



INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact Factor: 6.078

(Volume 7, Issue 5 - V7I5-1267)

Available online at: <https://www.ijariit.com>

A study on investment behavior of software engineers in Hyderabad

Dr. B. Srinivas

srinivas.twinkle69@gmail.com

University Post Graduate College, Secunderabad, Telangana

Osmania University, Hyderabad, Telangana

ABSTRACT

Financial literacy is demarcated as the capability to ensure acquaintance and knowledge about financial markets and financial products. Financial literacy term sounds alien to many people and many find it beyond their comprehension. Lack of financial literacy puts a pressure on the country in terms of rise in cost of financial security and lesser development of nation. It also makes the life of an individual very difficult and complex. The present study explores on software engineer's investment attitude towards financial literacy.

Keyword: *Financial literacy, individual investor behavior, investment tools*

1. INTRODUCTION

Financial literacy is demarcated as the capability to ensure acquaintance and knowledge about financial markets and financial products. It makes the individuals aware about the risk and reward associated with investment avenues and helps them to make informed choices. It primarily relates to financial education of an individual and taking of effective measures to mend general welfare and shun the suffering in matters that are of financial nature. People often have constrained assets and expertise to comprehend the intricacies of financial transactions with financial intermediaries on affairs related to individual finance on a daily basis. Financial literacy improves the quality of life an individual can afford as well as bring a change in the veracity and eminence of markets. It helps to equip persons with fundamental tool for budgeting, facilitate them to attain the discipline towards saving and thus, make sure that they can benefit and can from a good life post retirement. Financially knowledgeable individuals can help the economy by motivating healthy competition, motivating the service providers to improve competition level. Financial Literacy is the amalgamation of skill, knowledge, attitude and behavior that transforms into relevant financial decisions and proper usage of financial services. Financial knowledge imparts awareness regarding the risk and return associated with different financial products to the consumers. Financial crisis can be handled in much better way if financial literacy is attained. The knowledge about financial matters helps to hedge the risk and to maintain financial system in a stable manner.

2. DEFINITION OF FINANCIAL LITERACY

Financial literacy has gained importance from last few years. The issue is important for all section of the society. It is on the agenda of policy makers, financial institutions, government ministry, self-help groups, and community centers. The concept of financial literacy is defined by many researchers in different manner.

Jacob, Hudson, and Bush (2000) said that financial knowledge is not about convenience but has emerged out as an important survival tool. The way we relate to money is changing because of new products and technologies.

Coussens. D. M (2006) stated that financial literacy is beneficial for both consumers as well as for the financial system. With the help of financial literacy there would be less chance of falling victim to fraud related to credit and would improve efficiency of market operations and leads to economic development.

3. LITERATURE REVIEW

Blessy Roy¹ Dr. Ruchi Jain (2018)¹ The central subject of this examination clarifies the budgetary capability of the women in the cash related portion of Jaipur. The essential inspiration driving the paper is to my all things considered can accomplish the focal points in the improvement prospects. Besides that, to realize the fiscal training level of women, we built up an overview and hovered among the working women in the city of Jaipur to orchestrate huge and appropriate data. In view of the reactions, we found that the financial instruction level of women relies upon their cash related learning, attitude and direct. The result

demonstrates that the general preparation in association with the techniques and organizing devices related to the store among women are in the current circumstance is still not satisfactory.

Ms. Priyanka Agarwal, Radhika Choudhary Kureel, and Dr. Suman Yadav (2017)² this paper endeavor to focus on the response for extending money related training among people. The major objective of the study focus on 1.To Study the action taken by Financial Regulators in India. 2. To give future mean to extending cash related training among people through proposed School level Curriculum. 3. To look at the impact of proposed School level Curriculum on Financial Proficiency among people. The study concluded that the incorporate the basic subject in school level instructive program then this will normally improve the hypothesis lead of people and will finally results in fiscal prosperity of individuals.

Dr. J. Gajendra Naidu (2017)³ study reveals that due to fast move in Indian economy in the course of the most recent decade and development of monetary markets through progression, privatization and monetary procedure have given the most straightforward approach to excess of financial item in banking, venture and advance item. Low degree of monetary achievement keeps individuals from making right choices concerning cash decisions. to accomplish the goals, individual ought to contribute his/her reserve funds in right speculation options. the objective of the examination is to check the degree of monetary fulfillment in Asian country by abuse writing fundamentally based investigation.

