Investors' Investment Preference Towards Various Investment Avenues

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Abstract
A combination of traditional and modern investments refers to putting money into well-known assets (such as Bank & Post office (B&PO), Insurance (I), Share Market (SM), Bonds (B), Gold & Silver (G&S), Real Estate (RE) and Mutual Funds (MF)as well as Crypto Currency (CC)) in the hope of capital appreciation, dividends, interest earnings, and an increase in the amount of the money. Alternative investment options should be compared to traditional investment options. Choosing an investing strategy in the current financial system might be challenging because there are so many options available on the financial marketSome investing options have large risks but give excellent returns, while others have low profits but very low risks. The research to identify the investors' investment preference avenues based on balanced risk and return.
Keywords: Investment, PPF, NSC, Mutual Funds

Review of Literature

Gupta et al. (2001) found the preferences, future intentions and experiences of Indian family investors and discovered that while bonds had little appeal to young individuals, they were thought to be a good investment for retirees. Mutual funds' market penetration across all age groups was found to be far lower than that of equity shares.

Verma (2008) Mutual funds were shown to be popular among professionals, students, and self-employed people when the influence of demographics and personality on Indian investor investing decisions was explored. Retirees demonstrated their risk aversion by avoiding mutual funds and equity shares. Additionally, it was found that higher education had a higher level of comprehension of investment complexity. Higher education holders preferred to invest in mutual funds and equities.

Nagpal and Bodla (2009) The Studied respondent's lifestyle traits and impact on investment preferences. The study comes to the conclusion that an investor's capacity for risk-taking is mostly determined by their lifestyle. Despite the extraordinary growth in the safety sector, the study found that individual shareholders favour less risky assets including life insurance policies, fixed deposits with banks and post offices, PPF, and NSC.

Algua Pandian and Thangadurai (2013) conducted a research on Investors Preference towards Various Investments Avenues in Dehradun District. The primary characteristics of an investment are principal amount safety, liquidity, income stability, appreciation, and simplicity of transfer. It is said that "No pain, no gain" governs all successful investment strategies. It reveals that the majority of investors in the research area chose bank deposits, followed by gold investments.

Sidharthul Munthaga and Nazerthe (2013) study on people's choice in Investment Choices has been undertaken with the objective, to analyze the investment choice of people in Thanjavur District. With the aid of a survey, the study was carried out. After data analysis and interpretation, it has been determined that respondents in Thanjavur District have a medium level of knowledge about different types of investments, although they are unaware of the stock market, equities, bonds, and debentures. The investigation is carried out using the predetermined number of small sample sizes. Additionally, the respondents who live in Thanjavur District are an exception in this study.

Aghila Sasidharan (2015) conducted a study on Gold as an Investment Option –Investment Pattern of Investors in Kerala. Now a day's investors prefer to invest in gold because of its high return, Gold is subjected to speculation, also many investors use gold as a hedge against inflation. It focuses about different gold investment schemes available in the market and also the investor's attitude towards the investment.

Sowmya and Mounika Reddy (2016) conducted a study on investors' perception towards investment avenues with the objective to study the perception of investors towards investment avenues in terms of the knowledge and preference Investors were found to like deposit savings, then the stock market, mutual funds, gold, silver, and debentures, in that order. Regular income was identified by the study as the main goal for investment.

Neha Shukla (2016) through this research paper, an analysis has been made about investor's preference towards investment avenues and the study was limited to salaried employees. Despite the fact that different respondents engage in various methods, it is clear that they frequently invest in fixed deposits, post office schemes, gold, and silver. The majority of survey participants invest for home purchases and long-term gain.

Krishnamoorthy (2018) in the study has examined the characteristics and knowledge of salaried class investors, as well as their attitudes and levels of satisfaction with investments. All salaried persons were found to be aware of bank deposits, PF schemes, insurance schemes, post office savings

schemes, gold, and only a small number were found to be aware of UTI. This finding shows the exceptions of those respondents who are located in Thanjavur District.

