Review of Literature

S. Umamaheshwari, M. Ashok Kumar (2014) Awareness, environment level of exposure intentions, beliefs, responsibilities are the factors responsible for deciding investment policies. Behavioural pattern helps in preparing various schemes for investments. Investment temperament of salaried strata based on investment awareness and expected rate of investment return.

N. Dharani, et. al. (2014) Investment attracts all people irrespective of their occupation, education and social status. Women also involve in investment activities. Women’s below age of 30 are involve in investment activities. Women’s with graduation are involve in more investment activities. Women’s with income of 50001 to 100000 are involve in investment activities.

Bhawana Bhardwaj, et. al. (2013) National output is increase for future by investment. Investment dependents upon awareness about investment opportunity, level of knowledge, evaluation of investment opportunities and selection of investment options. Research states that maximum respondents have selected as Bank deposits and Provident fund as investment avenue. Investors preferred stability in return of investment.

S. Umambheswari, M. Ashok Kumar (2013) When one know the existence of a new thing is known as awareness. External sources are responsible for creating, modifying and shaping investment decision of investors. Television, Radio, Print media, personal consultation for expert, relatives, friends etc are responsible for decision investment decision.

R. Sreepriya, P. Gurusamy (2013) Additional income or growth in value can be achieved by investment. Waiting for rewards is the main characteristic of investment. Investment is allocation monetary resources to get returns over given period. Surplus funds are invested with different channels by salaried class people. This research analyses the different investment avenues. 81 percent respondents faced problem at the time of investment.

L. Pandiyian, T. Aranganathan. (2012) Decision making process on savings and investment is affected by the attitude of the respondent. Study analyses shows that level of attitude of male and female, female group are not interested in investment but more wrong investment decisions are
made by male group. Respondent of 520 years of age are neutral opinion on investment. Investment pattern is affected by the family size too.

**S. Umamaheshwari, M. Ashok Kumar (2014)** This study is to find the relationship between Demographic and social factors that affects the investment decision of respondent like investment attitude, investment awareness and return on investment. This study analyses the priorities of salary classed people regarding investments. Different factors that affect the decision of respondents such as age, gender, Income scale, marital status etc.

**Varsha Virani (2013)** Investment plans are important to meet consequences in future, to meet financial goals. Economic development is boosted with the help of investments. Investment in Bank helps in circulation of funds for nations development. Financial independence, increase in wealth, and personal goals can be achieved through investments. Investment avenues are divided into high risk and low risk instruments.

**V. R. Palanivelu, K. Chandrakumar (2013)** This study divides the investment in different categories like Equity with high rate of return and risk, Debts with fixed interest rate on investments, Fixed deposits with bank, insurance, public provident fund low rate of return on investment and secured. Data analyses reveals that 40 percent respondents like to invest in insurance, 30 percent respondents like to invest in bank deposits, 18 percent like to invest in Gold and real estate.

**J. Sidharthul Munthaga, M. Nazer (2013)** Employment of funds with intension of getting returns on it is called as investment. Study examines the impact of factors on investment behavior of people, and to understand the attitude of investors towards various investment options. Data analyses reveals that 56 percent private employees, 30 percent Self employed and 14 percent public sector employees adopted professional services for investment. Graduate respondents are more attentive towards investments.

**Naila Iqbal (2013)** The study examines the how a product or service has become entrenched with a given consumer market. Penetration is checked with the amount of sales that is generated in market. Product generating 20 percent of sales within given market would said to have higher rate of market penetration. Mutual fund industry is known as Urban industry. Mutual funds are considered to be less risk and more profit.
Juwairiya P. P. (2014) An economical activity which fascinate people from all walks of life is called as investment. Investors face problem in choosing investment avenue from various options. Systematic investment plan is a tool to create a wealth by investing small amount of money every month over a period of time. Systematic investment plan is easy.

B. N. Panda, J. K. Panda (2012) The study analyses the difference in perception of investors in decision of investing on the basis of age and gender. Various investment options are examined in these research such as Secured deposits, Life insurance policies, Provident fund, Pension schemes, Bonds, Debentures, Equity shares, Mutual funds, Real estate, postal schemes etc. investment decisions are to be taken by self and has to wait to see the results of it, which fascinates some investors.

