

Financial Investment Behaviour of Customer Their Level of Satisfaction

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Abstract

In order to analyse the financial Investment behavior and level of satisfaction toward various investment alternatives. Individual people to earn income to meet his own needs. The desire to earn and save for future needs competitive the minds of the income earners, Next, there is no guarantee that surplus will result in to savings. Financial Investment are to backbone of an Indian economic system. This allocation of resources helps to sustain healthy climate for savings and Investment. Some of these investment avenues offer attractive returns towards various Financial Investments.

Keywords : Financial Investment, Investment behavior, Investment alternatives, Level of Satisfaction

I. INTRODUCTION

Investments and savings are movements' significant and integral part of male and female. Every Individual has tendency to save for various purposes. Modern Individual and growing expectations of the people call for a heavy does of capital Investment in these areas. Investment avenues can broadly be categorized into two spheres, Namely Economic Investment and Financial Investment. Economic Investments contribute to the net additions to the capital stock of a society. Financial investment on the other hand likes Individual Investment, Senior citizen Investment, mutual fund, Maternity Investment, Insurance policies etc.

This study has been done to know the Impact of Investment behavior and aware their level of customer satisfaction. The study is made in the context of Individual Investors of different Southern districts of Tamilnadu.

The Financial Investment system has to be more dynamic than the real system as it has to continuously respond to the needs of the economy to help it to achieve its visions. In the modern Financial Investment system there are so many Investment avenues to choose from today in customer has become difficult for anyone to decide about these Investment avenues.

II. REVIEW OF LITERATURE

Review of earlier studies helps a researcher to get a research idea. A critical and systematic review of existing studies on same area or in some other areas helps the researcher to develop an in-depth understanding and insight into the relevant previous studies and have an understanding on current state of knowledge on the topic and also to explore the research gap.

Varadharajan and Vikkraman (2011) focus on identifying the investors' perceptions towards investment decision in equity market. Using ANOVA on a sample size of 50 investors in

Coimbatore they study their attitude towards selection of stock, company, risk, equity portfolio, financial affairs and their expected return. They find that there exists an independency between the demographics, majority of the factors and the returns obtained.

Kadariya (2012) analyzes the market reactions to tangible information and intangible information in Nepalese stock market to examine the investors' opinions in Nepalese stock market issues. After analysis of a sample of 185 stock investors he finds that the capital structure and average pricing method is one factor that influence the investment decisions, the next is political and media coverage, the third factor is belief on luck and the financial education, and finally the forth component for stock market movement is trend analysis. Thus, he concludes that both the tangible and intangible information are essential to succeed in Nepalese capital market.

III. OBJECTIVES

- ❖ To find out the relationship between financial Investment behavior and customer service satisfaction.
- ❖ To measure and assess customer satisfaction and their level of Investment behavior.

IV. RESEARCH METHODOLOGY

This study is focusing on the behavior and satisfaction of Investment an investors refers to investors, Two types of investors invest in various Investments. They are individual investors and institutional investors. In the present research focus is on individual investors. There are four main biases that may have any impact on investment behavior. The study based on primary data that have been collected from 600 randomly selected individual investors of various Investments from different districts of Southern Tamilnadu through a structured questionnaire using 5 point Likert scale ranging from strongly disagree to strongly agree in appropriate areas. For this study we have collected the required data during January, 2018 to September, 2019.

Table.1. Customer Service Satisfaction and Investment Behaviour

Items	Service Satisfaction	Sum of Squares	Mean Square	f	P-value
Customer perception	Between Groups	22.954	5.739	0.968	0.000
	Within Groups	1878.611	5.926		
	Total	1901.565			
Customer motive	Between Groups	3.414	0.854	0.184	0.000
	Within Groups	1469.868	4.637		
	Total	1473.383			
Subjective factor	Between Groups	6.227	1.557	0.317	0.000
	Within Groups	1558.360	4.916		
	Total	1564.488			

Objective factor	Between Groups	25.261	6.315	1.522	0.000
	Within Groups	1315.000	4.481		
	Total	1340.261			

To test the significant difference between customer service satisfaction with customer behaviour and customer investment behaviour one way

The 'f' values are 0.968, 0.184, 0.317, 1.522 and the 'p' values are 0.000, 0.000, 0.000,

0.000 and they are less than 0.005. Hence, the null hypothesis is accepted. It is clearly understood that there is significant difference between customer service satisfaction with customer behaviour and customer investment behaviour.

