"A study on saving and investment pattern of young Millennials in Bangalore City"

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Abstract

Savings is a common term used in every individual's daily life. Everyone wants to get maximum returns from the amount they invest in various avenues. Depending on one's income and their lifestyles, different income groups invest in avenues they find most preferential. In this research paper, the researcher examined investment pattern of young Millennials in Bangalore City with the help of Primary data. This research is based on Primary data, collected through questionnaire method. 133 respondents have responded the questionnaire and many of them were falling under the age group of 18-24. Among these respondents 64% of them were graduated while 25% of them were not completed their graduation or post-graduation. It was found that About 11% of them monitor the investment on a daily basis and Most of the respondents like to invest on Gold and Silver for their long-term benefit same like Bank and post office savings. This study was limited to Bengaluru region and many questionnaires went unanswered by the respondent. Citation is used to refer to the resources collected from secondary sources

Key word: Millennials, Saving Pattern

Introduction

Savings is a common term used in every individual's daily life. Everyone wants to get maximum returns from the amount they invest in various avenues. Depending on one's income and their lifestyles, different income groups invest in avenues they find most preferential. With the savings invested in various options available to the people, the money acts as the driver for the growth of the country. Every individual investor has a distinctive mind set when they choose a certain investment avenue. In a life cycle stage, every individual expects that his well-deserved resources are put into a more secure and fluid investment. The investors usually consider the time period of investment, return on investment and the risk they have to bear in order to make an investment. While the higher income groups have more disposable income, they are more willing to make huge investments in risky areas with a hope of multiplying their profits many folds. Whereas the middle- and lower-income groups invest in the safer avenues such as banks or insurance even though the return on these investments are not too high.

Wealth creation has always been the aim of humans over generations. The wealth gap and the everlasting debate on equality is what makes people look for ways to manage their money in the most efficient manner. In present times with the high cost of living clubbed with a desire for a wealthy lifestyle, the need for better investment decisions has become the need of the hour. The present generation believes in earning and spending at the same pace. With the advancement of financial markets and the instalment options, buying a product with a high cost has become relatively easy.

But it also comes with the challenge of regular EMI payments without defaults. Thus, when earnings and spending are at the same pace, saving becomes a challenge. Only when income leads to savings, investments come into picture. Savings in itself cannot result in wealth creation as it ignores inflation. Wealth creation requires an investment option that helps us cover all the relative costs attached to money. Investment is placing one's money in avenues that multiplies it and thus wealth creation is the result of judicious investments. India being a young country where two-third of the population will consist of later millennials (25-35years) by 2021, the study on the investment pattern and behaviour is important to pave way for success of the Indian economy.

"How many millionaires do you know who have become wealthy by investing in Savings Account? I rest my case"- Robert G. Allen. The employment of funds on assets with the objective of earning income is called investment. The income that the people earn are partly spent and partly set aside as savings. Savings forms an important part of the economy of any nation. With the savings invested in various options available to the people, the money acts as the driver for the growth of the country. Every individual investor has a distinctive mind set when they choose a certain investment avenue. In a life cycle stage, every individual expects that his well-deserved resources are put into a more secure and fluid investment.

However, the element of risk invokes in the investors the dangers they would be involving, if invested in

risky assets. The time period for investment also is an important factor considered while investing, and hence an investor chooses a right time period keeping in mind their individual financial goals. Indian financial scene too presents a plethora of avenues to the investor. Though certainly not the best or deepest of the markets in the world, it has reasonable options for an ordinary man to invest his savings. One needs to invest and earn return on their idle resources and generate a specified sum of money for specific goal and to make provision for an uncertain future.

In India generally all capital market investment avenues are perceived to be risky by the investors. But the younger generation investors are willing to invest in capital market instruments. They tend to take decisions either through friends or brokers and are trying to invest in this market. This study is undertaken to find out the awareness level of the investors in various investment avenues and their risk preference in these sectors.

Economic development is a condition which transforms a developing economy to a developed economy. In the Indian context, even the current government is also focusing on turning the India economy to a magical figure of 5 trillion US dollars in the coming 5 years by 2024. Many economists agree that the economic growth and development rate are generally affected by physical capital, human resources, technology and natural resources. The contribution of each of these factors is imperative for the economic development of a country. The human resource requires more training and education so that they can perform well and increase the output which will ultimately increase the efficiency in the economy.