Abdul Latheef Kiliyanni and Sunitha Sivaraman (2016)⁴ “The Perception Reality gap in economic Literacy: proof from the maximum Literate use in India” measures the extent of Economic literacy and evaluates the effect of demographic and socio-financial attributes on monetary literacy A few of the educated teens in Kerala. The observe additionally examines the distance in economic literacy and the Mind-set of teens toward monetary schooling. They have a look at made finds that demographic and socioeconomic attributes affect economic literacy. The examiner additionally observes that respondents overrate their economic. Literacy with the aid of the use of round 50% which shows their over-self perception within the information associated with private finance. But majority of the respondents (89%) in the have examine conveyed the want for economic schooling. The take a look at final additionally call out for obligations to beautify economic literacy among teenagers in Kerala.

Ratna AchutaPaluri (2016)⁵, analyzed factors affecting cash related demeanors of Indian women to arrange Indian women reliant on attitude with 9 elements: uneasiness, excitement for cash related issues, instinctual decisions, judicious speculation reserves, free spending, materialistic and fatalistic attitude, tendency to prepare for long and present minute cash related targets. Study used verifying component examination to bunch the women of Nashik city. In perspective on gathering assessment organized customer into sensible clients, preservationist customers, voracious buyers and unsure clients. It is found that only a solitary third of respondents did not buy any fiscal things, most supported things were fixed store and assurance. Also, moreover found that gathering 1 sought after by gathering 3 is apparently engaging for promoters, bunch 4 is terrible.

4. OBJECTIVES OF THE RESEARCH

The study aims to analyze the level of financial literacy among the software engineers and its impact on investment decisions that have reflection on their investment behavior in a comprehensive manner. Hence the specific objectives of the study are:

1. To study the Level of Perception towards Feasibility of Financial Services.
2. To study the Behavior of Software Engineers on Investment Decisions.

5. METHODOLOGY

For the current research study, the investigative and descriptive tests are used and the researcher had the "Financial Literacy and Investment Decisions of Software Engineers in Hyderabad". To investigate this research, primary and secondary data were used. The research data collections methods are discussed in the detail. Accurate plan actions are required for get sample form a selected sample population, it can term as a sample design. Researcher adopted the proper sample procedure to select the items from sample. Researcher has used purposive sampling method for the collection of the data. This method is a non-probability sampling approach, in which sample is selected on the basis of the population characteristics and objectives of research. For collection of data, primary and secondary sources have been used. A closed ended structured questionnaire used to collect from the software engineers from the selected top companies in the Hyderabad, Telangana. The structured questionnaire was used to understand the respondent's financial literacy and their decision making towards investments. Secondary data was collected from the various journals, magazines, newspapers and magazines and related documents.

5.1 Calculation of sample size

The present research study is an investigative in nature, the study is done based on top five IT companies working in Hyderabad selected on the basis of market capitalization as criteria. In order to study the perception of Software Engineers from each company sample variables are selected proportionately based on the population of select companies and sample determination principle. Hence, the total sample size is 1062.

Table-1.1: Select Top Five Companies on Rankings by Market Capitalization

Sl. No	Name of the Company	Market Capitalization (Rupees in Cores)	Rank
1	Tata Consultancy Services	5,06,703	1
2	Infosys	1,92,198	2
3	Wipro	1,40,481	3
4	HCL Technologies Ltd	1,07,878	4
5	Tech Mahindra Ltd	50,467	5

Source: www.nasscom.in

The total workforce in the select IT companies is 2,09,688 out of that Population the sample is detrained and drawn by the following formula. For this purpose, the following formula has been used for the calculation of large population.

$$N = \frac{Z^2 \cdot p \cdot q \cdot N}{E^2 (N - 1) + Z^2 \cdot p \cdot q}$$

Where:

p= Sample proportion;

q=1-p;

