
INVESTIGATING THE IMPACT ON SALARIED EMPLOYEES INVESTMENT BEHAVIOR IN PRIVATE SECTOR ORGANIZATIONS IN COVID-19 PANDEMIC

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Abstract: *AN "INVESTMENT" INCLUDES EVEN A SAVINGS ACCOUNT EARNING 1% INTEREST. MOST PEOPLE, HOWEVER, REFER TO HIGHER RETURN PRODUCTS LIKE MUTUAL FUNDS, ETFs, AND EQUITIES WHEN THEY TALK ABOUT INVESTING. INVESTING GUARANTEES LONG-TERM FINANCIAL SECURITY FOR THE PRESENT AND THE FUTURE. YOUR INVESTMENTS' INCOME AND FINANCIAL SECURITY ARE POSSIBLE THANKS TO THEM. A DIVIDEND IS ONE WAY THAT INVESTMENTS LIKE STOCKS, BONDS, AND ETFs CAN GENERATE INCOME. THIS SUM IS WHAT SHAREHOLDERS RECEIVE ONLY FOR KEEPING THEIR INVESTMENT. AS A RESULT OF THE MONTHLY, QUARTERLY, OR ANNUAL DISTRIBUTIONS PAID BY MANY INVESTMENTS, YOU CAN BENEFIT FROM PASSIVE INCOME THAT ONE DAY MIGHT TAKE THE PLACE OF YOUR PAYCHECK, SHOULD ALWAYS STRIVE TO INVEST 15% OF YOUR PRE-TAX INCOME, AS A GENERAL RULE OF THUMB. IF YOU BEGIN INVESTING BY THE AGE OF 30, GENERATE AN AVERAGE YEARLY RETURN OF 10%, AND MAKE A MINIMUM OF \$21,500 PER YEAR, YOU WILL HAVE AMASSED A MILLION DOLLARS BY THE TIME YOU ARE 65. INVESTORS ARE MORE LIKELY TO BE MEN THAN WOMEN. THIS INVESTING DIFFERENCE, ALONG WITH THE SALARY DISPARITY AND OTHER FACTORS, OVER THE COURSE OF A 35-YEAR CAREER, MIGHT RESULT IN MISSING OUT ON \$1 MILLION IN VALUE. IN A SIMILAR VEIN, MEN ARE FIVE TIMES MORE LIKELY THAN WOMEN, REGARDLESS OF AGE, TO REPORT THAT INVESTING IS THEIR TOP PRIORITY.*



Keywords: INVESTMENT, COVID-19 PANDEMIC, PRIVATE SECTOR, SALARY, INCOME, RISK, EARNING, PUBLIC EXPENDITURE

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Introduction

Income in any form is very essential in the life of every individual. It can be earned by any individual from various sources. Salary is the only source of income, which is normally presumed to be the consistent and regular source of income by its nature. The portion of investments that are allocated to various financial and investment policies of the salaried middle-class individuals on whom this study is based is due to a number of factors, including enjoying the benefits of the best investment schemes, tax exemption, foresight of their/their children's futures, family emergency medical needs, and security reasons for risk coverage. Investment is a form of activity carried out by those who must save money, i.e., investments are made with money saved, or, to put it another way, people invest their money. There are numerous possibilities for investments, including bank, gold, real estate, post services, mutual funds, and much more. Investors constantly place money into the market with a variety of goals in mind, including gain, security, appreciation, and income stability. With a sample size of 205 paid employees and using a questionnaire in Dakshina Kannada, the researchers explored the many forms and routes of investment as well as the elements that are necessary while picking the investment in this study.

Mathivannan and Selvakumar (2011) examined the saving and investment patterns of salaried teachers of Sivakasi Taluk, Tamilnadu and they found that there is great importance of money and money's worth for them and They are regularly preparing budgets for expenditures and compare it with the actual expenditure and take necessary actions if there are any deviations has arrived so far and they are influenced by fashionable and costly items.