A deficit of trained and skill workers is a problem for the economic growth, as they are incompetent and not have a required skill sets, they become a burden on the economy and it progresses to unemployment. There is a need for regular investment in infrastructure facilities like roads, railways, factories etc. so the cost per unit of product can be minimized by maximizing the output. By improvising on these facilities, labour will become more productive and eventually growth rate increases. The natural resources also increase the growth rate and the economic development. These resources help in increasing the productivity which leads to economic growth.

Another factor is technology, which contributes towards economic development. Advance technology makes the labour more productive and improves the growth rate in the economy. All these factors need a huge capital investment, which comes from government funds. These funds are provided by the central funding agencies like central bank. In reference to the Indian context these funds are provided by the Reserve bank of India (RBI) under different schemes framed by the central government. These funding agencies are using the funds invested in traditional and modern saving schemes like Provident Fund, National Saving Certificates, and Kisan Vikas Patra, Mutual Funds, Unit link Insurance plan (ULIP) etc. Middle class households are using these traditional and modern saving schemes to park their savings. Middle class households here referred to as small investors (Investing < Rs.2, 00,000 per annum) who are investing their savings in different saving schemes which eventually helps in the India's

economic development and growth rate. Further in this reference it is crucial that there must be an analysis of saving and investment patterns of small investors so that their saving and investment behavior can be gauge and used in the framing of investment policies. Many studies in this regard have already been presented and published which shows the relationship between savings and investment patterns, factors affecting saving and investment patterns, etc. In this study researcher has reviewed available literature focused on the savings and investment patterns of small investors in Uttarakand region for the last 11 years since 2008. The literature review focuses on the factors affecting savings, shifting from traditional savings to modern saving instruments, relationship of Gross Domestic Product and Investment climate etc. Further the study focuses on the impact of factors considered by the esteemed learners for small investors and how these factors affecting in Uttarakand region.

Economy of any country is driven by investments leading to capital formation. Savings lead to investments. In India, the household sector occupies the prime place as far as savings is concerned in comparison to institutional sectors, whether it is private or public. Every government in the world would like households to save, as personal saving constitutes the largest segment of national saving in most of the countries. This is followed by savings of the corporate sector, with government savings being least or negligible in most of the countries. According to the economists and central bankers, for sustained economic growth of a country, rise in domestic savings is necessary. As per 2013 RBI annual report, household saving for 2012-13 is 22.3 percent of the GDP.

Every individual earning money, spends it to meet his or her own personal needs or to fulfil the basic needs of his or her family. Individuals use money for various purposes including funding their 2 daily household expenses and expenses incurred for buying luxuries for a better life. Money earned is generally used to fund some immediate expenses or saved to meet some future needs. Those who spend less than what they earn end up with savings. These savings can be accumulated and grown to fund various goals, such as, for education, marriage, vehicle purchase, house purchase or for acquiring any other asset, for medical emergencies and for meeting the post retirement financial needs. In general, the entire amount saved is not held in cash, but is invested in different asset classes or investment avenues in order to get are turn, which can be in the form of regular income or capital appreciation or sometimes both.

Women, in general, are savers according to the Association of Bankers 2013 report. Even in India, under the recently launched Janadhan Scheme, a large number of new bank accounts were opened. In rural areas, a major part of the new accounts was opened in the names of women according to the report released in 2014 by Punjab National Bank, resulting in a greater contribution by women. This scheme provided an opportunity for women to open bank accounts thereby increasing the percentage of the population under the financial inclusion program of the government. Life is inherently uncertain. As for the changes happening in all the dynamics, as to how we are living our life today, shapes our future as money

