



# Investment Problems Of University Teachers In Investment Avenues - A Study With Reference To V.S.K University Ballari

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## Abstract:

This paper emphasis the investment problems and satisfaction level of university teachers in diverse investment avenues. The study attempts to understand the investment problems faced by investors while investing and analyze the satisfaction level of university teachers towards investment options. The primary data was collected from 50 Vijayanagara Sri Krishnadevaraya University Teachers through structured questionnaire and analysed through SPSS software with statistical tools such as descriptive statistics, Ranking Analysis and MANOVA. The investment problems faced by the investors is analysed by ranking analysis considering mean value of investment avenues and identified that low return, risk and liquidity are the major problems faced by the investors. The study reveals that there is a significant relationship between demographic factors and satisfaction level towards investment options by applying Multivariate test.

**Keywords:** Investment Problem, Satisfaction, Avenues, Multivariate

## Introduction:

An investment is an asset that is created with the intention of allowing money to grow. There are many problems faced by the investors while investing their money in various avenues. There are hidden risks inside their financial plan. Similar to how a doctor's visit with lab results might find an underlying problem not yet identified, routine check-ups in your financial life can uncover potential risks you might face. Some aren't aware of the many risks including family dysfunction risk, probate risk and lack of planning risk, so don't wait for a major life event to schedule your next financial check-up. Investors financial goals are not clearly defined. Investors are not presented with all of the investment options available. They are offered outdated investment options. Sometimes a good company isn't a good investment. They are limited to their advisor's allegiance to certain fund families. Their financial life is not allocated properly. They buy and sell based on the day (emotion) not the data. They are unknowingly suffering from the "whipsaw" effect. They are left in the dark on their financial plan or future plans for success.

## Review of Literature:

**(Amudhan et al. 2016)** have conducted a study on Individual Investors Satisfaction Level of Existing Investment Schemes in Salem Districts. The paper attempts to examine the Factors Influencing in Selections of Investment Schemes in Salem Districts and understand the Satisfaction level of Investors of existing investment schemes in Salem district. The primary data was collected from 200 respondents through structured questionnaire by using simple random sampling technique and ANOVA & Percentage Analysis was used. From the study 60% Investors are highly satisfied in Bank deposits and 100% of the investors are highly satisfied in Insurance Schemes.

**(Rajani, and Jyothi 2016)** have conducted a study on Problems of Investor's in Equity Market. The study attempts to investigate the problems faced by investors in the equity market in Visakhapatnam city. The primary data was collected from 108 respondents through the structured questionnaire by convenience sampling. The descriptive statistics like frequency, percentage, factor analysis KMO and Bartlett's Test used. From the study major problems faced by the investor are no proper advice by broker; multiple opinions are giving by the different channels on the same market and too much volatility. These factors are highly influenced and Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.532, significance value of Bartlett's Test of Sphericity is 0.000.

**(Shiji, and Priya 2019)** have conducted a study on the Problems faced by Investors towards Online Share Trading. The study aims to know about the problems faced by investors towards online share trading. For the study data was collected from 100 respondents and analysed by frequency and simple percentage method. From the study majority (68%) of the respondents are new generation investor, majority (46%) of the respondents are invest between Rs.100000 to Rs.200000 and majority of the respondents are agreed with the problems of debt on trading, insufficient economic growth, effect of politicians, poor investment skills,

high market volatility, lack of capital investments, stock market crashes, loss of money due to unknowing factors in online share trading.

**(Priyanka, and Fathima 2021)** have conducted a study on Challenges faced by the Investors in Online Share Trading. The study attempts to analyse the challenges faced by the investors in online share trading, identify the technical problems faced by the investors, measure the risk-taking ability of the investors in online share trading and investigate the insufficient information faced by the investors in online share trading. The primary data was collected from 178 respondents through Random Sampling Technique. ANOVA, Independent Samples t-Test and Pearson Correlation test was used. In ANOVA the P value 0.009 is less than 0.05. Hence null hypothesis is rejected. There is significant difference among various occupation on risk tolerance level of investors. In Independent Samples t-Test the P value 0.6 is greater than 0.05. Hence null hypothesis is accepted. There is no significant difference between gender and risk tolerance level of the investors and the P value 0.15 is greater than 0.05. Hence null hypothesis is accepted. There is no significant difference between monthly income and trust level of the investors. In Pearson Correlation the insufficient information, technical problems, risk tolerance level, trust and security are positively and significantly correlated with each other.