But COVID-19 pandemic disproved our assumption relating to salary income. Many salaried employees, especially those engaged in the private sector undertakings faced the problems such as loss of employment, reduced payment and also delayed payment, due to shut down in the business activities during lockdown period. Since income is not guaranteed and also not regular, their savings also depleted to the greater extent, leading to reduced investments by these salaried employees. The amount of money saved by them before COVID-19 pandemic was used to the maximum extent for the consumption purpose, and also to meet emergencies. After the COVID-19 pandemic is subsided, all the business activities slowly resumed and employees were back on their jobs.

The pandemic struck the economy at a time when markets were at an all-time high, the world had the lowest unemployment rates, and investors felt confident and stable about their investments. Suddenly, however, the economy came to a virtual halt as millions of people lost their businesses, jobs, demands were suddenly reduced, and economic certainty was lost. The so-called "New Normal" will incorporate more modern work habits, deeper corporate challenges and changing organizational practices. The COVID-19 pandemic may act as a wake-up call to question conventional wisdom. People might exceed their comfort zones to generate and use data from novel sources throughout previously



unexplored time cycles. In a financial context following COVID-19 pandemic, when recession fears are prevalent. As stock market crash lurk over their heads continually, a wise investor should when creating an integrated and well-rounded design, it is crucial to take the following critical considerations into portfolio of diversified assets and savings. No investment plan can be successful if you aren't able to persevere with it over time. Property or real estate investments might have long-term advantages. Now is an excellent moment to expand your investor portfolio because interest rates are at an all-time low and rental income is still dependable.

Need of study

Salaried workers often have a fixed income stream, and their investment habits can vary. In relation to this, the researcher has made an effort to learn more about the investing habits of paid investors in the mangalore region. The investment's understanding will be useful.

Problem statement

Salaried workers often have a fixed income stream, and their investment habits can vary. In relation to this, the researcher has made an effort to learn more about the investing habits of salaried investors in the Mangalore Taluk, Karnataka, India, understanding investors' investment preferences will be useful. Return, risk, safety, and liquidity can be used to summarize the characteristics of economic and financial ventures. The anticipation of a return is the defining feature of all investments. In actuality, investments are made primarily with the intention of earning a profit.

Objectives of the study:

- To analyse the Pre COVID-19 pandemic investment patterns of salaried households.
- To examine the post COVID -19 pandemic investment patterns of salaried households.
- To assess the factors impacting people's investment behaviour.
- To examine the investing behaviour of salaried investors.

Literature review

Talwar et al. (2021) carried out a research study on the financial behavior (attitude) topics focused on retail investors in the context of COVID-19 pandemic in order to assess the impact of six various dimensions of financial attitudes, financial anxiety, financial security etc. on investment pattern of the retail investors during the pandemic period. For this research the author has considered 404 retail investors as a sample size. The results of the study concluded that there is a positive influence of financial attitude on the investment patterns of retail investors. Gurbaxani and Gupte (2021) also investigated the investor behavior in the context of COVID-19 pandemic based on a case study for an emerging economy such as India. Moreover, Spulbar et al. (2022) also investigated the effects of COVID-19 pandemic considering digital and technological development, but also poverty alleviation implications. Other research studies focus on the behavior of financial markets in India in the context of extreme events such as the global financial crisis or the COVID-19 pandemic (Trivedi et al., 2021; Samartha et al., 2022; Rashmi Rupesh et al., 2021).

Shukla (2016) examined the Indian women Investment behavior and Decision-making process based on a case study for North Gujarat Region from the developing country such as India. In this regard, it was concluded that the majority of the women preferred traditional mode of investment practices. Behavioral finance is a new emerging science that studies the irrational behavior of the investors (or general people). Achar (2012) have conducted a research study and the analysis have examined individual characteristics of teachers such as the following: marital status, age, gender, and lifestyle determined the savings and investment behavior of teaching community in the study region. In