spent/ saved or invested carves the path for life. Sood and Kaur (2015) propounded that life longevity, along with uncertainty about future expenses make it a necessity that we save today to ensure our freedom and sense of security. One can ascertain its importance by asking oneself: 'What if I lost my job today?' 'How am I going to pay for my dream house, expensive education for my kids, in case any unfortunate event shakes the foundation of my income and savings?' When we invest what we save for capital appreciation (Young et al., 1995) and surplus income (Seward, 1952), we try to ensure our future. The concept of 'Time value of money' explains those reasons. It can be beneficial to ascertain the direction (risky vs. non-risky) and depth (the extent of our saving/investment to income) of our saving and investment patterns. After all, the old wise saying 'one bird in the hand is better than two in the bush' is still considered golden. There are different studies (Singh 2018; Panday, 2015; Jain et al., 2012) conducted in different sectors to see the saving and investment pattern of people. These studies help to understand the psyche of investors (Singh, 2006), which ultimately becomes a building block of capital formation in the country. However, in the state of Jammu & Kashmir (J&K), these types of studies have been abysmal. The state has special autonomy under Article 370 of the Constitution of India (Ministry of Law and Justice, 2018) and different demography, which helps to mold the psyche of people residing here. So to highlight different approaches to saving and investment in the state of J&K, this study is conducted to know about the relationship of annual income with saving, age with investment and the impact of gender on the investment decisions. In this exploration, we fill this examined hole through investigation in Jammu city, a

territory where there has been little previous research. This study will help to create opportunities for investors and investors as people have funds but need a guiding hand for the right opportunities at the right time as is required in any successful venture.

It is imperative for an investment manager to understand the motivation behind saving and investment decisions of an individual investor that could range from cognitive to demography (Kulkarni, 2014; Das & Jain, 2014; Sireesh & Luxmi, 2013). This study is conducted to know the rationale behind the decisions of an investor, which can be influenced by cognitive, emotional, and herding factors (Perera, 2016). The twofold reasons for the study are: 1) To evaluate the habit of saving and patterns of investment in the city of Jammu. 2) To analyze the investment selection behavior of people in Jammu. The remainder of the paper is organized as follows: The next segment reviews relevant literature from India and the rest of the World, which is followed by the methodology used to conduct the research. The ensuing area presents results and discussion. Next, the paper sets out a few administrative implications of the investigation, concluding the results, stating the impediments, and recommending roads for future research, under the heading 'Conclusions and Recommendations.

Objectives of the Study

- To understand the savings and investment patterns of millennials in Bangalore City.
- To analyze the alternative investment patterns available to the millennials.
- To study the factor that influences the investment behavior among the millennial.

- To find the problems that are faced by the investors.

Hypothesis

1) Do individuals of different **age** groups prefer **specific forms of investment (Q 2 ,11)**

H0 individuals of different age groups do not prefer specific forms of investment
H1 individuals of different age groups do prefer specific forms of investment

2) Does the **income range** of the individuals majorly influence their **investment purpose (Q 4,16)**

H0 the income range of the individuals does not majorly influence their purpose of investment
H1 the income range of the individuals does majorly influence their purpose of investment

3) Do people investing for different **time periods** have realistic expectations for their **returns on investment (Q 7, 8)**

H0 people investing for different time periods have unrealistic expectations from their investments
H1 People investing for different time periods have realistic expectations from their investments

Research methodology

This research is Descriptive in nature. This Research is largely depending on Primary data. This study will be conducted in Bangalore city from people of different income groups. The study finds out the most common source of investment advice chosen by the investor and the most relevant percentage of income invested. For the study the respondents belonged to different age groups, occupation, and education and income levels.

LITERATURE REVIEW

Simmy Jabbal (2020) in his article entitled **"Consumer Preference towards various financial instruments"** The author has studied the investment pattern and investor's objectives towards choosing a particular investment. From the study it was found that 80 percent of the respondents invest in financial instruments, while 20 percent do not make investments due to lack of time and knowledge. The main investment objective has been to earn high steady returns and long term profit.

N.Geetha and R.Ramesh (2019) in their study **"A study on People's Preferences in Investment Behaviour"** The authors have studied the factors that influence investment behaviour patterns of the people and the attitude of the respondents towards different investment choices. From the study it was found that the lower income level respondents give more preference to invest in insurance, bank deposits. Lower income level groups have more awareness about the investment avenues compared to that of the high income level respondents.

Murlidhar. A. Lokhande (2018), in his article entitled **"A study of Investment Awareness and Patterns of Savings and Investment by rural investors"** The Nature of Financial markets has changed drastically. Investing money has become a very complex task because of the huge number of savings and investment companies and products offered by them. Most of the investors,

usually rural investors are found to be unaware of investment avenues and rules and regulations.

