

A STUDY OF AWARENESS AND PERCEPTION REGARDING TAX SAVING OPTIONS AMONG SALARIED EMPLOYEES

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ABSTRACT

Income, savings, and investments are related to each other. For the growth of any country, it is compulsory to convert the savings into investments. Only savings will not accelerate the growth of the country, so it is essential to motivate people for investment because, with inflation, the value of savings will decrease by passing of time, this study is an attempt to know how they are interrelated with each other and whether there is any difference in income, savings, and investment patterns on the basis of gender. The study also attempts to analyze to what extent change in income affects savings and investments.

KEYWORDS: *Investment Patterns, Insurance Schemes*