

Preferences of youth towards financial investment in (A Case study of District Anantnag Jammu and Kashmir)

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Abstract:

From the economic liberalization there is numerous investment alternatives available in the market and the main aim this research paper is the know the respondents preferences over the investment alternatives which are already existed in the market, it depends upon the return and risk of the respondents and their risk appetite that they can choose out of the rest of the investment alternatives like, bank deposits, private bonds, shares, derivatives, real estate, and gold. if we talk about the income every person in the world who have desire to have their regular income and for this instance they need to take part in the investments and bear the risk if any will occur during the tenure of the investment period as we know youth is the back bone of the new growing generation so we should develop such avenues to boost their interest over the investments so, the researcher has conducted the primary survey on 220 respondents for this purpose to extract the youths real preference towards the financial investment.

Keywords: investment, youth, alternatives, risk, return, market.

Introduction:

These days we have seen investment is become the backbone of economies of the countries even for those countries who are trying to grow their economy very rapidly, so it needs to be proper investment by the public into the preferred investments and set free the boundaries for other countries for their investment on the domestic markets this will enable to set availability more options in the market and target or investment on them accordingly.

Basically Investment is not only investing the pre4sent money for the return but it also implies that return and risk is on two sides of the investment. And it depends upon the preferences of the respondent how he/ she will look their savings today for tomorrow so this need to invest in the particular options available in the market so called preferences.

Research methodology:

Research methodology is the systematic way of understanding and solving the research problem. Hence it can be regarded as a science that makes us understand how to carry out our research in a proper way. And in this research study I had carried

primary data through questionnaire as well as secondary research books, websites and review of literature to fulfill the objectives of the study, for this study I had selected 220 respondents whom I did record their responses accordingly and interpret them separately, and for this research study I had used tools like percentage, mean and chi square table for analyzing the data into the chorological order.

Objectives:

- ❖ To study the preferences among the educational and age groups of youth towards the financial investment.
- ❖ To provide the suitable the suggestions for promoting the youths interest towards the investment.

Hypothesis:

❖ HO1 There is no significant difference between the educational background and age groups of youths of Jammu and Kashmir towards the financial investment.

1. Gender of the respondents:

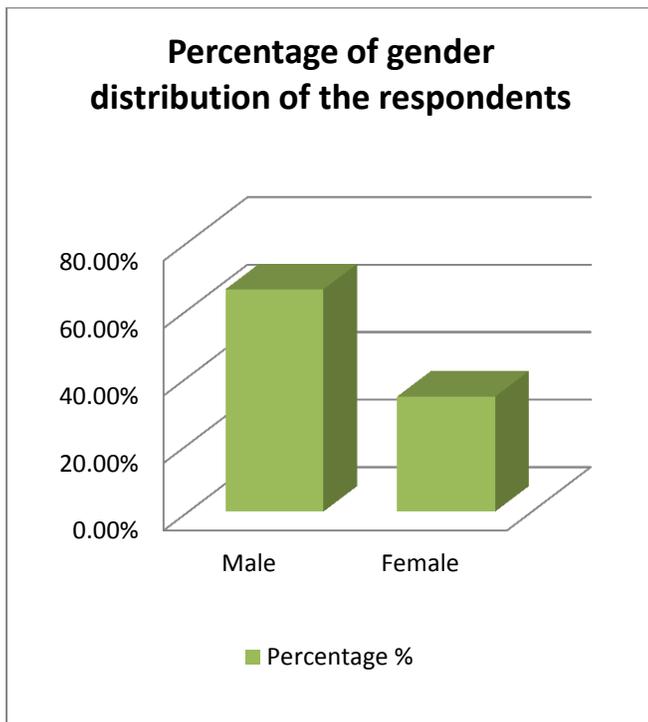
s. no	Variable	Total number	Percentage %
1	Male	145	66.0%
2	Female	75	34.%
5n	Total	220	100%

Source: primary survey

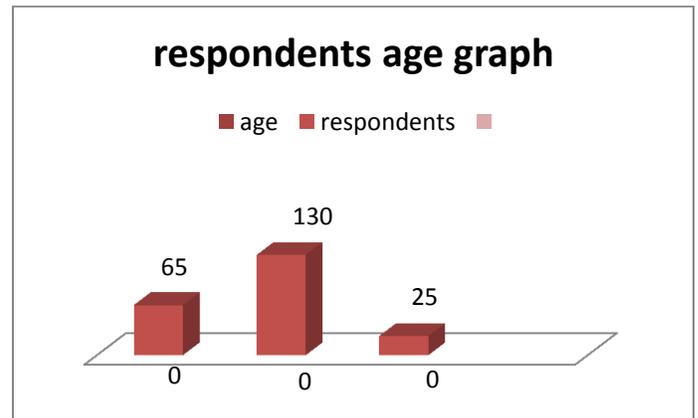
Interpretation:

The above data table shows the distribution of youth on the base of gender as, 66.0% of the respondents are those who are males and 34. % of the respondents is those who are females.