N. Srividhya, S. Visalakshi (2013) The study analyses various avenues of investment such as Government deposits, bonds, real estates, post office saving certificates life insurance policies, mutual funds etc. study covers Government colleges, Private colleges and aided colleges which states that maximum teachers saves below one lakh. Maximum respondents invest in fixed deposits.

Odoemenem, et. al. (2013) Investment is laying money now for return in future. Study reveals that policy makers does not make comprehensive and adequate saving schemes for rural area. Which leads to inadequate savings and Investments by small scale farmers. The study analyses socio-economical status of the respondents. Purpose of saving is to take care of families and not to invest.

S. Prasanna Kumar (2014) Investment and savings are two different things. Investment means saving with a hop that some benefit will arise in future. Investment options are available like Bank deposits , NRO funds, Real Estate, Shares and Bonds etc. Respondent of the study reveals that majority of respondents selected deposit as a mode of investment..

UjwalaBairagi, CharuRastogi (2013) The study states the Household investors preferred investments in Bank Deposits. Household investments are the major determinant of gross domestic savings. Majority respondents selected the option of Bank deposits and Insurance policies. Study analyses the awareness about investment avenues which state that respondent between the age of 41 to 50 years are more aware about investment options.
Kaushal Bhatt (2013) Utilization of resources in order to increase income or production output in future is known as investment. Data analyses states that Graduates are more intended to save money and they are aware about various investment avenues. Businessmen tend to invest more as compared to salaried man. Respondent want more safety and securities to their money.

Rajeshwari Jain (2014) Investment is the consumption and saving opportunity in future expressed in monetary terms. Two classes of investments like Fixed income statements i.e. Preference shares, Bonds, fixed deposits and Variable income investment i.e. equity capital, proprietary ownership. Data shows that respondents between the age group of 26 years to 35 years are involved in investment activities.

Unmekha Tare, Vishal Mehta (2012) The study analyzes that the large number of investment outlets are available to investor. By analyzing advantages and disadvantages of investment avenues investor can select appropriate investment plan for self. Data examination states that 32 percent investors selected LIC / NSS, 31 percent investors had selected Fixed deposits, 9 percent investors selected Mutual funds 6 percent investors opt for Chits and Jewellery etc. Investment management is a Science as well as an Art.

Ravi Vyas (2012) This study finds the form of investments preferred by investors. Mutual fund investment is a secured investment with good returns on investments. Data analyses shows that maximum respondent invest in Gold followed by bank deposits and Insurance schemes. Mutual fund investments are very limited. For Safety, Liquidity, Reliability, Tax benefits and high returns Mutual fund has average score among investors.

Gauri Prabhu, N. M. Vechalekar (2013) Mutual funds is a platform to participate in the Indian capital market. Money collected is invested in shares, debentures and other securities. This study examines the awareness about the mutual fund among investors. Data analyses states that respondents between age group 19 years to 35 years intended to invest more. Private sector employees invest more.

Priyanka Jain (2012) The study analyses the various investment avenues available for the investors. It states Equity shares has low return but high capital appreciation, risk liquidity, Marketability, tax benefit, Debentures has high return but low risk liquidity and marketability. Bank deposits have moderate returns but low capital appreciation and risk liquidity.
Gaurav Chhabra, Ankesh Mundra (2014) The study state various invest options available with the investors. In earlier time because of non availability of banking system investors use to keep hard cash, gold and silver ornament, precious stones etc as savings. Now investment are made through bank, insurance policies, mutual funds, pension funds, collective investment schemes, investment clubs.

T. N. Murty, P. V. S. H Sastry (2014) Investors choice with the objective of return optimization is investment in the stock market instruments or securities. Stock market securities are affected by various internal and external factors. Study examines the perception of small investment investors towards returns on investment.

A. N. Paunikar (2014) Equity Linked Saving Schemes are similar to equity diversification schemes with tax saving benefit under section 80C. The study aims at understanding scheme-wise benefits under Equity Linked Saving Schemes for tax saving. Data analysis shows that Equity Linked Saving Schemes has better returns on investments.

