



**A Study on Preferred Investment Avenues among Salaried People
with Reference to Kanyakumari District, Tamil Nadu**



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Abstract : Investment is the employment of funds on assets with the aim of earning income or capital appreciation. There are large numbers of investment opportunities available today. Many people invest part of their income for future financial gain. Others make investments to protect the purchasing power of their savings against raising prices. In this paper the researcher has analysed the various aspects relating to the preference of salaried class on various investment in Kanyakumari district of Tamil Nadu. The results highlight that the maximum of persons are making investment in bank deposits for safety and also most of them prefer medium term investments only. The study is based on personal interviews with salaried people, using a structured questionnaire. The data has been analysed using percentage, Chi-square test and Garrett ranking technique. The researcher also made some suggestions based on the study.

Keywords: Investment, Investors, Return, Investment Avenues, Investment Pattern, Salaried Group, Reference Group.