Bar graph shows the percentage of gender distribution below.



2. Age of the respondents:



Source: primary survey

Interpretation:

The above bar graph shows that most of the respondents are those whose age is in between the 25- 30 and their strength as 130 out of the total respondents and their percentage is 59.09%, 65 respondents are those whose age is in between the 15- 25 and their percentage is 29.54% and followed by the least age groups in between the 30- to 35 and they are 25 respondents and their percentage is 11.36%.

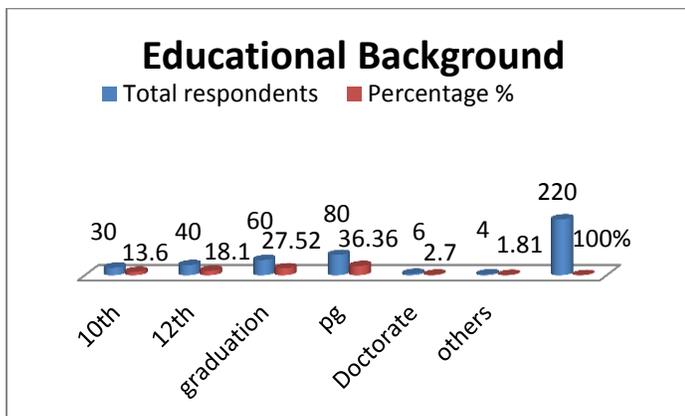
3. Educational background:

S no.	Variable	Total respondents	Percentage %
1	10th	30	13.6
2	12th	40	18.1
3	graduation	60	27.52
4	pg	80	36.36
5	Doctorate	06	2.7
6	others	04	1.81
total		220	100%

Source: primary survey

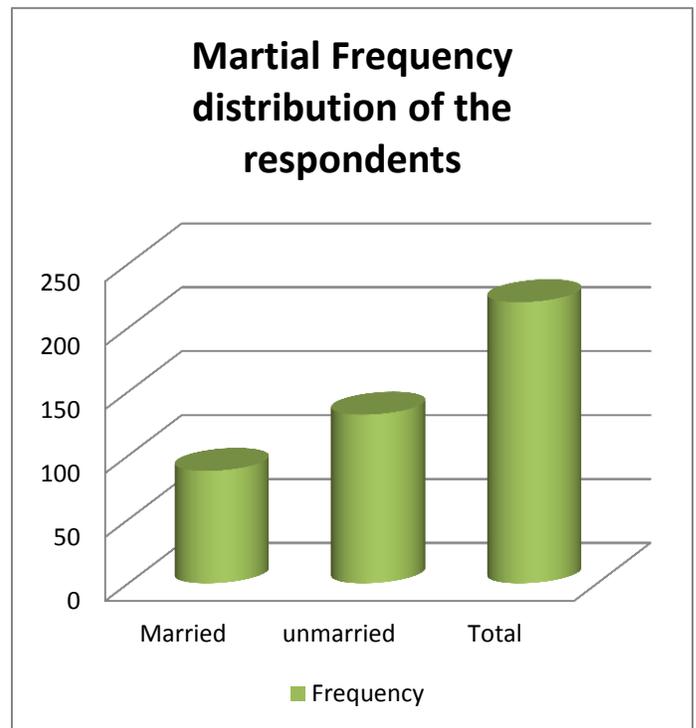
Interpretation:

The above table indicates the educational background of the respondents as separately likewise, 10th, 12th and graduation as 30 respondents are those whose percentage is 13.6% and their qualification is 10th, 40 respondents are those whose percentage is 18.1% and their qualification is 12th and followed by the graduation by 60 respondents and their percentage is 27.52% and other respondents are recorded on educational background as pg, doctorate and others as 80 respondents are those whose qualification is having pg degree and their percentage is 36.36%, 06 respondents are having doctorate and their percentage is 2.7% and followed by the others with 04 respondents and their percentage is recorded as 1.81, So it seems that youths are mostly educated with having PG degrees and followed by the Graduation aspirants.