addition, this empirical study considered monthly family income, stage of family life cycle, and upbringing status emerged as main determinants factors of financial savings and also investment attitude (behavior). Nayak et al. (2021) investigated the purchasing behavior of consumers in India and suggested that e-commerce sector has registered significant increases in this developing country. On the other hand, the amount of earnings of employees working in private sector enterprises is not to the level as before the pandemic. During this situation, their savings and investment patterns have seen a drastic change. Investment is also an essential part in the life of every individual. It is nothing but purchase of assets or goods, both physical and financial with the purpose of building wealth which can be consumed by them in the future. In finance parlance, investment is deployment of funds in those assets which will offer returns in the future or they can be sold at higher prices to make profits. Investments always carry some degree of risk, since they are always future oriented. Most of the investors invest their savings in those investment alternatives which offer higher returns, without any loss in money invested by them. From March 2020, entire world and every business sector is worst affected by the pandemic. This has caused the change in the level of income, savings and investment of salaried employees, especially in case of those serving in private sector. Hence, the basic goal of this research is to analyses the income, savings and investment patterns of Towards Excellence Investment. The COVID-19 pandemic shock, like our response, was unprecedented in our lifetime. Investing activity in the pandemic has become more emotional experience for the investor due to the markets' extreme volatility, unpredictable nature, and shifting sentiments between the investors.

Research methodology

The study is primarily empirical and is built on information acquired from both primary and secondary sources. The respondents being studied are salaried employees of private sector businesses. The study sample comprised of 205 respondents from Mangalore taluk from India through Google forms.

Sample size

Only 205 private sector salaried employees provided the data because the population under consideration is very large. Convenience sampling was used to choose the sample. The Google Forms Questionnaire Method was used to collect the data needed for this study. This method was applied to conduct a sample survey. For data gathering and interpretation, statistical tools including tables, percentages, and averages are employed, along with Microsoft Excel.

Statistical Analysis

The statistical software for social sciences version 16 was used to evaluate the data entered into Microsoft Excel in order to determine the link between knowledge of investment. For descriptive statistical metrics like percentage, cumulative percentage, and frequency, computations were made. The relationship between awareness and other qualities was later determined by analyzing the data. To further evaluate the data, a chi-square statistical test was performed, an inferential statistical test like regression. Differences were deemed statistically significant with a 5% error rate.

The data gathered from multiple respondents must be analyzed before conclusions can be drawn. As a result, attempts have been taken in this chapter to analyze and collect data on "Impact on salaried employee investment behavior in private sector organizations in covid-19" using a questionnaire.

Empirical results

Use of Regression

Table no.1

- a. Income group and purpose behind investment are significant.
- b. Income group and purpose behind investment not Significant.

Model Summary0

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.086 ^a	.007	.003	.899	1.985

a. Predictors: (Constant), income

b. Dependent Variable: covid1

Interpretation:

The correlation between the dependent and independent variables is represented by the R-value. For further examination, a number that is taken is more than 0.4. The value in this instance is .086, which is not desirable.

R-square displays the overall variation for the dependent variable that the independent factors may account for. A number higher than 0.5 indicates that the model is capable of identifying the relationship. The value in this instance is .007, which is favorable.

In multiple regression, the adjusted R-square demonstrates the generalization of the results, or the variation of the sample results from the population. A minimal difference between R-square and Adjusted R-square must exist. Since the value in this instance is .003, which is close to .005, it is satisfactory but not perfect.

The model summary table is therefore not sufficient to move on to the following stage. However, there would be no need to modify the data if the results were unacceptable.

Use of Regression

Table no.2

- a. Age group and salary impacted on the investment during Covid-19 are significant.
- b. Age group and salary impacted on the investment during Covid-19 are not Significant.

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.018 ^a	.000	-.005	.763	1.951

a. Predictors: (Constant), age

b. Dependent Variable: salary impact

Interpretation:



The correlation between the dependent and independent variables is represented by the R-value. For further examination, a number that is taken is more than 0.4. The value in this instance is .018, which is not desirable.

R-square displays the overall variation for the dependent variable that the independent factors may account for. A number higher than 0.5 indicates that the model is capable of identifying the relationship. The value in this instance is .000, which is not favorable.

In multiple regression, the adjusted R-square demonstrates the generalization of the results, or the variation of the sample results from the population. A minimal difference between R-square and Adjusted R-square must exist. Since the value in this instance is .005, which is close to .005, it is satisfactory but not perfect.

The model summary table is therefore not sufficient to move on to the following stage. However, there would be no need to modify the data if the results were unacceptable.