Mr.Brahmabhatt, P.S RaghuKumari and Dr.ShamiraMalekar (2015), in their article entitled, "**A study of investor behaviour on investment avenues in Mumbai fenil**" The authors have tried to understand in depth about different investment avenuesavailable in the market, the pattern of the investment at the time of investment. The authors have also thrown light on the factors the investors consider before investment. From the study the researchers have found that the percentage of income the respondents invest depends on their annual income.

ANALYSIS AND INTERPRETATION

Table showing the percentage of Gender of respondents.

Particular	Count of Gender	Percentage
Female	45	34%
Male	88	66%
Grand Total	133	100%

In the above table there are mixture of respondents of male and female. Among 133 respondents female respondents are lesser than male respondents that is Female are 34 percentage of responses and Male respondents are 66 %. In this table the highest responses are been received from Male when compared to Female and the above table give us the clear picture on the mixture of respondents.

Table showing the percentage of Age of respondents

Particular	Count of Age	Percentage
18-24 years	75	56%
25-35 years	41	31%
36-45 years	17	13%
Grand Total	133	100%

In the above table there are mixture of respondents of gender along with different age group of respondents. Among 133 respondents the 56% of respondents are in the age of 18 – 24 years, 31% of respondents are in the age of 25 – 35 years, were are 13% of respondents are in the age of 36 – 45 years. This helps us to understand the categories of age group and the responses towards the saving and investment among Millennials. And the age group of 18 – 24 years people shows the highest respondent when compared to the age group of 25 -35 year and 36 – 45 years, the above table give us the clear picture on the mixture of respondents in age wise.

Table showing the Qualification percentage of respondents

Qualification	Count of Qualification	Percentage
12+	25	19%
Graduate	64	48%
Post Graduate	44	33%
Grand Total	133	100%

In the above table there are mixture of respondents are with different qualification Among 133 respondents. Here 19% of respondents are qualified with 12+ that is PUC, were as 48 % of respondents are qualified with Graduation level that is UG for example B.Com, BBA, BCA etc, And the other respondent were 33% is Post Graduation level, and the above table give us

the clear picture on the mixture of respondents in education / qualification wise.

Table showing the Martial Status

Particular	Count of Martial Status	Percentage
Married	29	22%
Single	104	78%
Grand Total	133	100%

In the above table there are mixture of respondents are with different Martial status. There are 133 respondents. Here 22% of respondents are Married, And 78 % of respondents are Not been married that is they are single, and the above table give us the clear picture on the mixture of respondents in education / qualification wise.

Table showing the Annual Income

Particular	Count of What is your annual income?	Percentage
2-3 Lakhs	21	16%
3-4 Lakhs	77	58%
4-5 Lakhs	14	10%
5-6 Lakhs	8	6%
6 Lakhs and above	13	10%
Grand Total	133	100%

In the above table there are mixture of respondents who's earning are shown that is the annual income. Among 133 respondents the 16% of respondents are almost earning 2 – 3 Lakhs, 58% of respondents are almost earning 3 – 4 lakhs. Were as 10% of respondents are earning annually is 4 – 5 Lakhs, and the 6% of respondents are almost earning 5 – 6 lakhs. 10% of respondents are almost earning 6 lakhs. And above.

Table showing the Annual Income Saved

Particular	Count of How much of your income do you save annually?	Percentage
10000-50000	46	35%
50000-100000	5	4%
less than10000	68	51%
More than 100000	14	10%
Grand Total	133	100%

In the above table there are mixture of respondents who save annually and how much they are savings are shown on the annual basis. Among 133 respondents the 35% of respondents are almost saving 10,000 to 50,000 on annual basis, 4% of respondents are almost saving 50,000 to 100,000 on annual basis. Were as 51% of respondents are almost saving less than10,000 on annual basis, and the10% of respondents are almost saving more tha100,000 on annual basis.

Table showing the percentage of count on saving / investment.