Sivakumar and Poornima (2022) investigate the research results to see why having a huge portfolio is bad for sound investment. The idea of portfolio allocations, as well as risk and return on investment, are concepts that Indian investors are well-versed in. The two best investment options in India are buying gold and real estate. It offers good appreciation and return. This demonstrates that even high-income, highly educated, independent, and salaried Indian investors are conservative and prefer to take the safe route. The designers of investment products can create products that are suitable for low-risk investors. In a household, women make all the decisions. Prevention is preferable to cure was their motto. They anticipate higher earnings but reduced risk.

Objective

To investigate the Investors' Investment Preference towards Investment Avenues

Hypothesis

Investment preference is not significant influences of Investment avenues

Research Design and Sample

This study focuses on making specific predictions and on narrating facts and investors' perspectives. The study is also concerned with the investment preferences of investors for various investment avenues. The study in this case examines the Avenue Preference level as determined by descriptive research for the investorsThe purpose of this study is to explain the current situation regarding investors' investment preferences for various investment avenues So, the study chooses the 585 samples from the method of convenient sampling method, based on the investors available convenient in Puducherry territory, in which the researcher decides on samples from a larger population using an approach based on non probability theory.

Analysis and Interpretation

Path Regression Analysis of Investors' Investment Preference towards Various Investment Avenues

Table 1 (a) Model Fit Summary

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
Investment Avenues	0.896	0.802	0.801	0.26008

Dependent Variable: Investment Avenues

The R- (Multiple Correlation Coefficients) value of the model is 0.896. It is measuring the degree of relationship between the various Investment Avenues and the predicted Investment avenues B&PO, Insurance, SM, Bonds, G&S, RE, MF and CC.

R-Square (Coefficient of Determination) value is 0.802 respectively. It is more than about 80% of the variation of various Investment Avenues is explained by the variation in the independent variables (Avenues) B&PO, Insurance, SM, Bonds, G&S, RE, MF and CC. Adjusted R- squared value is 0.801 respectively. It adjusts the statistic based on the number of independent variables (Avenues) in the model. That is the desired property of goodness-of- fit statistic.

Table 2 Regression Weights for of Investors' Investment Preference towards Various Investment Avenues

Regression Weights	Estimate	S.E.	C.R.	P
Overall Investment Avenues← B&PO	0.162	0.017	9.682	0.000
Overall Investment Avenues←B	0.108	0.021	5.172	0.000
Overall Investment Avenues←RE	0.056	0.020	2.755	0.006
Overall Investment Avenues←MF	0.085	0.019	4.593	0.000
Overall Investment Avenues←I	0.122	0.020	6.084	0.000
Overall Investment Avenues←G&S	0.186	0.020	9.354	0.000
Overall Investment Avenues←CC	0.158	0.018	8.777	0.000
Overall Investment Avenues←SM	0.106	0.018	5.944	0.000

Note: .000 is 1% α -significant level
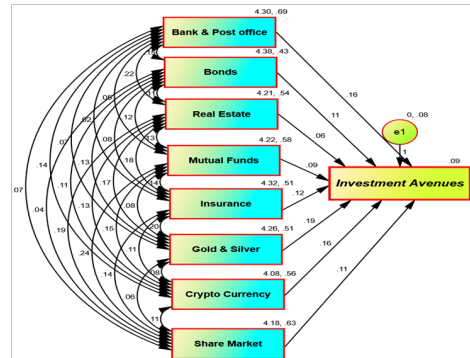
Figure (a): Path Regression Analysis of Investors' Investment Preference towards Various Investment Avenues

The path diagram shows the impact of the CC on the various investment avenues, including B&PO, I, SM, B, G&S, RE, and MF. All eight investment avenues were subjected to multiple regression analysis in this case; all eight investment avenues are highly significant.