Use of Regression

Table no.3

- a. Gender group and expenditure income from investment during Covid-19 is significant.
- b. Gender group and expenditure income from investment during Covid-19 is not significant.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.068 ^a	.005	.000	.757	1.834

a. Predictors: (Constant), gender

b. Dependent Variable: expenditure

Interpretation:

The correlation between the dependent and independent variables is represented by the R-value. For further examination, a number that is taken is more than 0.4. The value in this instance is .068, which is not desirable.

R-square displays the overall variation for the dependent variable that the independent factors may account for. A number higher than 0.5 indicates that the model is capable of identifying the relationship. The value in this instance is .005, which is favorable.

In multiple regression, the adjusted R-square demonstrates the generalization of the results, or the variation of the sample results from the population. A minimal difference between R-square and Adjusted R-square must exist. Since the value in this instance is .001, which is close to .005, it is satisfactory but not perfect.

The model summary table is therefore not sufficient to move on to the following stage. However, there would be no need to modify the data if the results were unacceptable.

Use of Correlations



Table no.4

- a. Income and safe/low risk investment avenues is significant.
- b. Income and safe/low risk investment avenues is no significant.

Correlations

		income	saferisk
income	Pearson Correlation	1	.151 *
	Sig. (2-tailed)		.030
	N	205	205
saferisk	Pearson Correlation	.151 *	1
	Sig. (2-tailed)	.030	
	N	205	205

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

Because the person correlation value is less than 1, the study demonstrates that there is a positive correlation between safe risk and income in this instance. 151. It was significant since the significant value in this case was less than 0.05, or.030. It demonstrates that the independent variable, income, is substantial and there is no negative association.

Use of Correlations

Table no.5

- a. Income and traditional investment is significant.
- b. Income and traditional investment is not significant.

Correlations

		income	traditional investment
income	Pearson Correlation	1	.209**
	Sig. (2-tailed)		.003
	N	205	205
traditional investment	Pearson Correlation	.209**	1
	Sig. (2-tailed)	.003	
	N	205	205

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation:



Because the person correlation value is less than 1, the study demonstrates that there is a positive correlation between emerging investment and income in this instance 209. It was significant since the significant value in this case was less than 0.05, or .003. It demonstrates that the independent variable, income, is substantial and there is no negative association.

Use of Correlations

Table no.6

- Income and emerging investment avenues is significant.
- Income and emerging investment avenues is no significant.

Correlations

		income	emerginginv
income	Pearson Correlation	1	.093
	Sig. (2-tailed)		.186
	N	205	205
emerginginv	Pearson Correlation	.093	1
	Sig. (2-tailed)	.186	
	N	205	205

Interpretation:

Because the person correlation value is less than 1, the study demonstrates that there is a positive correlation between emerging investment and income in this instance. 093. It was significant since the significant value in this case was less than 0.05, or .186. It demonstrates that the independent variable, income, is substantial and there is no negative association.

Use of Correlations

Table no.7

- Income and purpose emerging in COVID-19 pandemic in precovid is significant.
- Income and purpose emerging in COVID-19 pandemic in precovid is not significant.

Correlations

		income	purposecovid1
income	Pearson Correlation	1	.042
	Sig. (2-tailed)		.547
	N	205	205
purposecovid1	Pearson Correlation	.042	1
	Sig. (2-tailed)	.547	
	N	205	205



Interpretation:

Because the person correlation value is less than 1, the study demonstrates that there is a positive correlation between purpose of COVID-19 and income in this instance .042. It was significant since the significant value in this case was less than 0.05 or .547. It demonstrates that the independent variable, income, is substantial and there is no negative association.

Use of Correlations

Table no.8

- a. Income and purpose emerging in COVID-19 in postcovid is significant.
- b. Income and purpose emerging in COVID-19 in postcovid is not significant.

		income	purposecovid2
income	Pearson Correlation	1	.116
	Sig. (2-tailed)		.099
	N	205	205
purposecovid2	Pearson Correlation	.116	1
	Sig. (2-tailed)	.099	
	N	205	205

Interpretation:

Because the person correlation value is less than 1, the study demonstrates that there is a positive correlation between purpose of COVID-19 and income in this instance 116. It was significant since the significant value in this case was less than 0.05 or .099. It demonstrates that the independent variable, income, is substantial and there is no negative association.

