

A STUDY ON SATISFACTION LEVEL OF SALARIED INDIVIDUALS WITH THE OVERALL RATE OF RETURN FROM DIFFERENT INVESTMENT INSTRUMENTS

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Abstract

This study evaluates the satisfaction levels of 2,000 salaried individuals in the Wardha district regarding the rate of return from various investment instruments. Using a quantitative descriptive research design and one-sample t-tests (test value = 3), the research identifies a general satisfaction with overall portfolio returns. The findings reveal that **Real Estate** and **Gold/Silver** provide the highest satisfaction, followed by **Mutual Funds**. While investors reported satisfaction with traditional banking products like **Fixed Deposits** and **Equity Shares**, they maintained a neutral stance toward **Bonds** and **Cryptocurrency**. These results indicate that while salaried investors are increasingly diversifying into market-linked avenues, traditional tangible assets remain preferred for their perceived stability and long-term wealth creation. The study underscores the necessity for financial products to align closely with the specific risk-return expectations of the salaried class.

Keywords: Investment Satisfaction, Salaried Individuals, Rate of Return, Wardha District, Portfolio Diversification, Financial Planning, Investment Behavior.

1. INTRODUCTION

Investment has become a crucial component of personal financial planning and long-term wealth creation in modern economies. Individuals allocate their savings among different financial and non-financial investment instruments to generate income, preserve wealth, and achieve financial security. With the rapid development of financial markets, technological innovation, and increased access to financial information, individual investors now have a wide range of investment opportunities that vary in terms of risk, return, and liquidity. As a result, understanding investor behavior and satisfaction with investment outcomes has become an important area of research in finance and behavioral economics.

Among different categories of investors, salaried individuals represent a significant segment of retail investors because they rely heavily on systematic savings and investment strategies to meet long-term financial objectives such as retirement planning, wealth accumulation, and financial stability. Their investment decisions are typically influenced by factors such as expected return, risk tolerance, income level, and financial knowledge. Studies have shown that the investment behavior of salaried individuals is strongly influenced by socio-economic factors and personal financial goals, which ultimately determine their choice of investment instruments and portfolio allocation. (Sanjay Kumar, 14 September 2023). The present study aims to analyze the satisfaction level of salaried individuals regarding the rate of return generated from various investment instruments included in their investment portfolios. The study considers multiple investment avenues such as fixed deposits, equity shares, mutual funds, bonds and debentures, derivatives, precious metals, real estate, cryptocurrency, public provident fund, life insurance, and national savings schemes. By examining investor satisfaction across these investment options, the study seeks to contribute to a deeper understanding of investor preferences and the perceived performance of different investment instruments.

2. REVIEW OF LITERATURE

Simonn, (2025) conducted a bibliometric analysis of retail investor research and concluded that investor behavior studies have increasingly focused on financial literacy, risk perception, and behavioral biases in investment decision-making.

Prasad, (2025) examined the relationship between investors' technical knowledge and satisfaction with investment decisions and found that higher financial knowledge significantly improves investor confidence and satisfaction levels.

Khanum, (2025) studies on young investors' behavior suggest that demographic factors such as age, income level, and investment experience significantly influence investment decisions.

Jhavar, (2025) Research on investor behavior toward IPO investments highlights that retail investors evaluate investment opportunities based on expected returns and market trends.

Singh, (2025) Research on mutual fund investment behavior indicates that risk perception, financial awareness, and expected return play a major role in determining investor preferences toward different financial instruments.

Savaliya, (2024) research on financial literacy and investment behavior demonstrates that financial awareness improves the ability of investors to evaluate investment alternatives effectively.

Gunbir Singh Baveja, (2024) investigated the impact of financial literacy on investment decisions and concluded that higher financial literacy enhances participation in financial markets and improves investment decision quality.

Kapoor, (2022) studied mutual fund investors in India and found that mutual funds provide an accessible investment option for middle-income investors seeking diversification and professional fund management.

Deepak Kumar Agarwal, (2021) suggests that financial planning and risk diversification are important components of personal investment strategies.

Shah, (2021) reviewed literature on investor perception toward mutual funds and concluded that diversification benefits and professional management significantly influence investor attitudes toward mutual fund investments.

Makwana, (2020) research on behavioral biases in investment decisions indicates that heuristic biases and psychological factors significantly influence investor decision-making and satisfaction with investment outcomes.