E= Margin of error

Z= the value of the standard variant at a given confidence level and to be worked out from table showing area under normal curve;

$$N = \left\{ \frac{\{(1.96)^2(0.5)(0.5)^2 2,09,688\}}{(0.03)^2(2,09,688) + (1.96)^2(0.5)(0.5)} \right\}$$

$$= \frac{2,01,384.355}{188.7183 + 0.9604}$$

$$= \frac{2,01,384.355}{189.6787} = 1062$$

Table-1.2: Proportionately the Sample is Determined our Companies As Follows

S.No	Name of the Company	No of Employees	Sample Variables drawn
1	Tata Consultancy Services	62,832	319
2	Infosys	52,715	265
3	Wipro	53,700	276
4	HCL Technologies Ltd	29,948	149
5	Tech Mahindra Ltd	10,493	53
	<i>Total</i>	<i>2,09,688</i>	<i>1062</i>

5.2 Measurement of Reliability

Cronbach's Alpha	No. of Items
.766	87

The degree of the consistency between multiple measurements of variables was measured by the reliability test. Reliability calculates the accuracy and precision of a measurement procedure. Cronbach's alpha is widely used to measure the reliability of data. The coefficient of Cranach's alpha value for financial literacy of software engineers for 87 variables was 0.766 as presented in the above Table.

5.3 Level of Perception towards Feasibility of Financial Services

This section reveals the perception level of respondents towards feasibility of financial services in the Hyderabad. To seeking the respondent's perception level on financial services possibilities for that factors like Availability of Financial services is intact, Availability of Information is very high, I get complete Financial product knowledge, Operational conveniences are good at Hyderabad, Access to non-banking services is good always and Access to modern financial services is also considerable. Results are presenting following tables.

Table :1.1 Analysis of Level of Perception towards Feasibility of Financial Services

Variable	N	Mean	Std. Deviation	Rank
	Valid			
Availability of Financial services is intact (LP1)	1062	3.56	1.025	2
Availability of Information is very high (LP2)	1062	3.53	.997	3
I get complete Financial product knowledge (LP3)	1062	3.62	1.030	1
Operational conveniences are good at Hyderabad (LP4)	1062	3.20	1.138	6
Access to non-banking services is good always (LP5)	1062	3.39	1.118	5
Access to modern financial services is also considerable (LP6)	1062	3.45	1.245	4

It is evident that the mean and Std. deviation values for respected items are positive. Maximum mean is witnessed for item I get complete Financial product knowledge (LP3) mean is 3.62 and lowest mean value for item Operational conveniences are good at Hyderabad (LP4) is 3.20. Similarly, the maximum std. deviation value for item is Access to modern financial services is also considerable (LP6) is 1.245 and lowest std. deviation value for item Availability of Information is very high (LP2) and its value is 0.997. According ranking I get complete Financial product knowledge (LP3) occupies 1st position, Availability of Financial services is intact (LP1) 2nd rank and last rank by Operational conveniences are good at Hyderabad (LP4).

Chi-Square Tests: The Chi-square test is meant to check, but evidently it is because of probability that defined distribution is. It is referred to jointly as the "goodness of fit" datum, as a result of which the determined distribution of information fits well with the expected distribution where the variables are freelancing.

Table 1.1: Cross tabulation Gender and Investment Attitude Level

Gender		Investment Attitude Level			Total
		Low	Moderate	High	
Female	N	5	306	105	416
	%	1.2	73.6	25.2	100
Male	N	70	321	255	646
	%	10.8	49.7	39.5	100
Total	N	75	627	360	1062
	%	7.1	59.0	33.9	100

Above table illustrated that gender of the responded for the Investment Attitude Level. 306 (73.6%) of the female respondents have moderate Investment Attitude level, followed by 5 (1.2%) of them were have low level of Investment Decision remaining 105 (25.2%) of them were high Investment Attitude level in the 416 female respondents. Similarly, 321 (49.7%) of the male respondents have moderate Investment Attitude level, followed by 255 (39.5%) of them have high level of Investment Attitude and 70 (10.8%) of them were low level of the Investment Attitude in the 646 respondents. Finally, from the 1062 total respondents, 627 (59.0%) of them were have moderate Investment Attitude level, 360 (33.9%) of them were have high Investment Attitude level and 75 (7.1%) of them were have low Investment Attitude.

Table 1.2: Chi-Square Tests Gender Vs Investment Attitude Level

Variable	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.795 ^a	2	.000

The value of chi square is 72.795 with 2 degrees of freedom and the p-value is smaller than significance value ($\alpha = 0.05$). Hence, there is a statistically significant relationship between genders of the respondent's opinion levels with regarding the Investment Attitude Level.