Use of Chi-Square Tests

Table no 9

- a. Income and safe/low risk investment avenues is significant.
- b. Income and safe/low risk investment avenues is no significant.



Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.797 ^a	5	.005
Likelihood Ratio	17.136	5	.004
Linear-by-Linear Association	4.346	1	.037
N of Valid Cases	205		

2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.20.

Interpretation:

The value column directly to the right of "Pearson Chi-Square" contains the chi square statistic. The chi square statistic's value in this instance is 16.797.

The "Asymptotic Significance (2-sided)" column in the same row has the p-value (.005). If this value is less than or equal to the designated alpha threshold, the outcome is noteworthy (normally .05). We wouldn't reject the null hypothesis that the two variables are independent of one another in this situation because the p-value is higher than the accepted alpha value. Simply put, the outcome is substantial; the data indicates that gender and investment are the most important determinants.

Use of Chi-Square Tests

Table no.10

- Annual income and purpose behind investment is significant.
- Annual income and purpose behind investment is not significant.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.103 ^a	15	.313
Likelihood Ratio	17.750	15	.276
Linear-by-Linear Association	.365	1	.546
N of Valid Cases	205		

- 8 cells (33.3%) have expected count less than 5. The minimum expected count is .92.

Interpretation:

The value column directly to the right of "Pearson Chi-Square" contains the chi square statistic. The chi square statistic's value in this instance is 17.103.



The "Asymptotic Significance (2-sided)" column in the same row has the p-value (.313). If this value is less than or equal to the designated alpha threshold, the outcome is noteworthy (normally .05). We wouldn't reject the null hypothesis that the two variables are independent of one another in this situation because the p-value is higher than the accepted alpha value. Simply put, the outcome is substantial; the data indicates that gender and investment are the most important determinants.

Discussion

The female formed the majority of the respondents. Majority of respondent not invested in precovid because everybody can't build wealth, though. This is due to the fact a saving habit is necessary to build wealth. Not only should you save money, but should also invest it in a systematic manner to build wealth. Majority investor invest in mutual fund in preloved and postcode. Majority 20-30 age investor responded the investor income is 15000-25000 most of them prefer to invest in mutual fund and they prefer to earn in 1 to 2 year. The majority of respondent started that the pandemic had impact on investment. Investments made by investors were monitored before the epidemic each month, and they were occasionally monitored after it. Principle safety is a key consideration in determining an investor's investment direction. Long term growth is the investor's primary goal. Investor's purpose behind- the-scenes investments before pandemic result in tax savings and after the pandemic result in future expenses.

Amory et al. (2020) conducted a research on "Socio-Economic Impact of COVID-19 on Household Consumption and Poverty for the purpose of evaluating the sociological and economic impact of COVID- 19 on individuals, both during the pandemic period and also during recovery period. The study is carried out in San Francisco area and the outcome of the research showed that, in the absence of social protection, poverty rate will shoot up in the study area. It is also found that the individuals with low income would suffer a lot.

In this study Regression the value in this instance is .086, which is not desirable. R-square displays the overall variation for the dependent variable that the independent factors may account for. A number higher than 0.5 indicates that the model is capable of identifying the relationship. The value in this instance is .007, which is favorable. The value in this instance is .018, which is not desirable a number higher than 0.5 indicates that the model is capable of identifying the relationship. The value in this instance is .000, which is not favorable.

The value in this instance is .068, which is not desirable. A number higher than 0.5 indicates that the model is capable of identifying the relationship. Correlations the value in this instance is .005, which is favorable. Positive correlation between safe risk and income in this instance. 151. It demonstrates that the independent variable, income, is substantial and there is no negative association. There is a positive correlation between emerging investment and income in this instance .209. It was significant since the significant value in this case was less than 0.05, or .003. "Pearson Chi-Square. It was significant since the significant value in this case was less than 0.05, or .547. It was significant since the significant value in this case was less than 0.05, or .099. The chi square statistic's value in this instance is 17. 103. The "Asymptotic Significance (2-sided)" column in the same row has the p-value (.313).

