

A Study on Empirical Investigation of Various Returns in Different Investment Avenues During Pre and Post COVID-19

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Abstract- *The global market faces several problems now-a-days because of variable macroeconomic variables like Inflation, Unemployment rate, Exchange rate, Bank interest rate (FD), GST, GDP etc. This variable plays vital role in price fluctuations in the global market. This empirical study which helps the investor to satisfy expectations on their investment. Many investors willing to make an investment in Equity shares, Derivative market, Post office saving schemes, Real estate, Provident fund, Mutual funds, Crypto currency for capital appreciation. In COVID -19 period most people lost their jobs which affect country's economic growth and this research may help new investors to attain more returns on investment (ROI) with minimum risk. Many investors focus their investment in Gold and Insurance for their future safety and wealth maximization. This research work related descriptive research design and research methodology includes both primary and secondary data. This research is analyzed thorough statistical tools such as Simple percentage method; Chi square test; Correlation and regression analyze. This research helps to identify the best investment avenues for long term as well as short term investors.*

Indexed Terms- *Economic growth, Investment avenues, Risk, Return on Investment, COVID-19*

I. INTRODUCTION

The ultimate goal of investors is to attain high-returns with minimum risk of losing money. Most of investors

having clear idea about their investment, they understood that getting money overnight is not jackpot. Investors already know that there are no investment avenues available with high return with low risk. Their objectives of investment are wealth creation. Experts understood that if investor ready to take higher the risk, it assures back higher returns and vice versa. Investors should build strong portfolio in long term with excess corpus, this leads to base for their investment profiling.

Investors must understand that all investment products having two categories – financial assets and non-financial assets. Financial assets consist of stock, mutual funds bank fixed deposits, public provident fund, crypto currency. Non-financial assets comprise of physical investment in gold and real estate. Before investment in different investment avenues, investor must be aware of high-risk appetite, tax savings and time horizon on to make a judicious investment call.

II. OBJECTIVES

- To study the present investment avenues during pre and post COVID.
- To analyze the various returns in different investment avenues.
- To scale the risk of investment avenues and to identify the best investment avenues.

III. REVIEW OF LITERATUE

AUTHOR	YEAR	OBJECTIVES	CONCLUSION
Rubha, Uma Maheswari	2021	To recognize about the knowledge level of investors and preference towards assorted investment avenues.	High risk returns and vice versa. One can receive and get more income in a short time period with their awareness, expertise and knowledge to get habitual income.
Aditi pandey,	2021	A study of investment avenues in India and a relative analysis of government standard returns and equity mutual funds in India.	The advantage from the Equity market and it is compulsory to choose right scheme/finance/firm. First, the assortment of noise fund is vital and second is to stay track the income of that fund as well as additional similar speculation instrument also.
Vilas Gaiwar	2020	To judge assorted financial investment avenues obtainable to city individuals and to study the association in the middle of a variety of demographic variables influence financial investment.	Work incident has only arithmetical implication with insurance speculation the cause could be that as an individual work practice increase affordability to give financial safety to dependents increase individual understand the significance and reimbursement of financial defense through insurance planning both life and non-life
Himanshu, Ritika, Ratan Suryavanshi, Nikhath Mushir	2021	The risk and return anticipation of investors and choice of individual investors. The study examines the perceptions of investors about a variety of investment avenues during the era of COVID-19.	For the period of the COVID-19, the preference for Investment has been distorted. Risk-free assets turn out to be additional preferable. Insurance is the the majority favored investment road follow by gold, bank deposits and public provident funds (PPF). Stocks are measured as risky investments.
Riyazahmed.K	2021	To recognize investment motive influencing investment preference and to examine the collision of investment.	The consequences of factor study grouped the asset motive into six categories, such as Nature of investment, potential fiscal needs, Investor private characteristics, security and permanence of