Table 1.3: Cross tabulation marital status and Investment Attitude Level

Marital status		Investment Attitude Level			Total
		Low	Moderate	High	
Unmarried	N	8	253	93	354
	%	2.3	71.5	26.3	100
Married	N	67	374	267	708
	%	9.5	52.8	37.7	100
Total	N	75	627	360	1062
	%	7.1	59.0	33.9	100.

Above table illustrated that total marital status responded for the Investment Attitude Level. 225 (63.6%) of the Un-married respondents have moderate Investment Attitude level, followed by 102 (28.8%) of them were have low level of Investment Attitude remaining 27 (7.6%) of them were high Investment Attitude level in the 354 Un married respondents. Similarly, 341 (48.2%) of the Married respondents have moderate Investment Attitude level, followed by 177 (25.0%) of them have high level of Investment Attitude and 190 (26.8%) of them were low level of the Investment Attitude in the 708 Married respondents. Finally, from the 1062 total respondents, 627 (59.0%) of them were have moderate Investment Attitude level, 360 (33.9%) of them were have high Investment Attitude level and 75 (7.1%) of them were have low Investment Attitude.

Table 1.4: Chi-Square Tests Marital status vs Investment Attitude Level

Variable	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.347 ^a	2	.000

The value of chi square is 40.347 with 2 degrees of freedom and the p-value is smaller than significance value ($\alpha = 0.05$). Hence, there is a statistically significant relationship between marital statuses of the respondent's opinion levels with regarding the Investment Attitude Level.

Table 1.5: Cross tabulation Age and Investment Attitude Level

Age		Investment Attitude Level			Total
		Low	Moderate	High	
Up to 21	N	0	90	70	160
	%	0.0	56.3	43.8	100
22 35	N	15	355	158	528
	%	2.8	67.2	29.9	100
36 - 45	N	28	144	27	199
	%	14.1	72.4	13.6	100
46 - 65	N	32	38	97	167
	%	19.2	22.8	58.1	100
66 Above	N	0	0	8	8
	%	0.0	0.0	100.	100
Total	N	75	627	360	1062
	%	7.1	59.0	33.9	100

Above table illustrated that Age responded for the Investment Attitude Level. 90 (56.3%) of the Up to 21 respondents have moderate Investment Attitude level, followed by 70 (43.8%) of them were high Investment Attitude level in the 160 of the respondents with age group Up to 21. Similarly, 355 (67.2%) of the 22-35 respondents have moderate Investment Attitude level, followed by 158 (29.9%) of them have high level of Investment Attitude and 15 (2.8%) of them were low level of the Investment Attitude in the 528 respondents with age group 22-35. 144 (72.4%) of the 36 - 45 respondents have moderate Investment Attitude level, followed by 27 (13.6%) of them have high level of Investment Attitude and 28 (14.1%) of them were low level of the Investment Attitude in the 199 respondents with age group 36 - 45. 38 (22.8%) of the 46 - 65 respondents have moderate Investment Attitude level, followed by 97 (58.1%) of them have high level of Investment Attitude and 32 (19.2%) of them were low level of the Investment Attitude in the 167 respondents with age group 46 - 65. Only 8 (100.0%) of them have high level of Investment Attitude in the age group 66 above. Finally, from the 1062 total respondents, 627 (59.0%) of them were have moderate Investment Attitude level, 360 (33.9%) of them were have high Investment Attitude level and 75 (7.1%) of them were have low Investment Attitude.

Table 1.6: Chi-Square Tests Age Vs Investment Attitude Level

Variable	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	198.244 ^a	8	.000

The value of chi square is 198.244 with 8 degrees of freedom and the p-value is smaller than significance value ($\alpha = 0.05$). Hence, there is a statistically significant relationship between Ages of the respondent's opinion levels with regarding the Investment Attitude Level.