Row Labels	Count of What percentage of your savings/ investment do you prefer investing?	Percentage
0-10%	57	43%
11-25%	55	41%
26-50%	19	14%
51-70%	2	2%
Grand Total	133	100%

In the above table there are mixture of respondents showing the percentage of saving and investment preferred that is shown in percentage. Among 133 respondents the 43% of respondents are preferring to 0 – 10% of their saving and investment. 41% of respondents are also preferred to saving and invest almost 11 – 25 %. Were as 14% of respondents are preferred for saving investment almost 26 – 50%, and

the 2% of respondents are almost saving and investing 51 – 71%.

Table showing the Time Period of the Investment.

Row Labels	Count of What time period do you prefer for your investment?	Percentage
Long Term (5 years and above)	19	14%
Medium term (1-5 years)	60	45%
Short term (0-1 years)	54	41%
Grand Total	**133**	**100%**

In the above table there are mixture of respondents showing the percentage of time period of saving and investment shown in percentage. Among 133 respondents the 14% of respondents are preferring for 5 years and above of their saving and investment. 45% of respondents are also preferred to saving and invest almost in 1 - 5 years were as 41% of respondents are preferred for saving investment almost 0 - 1 year. This helps us to understand the categories of individual saving and investments of their responses towards the saving and investment among Millennials

4.10 Table showing the percentage of invest in share?

Particular	Count of Do you invest in shares?	Percentage
No	104	78%
Yes	29	22%
Grand Total	**133**	**100%**

In the above table there are mixture of respondents showing the count of people who are willing to invest in shares shown in percentage. Among 133 respondents the 78 percent respondents are not willing

to invest in shares out of their savings and investment. And 22 percentage respondents are willing to invest in shares out of their savings and investment. This helps us to understand the categories of individual saving and investments of their responses towards the saving and investment among Millennials

Table showing the preferred type of saving

Particulars	Count of What are the type of saving do you prefer?	Percentage
Bank and Post Office Savings	30	23%
Gold and Silver	34	26%
Insurance	10	7%
Mutual funds	11	8%
Property	25	19%
Shares	23	17%
Grand Total	**133**	**100%**

In the above table there are mixture of respondents showing the count of people who are preferring to invest in various types of investment are shown in percentage. Among 133 respondents 30 respondents are preferring to invest in Bank and Post office savings, whereas 34 respondents preferred investing in Gold and silver, whereas 7 percent respondents preferred investing in Insurance, whereas 8 percent respondents preferred investing in Mutual funds, whereas 19 percent respondents preferred investing in Property and 17 percent respondents preferred investing in Shares.

Table showing the count of risk invoke while investing in mind

Particular	Count of The word RISK invokes which of the following in your mind?	Percentage
Loss	38	28%
Opportunity	50	38%
Thrill	7	5%
Uncertainty	38	29%
Grand Total	133	100%

In the above table there are mixture of respondents showing who count the word RISK involves loss, Opportunity, Thrill and uncertainty. Among 133 respondents 28 percent respondents feels the risk as Loss, whereas 38 percent respondents feels the risk as opportunity, whereas 5 percent respondents feels risk as Thrill and 29 percent respondent's feels risk as uncertainty. This helps us to understand the categories of individual saving and investments of their responses towards the saving and investment among Millennials

Table showing the purpose behind investments and saving

Particular	Count of What is your purpose behind investment?	Percentage
Emergency Purposes	33	25%
Others	15	11%
Regular Returns	21	16%
Tax Savings	25	19%
Wealth Creation	39	29%
Grand Total	133	100%

In the above table there are mixture of respondents showing the purpose behind investment. Among 133 respondents 25% of respondents are interested in investing for the purpose of Emergency purposes, were as 11% of respondents are interested in investing

for other purpose. And other 16% of respondents are interested for regular returns for their better income. Same as 19% respondents are interested for the saving the tax for the betterment. And 29% respondent are investing for wealth creation.