			Investments, Investor behavioral aspects,
Gopal Krishnan	2019	To study the crash of the investor asset decision making on favorite of the investment avenue	Nearly all of the Investors go into the Share Market for income and Bond Investors get risk and gain returns occasionally.
Manjunatha, Rajesh, Chandrashekarappa	2019	To assess fund traits that affect the assortment of mutual fund and to identify information stage of investors.	At present some quality of mutual fund scheme as their age, asset ratio and history recital that influence their competence recital. Grown-up schemes with elevated asset ratio are performing incompetently. However, mutual funds which had high-quality concert in history are more probable to execute well in outlook.
Parul Mittal	2018	To explore the diverse investment avenues in India and to discover the hope of earning and risk lenience.	The own investment map is finished by situation goals and objectives, formative importance of risk, deciding suitable benchmarks, correct portion of assent and suitable diversification. The investors should examine the basics of the corporation and manufacturing line.

IV. RESEARCH METHODOLOGY

This research undergoes descriptive research design which includes facts findings and surveys. These research insights have investor’s perception of investment to attain better returns. The data sources from both primary and secondary data where the primary data are collected thorough structured questionnaire and secondary data thorough newspaper, magazine, journals. The random sampling method is used as the sampling techniques and tools used here are simple percentage analysis, chi-square and correlation.

V. LIMITATION OF THE STUDY

Firstly, in this study there is small size population which makes the result inaccurate because data is not enough. This study includes 150 investors selected at random. Secondly, due to this limited access, researcher need to redesign or restructure research work in a different way. At last, time constraints are very less to complete these analyse part and less deadline to submit the research paper.

VI. DATA ANALYSIS & INTERPRETATION

TableNo.1 Factors affecting Pre and Post COVID-19

S.No	Particulars	Factors	Pre-COVID	Post-COVID
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1.	Gender	Male	69.1%	62.3%
		Female	29.9%	38.7%
2.	Age	Below 25	14%	16%
		26-35	51%	50.3%
		36-45	20%	20.7%
		Above 45	15%	13%
3.	Education	HSL	3.5%	2%
		Arts college	32.5%	38%
		Technical professionals	65%	62%
4.	Income	Up to 20,000	75%	75%
		B/W 20,000 to 40,000	6.3%	6.3%
		B/W 40,000 to 60,000	15.6%	15.6%
		Above 1,00,000	3.1%	3.1%
5.	Amount of investment	Up to 10,000	68.6%	65%
		B/W 20,000 to 40,000	14.3%	18.6%
		B/W 40,000 to 60,000	5.7%	9.2%
		More than 1,00,000	3.1%	7.2%
6.	Awareness about investment	Yes	79.6%	80.1%
		No	19.4%	19.9%
7.	Awareness channel	News/Television	70.7%	75%
		Magazine/Journal	8.3%	8.7%
		Others (You table channel)	22%	16.4%
8.	Factors for investment	High returns	21%	25%
		Appreciation of value	15%	19.4%
		Profitability	20%	23%
		Tax savings	8.4%	7.3%
		Safety	15%	13%
		Liquidity	20.6%	12.3%
9.	Investment Avenues	Post office	20%	22%
		Mutual funds	15.1%	17.1%
		Corporate bonds	1.9%	2.4%

		Equity shares	27.6%	28.7%
		Derivative markets	5%	2.4%
		Real estate	7.9%	4.9%
		Insurance	13.9%	12.2%
		Provident fund	6.2%	7.3%
		Crypto currency	2.4%	3%
10.	Investment decision based on time	Short term	45.1%	47.6%
		Long term	54.9%	52.4%

• Interpretation

From the above table 1, researcher came to know that there are several factors which affecting the returns in various investment avenues. 69.1% (Pre-COVID and 62.7% (Post Covid) of Male investors are in between the age group of 26 to 35 years old (51% [Pre-COVID] , 50.3%[Post-COVID]).Investors from technical professions (Financial experts, Teacher professions ,Fundamental analyst, Stock Brokers) who ready to invest are 65%[Pre-COVID] , 62%[Post Covid] respectively. Average income of investors are up to 20,000 (68.9% [Pre-COVID], 65% [Post Covid]).79.6% of respondents are aware of investment during Pre-COVID and 80.1% of respondents during Post-COVID. Nearly more than 19% people were not aware of investment. Most commonly used awareness channel are newspaper, television where 70.7%, 75% during Pre-Covid and Post-COVID respectively. Investors consider the factors for investment at most for high returns (21%, 25%) and profitability (20%, 23%). Most preferring are Equity shares, Post office. Moderately preferred are Mutual funds, Insurance. Finally, Least option to be considered for Crypto-currency and Provident fund. Investors prefer long term with high returns (54.9%, 52.4%) in Pre and Post Covid-19.