**(Dhivyajothi 2021)** has conducted a study on problems faced by the Investors and Investors' satisfaction towards Post Office Savings Schemes. The study aims to study the satisfaction level of the investors and trace out the problems faced by the investors while investing in Post Office Savings Schemes. The primary data was collected from 178 investors through structured Interview Schedule and analysed the data by Mean, Chi-square test and Garrett's Ranking Technique. From the study 63.37% of the investors are having low level of satisfaction and 36.63% of the investors are having high level of satisfaction about post office savings schemes. Low rate of interest (61.96) was first ranked problem faced by the investors and there is no significant relationship between personal economic factors and satisfaction level of investors about post office savings schemes.

## Statement of the Problem

To describe the investment problems and satisfaction towards investment avenues available in India. In this sense no attempt is made to extract the important underlying factors of investment avenues, their relative significance and their relationship with demographic variables. There is a chance for the individuals to lose their interest and their strength being affected because of the smaller size of their investment and the consequential exposure. So, it is necessary to study the problem of the individual investors with respect to different investment avenues available in India. A study of Teachers in Vijayanagara Sri Krishnadevaraya University Ballari has undertaken the objective of offering suitable solutions to solve the problems of investors and level of satisfaction on investment avenues.

## Objectives of the study

1. To study the problems faced by university teachers in investment avenues
2. To analyze the satisfaction level of university teachers towards investment options

## Formulation of Hypothesis

1.  $H_0$ : There is no significant relationship between demographic variables and level of satisfaction towards investment options.
2.  $H_1$ : There is a significant relationship between demographic variables and level of satisfaction towards investment options.

## Research Methodology

<b>Research design:</b>	The information was collected from University Teachers; a questionnaire was prepared for studying the investment problems and satisfaction level towards investment options of Vijayanagara Sri Krishnadevaraya University Teachers.
<b>Area of the study</b>	Ballari and Koppal districts
<b>Population of the study</b>	Total university teachers who are situated within the jurisdiction of Vijayanagara Sri Krishnadevaraya University Ballari.
<b>Sampling Unit:</b>	Vijayanagara Sri Krishnadevaraya University Teachers.
<b>Sampling Technique:</b>	Simple Random Sampling Method
<b>Sample Size:</b>	50 Vijayanagara Sri Krishnadevaraya University Teachers.
<b>Data Collection Plan</b>	
<b>Methods of data collection</b>	Both primary and secondary data
<b>Primary Data</b>	The primary data was collected by the researcher through structured questionnaires from university teachers who are working in Vijayanagara Sri Krishnadevaraya University Ballari and Koppal Districts.
<b>Questionnaire Design</b>	Structured Questionnaire
<b>Secondary Data</b>	The secondary data was collected from text books, journals, magazines and websites.
<b>Statistical techniques used to analyse the data</b>	Descriptive statistics, frequency, percentage, MANOVA.

**Table No.1 Demographic Profile of the University Teachers**

Demographic Factors	Category	Frequency	Percent
Gender	Male	41	82.0
	Female	9	18.0
	<b>Total</b>	<b>50</b>	<b>100.0</b>
Age	30 to 40 years	30	60.0
	40 to 50 years	14	28.0
	50 and above	6	12.0
	<b>Total</b>	<b>50</b>	<b>100.0</b>
Marital status	Married	48	96.0
	Unmarried	2	4.0
	<b>Total</b>	<b>50</b>	<b>100.0</b>
Family Structure	Joint	12	24.0
	Nuclear	38	76.0
	<b>Total</b>	<b>50</b>	<b>100.0</b>
Family Size	Below 3 members	4	8.0
	3 to 6 members	41	82.0
	6 to 9 members	4	8.0
	9 and above	1	2.0
	<b>Total</b>	<b>50</b>	<b>100.0</b>
Educational Qualification	Post-Graduation	4	8.0
	Post-Graduation and PhD	30	60.0
	Post-Graduation, PhD and Other education	16	32.0
	<b>Total</b>	<b>50</b>	<b>100.0</b>
Designation	Assistant Professor	36	72.0
	Associate Professor	6	12.0
	Professor	8	16.0
	<b>Total</b>	<b>50</b>	<b>100.0</b>
Years of Experience	Below 5 years	6	12.0
	5 to 10 years	25	50.0
	10 to 20 years	10	20.0
	More than 20 years	9	18.0
	<b>Total</b>	<b>50</b>	<b>100.0</b>
Monthly Income	Below 100000	12	24.0
	100001 to 200000	24	48.0
	200001 and above	14	28.0