Table 4.13 Chi Square test (Hypothesis 1)

Count of If yes, how frequently do you monitor them?				
Row Labels	18-24 years	25-35 years	36-45 years	Grand Total
Female	23	11	11	45
Male	52	30	6	88
Grand Total	75	41	17	133

Chi - Square	18-24 years	25-35 years	36-45 years	Grand Total
Female	0.222458368	0.59467368	4.78848101	5.60561305
Male	0.11375712	0.30409449	2.44865506	2.86650667
Grand Total				8.47211972

CV	5.991464547
P- Value	0.0144645

The Chi Square is 8.4721 and the P value is 0.0144

P - Value = 0.014
Alpha α = 0.05 (5%)

The P - Value is lesser than the Alpha therefor we reject the H alternative hypothesis as a result there is a relationship betwee **forms of investment)**

Table 4.14   chi Square test (Hypothesis 2)

Count of Are you aware of new entrants in investment avenues such as Derivatives? Commodity Market etc.?			
Row Labels	**No**	**Yes**	**Grand Total**
Married	11	18	29
Single	55	49	104
Grand Total	**66**	**67**	**133**

Chi - Square	No	Yes	Grand Total
Married	0.79902342	0.787097698	1.58612112
Single	0.22280461	0.219479166	0.44228377
Grand Total			**2.02840489**

CV	3.8414588
P - Value	0.3626916

The P - Value is greater than the Alpha therefor we fail reject the H0 null hypothesis and don't accept the alternative hypothesis as a result there is no association or a relationship between them (**income range** of the individuals majorly influence their **investment purpose**)

Table no 4.14 Chi Square test (Hypothesis 3)

Count of What time period do you prefer for your investment?				
Row Labels	**Long Term (5 years and above)**	**Medium term (1-5 years)**	**Short term (0-1 years)**	**Grand Total**
0-10%	2	20	35	57
11-25%	8	30	17	55
26-50%	7	10	2	19
51-70%	2			2
Grand Total	**19**	**60**	**54**	**133**

Chi - Square	Long Term (5 years and above)	Medium term (1-5 years)	Short term (0-1 years)	Grand Total
0-10%	4.634085213	1.26984127	6.074955908	11.978882839
11-25%	0.002597403	1.084757348	1.272577909	2.35993266
26-50%	6.766917293	0.238095238	4.232804233	11.237781676
51-70%	10.28571429	0.902255639	0.812030075	12
Grand Total				**37.576663182**
CV	7.814727903			
P- Value	2.93174			

The Chi Square is 37.5766 and the P value is 2.93174

P - Value = 2.931

Alpha α   = 0.05 (5%)

The P - Value is greater than the Alpha therefor we fail reject the H0 null hypothesis and don't accept the alternative hypothesis as a result there is no association or a relationship between them (people investing for different time periods have unrealistic expectations from their returns on investment)

FINDINGS

From analysis it was found that among 133 respondents, 45 respondents are female and 88 respondents are male The highest number of respondent's falls in the age group of 18-24 years and least were lied in the age group of 36-45 years. From the above research it was confirmed that highest percentages are that 64% of them were graduated while 25% of them were not completed their graduation or post-graduation. We find that most of the respondents fall under Single or unmarried that is the highest respondents counted 104. We also find that most of the respondents were between 3-4 Lakhs and most of the respondents were between Rs.10000 and Rs.50000 annually. The saving part is less were as the spending's are done more reverently. Also, about 45% prefer medium term investments whereas 60 respondents shows the high interest in investment they prefer for the future in medium term investments and respondents who invest in shares are expecting 10 – 20% of investment that is 50% of respondents and a very small percentage of respondents invest in shares. A very small percentage of respondents invest in shares. we get to know the frequency of them monitoring their investment. A negligible number monitor it on an annual basis. About 11% of them monitor the investment on a daily basis. Most of the respondents like to invest on Gold and Silver for their long-term benefit same like Bank and post office savings.

Suggestion

Many times the investors land up in a mess or incur huge losses from investments, due to lack of awareness and guidance. Therefore, it is essential for the investors to borrow the assistance of expert financial advisors who can provide investment recommendations that suit the investment needs of the investors. A financial planner can do a world of good to the investors in achieving the financial goals. Investment avenues such as equity, commodity, and mutual funds need more awareness among the salaried class for the tax exemption and also for the future saving. Customized advisory services can help the investors in making investment decisions that specifically suit their portfolio investments. The companies can work towards providing regular returns in the form of dividends and interest to stakeholders and maintain a good image in the industry that can attract the general public towards investing in the securities offered by them. People must be encouraged to invest in more avenues and also participate in those investment avenues which involve risks and high returns. The government can take steps to establish financial literacy campaigns or investment promotion agencies to extend investor servicing facilitation, to help solve problems faced by existing potential investors. Actively seeking out to the investors and encouraging investments from each salaried individual, can in turn enable the government to develop the national economy. The investment promotion agencies can travel to different occupational sectors to promote awareness among the employees, of the various investment avenues and the current benefits available to them in making investments in the financial instruments. The government should take steps to introduce tax concession policies specifically oriented to the welfare of investors, in order to encourage them to take part in the national priority of investment avenues. Above all the younger generation should