The above table indicates the marital status of the respondents and it shows the frequency like this way as, 40.0% of the respondents who are married and their number as like 88 out of the total and 132 respondents are those whose percentage is 60.0% and they are unmarried.

Bar graph:



4. Marital status of the respondents:

S. No	variable	Frequen cy	Percent	Valid Percent
1	Married	88	40.0%	40.0%
2	unmarri ed	132	60.0%	60.0%
	Total	220	100.0	100.0

Source: primary survey data

Interpretation:

S. No	Variable	Frequen cy	Percent	Valid Percent
1	Shares	20	9.0%	9.0%
2	Debentures	10	4.0%	4.0%
3	mutual funds	12	6.0%	6.0%
4	fixed deposits	70	32.0%	32%
5	real estate	61	27.7%	27.7%
6	Gold	47	21.3%	21.3%

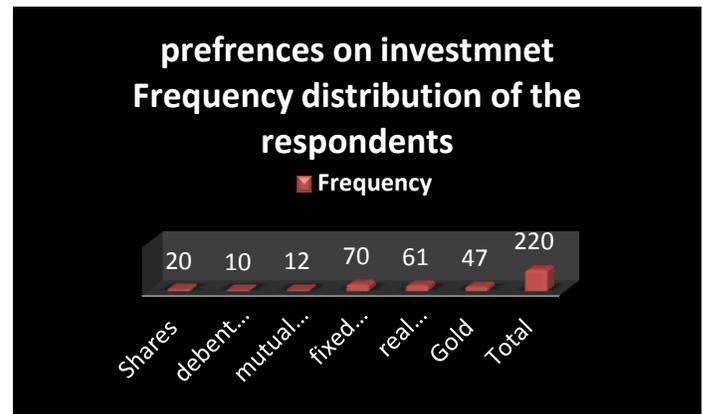
S. No	Variable	Frequency	Percent	Valid Percent
1	Shares	20	9.0%	9.0%
2	Debentures	10	4.0%	4.0%
3	mutual funds	12	6.0%	6.0%
4	fixed deposits	70	32.0%	32%
5	real estate	61	27.7%	27.7%
6	Gold	47	21.3%	21.3%
	Total	220	100.0	100.0

Source: primary survey

Interpretation:

The above data table indicates the preferences of respondents separately as per their demand and as per their knowledge, as 9.0% percentage are 20 respondents who are prefer to invest their savings in the shares, 4.0% percentage of respondents are 10 who prefer to invest their savings in the debentures, 6.0% percentage of respondents are those who invest their savings in the mutual funds, 32.0 % percentage of the respondents are those who prefer to invest their savings in the fixed deposits, 27.7% of the respondents are those who prefer to invest in the real estate and followed by the gold with the percentage of 21.3% of the respondents who prefer to invest in the gold.

Graph:



6. Reasons for preferring a particular investment:

S. no	Variable	Total	Percentage %
1	Capital appreciation	74	37
2	Regular income/ fixed income	36	17
3	Liquidity	40	20
4	Easily transferable	50	24
5	Enjoy the benefits of right	20	10
	Total	220	100%

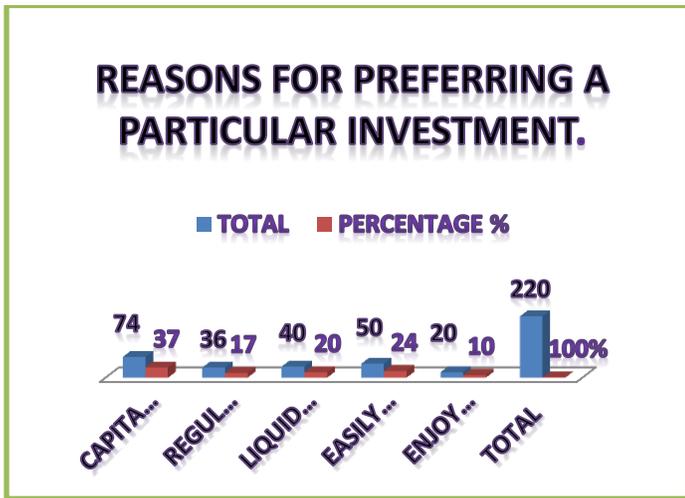
Source: primary survey

Interpretation:

