Retirement Plan and Long-term Savings Pattern

among Private College Faculty

Dr. V. C. Shanker,

Head & Assistant Professor, Post Graduate & Research Department of Commerce, The M.D.T. Hindu College, (Affiliated to Manonmaniam Sundaranar University), Tirunelveli, Tamilnadu, India-627010

Abstract

In contemporary years, there has been an increasing acknowledgement of the significance of retirement planning and long-term savings patterns among faculty members in academic institutions. As the landscape of higher education continues to evolve, faculty members are increasingly being encouraged to take a proactive approach to securing their financial futures. Traditionally, tenure-track positions offered a sense of job security and retirement benefits through pension plans. However, the shifting dynamics within academia, including the rise of adjunct and part-time positions, have prompted a reevaluation of retirement planning strategies. Faculty members are now faced with a more diverse range of employment arrangements, leading to varying access to retirement benefits and different savings challenges. In response, universities and colleges have begun to offer more comprehensive financial education and planning resources tailored to faculty needs. Seminars, workshops, and oneon-one consultations are being provided to help faculty members navigate the complexities of retirement options, investment strategies and other investment accounts. Moreover, faculty members are increasingly encouraged to diversify their retirement portfolios, considering a mix of traditional and alternative investments to mitigate risks and potentially enhance returns. This shift aligns with the broader trend in personal finance toward a more proactive and adaptable approach to retirement planning. The Coimbatore city is the study area and 200 college faculty members from private college have been selected for the study. The primary data have been collected using Google forms. In conclusion, the retirement plan and long-term savings pattern among faculty are undergoing significant changes in response to the evolving landscape of higher education and the diverse employment arrangements available. With universities taking a more active role in providing tailored financial guidance, faculty members are better equipped to make informed decisions about their retirement futures and secure their financial well-being.

Keywords: Retirement Plan and Long-term Savings Pattern and College Faculty.

Introduction

Nowadays, people would rather put their money down for a rainy day than spend it all at once. The money that would otherwise be set aside is invested in order to generate a return in preparation for unforeseen expenses. People now put their money into a wide variety of investments. However, one has to use extreme

caution when deciding where to put their money. Because it takes meticulous preparation to make wise financial investments. Investment success mostly depends on sound decision making. [7]. An investor's choices in the stock market should strike a balance between those two factors, risk and return. People may put their money into a wide range of different things, including government bonds, equities, bank deposits, PF, postal schemes, real estate, etc. These non-bank financial institutions are often known as investment vehicles. People are unable to locate the correct investment opportunities that fit their profile despite the fact that the Market provides a variety of investment channels that help them achieve their goals. Understanding the many investing opportunities available is also crucial. The problem of educating people about Investment is significant.[2] Therefore, universities and colleges need to take the lead in this area. To get there, it's crucial that educators generally understand the many different types of investing strategies. Teachers who have a firm grasp of investing theory and practice may better advice and assist their pupils. Bhatt (2019) [18] performed research on the investing and trading patterns of stock market participants. In addition to analyzing the investment pattern, it also examined trends such as intraday, positional, and long term, as well as the segments in which individuals invest the most. The study's results demonstrated that employment, education, and age had little effect on investing decisions. It was also discovered that the younger generation (those under the age of 35) prefers to invest online rather than offline. Businesspeople, more than any other profession, seek expert guidance. The majority of respondents want to invest in publicsector enterprises. According to this research, investors with a high degree of knowledge are willing to take on considerable risk.[11]. Due to the fall in bank rates over the previous decades, it has been observed that people's investing patterns have shifted from conventional safe investment avenues such as banks and post office investment avenues to moderate risk avenues such as mutual funds and bonds. It was found that investors invest their funds with the goals of safety, dependability, and return in mind.

Theoretical underpinning

The success of every company venture depends on its ability to make effective use of its available financial resources. That's why non-profits usually use rigorous methods of managing their money. Personal financial planning is another area where such an approach is not to be discounted; in fact, it is possible that a more methodical approach to handling one's own money may have positive results. Nonetheless, it's not possible for everyone to engage in personal financial planning. Only those with a consistent income and a methodical approach to reaching their financial objectives should follow this method.[3] Financial planners can gain valuable insight into their clients' decision-making processes by analyzing their clients' personal financial planning practices. Full-time college faculty members who also fit the aforementioned characteristics are an essential group to examine, and the current research makes a modest effort to learn more about their perspective on personal financial planning. Around the world, educators are among the most sought-after professionals. In growing nations like India, where the population is rapidly expanding, teachers play a crucial role in securing the future of the country by ensuring that the next generation receives a quality education. In the formal education system, a teacher is in the unique position to help "unleash the human potential of students (learners)," which has the potential to have far-reaching effects on the lives of students as well as their families, communities, and the larger society as a whole. The level of education greatly depends on the expertise of the instructors. There are several aspects that determine a teacher's career trajectory. The quality of a teacher's life is one of the most important aspects in determining his effectiveness. [9]The standard of living one maintains is directly related to the quality of life one