Table 1.7: Cross tabulation Educational status and Investment Attitude Level

Educational status		Investment Attitude Level			Total
		Low	Moderate	High	
Post-Graduation	N	25	227	112	364
	%	6.9	62.4	30.8	100.0
Graduation	N	8	339	108	455
	%	1.8	74.5	23.7	100.0
Professional	N	23	5	46	74
	%	31.1	6.8	62.2	100.0
Any Other	N	19	56	94	169
	%	11.2	33.1	55.6	100.0
Total	N	75	627	360	1062
	%	7.1	59.0	33.9	100.0

Above table illustrated that responded Educational status for the Investment Attitude Level. 227 (62.4 %) of the Post-Graduation respondents have moderate Investment Attitude level, followed by 112 (30.8 %) of them were have low level of Investment Attitude remaining 25(6.9 %) of them were high Investment Attitude level in the 364 of the respondents. Similarly, 339 (74.5 %) of the Graduation respondents have moderate Investment Attitude level, followed by 108 (23.7 %) of them have high level of Investment Attitude and 8 (1.8 %) of them were low level of the Investment Attitude in the 455 respondents. 5(6.8%) of the Professional respondents have moderate Investment Attitude level, followed by 46 (62.2 %) of them have high level of Investment Attitude and 23 (31.1 %) of them were low level of the Investment Attitude in the 74 respondents. 56 (33.1 %) of the Any Other educational status respondents have moderate Investment Attitude level, followed by 94 (55.6 %) of them have high level of Investment Attitude and 19 (11.2 %) of them were low level of the Investment Attitude in the 169 respondents. Finally, from the 1062 total respondents, 627 (59.0%) of them were have moderate Investment Attitude level, 360 (33.9%) of them were have high Investment Attitude level and 75 (7.1%) of them were have low Investment Attitude.

Table 1.8: Chi-Square Tests Educational Status Vs Investment Attitude Level

Variable	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	211.237 ^a	6	.000

The value of chi square is 211.237 with 6 degrees of freedom and the p-value is smaller than significance value ($\alpha = 0.05$). Hence, there is a statistically significant relationship between Educational statuses of the respondent's opinion levels with regarding the Investment Attitude Level.

Table 1.9: Cross tabulation Annual income and Investment Attitude Level

Annual income		Investment Attitude Level			Total
		Low	Moderate	High	
Below 2 Lakh	N	0	79	49	128
	%	0.0	61.7	38.3	100.0
2 Lakh to 4 Lakh	N	8	178	106	292
	%	2.7	61.0	36.3	100.0
4 Lakh to 6 Lakh	N	23	195	34	252
	%	9.1	77.4	13.5	100.0
Above 6 Lakh	N	44	175	171	390
	%	11.3	44.9	43.8	100.0
Total	N	75	627	360	1062
	%	7.1	59.0	33.9	100.0

Above table illustrated that the total Annual income of the responded for the Investment Attitude Level. 79 (61.7 %) of the respondents with below 2 Lakh of the Annual income have moderate Investment Attitude level, followed by 49 (38.3 %) of them were high Investment Attitude level in the 128 respondents.

Similarly, 178 (61.0 %) of the respondents with 2 Lakh to 4 Lakh of the Annual income have moderate Investment Attitude level, followed by 106 (36.3 %) of them have high level of Investment Attitude and 8 (2.7 %) of them were low level of the Investment Attitude in the 292 respondents. 195 (77.4 %) of the respondents with 4 Lakh to 6 Lakh of the Annual income have moderate Investment Attitude level, followed by 34 (13.5 %) of them have high level of Investment Attitude and 23 (9.1 %) of them were low level of the Investment Attitude in the 252 respondents. 175 (44.9%) of the respondents with Above 6 Lakh of the Annual income have moderate Investment Attitude level, followed by 171 (43.8 %) of them have high level of Investment Attitude and 44 (11.3 %) of them were low level of the Investment Attitude in the 390 respondents.

Finally, from the 1062 total respondents, 627 (59.0%) of them were have moderate Investment Attitude level, 360 (33.9%) of them were have high Investment Attitude level and 75 (7.1%) of them were have low Investment Attitude

Table 1.10: Chi-Square Tests Annual Income vs Investment Attitude Level

Variable	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	99.641 ^a	6	.000

The value of chi square is 99.641 with 6 degrees of freedom and the p-value is smaller than significance value ($\alpha = 0.05$). Hence, there is a statistically significant relationship between Annual incomes of the respondent's opinion levels with regarding the Investment Attitude Level.

