment	1.5952
6	Past performance of the avenue	1.9048
7	Information regarding avenues	1.6905
8	Income level	1.5714
9	Tax considerations	1.5238
10	Good customer service	1.5714
11	Government Policies	1.4762
12	Insurance cover with the avenues	1.6905
13	Rate of inflation	1.7381
14	Friends advice	2.0476
15	Brand name	1.6429

## 5. FINDINGS

- The gender of the investors also has its importance in the investment behavior because this demographic attribute drives the mind of the investor. The study found that there were more males who had filled the questionnaire.
- The age wise distribution of the investors depicted that majority of the investors was from the age group of 21-30 years who had filled the questionnaire.
- The demographic attribute marital status was also asked in the survey. The majority of the investors were unmarried in our study.
- The qualifications wise distribution of investors depicted that majority of the employees were post graduate in our study.
- The annual income of the investor is a crucial component because annual income directly affects the amount to be invested. The majority of the employees earned income between 200000 - 400001.
- The amount of investment is an important components because after ascertaining this amount the investor chooses the avenues of investment. It has been found that the employees invest for less than 50000 and for a period of more than 5 years.
- The frequency of investment is the number of times the investor invests. The majority of the employees invest yearly and monthly.
- The source of advice of employees was their family and friends. They consider them most while making an investment.
- Investment avenues are the options for investment. The majority of the employees invest in fixed deposit.
- The employees as investors are not completely aware of the various avenues of investment, the traditional instruments like FD is more popular among them.



- It was observed that the female employees are less involved into the financial matters and most of the employees the investment is done with mere objective of tax planning.
- The most important factors which affect investment are friends advice, past performance of the investment and insurance cover with the avenues.

## **6. SUGGESTIONS**

- The employees should be made aware of the various investment avenues.
- The employees should make more use of internet for acquiring the information related to their investments.
- Imparting right information to the employees is very important because this segment of the society is literate and working but they are unaware of these opportunities.
- The employees should often take the help and advice of the financial advisors and brokers to take correct decisions relating to their investments.
- The absence of saving and investment habits if fear of insecurity on return. This hurdle can be removed by give assurance for the repayment of the deposited money.
- There is a wide range of investment options are now available in Indian. employees himself select the best options after studying the merits and demerits of different avenues.
- The employees have to attend online trading programs to take efficient investment decisions.
- The investment advisors should take care of the demographics attitude of the investor while going advice to the employees.

## **CONCLUSION**

The study elucidates the general view of the employees regarding their investment behavior. The employees use to invest in risk free securities. They consider the different factors for investing in particular type of investment securities. As the employees are too busy in their lives, the financial advisors should advise them regarding investment.

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