	<b>Total</b>	<b>50</b>	<b>100.0</b>
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Source: Field Survey

The above table 1 shows that out of 50 sample respondents; 82% of them belongs to male category, 60% of the respondents fall in the age group of 30 to 40 years, 96% of respondents are married, 76% are in nuclear family structure with 3 to 6 members in a family i.e., 82%, majority of the teachers i.e., 60% educational qualification is post-graduation and PhD, 72% of respondents are assistant professor, 50% of respondents experience between 5 to 10 years and 48% of respondents monthly income is 100001 to 200000.

**Table No.2 Problems faced by the University Teachers in Investment Avenues**

<b>Descriptive Statistics</b>						
Problem	N	Minimum	Maximum	Mean	Std. Deviation	Rank
<b>Banking Investment</b>						
10.1 Low Return	50	4	5	4.50	.505	1
10.2 Risk	50	1	3	1.76	.847	2
10.3 Poor Services	50	1	3	1.74	.828	3
10.4 Liquidity	50	1	2	1.50	.505	4
<b>Share and debenture</b>						
11.1 Low Return	50	1	5	2.98	1.597	3
11.2 Risk	50	4	5	4.52	.505	1
11.3 Poor Services	50	2	4	3.02	.714	2
11.4 Liquidity	50	1	3	1.98	.714	4
<b>Gold and Silver</b>						
12.1 Low Return	50	1	5	2.52	1.147	3
12.2 Risk	50	2	4	3.22	.840	1
12.3 Poor Services	50	2	4	3.00	.728	2
12.4 Liquidity	50	1	4	2.22	1.093	4
<b>Mutual Fund</b>						
13.1 Low Return	50	1	3	2.00	.728	4
13.2 Risk	50	1	4	2.56	1.146	2
13.3 Poor Services	50	1	4	2.50	1.147	3
13.4 Liquidity	50	2	5	3.46	1.129	1
<b>Life Insurance</b>						
14.1 Low Return	50	1	5	2.80	1.498	2
14.2 Risk	50	1	3	2.02	.714	4
14.3 Poor Services	50	1	4	2.44	1.128	3

14.4 Liquidity	50	3	5	3.98	.714	1
Post office deposits						
15.1 Low Return	50	1	5	3.06	1.596	1
15.2 Risk	50	1	3	1.76	.847	4
15.3 Poor Services	50	1	3	2.02	.714	3
15.4 Liquidity	50	1	4	2.50	1.147	2
Real estates						
16.1 Low Return	50	1	3	1.76	.847	4
16.2 Risk	50	1	4	2.50	1.111	3
16.3 Poor Services	50	2	5	3.76	1.080	2
16.4 Liquidity	50	3	5	4.24	.847	1
Money Market Instruments						
17.1 Low Return	50	1	4	2.54	1.129	1
17.2 Risk	50	1	3	2.02	.714	2
17.3 Poor Services	50	1	3	2.02	.714	2
17.4 Liquidity	50	1	3	1.76	.847	3
Derivative instruments						
18.1 Low Return	50	1	4	2.50	1.147	1
18.2 Risk	50	1	4	2.50	1.147	1
18.3 Poor Services	50	1	3	2.24	.847	2
18.4 Liquidity	50	1	4	2.50	1.147	1
Valid N (listwise)	50					

Source: Computed Data

The above table shows that various problems faced by the investors while investing in various investment avenues and ranked to them according to their mean value. Firstly, problems faced by investors regarding banking investments. From this we can identify that the low return gets first rank and followed by risk, poor services and liquidity. Regarding shares & debentures and gold & silver avenues, risk gets first rank and followed by poor services, low return and liquidity. Regarding mutual fund, liquidity gets first rank and followed by risk, poor services and low return. Regarding life insurance, liquidity gets first rank and followed by low return, poor services and risk. Regarding post office deposits, low return gets first rank and followed by liquidity, poor services and risk. Regarding real estate, liquidity gets first rank and followed by poor services, risk and low return. Regarding Money Market Instruments, low return gets first rank and followed by risk, poor services and liquidity. Regarding Derivative instruments, low return, risk and liquidity gets first rank and followed by poor services.

