

A SPECIAL STUDY ON COIMBATORE BASED SALARIED INVESTORS' AWARENESS, ATTITUDE, EXPECTATION AND SATISFACTION OVER THEIR INVESTMENTS

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ABSTRACT

Investment aspiration of the salaried middle class is actually a commitment to secure the consumption of all regular financial in-flow with a futuristic perspective for several reasons. The 30% (Ref Table 1) fixed deposit choice of this salaried class of the society makes it essential to study their attitude for investments, level of investment awareness and their expectation of returns based on the factors which have an upper hand on their investment choices. This paper is in fact an effort to outline the relationship between the dominant societal and demographic factors of the salaried middle class that affects the investment criteria namely, investment awareness, investment attitude and investment returns. Precisely, this study pursued on the salaried middle class of Coimbatore District, Tamilnadu, India is executed with a focus to comprehend the utilities of financial policies favouring public. Above all, the focus of this paper is an eye-opener for a similar empirical study on a larger scale of the entire nation to provide clues to devise desirable investment policies to cater to the need of the nation with a holistic perspective.

KEYWORDS: Investment Factors & Variables, Investment Awareness, Attitude & Anticipation of Returns, Financial Policies