

# MONEY TREE - A DIGITAL TOKEN REPRESENTING CRYPTO CURRENCY

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## ABSTRACT:

The research topic for this project is "A Study on Investors Preference on Investment." This study's primary goal is to ascertain investors' investment preferences and behavior. Investor Perception will offer a means of precisely gauging the opinions of investors regarding the company's goods and services.

## Introduction:

The most important thing nowadays is investment. Although people are making good money, many are unsure on where, when, and how to invest. Everyone should understand that in order to know where they stand financially and to put their financial efforts in the appropriate direction, financial planning is essential in today's world. A thorough understanding of money, its worth, investment opportunities, financial institutions, risk and return rates, etc., is necessary to successfully manage one's finances and accomplish life's objectives.

## Need of the Study:

Today, investment is the most crucial factor. Entrepreneurs are making good money. To a certain degree, they are free to invest and spend. However, a lack of financial literacy placed them in a far more challenging position. There are currently many investment opportunities on the market with investor education. A wide range of assets and instruments are available to investors. They should weigh the risk of their investment and the rate of return while making their decision. To learn how investors are informed about the many types of financial instruments

## Objectives of the Study:

1. To understand the various investment avenues without underlying asset in India
2. To classify the investor preference based on their income level
3. To determine an investor's savings target
4. To identify the factors that they consider before investing

## Research Methodology:

Using a methodical, scientific, and analytical approach, this study is a careful investigation and search for new information in any field of expertise. A "Systematic,

controlled, empirical, and critical investigation of hypothetical propositions about the present relationships among natural phenomena" is what Fred. W. Kerlinger defines as a study. In ordinary language, "study" means "a search for knowledge." Another way to describe it is as a methodical, scientific search for relevant data on a certain subject.

## Source Of Data:

Original information gathered specifically for a study is known as primary data. Primary data for this study was gathered through in-person interviews using a questionnaire.

## Review Of Literature:

According to **Sunil Gupta's (2021)** research, the majority of investors do not know about the available investment options and do not react favorably. They are only aware of fixed deposits, savings accounts, bank deposits, and post office deposits. And their goal is to make those assets safer while earning interest each month. Expert investors understand mutual funds, stocks, debentures, and shares.

In their 2020 study, **Manish Mittal and Vyas** discovered that investors' investment behavior was influenced by a certain set of cognitive and emotional weaknesses. Cognitive refers to a person's ability to think for themselves. This individual discovered that investors have systemic flaws in investing channels and self-biases regarding investment possibilities. Individual investment behavior is influenced by demographic factors, including age, gender, occupation, annual income, and level of education.

With the aim of analyzing the main aspects that bind investors to participate in the financial market, **Dr. Murlidhar Panga and Anjali Malpani (May 2018)** conducted a study on factors affecting investors' decisions to make financial market investments. Their study's findings indicated that a small number of factors deter investors from making financial market investments.

In order to analyze the influence of demographic characteristics on investment preference, **Pratibha Chaurasia (July 2017)** conducted a study on investor investment preference. A structured questionnaire was used to collect primary data from a sample size of 229 investors. The Chi square test was used to assess the data. Preference for gold or silver was found to be influenced by qualifications, and preference for savings accounts, mutual

funds, recurring deposits, real estate, and gold or silver was significantly correlated with gender.

**Analysis And Interpretation**

**CHI-SQUARE ANALYSIS:**

**H<sup>0</sup>:** There is a significant relationship between Annual income & Annual Investment.

**H<sup>1</sup>:** There is no significant relationship between Annual income & Annual Investment.

		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Annual Income * Annual Investment		110	100.0%	0	0.0%	110	100.0%
<b>Annual Income * Annual Investment Crosstabulation</b>							
Count							
		Annual Investment					Total
		Less than 25,000	Between 25,001-50,000	Between 50,001-1,00,000	Between 1,00,001-2,00,000	Above 2,00,000	
Annual Income	Below Rs. 2,00,000	9	9	7	8	3	36
	Between Rs. 2,00,001-5,00,000	6	10	7	8	2	33
	Between Rs. 5,00,001-7,00,000	3	7	12	7	8	37
	Between Rs. 7,00,001-10,00,000	1	0	2	1	0	4
Total		19	26	28	24	13	110

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.569 <sup>a</sup>	12	.401
Likelihood Ratio	13.679	12	.322
Linear-by-Linear Association	3.437	1	.064
N of Valid Cases	110		
<b>a. The predicted count for 8 cells (40.0%) is fewer than 5. The predicted count must be at least .47.</b>			

**INTERPRETATION:**

The significant level is 0.47 which is above 0.05. Hence H<sub>0</sub> is Accepted.

**ONE WAY ANOVA ANALYSIS:**

**H<sup>0</sup>:** There is a significant relationship between Annual Investment & Savings objectives.

**H<sup>1</sup>:** There is no significant relationship between Annual Investment & Savings objective

Descriptives								
Annual Investment* Savings objective								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Children's Education	35	2.7714	1.41600	.23935	2.2850	3.2578	1.00	5.00
Retirement	14	2.4286	1.22250	.32673	1.7227	3.1344	1.00	4.00
Home purchase	8	3.0000	1.06904	.37796	2.1063	3.8937	2.00	5.00
Children's marriage	25	2.8000	1.22474	.24495	2.2945	3.3055	1.00	5.00
Healthcare	28	3.2500	1.17458	.22197	2.7945	3.7055	1.00	5.00
Total	110	2.8727	1.27149	.12123	2.6325	3.1130	1.00	5.00

ANOVA					
Annual Investment*Savings Objective					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.368	4	1.842	1.145	.339
Within Groups	168.850	105	1.608		
Total	176.218	109			

**INTERPRETATION:**

The significant level is 0.339 which is above 0.05 and hence the Annual Investment of the investor will not affect their savings objective. Hence Ho is Accepted.

**CORRELATION ANALYSIS:**

**H<sup>0</sup>:** There is a significant relationship between Annual Income & Bonds.

**H<sup>1</sup>:** There is no significant relationship between Annual Income & Bonds.

Correlations			
		Income	Bonds
Income	Pearson Correlation	1	.060
	Sig. (2-tailed)		.534
	N	110	110
Bonds	Pearson Correlation	.060	1
	Sig. (2-tailed)	.534	
	N	110	110

**INTERPRETATION:**

The significant level is 0.534 which is above 0.05 and Hence Ho is Accepted.

**Conclusion:**

Regarding the correlation between individual investors' income and risk tolerance, this study supports previous findings. Because it has revealed several intriguing aspects of an individual investor, the current study has significance for investment managers. Individual investors continue to

favor financial products that offer risk-free returns. Therefore, it is wise for investors to select a portfolio that generates an effective return in a manageable amount of time. The knowledge, considerations, and risk-taking skills of the various salaried individual groups are reflected in this report. For an individual, choosing the best investment

channel might be challenging. Connivance and snowball sampling are used to pick a sample of people, and an attempt is made to determine their tastes and preferences. I was able to find certain investment trends despite the study's numerous constraints, and these people share several characteristics. The focus of this paper was to identify the species that were deemed individuals prior to investing. The degree to which salaried people are aware of different investing opportunities is determined by their line of work. When choosing a specific path, investors take a risk. Because it has revealed some intriguing aspects of paid individuals, the current study has significant implications for investment managers. Individual investors continue to favor financial products that offer returns devoid of risk. This demonstrates that people are conservative and prefer to be safe, even if they are independent, well-educated, and wealthy.

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