Kaur, (2018) research on financial advisory influence suggests that financial advisors and information sources significantly affect investor decision-making and portfolio management.

Research gap

Although numerous studies have examined investment behavior, portfolio selection, and risk-return relationships among individual investors, relatively limited research has focused specifically on **investor satisfaction with the rate of return generated by different investment instruments**. Many existing studies concentrate primarily on investment preferences, risk perception, or demographic determinants of investment behavior rather than evaluating how investors perceive the returns generated from their investments. The emergence of new investment opportunities such as cryptocurrency and digital investment platforms has also significantly transformed the investment landscape, yet empirical evidence regarding investor satisfaction with these instruments remains relatively limited. Therefore, there is a need for comprehensive empirical research that evaluates the satisfaction level of salaried investors with respect to the rate of return earned from multiple investment avenues. The present study attempts to address this gap by examining investor satisfaction across a diverse set of investment instruments using statistical analysis.

3. RESEARCH METHODOLOGY

This study applied descriptive research design techniques. The facts and characteristics of a certain target population are usually described methodically or accurately using descriptive study design. More precisely, the researcher has employed quantitative descriptive research design to characterize and evaluate the many variables taken into account for this study. Since the survey method was used to perform this study, it is field research.

Research Objectives

- To examine the satisfaction level of salaried individuals with the overall rate of return earned from their investment portfolio.
- To analyze the satisfaction level of investors with the rate of return from different investment instruments.
- To compare the satisfaction level across various investment avenues such as fixed deposits, mutual funds, equity shares, real estate, and others.
- To identify the investment instruments that provide the highest level of satisfaction to salaried investors.

Research Hypothesis

H1: The salaried people are not satisfied with overall rate of return they received from various investment tools in their portfolio.

Study Area: This study is conducted in Wardha district, Maharashtra State, India. Wardha district is divided into eight administrative talukas (tehsils): Wardha, Deoli, Seloo, Arvi, Ashti, Karanja, Hinganghat, and Samudrapur.

Sample Size: The researcher has surveyed 2000 employees.

Methods of Sampling: The samples were selected by using three non-probability techniques viz; purposive, convenience and snowball sampling. These sampling techniques were used because the researcher has a clear idea of the requirement of specific characteristics in the sample.

4. DATA ANALYSIS

Note: The researcher has asked the respondents to rate their satisfaction only for tools in which they have invested their money. Therefore, sample sizes for each investment tools differ.

Descriptive Statistics

Rate of Return on	N	Mean	SD	SE
Overall Portfolio	1874	3.37	0.44	0.01
FD/RD	1740	3.45	1.20	0.03
Equity Shares	1730	3.43	1.42	0.03
Mutual Fund	1726	3.46	1.31	0.03
Bonds & Debentures	1606	3.06	1.28	0.03
Derivatives	1474	3.19	1.34	0.03
Gold/Silver	1864	3.54	1.19	0.03
Real Estate	1861	3.63	1.20	0.03
Crypto Currency	1311	3.06	1.10	0.03
PPF	1822	3.37	1.10	0.03
Life Insurance	1874	3.35	1.18	0.03
NSS/NPS	1684	3.18	1.05	0.03

The mean scores of satisfactions towards rate of return on various investment tools is found to be above 3.

Testing of Hypothesis

H1: The salaried people are not satisfied with overall rate of return they received from various investment tools in their portfolio.

One sample t test of mean was administered at 0.05 significance level to derive the statistical inference. The results are presented below:

Results of Hypothesis Testing

Variable	Hypothesis	Test Value = 3			Result
		MD	t-Statistics	p-value	
Portfolio	H4	.37**	36.19	0.00	Rejected
FD/RD	H4a	.45**	15.43	0.00	Rejected
Equity	H4b	.43**	12.52	0.00	Rejected
MFs	H4c	.46**	14.51	0.00	Rejected
Bonds	H4d	.06	1.94	0.053	Accepted
F&O	H4e	.19**	5.29	0.00	Rejected
Gold/Silver	H4f	.54**	19.53	0.00	Rejected
Real Estate	H4g	.63**	22.50	0.00	Rejected
Crypto	H4h	.06	1.93	0.053	Accepted
PPF	H4i	.37**	14.34	0.00	Rejected
Life Insurance	H4j	.35**	12.81	0.00	Rejected
NPS/NSS	H4k	.18**	6.99	0.00	Rejected