**Table No.3 Multivariate test between demographic variables and level of satisfaction towards investment options**

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1 Stability of Income/Returns	4.880 <sup>a</sup>	11	.444	.568	.843
	2 Safety of Amount Invested	8.325 <sup>b</sup>	11	.757	1.627	.130
	3 Suitability of Investment Option	2.205 <sup>c</sup>	11	.200	.741	.693
	4 Easy Liquidity of investment	5.247 <sup>d</sup>	11	.477	.918	.533
	5 Portfolio Diversification	11.378 <sup>e</sup>	11	1.034	.609	.809
	6 Tax Shield	9.787 <sup>f</sup>	11	.890	1.419	.205
	7 Capital appreciation	4.880 <sup>a</sup>	11	.444	.568	.843
	8 Performance of Investment	6.280 <sup>g</sup>	11	.571	1.160	.346
	9 Brand name	15.872 <sup>h</sup>	11	1.443	1.176	.335
	10 Reputation of Sponsor/Investment Company	15.872 <sup>h</sup>	11	1.443	1.176	.335
	11 Wide investment opportunities	21.625 <sup>i</sup>	11	1.966	1.922	.067
	12 Options available (Payment, Fund transfer, etc.)	19.078 <sup>j</sup>	11	1.734	1.732	.103
	13 Choice/Variety of schemes	10.812 <sup>k</sup>	11	.983	1.536	.159
	14 Period of Investment	10.812 <sup>k</sup>	11	.983	1.536	.159
	15 Redemption/Reinvestment Facilities	15.872 <sup>h</sup>	11	1.443	1.176	.335
	16 Additional offers/benefits	13.312 <sup>l</sup>	11	1.210	2.264	.031
	17 Cost/Charges of Investment (Fees, Charges, etc.)	4.880 <sup>m</sup>	11	.444	.568	.843
	18 Expert Guidance/Advice	8.687 <sup>n</sup>	11	.790	.558	.850
	19 Timeliness in dealings	31.387 <sup>o</sup>	11	2.853	1.461	.187
	20 Availability of information of investments	8.325 <sup>p</sup>	11	.757	1.627	.130
	21 Promptness in settlement	17.472 <sup>q</sup>	11	1.588	1.341	.241
	22 Grievances handling	21.625 <sup>i</sup>	11	1.966	1.922	.067
	23 Disclosure in advertisement	4.880 <sup>r</sup>	11	.444	.568	.843
	24 Transparency in operation	4.880 <sup>r</sup>	11	.444	.568	.843
	25 Investors' protection	5.247 <sup>d</sup>	11	.477	.918	.533
Intercept	1 Stability of Income/Returns	414.854	1	414.854	530.789	.000
	2 Safety of Amount Invested	372.399	1	372.399	800.632	.000

Designation	3 Suitability of Investment Option	443.371	1	443.371	1639.717	.000
	4 Easy Liquidity of investment	372.682	1	372.682	717.664	.000
	5 Portfolio Diversification	387.284	1	387.284	228.020	.000
	6 Tax Shield	202.076	1	202.076	322.191	.000
	7 Capital appreciation	414.854	1	414.854	530.789	.000
	8 Performance of Investment	330.186	1	330.186	670.966	.000
	9 Brand name	147.625	1	147.625	120.359	.000
	10 Reputation of Sponsor/Investment Company	147.625	1	147.625	120.359	.000
	11 Wide investment opportunities	139.042	1	139.042	135.913	.000
	12 Options available (Payment, Fund transfer, etc.)	94.803	1	94.803	94.699	.000
	13 Choice/Variety of schemes	184.903	1	184.903	289.049	.000
	14 Period of Investment	202.284	1	202.284	316.221	.000
	15 Redemption/Reinvestment Facilities	245.563	1	245.563	200.209	.000
	16 Additional offers/benefits	165.241	1	165.241	309.191	.000
	17 Cost/Charges of Investment (Fees, Charges, etc.)	55.541	1	55.541	71.063	.000
	18 Expert Guidance/Advice	121.581	1	121.581	85.982	.000
	19 Timeliness in dealings	259.725	1	259.725	132.953	.000
	20 Availability of information of investments	214.941	1	214.941	462.109	.000
	21 Promptness in settlement	157.124	1	157.124	132.658	.000
	22 Grievances handling	139.042	1	139.042	135.913	.000
	23 Disclosure in advertisement	279.763	1	279.763	357.946	.000
	24 Transparency in operation	279.763	1	279.763	357.946	.000
	25 Investors' protection	372.682	1	372.682	717.664	.000
Designation	1 Stability of Income/Returns	1.510	1	1.510	1.932	.173
	2 Safety of Amount Invested	.529	1	.529	1.137	.293
	3 Suitability of Investment Option	.333	1	.333	1.230	.274
	4 Easy Liquidity of investment	1.331	1	1.331	2.563	.118
	5 Portfolio Diversification	3.538	1	3.538	2.083	.157
	6 Tax Shield	1.163	1	1.163	1.854	.181
	7 Capital appreciation	1.510	1	1.510	1.932	.173
	8 Performance of Investment	.000	1	.000	.000	1.000