Table 1.11: Cross tabulation Family size Investment Attitude Level

Family size		Investment Attitude Level			Total
		Low	Moderate	High	
2 - 3	N	0	154	85	239
	%	0.0	64.4	35.6	100
4 - 5	N	70	389	186	645
	%	10.9	60.3	28.8	100
6 - 7	N	0	55	78	133
	%	0.0	41.4	58.6	100
8 and Above	N	5	29	11	45
	%	11.1	64.4	24.4	100
Total	N	75	627	360	1062
	%	7.1	59.0	33.9	100

Above table illustrated that Family size of the responded for the Investment Attitude **Level**. 155 (64.9%) of the respondents have moderate Investment Attitude level with family size of 2-3 members, followed by 48 (20.1%) of them were have low level of Investment Attitude remaining 36 (15.1%) of them were high Investment Attitude level in the 239 of the respondents. Similarly, 334 (53.2%) of the respondents have moderate Investment Attitude level with family size of 4-5 members, followed by 116 (18.0%) of them have high level of Investment Attitude and 186 (28.8%) of them were low level of the Investment Attitude in the 645 respondents. 68 (51.1%) of the respondents have moderate Investment Attitude level with family size of 6-7 members, followed by 60 (45.1%) of them have high level of Investment Attitude and 5 (3.8%) of them were low level of the Investment Attitude in the 133 respondents. 5 (11.1%) of them have high level of Investment Attitude with family size of 8 and above members and 40 (88.9%) of them were low level of the Investment Attitude in the 45. Finally, from the 1062 total respondents, 627 (59.0%) of them were have moderate Investment Attitude level, 360 (33.9%) of them were have high Investment Attitude level and 75 (7.1%) of them were have low Investment Attitude.

Table 1.12: Chi-Square Tests Family Size Vs Investment Attitude Level

Variable	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	79.350 ^a	6	.000

The value of chi square is 79.350 with 6 degrees of freedom and the p-value is smaller than significance value ($\alpha = 0.05$). Hence, there is a statistically significant relationship between Family sizes of the respondent's opinion levels with regarding the Investment Attitude Level.

Table 1.13: Cross tabulation House Ownership and Investment Attitude Level

House ownership		Investment Attitude Level			Total
		Low	Moderate	High	
Own	N	37	358	195	590
	%	6.3	60.7	33.1	100
Rent	N	38	269	165	472
	%	8.1	57.0	35.0	100
Total	N	75	627	360	1062
	%	7.1	59.0	33.9	100

Above table illustrated that the respondents house ownership for the Investment Attitude Level. 358 (60.7 %) of the respondents have moderate Investment Attitude level with own house ownership, followed by 195 (33.1 %) of them were have low level of Investment Attitude remaining 37 (6.3 %) of them were high Investment Attitude level in the 590 Married respondents. Similarly, 269 (57.0 %) of the respondents have moderate Investment Attitude level with rent house ownership, followed by 165 (35.0 %) of them have high level of Investment Attitude and 38 (8.1 %) of them were low level of the Investment Attitude in the 472 Married respondents.

Finally, from the 1062 total respondents, 627 (59.0 %) of them were have moderate Investment Attitude level, 360 (33.9%) of them were have high Investment Attitude level and 75 (7.1%) of them were have low Investment Attitude.

Table 1.14: Chi-Square Tests House Ownership Vs Investment Attitude Level

Variable	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.061 ^a	2	.357

The value of chi square is 2.061 with 2 degrees of freedom and the p-value is smaller than significance value ($\alpha = 0.05$). Hence, there is a statistically significant relationship between House ownership of the respondent's opinion levels with regarding the Investment Attitude Level.

Table 1.15: Cross tabulation Annual savings and Investment Attitude Level

Annual savings		Investment Attitude Level			Total
		Low	Moderate	High	
Up to Rs.50000	N	13	128	85	226
	%	5.8	56.6	37.6	100
Rs.50001-100000	N	0	175	72	247
	%	0.0	70.9	29.1	100
Rs.100001-150000	N	15	88	33	136
	%	11.0	64.7	24.3	100
Rs.150001-200000	N	0	95	34	129
	%	0.0	73.6	26.4	100
Above Rs. 200000	N	47	141	136	324
	%	14.5	43.5	42.0	100
Total	N	75	627	360	1062
	%	7.1	59.0	33.9	100