The above table indicates the preferences of the investors towards the investment as we have seen that most of the respondents are 74 respondents, those who prefer the capital appreciation and their percentage is 37% and followed by 50 respondents who prefer the easily transferable and their percentage is 24 %, 40 respondents are those who prefer liquidity in the investment and their percentage is 20% and followed by the regular

income/ fixed income, Enjoy the benefits of right and their percentage is separately likewise,17%, 10%

Graph:



7. Awareness about financial investments among the youth:

S. No	Variable	Total number	Percentage %
1	Yes	150	68.18%
2	No	70	31.81%
		220	100%

Source: primary survey

Interpretation:

The above table reveals the awareness among the youth towards the financial investments as follows most of the respondents are those who said yes they have awareness about the investments and their numbers are 150 and their percentage is 68.18% and this study is also recorded responses of the respondents who said No as they did not have awareness about the financial investments and their percentage is 31.81%.

Hypothesis Testing:

1. Ho1 There is no significant difference between the educational background and youth of Jammu and Kashmir towards the financial investment.

Variable	O	E	(O-E)	(O-E) ²	(O-E) ² /E
10 th	30	20	10	100	5
12 th	40	30	10	100	3.33
Graduation	60	70	-10	100	1.42
Pg	80	90	-10	100	1.11
Doctorate	06	07	-1	1	0.14
Others	04	03	1	1	0.33
Total	220	220			11.33

$\chi^2 = 11.33$

$df = n - 1$

$df = 6 - 1$

$df = 5$

$sig. = 0.05$

$T. value = 11.33$

Interpretation:

1 degree of freedom is 5% level of significance is 11.070 and the calculate vale is (11.33) is greater than the table value. So we can say that our There is no significant difference between the educational background and youth of Jammu and Kashmir towards the financial investment is not true and our Null hypothesis is rejected and Alternate hypothesis is accepted.

Hence, it concluded that ‘there is significant difference between the educational background and youth of Jammu and Kashmir towards the financial investment

Findings:

1. Regarding the gender value of the selected sample most of the respondents are male and their percentage is 66.0% respondents and in this research



i record females as low as compared to the males are 34.% respondents.

2. Regarding the age of the respondents (youth) most of the respondents whose age is in between 25 to 30 age groups and their percentage 59.09% is quite high related to the preferences of investment and followed by the 15 to 25 age groups with percentage of 29.54% and the study also recorded the low percentage of respondents responses accordingly and their percentage is 11.;36% and their age group is in between 30 to 35.

3. As far as educational background is concern here, as I had seen in this study most of the youth who are having pg degrees with 36.36% and followed by the graduation with 27.52% of youth so, here I can sum up with that most of the youth are educated who are well familiar with the investment and their preferences too.

4. Regarding the preferences of investment most of the youth are tried to invest their savings in fixed deposits and followed by the gold, it seems that they also try to cope up or cover the future challenges as well by investing the present for the better future.

Suggestions: 1.

The companies should organize the programs for inspiration of males as well as females it will help accordingly or vice versa to their investment.

2. Age is also one of the important factors to induce the investor towards their preferences as the youth concern here so, youth should be developed mentally by providing the right information about the market rates and the return on their preferences.

3. Help to boost the morale of the other age groups too this will help to the other age groups to take part in the said preferences of youth in financial markets.

4. Provide the information about the market situation via posters, news, advertisements, programs and related conferences and seminars related to the present issue.

5. Invest in that very time when the market rates are low in the related avenues like real estate and gold and so on.

Conclusion:

The main aim of this paper is to analyze the preferences of youth in district Anantnag Jammu and Kashmir The final conclusion of this study as like this way as I have seen many of the respondents said that they are mostly aware about the financial investments and preferences and their outcomes or return on specified date and time and this study also shows their interest in real estate and following by the gold etc. and this study recorded also about the preferences of their taste as I seen most of the respondents said that they want capital appreciation and followed by easily transferable, regular income and so on so it seems that they are much aware about the future challenges.

If I explore this preference so it will take long discussion but in nutshell it means the youth are aware about the future challenges they are trying to hedge against the inflation or shortcomings in financial availability and they can covert this alternate into money for their betterment as well at the end of the research study I conclude as like this way that educational background factor is also one of the

Crucial factor and it is having great relationship with the risk and return.

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