Tuan-Hock Ng, et. al. (2011) This paper examines the influence of demographic and investment experience on retirement planning intension. Data analyses reveals that investors at age of 20 to 29 are more concern about investment for retirement. Singles invest more in EPF for retirement over the married people.

Simran Saini, et. al. (2011) In past few years Indian mutual fund has gained lot of popularity. The diversified risk and diversified investment structure of mutual fund contributed in growth of mutual funds. This study analyses the growth of mutual fund industry in India. Data analyses states that tax benefit is the main factor followed by high returns for investing in mutual fund.

Yogesh P. Patel, Charul Patel (2012) This study is to examine the behavioural pattern of investments and various investment alternatives among salaried people working in private sector. Data analyses states that majorities of Male respondents are intended to invest more. Maximum investment in range between 1 lakh to 2 lakhs.

Manoj Kumar (2013) Employment of funds on assets with the aim of earning income or capital appreciation is called as investment. The investor with excess cash can invest in securities like real estate, gold, bank deposits etc. The study is to understand the preference of investors
towards other investment alternatives and to know the preference towards investment between shares and mutual funds.

**A. Ananth (2013)** This study analyses the investors attitude towards various forms of investment. Investments are classified as marketable and Non marketable, High risk and low risk investments. Share market is high risk investment with high returns, Commodity market has no risk. Mutual funds are risk investment with good returns.

**Sanjay Kanti Das (2012)** A tool that allows the small investors to access a well diversified portfolio of bonds, equities and other securities is known as Mutual Fund. Most Suitable investment avenue for common man is mutual fund as it provides opportunity to invest in diversified, professionally managed securities at low cost.

**N. Geetha, M. Ramesh (2011)** This study Examines the factors responsible for investment behaviour of people and different investment options available. Equity are high risk and high return investment with liquidity, debts are low risk and fixed return instruments, Mutual funds and bonds are low risk with normal returns instruments, Company deposits and bank deposits has low risk and low returns, post office savings , PPF and insurance policies are no risk investment with low returns, Real estate and Gold has no returns on investment but has capital appreciation.

**Avinsah N (2014)** The study analyses the investment behaviour by examining various invest avenues. Data analyses reveals that Most of the respondents have selected bank deposit as their first option for investment followed by real estate. Below 30 years respondents invest more in real estate whereas above 60 years preferred LIC policies. Full time salaried people are more aware about different investment avenues.

**Heena Kothari (2012)**, The study analyses the investment behaviour towards investment avenues in Indore city. The study is consisting of private and public banking employees as they have regular income, retirement benefits, safety and security of income. Analyses of data states that Younger people invest more than Middle age people.
Ashly Lynn Joseph, M. Prakash (2014) Buying of financial product or any valued item with anticipation of positive returns will received in the future is called as investment. Study analyses the different investment options such as Bonds, Cash, Real Estate etc.

J. Paul Sundar Kirubakaran (2013) The Study analyses the behaviour of an investor. This study brings out the relationship between risk of investment and protection of investment. Nearly 59 percent respondents stick to the protection of investment rather risk for good returns. Respondents have protecting investment as a main priority.

Samreen Lodhi, (2014) The study determines the influence of financial literacy, accounting information, openness to experience on decision making of investors. Investors are categorized as Risk taker or Risk Averter. Risk taking, preference investment in shares (risky investment), risk aversion, information asymmetry and shares investment.

Smita Mazumdar (2014) Individuals invest rationally with intention of maximizing utility for given level of risk. This study examines the relationship between investment behaviour and level of knowledge. Financial knowledge leads to investing in different investment avenues such as equity, gold, real estate, fixed deposits etc. study examines the aggressive investors, averse investors and moderate risk taker with the help of financial knowledge.

M. Nandhini, D. Sivasakth (2013) Mutual Fund is the most likely investment for the common man as it provides an opportunity to invest in a diversified, professionally managed securities at a relatively low cost. Main objective of investment is wealth accumulation for investor according to these study. Mutual funds provides moderate rate of returns on investment with minimum risk.