The significant investment Avenues are comparing with estimated values; the resulted that the first influenced investment Avenue is G&S, the estimate value is 0.186 respectively. The second influenced Avenue is B&PO the estimate value is 0.162 respectively. The third influenced Avenue is CC the estimate value is 0.158 respectively. The fourth influenced Avenue is Insurance (I) the estimate value is 0.122 respectively. The fifth influenced Avenue is Bonds(B) the estimate value is 0.108. The sixth influenced Avenue is SM the estimate value is 0.106 respectively. The seventh influenced Avenue is MF the estimate value is 0.085 respectively. The eighth influenced Avenue is RE the estimate value is 0.056 respectively. The study findingthe first highly impacted and preferred investment avenue is G&S followed by B&PO and third influenced Avenue is CC.

Table 3 Covariance for Investors' Investment Preference towards Various Investment Avenues

Covariance	Estimate	S.E.	C.R.	P
SM <-->B&PO	0.075	0.029	2.560	0.010
SM <-->B	0.043	0.023	1.851	0.064
SM <-->RE	0.188	0.027	6.976	0.000
SM <-->MF	0.237	0.029	8.295	0.000
SM <-->I	0.143	0.026	5.560	0.000
SM <-->G&S	0.060	0.025	2.391	0.017
SM<-->CC	0.111	0.026	4.203	0.000
CC <-->B&PO	0.141	0.028	5.047	0.000
CC <-->B	0.108	0.022	4.891	0.000
CC <-->RE	0.126	0.025	5.098	0.000
CC <-->MF	0.147	0.026	5.689	0.000
CC <-->I	0.111	0.024	4.605	0.000
CC <-->G&S	0.080	0.024	3.403	0.000
G&S <-->B&PO	0.074	0.026	2.822	0.005
G&S <-->B	0.128	0.021	5.983	0.000
G&S <-->RE	0.171	0.024	7.071	0.000
G&S <-->MF	0.085	0.024	3.506	0.000
G&S <-->I	0.198	0.024	8.250	0.000
I <-->B&PO	0.024	0.026	0.920	0.358
I <-->B	0.075	0.021	3.574	0.000
I <-->RE	0.184	0.025	7.487	0.000
0.075	0.141	0.025	5.688	0.000
I <--> MF	0.047	0.028	1.667	0.096
MF <-->B&PO	0.119	0.023	5.253	0.000
MF <-->B	0.127	0.025	5.003	0.000
MF <-->RE	0.224	0.029	7.806	0.000
RE <-->B&PO	0.109	0.022	4.971	0.000
RE <-->B	0.154	0.025	6.144	0.000
B <-->B&PO				

Note: .000 is 1% α -significant level

The above table interprets covariance relationship ofInvestors' Investment Preference towards Various Investment Avenues, all avenues relationships are significant at 1% expect SM<-->B, I<-->B&PO and MF<-->B&PO avenues, the significant relations are comparing with estimate values, RE<-->B&PO,SM<-->MF, G&S<-->I and SM<-->RE, avenue relationships are highly significant at 1% level. The estimate values are 0.224, 0.237, 0.198 and 0.188 respectively.

Table 4 Correlations for Investors' Investment Preference towards Various Investment Avenues

Correlations	Estimate
SM<-->B&PO	0.113
SM<-->B	0.082
SM <-->RE	0.322
SM <-->MF	0.391
SM<-->I	0.252
SM<-->G&S	0.106
SM <-->CC	0.188
CC <-->B&PO	0.227
CC <-->B	0.220
CC <-->RE	0.230
CC <-->MF	0.258
CC <-->I	0.206
CC <-->G&S	0.151
G&S <-->B&PO	0.125

The above table interprets Correlation's relationship ofInvestors' Investment Preference towards Various Investment Avenuesall Avenues' relationships are positive correlated. Among the relationship the high correlated Avenues areSM<-->MF, G& S <-->I, RE<-->B&PO and I<-->RE, the correlation values are0.391, 0.389, 0.365 and 0.348respectively.

Conclusion

The study concludes the highly influenced and preference investment Avenues are first one is G&S second influenced Avenue is B&PO, and third influenced Avenue is CC. Furthermore the following investment avenues like, MF and RE has low impact of investment preference. The study investigates investors like to investment preference traditional as well as modern investment avenue.

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