Years of Experience	9 Brand name	.770	1	.770	.628	.433
	10 Reputation of Sponsor/Investment Company	.770	1	.770	.628	.433
	11 Wide investment opportunities	.076	1	.076	.074	.787
	12 Options available (Payment, Fund transfer, etc.)	.123	1	.123	.123	.728
	13 Choice/Variety of schemes	.425	1	.425	.665	.420
	14 Period of Investment	.425	1	.425	.665	.420
	15 Redemption/Reinvestment Facilities	.770	1	.770	.628	.433
	16 Additional offers/benefits	.123	1	.123	.231	.634
	17 Cost/Charges of Investment (Fees, Charges, etc.)	1.510	1	1.510	1.932	.173
	18 Expert Guidance/Advice	1.701	1	1.701	1.203	.280
	19 Timeliness in dealings	.861	1	.861	.441	.511
	20 Availability of information of investments	.529	1	.529	1.137	.293
	21 Promptness in settlement	.333	1	.333	.281	.599
	22 Grievances handling	.076	1	.076	.074	.787
	23 Disclosure in advertisement	1.510	1	1.510	1.932	.173
	24 Transparency in operation	1.510	1	1.510	1.932	.173
	25 Investors' protection	1.331	1	1.331	2.563	.118
	1 Stability of Income/Returns	.553	3	.184	.236	.871
	2 Safety of Amount Invested	.550	3	.183	.394	.758
	3 Suitability of Investment Option	.438	3	.146	.540	.658
	4 Easy Liquidity of investment	.604	3	.201	.388	.762
	5 Portfolio Diversification	.782	3	.261	.154	.927
	6 Tax Shield	1.655	3	.552	.879	.460
	7 Capital appreciation	.553	3	.184	.236	.871
	8 Performance of Investment	1.362	3	.454	.923	.439
	9 Brand name	1.720	3	.573	.468	.707
	10 Reputation of Sponsor/Investment Company	1.720	3	.573	.468	.707
	11 Wide investment opportunities	3.601	3	1.200	1.173	.333
	12 Options available (Payment, Fund transfer, etc.)	.304	3	.101	.101	.959
	13 Choice/Variety of schemes	1.464	3	.488	.763	.522
	14 Period of Investment	1.464	3	.488	.763	.522

Monthly Income	15 Redemption/Reinvestment Facilities	1.720	3	.573	.468	.707
	16 Additional offers/benefits	1.965	3	.655	1.226	.314
	17 Cost/Charges of Investment (Fees, Charges, etc.)	.553	3	.184	.236	.871
	18 Expert Guidance/Advice	1.502	3	.501	.354	.787
	19 Timeliness in dealings	6.754	3	2.251	1.153	.340
	20 Availability of information of investments	.550	3	.183	.394	.758
	21 Promptness in settlement	3.377	3	1.126	.951	.426
	22 Grievances handling	3.601	3	1.200	1.173	.333
	23 Disclosure in advertisement	.553	3	.184	.236	.871
	24 Transparency in operation	.553	3	.184	.236	.871
	25 Investors' protection	.604	3	.201	.388	.762
	1 Stability of Income/Returns	.310	2	.155	.198	.821
	2 Safety of Amount Invested	.678	2	.339	.729	.489
	3 Suitability of Investment Option	.054	2	.027	.099	.906
	4 Easy Liquidity of investment	1.069	2	.534	1.029	.367
	5 Portfolio Diversification	.945	2	.473	.278	.759
	6 Tax Shield	2.515	2	1.258	2.005	.149
	7 Capital appreciation	.310	2	.155	.198	.821
	8 Performance of Investment	.393	2	.196	.399	.674
	9 Brand name	2.022	2	1.011	.824	.446
	10 Reputation of Sponsor/Investment Company	2.022	2	1.011	.824	.446
	11 Wide investment opportunities	4.563	2	2.281	2.230	.121
	12 Options available (Payment, Fund transfer, etc.)	1.711	2	.855	.854	.434
	13 Choice/Variety of schemes	1.038	2	.519	.811	.452
	14 Period of Investment	1.038	2	.519	.811	.452
	15 Redemption/Reinvestment Facilities	2.022	2	1.011	.824	.446
	16 Additional offers/benefits	2.444	2	1.222	2.287	.115
	17 Cost/Charges of Investment (Fees, Charges, etc.)	.310	2	.155	.198	.821
	18 Expert Guidance/Advice	.239	2	.120	.085	.919
	19 Timeliness in dealings	7.472	2	3.736	1.912	.162
	20 Availability of information of investments	.678	2	.339	.729	.489