experiences. Standard of living is often equated with the possession or lack thereof of a variety of material goods. Large, costly, or otherwise flashy possessions are signs of affluence. Income, expenditure, savings, and investment are all aspects of one's personal finances that may significantly affect one's level of life if properly managed. The economic behaviour of educators, as shown in their attitudes towards consumption, savings, and investment, affects not just their personal well-being but also the quality of instruction their students get. The topic of education reform may benefit greatly from studies focusing on this key player in the educational system. [1]. While there are a few of studies that have looked at this issue, they tend to be conceptual, descriptive, prescriptive, fragmented, and theoretical. Based on this evaluation, it is clear that the "domain of savings and investment behaviours of teaching community" is a relatively unexplored region that requires a thorough, authoritative, and well-integrated study.

The retirement planning and long-term savings patterns; an overview

The retirement planning plans permit employees to contribute a portion of their pre-tax salary, which grows tax-deferred until retirement. Some institutions may offer matching contributions, in which the employer matches a percentage of the employee's contributions up to a predetermined maximum. Faculty members frequently contribute a portion of their income to retirement plans. Contributions can vary according to personal financial objectives, current expenses, and available resources. [5]As their income grows, faculty members may decide to increase their contributions over time. Typically, retirement programs offer a variety of investment alternatives. Faculty members have the option of allocating their contributions to various investment vehicles, including equities, bonds, and mutual funds. The chosen investment strategy will hinge on variables such as risk aversion, investment knowledge, and retirement age. When planning their future, college faculty must evaluate their individual financial objectives, risk tolerance, and retirement timeline. The consultation of financial advisors and utilization of available resources can assist faculty members in making well-informed retirement decisions[12].

Investment Scenario global

The COVID-19 pandemic had a profound impact on financial markets, causing unprecedented volatility and uncertainty. However, as economies started to recover, investors were cautiously optimistic, seeking out opportunities in various sectors and asset classes.[3] Technological advancements and the digital revolution also played a significant role in shaping investment trends, with a growing emphasis on sustainable and socially responsible investing. Governments around the world continued to implement fiscal and monetary policies to support economic growth, affecting investor sentiment and market dynamics. Geopolitical tensions and trade disputes remained prominent risk factors, influencing investment decisions on a global scale. Overall, the global investment landscape displayed resilience and adaptability, with investors carefully navigating the ever-changing economic and geopolitical landscape to pursue longterm growth and stability. The Indian economy was on a path of gradual recovery, buoyed by fiscal and monetary measures implemented by the government and the central bank. The country's tech sector continued to thrive, attracting significant foreign direct investment (FDI) and venture capital funding, making India a global tech hub[7]. Additionally, the government's initiatives, such as "Make in India" and various economic reforms, aimed to boost manufacturing and attract more investments into the country. India also witnessed a surge in renewable energy investments, with an increasing focus on sustainable and green projects.[2]. However, it is essential to note that India faced certain hurdles, including the pandemic's

lingering impact, infrastructural challenges, and regulatory complexities that may have influenced investment decision.

Relationship between Savings, Investment, and Economic Growth

The relationship between savings, investment, and economic growth is a fundamental and intricate aspect of a nation's economic development. Investment play interconnected roles in driving economic expansion and prosperity [3]. Savings serve as the foundation for investment, as they provide the necessary funds for businesses and individuals to invest in productive assets such as machinery, technology, infrastructure, and education. A higher level of savings within an economy implies that more resources are available for investment, leading to increased capital formation and the potential for improved productivity. Investment, on the other hand, is the process of channeling savings into various economic activities that generate future returns. These investments contribute to the expansion of industries, job creation, and technological advancement. When investments are wisely allocated and result in increased productivity, they can lead to higher economic output and overall growth.[5]. Economic growth, in turn, benefits from the synergistic relationship between savings and investment. As investment contributes to the creation of new businesses, expansion of existing ones, and the adoption of innovation, it stimulates economic activity and fosters a cycle of growth. This growth can lead to increased employment opportunities, rising incomes, and an improved standard of living for a nation's citizens. Governments and policymakers often play a crucial role in shaping this relationship. They can incentivize savings through policies such as tax breaks for retirement accounts or other long-term savings instruments. Additionally, creating a conducive environment for investment, including stable economic conditions, transparent regulations, and access to financing, can encourage both domestic and foreign investments. The relationship between savings, investment, and economic growth is intricate and mutually reinforcing. A robust savings culture provides the necessary resources for investment, while prudent investment choices drive economic expansion, leading to improved living standards and overall prosperity for a nation. India is widely recognized as one of the most rapidly expanding economies on a global scale. Adequate financial resources are essential for facilitating economic progress. The economic development of a nation is heavily reliant on the savings of its citizens. Savings are advantageous not just to individuals but also to the whole economy. In contemporary society, individuals have a propensity to prioritize the accumulation of financial resources above engaging in consumption activities. Instead of allocating funds to be held in savings, individuals choose to invest their accumulated capital in order to generate future financial gains. Individuals began allocating their accumulated funds towards diverse investment opportunities. It is important to use caution while allocating one's financial resources. In order to achieve success in investing, it is essential for the investor to actively engage in the necessary efforts. The process of decision making has significant importance when it comes to making investments in many investment opportunities. Investors should strive to achieve a balance between risk and reward when making investing selections. The aforementioned alternative investment options are often referred to as investment vehicles. Savings and investment are two crucial factors that have a substantial influence on economic development.