recognise their financial independence and plan for a better secured future well in advance

Conclusion

The present study endeavoured to give a look on behaviour of investors towards investment avenues, the saving pattern of investors and factors that have an impact on their investment decision making. The study has important implications for the investment advisors, investment managers, the government and various financial institutions, as the present research contains interesting facts of individual investors. The investment avenues such as bank deposits, insurance and gold and silver are the most preferred avenues. The investors still prefer to invest in financial instruments that provide risk free returns. This helps to infer that the middle income investors are conservative investors who prefer to play safe in their investment activities. The investor's main motive has been to earn reasonable returns and they prefer to invest in medium term period. Most of the investors are not completely aware of the investment avenues such as shares, mutual funds etc., and investments must be encouraged among the younger / Millennials generation to enable them to save more for the future. The investment avenue designers can design financial products in such a way, as to cater to the investor's needs and preference of the investors for safety of principle, diversification, low risk, high steady returns, maturity period or any other factor in their preferred investment avenues. As far as the socio-economic variables are concerned, age, income levels and gender do not have an impact on the investor's choice of investment. The investors should cultivate the habit of investing to reduce the impact of the economy on them. The findings of this study have significant managerial implications that can be used by investment companies in restructuring their existing practices and innovating new ways of service delivery.

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ANNEXURES

"A study on saving and investment pattern of Millennials in Bangalore City"

I Rose, pursuing M.Com final year at St. Joseph's Evening College. I request you to spend your valuable time in filling up this questionnaire to help me successfully complete my research work. **Your response means a lot for me and you may share this with your contacts too.**

1. Gender
☐ Male
☐ Female

2. Age
☐ 18-24 years
☐ 25-35 years
☐ 36-45 years

3. Qualification
☐ 12+
☐ Graduate
☐ Post Graduate

4. Marital Status
☐ Married
☐ Single

5. What is your annual income?
☐ 2-3 Lakhs
☐ 3-4 Lakhs
☐ 4-5 Lakhs
☐ 5-6 Lakhs
☐ 6 Lakhs and above

6. How much of your income do you save annually?
☐ <10000
☐ 10000-50000
☐ 50000-100000
☐ >100000

7. What percentage of your savings/ investment do you prefer investing?
☐ 0-10%
☐ 11-25%
☐ 26-50%
☐ 51-70%

8. What time period do you prefer for your investment?
☐ Short term (0-1 years)
☐ Medium term (1-5 years)
☐ Long Term (5 years and above)

9. What percentage of return do you expect from your investment?
☐ 0-10%
☐ 10-20%
☐ 20% and above

10. Do you invest in shares?
☐ Yes
☐ No

11. If yes, how frequently do you monitor them?
☐ Daily
☐ Monthly
☐ Quarterly

☐ Professional Advisor

☐ Bi-Annually

☐ Annually

☐ NA

15. The word RISK invokes which of the following in your mind?

☐ Loss

☐ Opportunity

12. What are the preferred type of investment?

☐ Shares

☐ Uncertainty

☐ Property

☐ Thrill

☐ Insurance

☐ Gold and Silver

16. Are you aware of new entrants in investment avenues such as Derivatives?

☐ Bank and Post Office Savings

Commodity Market etc.?

☐ Mutual funds

☐ Yes

☐ No

13. Do you have a financial advisor?

☐ Yes

☐ No

17. What is your purpose behind investment?

☐ Tax Savings

14. Whose advice do you consider before investing?

☐ Wealth Creation

☐ Regular Returns

☐ Self

☐ Emergency Purposes

☐ Family

☐ Others

☐ Friends