Error	21 Promptness in settlement	2.086	2	1.043	.881	.423
	22 Grievances handling	4.563	2	2.281	2.230	.121
	23 Disclosure in advertisement	.310	2	.155	.198	.821
	24 Transparency in operation	.310	2	.155	.198	.821
	25 Investors' protection	1.069	2	.534	1.029	.367
	1 Stability of Income/Returns	29.700	38	.782		
	2 Safety of Amount Invested	17.675	38	.465		
	3 Suitability of Investment Option	10.275	38	.270		
	4 Easy Liquidity of investment	19.733	38	.519		
	5 Portfolio Diversification	64.542	38	1.698		
	6 Tax Shield	23.833	38	.627		
	7 Capital appreciation	29.700	38	.782		
	8 Performance of Investment	18.700	38	.492		
	9 Brand name	46.608	38	1.227		
	10 Reputation of Sponsor/Investment Company	46.608	38	1.227		
	11 Wide investment opportunities	38.875	38	1.023		
	12 Options available (Payment, Fund transfer, etc.)	38.042	38	1.001		
	13 Choice/Variety of schemes	24.308	38	.640		
	14 Period of Investment	24.308	38	.640		
	15 Redemption/Reinvestment Facilities	46.608	38	1.227		
	16 Additional offers/benefits	20.308	38	.534		
	17 Cost/Charges of Investment (Fees, Charges, etc.)	29.700	38	.782		
	18 Expert Guidance/Advice	53.733	38	1.414		
	19 Timeliness in dealings	74.233	38	1.954		
	20 Availability of information of investments	17.675	38	.465		
	21 Promptness in settlement	45.008	38	1.184		
	22 Grievances handling	38.875	38	1.023		
	23 Disclosure in advertisement	29.700	38	.782		
	24 Transparency in operation	29.700	38	.782		
	25 Investors' protection	19.733	38	.519		
Total	1 Stability of Income/Returns	925.000	50			
	2 Safety of Amount Invested	826.000	50			

	3 Suitability of Investment Option	1016.00	50			
	4 Easy Liquidity of investment	817.000	50			
	5 Portfolio Diversification	860.000	50			
	6 Tax Shield	565.000	50			
	7 Capital appreciation	925.000	50			
	8 Performance of Investment	817.000	50			
	9 Brand name	370.000	50			
	10 Reputation of Sponsor/Investment Company	370.000	50			
	11 Wide investment opportunities	373.000	50			
	12 Options available (Payment, Fund transfer, etc.)	308.000	50			
	13 Choice/Variety of schemes	416.000	50			
	14 Period of Investment	560.000	50			
	15 Redemption/Reinvestment Facilities	682.000	50			
	16 Additional offers/benefits	409.000	50			
	17 Cost/Charges of Investment (Fees, Charges, etc.)	193.000	50			
	18 Expert Guidance/Advice	385.000	50			
	19 Timeliness in dealings	637.000	50			
	20 Availability of information of investments	476.000	50			
	21 Promptness in settlement	380.000	50			
	22 Grievances handling	373.000	50			
	23 Disclosure in advertisement	749.000	50			
	24 Transparency in operation	749.000	50			
	25 Investors' protection	817.000	50			
Corrected Total	1 Stability of Income/Returns	34.580	49			
	2 Safety of Amount Invested	26.000	49			
	3 Suitability of Investment Option	12.480	49			
	4 Easy Liquidity of investment	24.980	49			
	5 Portfolio Diversification	75.920	49			
	6 Tax Shield	33.620	49			
	7 Capital appreciation	34.580	49			
	8 Performance of Investment	24.980	49			
	9 Brand name	62.480	49			