Table.2 Customer Service Satisfaction and Financial Investment Behaviour

Items	Financial investment	Sum of Squares	Mean Square	f	p-value
Customer perception	Between Groups	22.954	5.739	0.768	0.001
	Within Groups	1878.611	5.926		
	Total	1901.565			
Customer motive	Between Groups	3.414	0.854	0.284	0.001
	Within Groups	1469.868	4.637		
	Total	1473.383			
Subjective factor	Between Groups	6.227	1.557	0.417	0.001
	Within Groups	1558.360	4.916		
	Total	1564.488			
Objective factor	Between Groups	25.261	6.315	1.322	0.001
	Within Groups	1315.000	4.418		
	Total	1340.261			

To test the significant difference between customer service satisfaction with customer behaviour and financial investment behavior, one way anova has been used. The 'f' values are 0.768, 0.284, 0.417, 1.322 and the 'p' values are 0.001, 0.001, 0.001, 0.001 and they are less than 0.005.

Hence, the null hypothesis is accepted. It is clearly understood that there is significant difference between customer service satisfaction with customer behaviour and financial investment behaviour.

Table.3 Types of Investment Plans and Customer Service Satisfaction

Types investment	Customer service satisfaction	Sum of Squares	Mean	f	P-
Individual plan	Between Groups	22.954	4.739	0.968	0.000
	Within Groups	1878.611	5.926		
	Total	1901.565			
Family floater Health plan	Between Groups	3.414	0.854	0.184	0.947
	Within Groups	1469.868	4.637		
	Total	1473.383			
Personal accident cover	Between Groups	6.227	1.557	0.317	0.000
	Within Groups	1558.360	4.916		
	Total	1564.488			
Critical illness insurance	Between Groups	25.261	6.315	1.522	0.195
	Within Groups	1315.000	4.48		
	Total	1340.261	5.739		
Senior citizen plan	Between Groups	1878.611	5.926	0.968	0.002
	Within Groups	1901.565			
	Total	3.414	0.854		
Group / employee insurance	Between Groups	1469.868	4.637	0.184	0.947
	Within Groups	1473.383			
	Total	6.227	1.557		
Maternity plan	Between Groups	1558.360	4.916	0.317	0.001
	Within Groups	1564.488			
	Total	25.261	6.315		

To test the significant difference between financial investment types and customer service satisfaction, one way anova has been used. The 'f' values are 0.968, 0.317, 0.568, 0.417 with fanatical investment types and the 'p' values are 0.00, 0.00, 0.002, 0.001 and they less than 0.005.

Hence, the null hypothesis is accepted and the customer service satisfaction. The 'f' values are 0.184, 1.522, 0.164 and the 'p' values are 0.947, 0.195, 0.842 and it is greater than 0.005. Hence, the null hypothesis is rejected.

It is clearly understood that there is a significant difference between the types of

investment of respondents and their customer service satisfaction.

V. FINDINGS

- ❖ It is found that while comparing the customer behavior with their investment behavior, the customer behavioral aspect plays more important role than their investment behavior in customer service satisfaction related to financial investments.
- ❖ In the case of financial investment, the customer service satisfaction differs among the customers who possess the individual plan, personal accident cover, senior citizen plan and maternity plan and does not differ among the customers who possess family floater health plan, critical illness, and group/ employee insurance. The customer service satisfaction is influenced by the types of financial investment of GIC.

VI. CONCLUSION

The result of the study gives a clear idea that customer service satisfaction differs among the customer perception, customer motive, needs and emotions, and product expectations and demographics. The researcher has identified which commercial bank offers improved service with regard to e-banking services to customers and also identified satisfaction level of customers' view about internet banking website of banks. The data analysis shows that age, educational qualification, occupation and income level of customers are significant factors that decide usage of e-banking services of various banks in the study area. The findings increase awareness among people; SBI should advertise and conduct special awareness programs to make E-Banking services more

popular among customers. These results should help the insurance companies to give more attention to the customers, who depend upon their demographics and their behaviour aspects to tap the uncovered potential from the market perspective point of view.

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