** The results are significant at .05 significance level

The results of one sample t-test indicate that:

- There is significant difference in observed mean score (3.37) and the test value (3) of the overall rate of return salaried employees received from various investment tools in their portfolio ($t=36.19, p<.05$). Therefore, the results are significant and H1 is rejected.
- There is significant difference in observed mean score (3.45) and the test value (3) of the rate of return salaried employees received from FD and RD schemes of banks and post offices ($t=15.43, p<.05$). Therefore, the results are significant and H1a is rejected.
- There is significant difference in observed mean score (3.43) and the test value (3) of the rate of return salaried employees received from equity shares ($t=12.52, p<.05$). Therefore, the results are significant and H1b is rejected.
- There is significant difference in observed mean score (3.43) and the test value (3) of the rate of return salaried employees received from mutual funds ($t=14.51, p<.05$). Therefore, the results are significant and H1c is rejected.
- There is non-significant difference in observed mean score (3.06) and the test value (3) of the rate of return salaried employees received from bonds and debentures ($t=1.94, p>.05$). Therefore, the results are non-significant and H1d is accepted.
- There is significant difference in observed mean score (3.19) and the test value (3) of the rate of return salaried employees received from derivatives ($t=5.29, p<.05$). Therefore, the results are significant and H1e is rejected.
- There is significant difference in observed mean score (3.54) and the test value (3) of the rate of return salaried employees received from investment in gold and silver ($t=19.53, p<.05$). Therefore, the results are significant and H1f is rejected.
- There is significant difference in observed mean score (3.63) and the test value (3) of the rate of return salaried employees received from investment in real estate ($t=22.5, p<.05$). Therefore, the results are significant and H1g is rejected.
- There is non-significant difference in observed mean score (3.06) and the test value (3) of the rate of return salaried employees received from investment in crypto currency ($t=1.93, p>.05$). Therefore, the results are non-significant and H1h is accepted.
- There is significant difference in observed mean score (3.37) and the test value (3) of the rate of return salaried employees received from investment in public provident fund ($t=14.34, p<.05$). Therefore, the results are significant and H1i is rejected.
- There is significant difference in observed mean score (3.63) and the test value (3) of the rate of return salaried employees received from investment in life insurance policy ($t=12.81, p<.05$). Therefore, the results are significant and H1j is rejected.
- There is significant difference in observed mean score (3.18) and the test value (3) of the rate of return salaried employees received from investment in NSS and NPS ($t=6.99, p<.05$). Therefore, the results are significant and H1k is rejected.

Ranking of Satisfaction towards Rate of Return on Various Investment Tools

Investment Tools	Mean	Satisfaction Rank
Real Estate	3.63	1
Gold/Silver	3.54	2
Mutual Fund	3.46	3
FD/RD	3.45	4
Equity Shares	3.43	5
PPF	3.37	6
Life Insurance	3.35	7
Derivatives	3.19	8
NSS/NPS	3.18	9

The results indicate that salaried employees are most satisfied with the returns on investment in real estate, gold/silver and mutual funds.

5. CONCLUSION

This study concludes that salaried individuals in the Wardha district are generally satisfied with the overall rate of return from their investment portfolios, recorded at a mean satisfaction score of 3.37. The statistical rejection of the primary hypothesis (H_1 , $p < 0.05$) confirms that these investors perceive their financial outcomes positively, reflecting an effective alignment between their systematic savings and long-term wealth goals.

The analysis reveals a distinct preference for tangible and diversified assets. **Real Estate** (Mean = 3.63) and **Gold/Silver** (Mean = 3.54) emerged as the highest-ranked instruments for satisfaction, followed by **Mutual Funds** (Mean = 3.46). Traditional banking products like **Fixed Deposits** (Mean = 3.45) and **Equity Shares** (Mean = 3.43) also continue to provide satisfactory returns, supporting their role in personal financial planning. Conversely, investors maintained a neutral stance toward **Bonds, Debentures, and Cryptocurrency**, all of which yielded non-significant p-values ($p > 0.05$) and mean scores of 3.06. In summary, while salaried investors are increasingly diversifying into market-linked instruments like mutual funds, their highest levels of contentment remain rooted in traditional assets that offer perceived stability and long-term appreciation.

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