Table No.2 Comparative Analysis of various Returns in different investment avenues

S.N	Particulars	Interest rate
o.		

1.	Post office (or) Bank fixed deposit	6.5%	7.1%
2.	Bond (or) Stock market	1.17%	8.5%
3.	Stock market (or) Mutual funds	8.5%	6.7%
4.	Mutual funds (or) Bond	6.7%	1.17%
5.	Gold (or) Real estate	1.80%	9.2%
6.	Stock market (or) Derivative market	8.5%	8.7%

• Interpretation

From the above table 2, researcher came to know that Post office owes interest of 7.1 %, Bank deposit as 6.5 % as interest rate for certain period of time. Where Stock market, Derivative market are averagely considered as a interest of 8.5%, Mutual funds as expected interest rate of 6.7%. Corporate bond yield 1.17% for 3 years. Gold Deposit provides 1.80% for certain period of time. Real estate as high interest of 9.2%. The above data are calculated averagely for three years of period. This is strong negative correlation, which means that high x variable scores go with low y variable scores. This analyzes states that share value of market has been changed day-by-day due to market fluctuations.

Table No.3 Scaling of Risk involved in various investment avenues

	Particulars	Risk rate
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S. No.		0 %	20 %	50 %	>50%
1.	Post office	■			
2.	Bank deposit	■			
3.	Mutual funds		■		
4.	Corporate funds			■	
5.	Real estate		■		
6.	Equity shares			■	
7.	Derivatives / Crypto currency				■

• Interpretation

From the above table 3, researcher came to know that investors considering Derivatives market and crypto currency as high risky investment (>50 %) where Equity market and corporate bond considered as (50 %) of risk. Mutual funds and Real estate are 20% of risk as third party involves in cheating. Post office and Bank deposit incurs 0% of risk due to more safety for their investment.

VII. FINDINGS

Investors gave preference for investment in Equity shares a lot to get a high return and save their money in post office which provides better interest rate. Some group of investors prefers Mutual funds, Insurance, Real estate, Provident funds. Investors who are willingly to take own risk they consider Derivatives market, Crypto currency but this is considered in least option. Present youngsters were more aware of investment. After COVID-19 there are lot of grouping investors comparing to pre-Covid.

VIII. SUGGESTIONS

During COVID-19 people had a financial crisis's which made the people to think a lot about future savings and regular income. Investors have to analyze the market before investing and need to forecast the best industry which can provide profitable returns. Investors of derivative market need to fix the target of profit and loss which might avoid the excesses amount of loss of money. Savings can be done in post office and Bank deposits which have zero risk. Post office also offering the best schemes where the interest rate can be satisfied. Investors who have to cover their risk

of life and tax savings can get insurance scheme. Gold and real estate are standard investment in India which provides valuable appreciation to the investors. Crypto currency is fast growing investment as well as it contains high risk. People must learn about multi-investment. However, this multi-investment is the best way of investing even in financial crisis's investors can have a better life.

CONCLUSION

As we have a successful investors like warren buffet who are likely to invest for long term of period to avoid the loss. Investors are responsible for their own money they cannot avoid the risk but they can minimize the risk. After covid-19 people are more aware of stock market and became investors before COVID they were not aware of investment now-a-days they take their own risk. This study concludes that investors are more likely to invest in equity market because Indian investors prefer safety as their priority. And they do like have a liquidity asset. Regarding this study considering age factor current generation are more aware and even students are investing in many factors which may a strong financial base in economic growth.

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