As per the survey, security for their family comes in second on the list of investment goals for salaried investors, after creating various assets and funding their children's education. Thus, investors' primary motivation for investing is to achieve their financial and personal goals. In addition, they understand the value of increasing savings through investments made using safer and less hazardous strategies. Most investors prefer to invest monthly in SIPs and other investment tools followed by yearly investments, showing that investors actively participate in investing among various investment tools. About 205 respondents chose to make their own investment decisions, which is the highest choice among investors, followed by friends and colleagues. Investment Plans are essentially financial tools



that aid in building long-term wealth. To reach our financial objectives, we can invest our savings using a variety of investment plans in India in a disciplined and regular manner into various money-market goods.

Conclusions

Nobody can foresee or foretell the future of this unknown epidemic in the challenging climate of today, during the COVID-19 pandemic time. As salaried class investors learn the value of saving money and making smarter investments with it, people's living standards are rising daily. They would rather live a modest lifestyle than blow their savings on a lavish one. This a survey was done to determine the level of investment awareness and the underlying principles among the salaried class. According to the study's findings, workers have demonstrated that they are satisfied with implement sound investment practices and their financial strategies. The study's conclusions show that the perception of employees has contributed to the investment growth demonstrated by a variety of factors. A similar perception among investors will increase the efficiency of investments. Employees not only giving to the organization they work for individuals do make labour contributions that go toward the investment in the growth of the nation's different investing options. This will further more increase the economy's overall performance and provide more income to employee investors in particular.

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QUESTIONNAIRE

1. Gender
2. Age
 - 20-30
 - 30-40
 - 40-50
3. Annual Income
 - Below 15000
 - 15000-25000
 - 25000-50000
 - 50000-75000
 - 75000-100000
 - More than 100000
4. Work experience?
 - Below 1 year
 - 1 to 3 year
 - 4 to 6 year
 - Above 6 year
5. Have you invested in any of investment?
 - Yes
 - No
6. What kind of investment you prefer most?
 - Bonds
 - Stock
 - Fixed deposit
 - Mutual fund
 - Gold /silver
 - Real estate
7. How long would you prefer to invest?
 - Less than 1 year
 - 1to 2 year
 - 2to 5 year
 - More than 5 year
8. During PRE-COVID time have you invested?
 - Yes
 - No
9. During COVID-19 time where you invested?
 - Bonds
 - Mutual fund
 - Real estate
 - Other4
10. Is COVID-19 affecting your investment range?
 - Yes
 - No



Maybe

11. Are you aware of the following investment avenues? (Tick which ever applicable in the boxes).

(11) **A Safe/Low Risk Investment Avenues:**

Savings account, bank fixed deposits, NSC, Post office savings

(12) **B Moderate Risk Investment Avenues:**

Mutual funds, life insurance, debentures, bonds

(13) **C Traditional Investment Avenues:**

Real estate, Gold /silver, Chit funds

(14)**D**High Risk Investment Avenues:

Equity share market, commodity market, FOREX Market

(15)**E** Emerging investment Avenues:

Virtual Real estate, private equity investment, art and passion

16. How does COVID-19 impact your earning from earning from investment?

Positive

Negative

Both positive and negative

17. How often do you monitor your investment?

(17) **Pre-Covid**

Daily

Monthly

Occasionally

(18) **Post-Covid**

Daily

Monthly

Occasionally

19. What are the important factors guiding your investment diction?

Return

Safety of principal

Diversification

Progressive value

20. What are your investment objectives?

Income and capital preservation

Long term growth

Short term growth

21. What is the purpose behind investment?

(21)**Pre-Covid**

Wealth creation

Tax saving

Future expenses

Earn returns

(22). **Post-Covid**

Wealth creation

Tax saving

Future expenses

Earn returns

23. Did you earn your expenditure income from your investment during COVID-19?

Yes



No

Maybe

24. Is your salary impacted on your investment during COVID-19?

Yes

No

Maybe

25. What is your source of investment advice?

Newspaper

Financial planers

Family or friends

Work place

Books

Magazine

Other