Above table illustrated that the total Annual savings of the responded for the Investment Attitude Level. 128 (56.6 %) of the respondents with Up to Rs.50000 of the Annual savings have moderate Investment Attitude level, followed by 13 (5.8 %) of them were have low level of Investment Attitude remaining 85 (37.6 %) of them were high Investment Attitude level in the 226 respondents. Similarly, 175 (70.9 %) of the respondents withRs.50001-100000 of the Annual savings have moderate Investment Attitude level, followed by 72 (29.1%) of them have high level of Investment Attitude in the 247 respondents. 88 (64.7 %) of the respondents withRs.100001-150000 of the Annual savings have moderate Investment Attitude level, followed by 33 (24.3 %) of them have high level of Investment Attitude and 15 (11.0 %) of them were low level of the Investment Attitude in the 136 respondents. 95 (73.6 %) of the respondents withRs.150001-200000 of the Annual savings have moderate Investment Attitude level, followed by 34 (26.4 %) of them have high level of Investment Attitude in the 129 respondents.141 (43.5 %) of the respondents with Above Rs. 200000 of the Annual savings have moderate Investment Attitude level, followed by 136 (42.0 %) of them have high level of Investment Attitude and 47 (14.5 %) of them were low level of the Investment Attitude in the 324 respondents.

Finally, from the 1062 total respondents, 627 (59.0%) of them were have moderate Investment Attitude level, 360 (33.9%) of them were have high Investment Attitude level and 75 (7.1%) of them were have low Investment Attitude.

Table 1.16: Chi-Square Tests Annual savings Vs Investment Attitude Level

Variable	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	94.918 ^a	8	.000

The value of chi square is 94.918with 8 degrees of freedom and the p-value is smaller than significance value ($\alpha = 0.05$). Hence, there is a statistically significant relationship between Annual savings of the respondent's opinion levels with regarding the Investment Attitude Level.

CONCLUSION

The study examines the investment attitude of the software employees, for that various factors were identified which have more influence on the software employees' attitude towards investment decision. the factors like Investment priorities & Purpose of Investment; Level of Awareness on investment Avenues; Level of perception towards feasibilities of financial services; Key Motivators for investment; Factor influence on investment decisions; Risk consideration in investment decisions were used the examine the respondent's investment attitude. These chapters conclude that there is a significant negative consistency towards investment pattern by the respondents.

REFERENCES

- [1] Blessy Roy¹ Dr. Ruchi Jain (2018). A Study on level of Financial Literacy among Indian Women. IOSR Journal of Business and Management (IOSR-JBM) Volume 20, Issue 5. Ver. V pp. 19-24.
- [2] Ms.Priyanka Agarwal, Radhika Choudhary Kureel, and Dr.Suman Yadav (2017). “A Study on Future Plan for Increasing Financial Literacy Among People”. Global Journal of Finance and Management, Volume 9, Number 1 (2017), pp. 29-38.
- [3] Dr. J. Gajendra Naidu(2017). Financial Literacy in India: A Review of Literature. International Journal of Research in Business Studies and Management Volume 4, Issue 6, 2017, PP 30-32.
- [4] Abdul Latheef Kiliyanni and Sunitha Sivaraman (2016). “The Perception-Reality Gap in Financial Literacy: Evidence from the Most Literate State in India” International Review of Economics Education, Volume 23, pp.: 47-64, September 2016.
- [5] Ratna Achuta Paluri , Saloni Mehra (2016). Financial attitude based segmentation of women in India: an exploratory study, Vol. 34 Issue 5, pp. 670 – 689.
- [6] National Standards in K-12 Personal Finance Education, (2015).
- [7] P. Mathuraswamy and G. Rajendran. “Essence of Rational Investment in Equity Market: An Empirical Study” IJER © Serials Publications, 2015, ISSN: 0972-9380.
- [8] Dr. Sandeep Ahlawat. Financial Literacy. Eduheal Publishers, 2015.
- [9] Abdul Azeez N.P. Financial Literacy and Inclusion in India. New Century Publications. 1st edition, 2015.
- [10] Investopedia.<https://www.investopedia.com/terms/f/financial-literacy.asp>.
- [11] Firstpost.com.
- [12]<http://www.nber.org/papers/w17107>.
- [13]<http://www.iima.ac.in/~jrvarma/papers/2013-10-02-literacy-working-young.pdf>.