

A STUDY ON THE INVESTMENT PERSPECTIVES OF THE SALARIED STRATA AT COIMBATORE DISTRICT

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ABSTRACT

The financial facet of the world at all times exhibits an uncanny proportionate impact of the public investment choices, their awareness about the investment needs, their expectation of returns on their investments etc. Perhaps, predicting the progress of the commercial world would be indispensable without an appropriate comprehension of the investment policies of the prime part of the society called salaried middle class. Pondering on this perspective has routed into this empirical study on juxtaposing the investment awareness of the salaried middle class along with that of their anticipation on their investment returns. This paper intends to serve a bridge to the need of a holistic comprehension of the financial aspirations of the salaried middle class investors with that of their ambitious longing for the percentage of investment returns. Indeed, this knowledge could wide open the horizons of predicting even the future of Indian Economy itself besides, giving scope to fine-tuning the investment discretion of the public towards progressive and win-win choices for themselves and the nation.

KEYWORDS: Saving, Investment, Income, Awareness, Expected Return and Salaried Class