10 Reputation of Sponsor/Investment Company	62.480	49			
11 Wide investment opportunities	60.500	49			
12 Options available (Payment, Fund transfer, etc.)	57.120	49			
13 Choice/Variety of schemes	35.120	49			
14 Period of Investment	35.120	49			
15 Redemption/Reinvestment Facilities	62.480	49			
16 Additional offers/benefits	33.620	49			
17 Cost/Charges of Investment (Fees, Charges, etc.)	34.580	49			
18 Expert Guidance/Advice	62.420	49			
19 Timeliness in dealings	105.620	49			
20 Availability of information of investments	26.000	49			
21 Promptness in settlement	62.480	49			
22 Grievances handling	60.500	49			
23 Disclosure in advertisement	34.580	49			
24 Transparency in operation	34.580	49			
25 Investors' protection	24.980	49			

a. R Squared = .141 (Adjusted R Squared = -.108)  
b. R Squared = .320 (Adjusted R Squared = .123)  
c. R Squared = .177 (Adjusted R Squared = -.062)  
d. R Squared = .210 (Adjusted R Squared = -.019)  
e. R Squared = .150 (Adjusted R Squared = -.096)  
f. R Squared = .291 (Adjusted R Squared = .086)  
g. R Squared = .251 (Adjusted R Squared = .035)  
h. R Squared = .254 (Adjusted R Squared = .038)  
i. R Squared = .357 (Adjusted R Squared = .171)  
j. R Squared = .334 (Adjusted R Squared = .141)  
k. R Squared = .308 (Adjusted R Squared = .107)  
l. R Squared = .396 (Adjusted R Squared = .221)  
m. R Squared = .141 (Adjusted R Squared = -.108)  
n. R Squared = .139 (Adjusted R Squared = -.110)  
o. R Squared = .297 (Adjusted R Squared = .094)  
p. R Squared = .320 (Adjusted R Squared = .123)  
q. R Squared = .280 (Adjusted R Squared = .071)

r. R Squared = .141 (Adjusted R Squared = -.108)

The above table shows that multivariate tests have been used to analyse the relationship between demographic variables and level of satisfaction towards investment options. The mean value of 1.331 and highest F value 2.563 indicate that respondents are satisfied more in easy liquidity of investment and investor's protection when designation is compared with level of satisfaction towards investment options. The mean value of .655 and highest F value 1.226 indicate that respondents are satisfied more in additional offers/benefits when experience is compared with level of satisfaction towards investment options. The mean value of 1.222 and highest F value 2.287 indicate that respondents are satisfied more in additional offers/benefits when monthly income is compared with level of satisfaction towards investment options.

## Findings:

1. It is found by the ranking analysis on investment problems faced by the investors in diverse investment avenues as follows:
  - ❖ Banking Investments - Low Return
  - ❖ Shares & Debentures – Risk
  - ❖ Gold & Silver avenues – Risk
  - ❖ Real Estate – Liquidity
  - ❖ Mutual Fund – Liquidity
  - ❖ Life Insurance – Liquidity
  - ❖ Post Office Deposits - Low Return
  - ❖ Money Market Instruments - Low Return
  - ❖ Derivative Instruments - Low Return
2. Multivariate tests have been employed the relationship between demographic factors and level of satisfaction towards investment options with the twenty-five dependent variables, it is found that mean value and highest F value of the following variables indicate the significant relationship.
  - ❖ Designation - Easy liquidity of investment and investor's protection
  - ❖ Experience - Additional offers/benefits
  - ❖ Monthly Income - Additional offers/benefits

## Conclusion:

The present study is based on primary data of Vijayanagara Sri Krishnadevaraya University Teachers was done to know the problems faced by university teachers in investment avenues and analyze the satisfaction level of university teachers towards investment options. The investors are faced low return, risk and liquidity are the major problems while investing in various investment avenues. The study concludes that there is a significant relationship between selected demographic factors and satisfaction level of university teachers towards investment options by applying multivariate test.

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