Influencing Factors of Investment Pattern

The present study aimed to determine investment behavior of college instructors by establishing five objectives. An in-depth analysis was conducted to determine investment knowledge, investment preference,

savings-influencing factors, and investment behavior. From the study's findings, it can be concluded that teachers are Open and Extraverted by nature; thus, they are willing to acquire new concepts and take investment risks. With the personality and investment pattern test results, it is possible to conclude that the investor's personality has a significant effect on his or her Savings and Investment pattern. Individuals with Openness and extraversion are risk-takers, whereas those with Agreeableness and Neuroticism are riskaverse.[4] This study found that individuals with family responsibilities save more, as do instructors with the greatest level of education. From this, we can conclude that education level and responsibility are the most important factors for saving more money. This study found that teachers with a high income save more; therefore, we can conclude that income is the most important factor for savings, and that individuals with a high income will have a high savings rate. Principal amount safety, return, and liquidity are the primary investment objectives for college instructors; therefore, college instructors continue to invest in bank deposits and postal savings schemes to meet their investment objectives. Currently, the majority of investors utilize the internet as a source of information; consequently, they make decisions swiftly and effortlessly. There is a high likelihood that the capital market will entice a new investor because the majority of college professors continue to invest solely in banks and post offices. People from rural areas continue to invest in bank and post office investment products, so a capital market diversification program must be conducted in rural areas. From the analysis of the future investment decisions of college professors, it can be concluded that equity shares and derivative instruments will attract the most capital into the stock market in the future. [8] Upon analyzing the investment pattern, it was determined that the size of the investments is modest due to low savings. Teachers can enhance the quantity of their investment if they increase their savings. The majority of college instructors' portfolios are comprised of bank deposits and insurance. Therefore, it can be concluded that teachers still maintain a traditional investment portfolio. The majority of college professors manage their own investment portfolios, but their portfolios indicate a need for external guidance from financial advisors or specialists. This demonstrates that college professors lack confidence in financial advisors and do not respect their knowledge and effort. Personality factors, Psychological factors, and Investment awareness have a significant impact on savings and investment decisions, and that those with the highest aggregate score in savings and investment pattern are highly satisfied with their investments. In addition, contented investors are considering future investments.

Review of Literature

Yasodha (2018)[17] aimed to understand people's knowledge, outlook, and the variables that influence their saves and investing behavior. According to the study's findings, educators generally have a good grasp of the many investment opportunities currently on the market. Findings indicate that funding future academic endeavors, tying the knot, and reducing taxable income are the top three motivations for putting money away. Educators often put their money in the bank, in government bonds, or in bullion. According to the results of this research, educators are very cautious about their financial decisions and prioritize the security and dependability of their investments. The findings of this research indicate that the investing behavior of educators may be altered by increasing their exposure to and familiarity with various investment options. Jain (2012) [7]investigated the habits and knowledge of rural investors. The primary goals of the research were to examine investing behavior, affecting factors, and preferences. The research found a link between respondents' level of education and their investing preferences, and found that the vast majority of respondents were ignorant of the most up-to-date instruments available in India. According to these findings, those with a higher degree of education are more informed about the value of their assets. The

research recommended that the Indian government implement an investors' awareness campaign to better inform foreign investors about the many opportunities in the country. The author reviewed to that end, researchers in Ahmadabad set out to learn about investors' tastes and habits. According to the results of this research, people trust the internet more than their friends and family when looking for information. According to the results of the Garret Priority Ranking test, the top three investment options are a) fixed deposits, b) savings bank accounts, and c) gold and silver. Using the Freidman test, we can see that investors rely on print media the least as a source of information. Bhatt (2019)[18] investigated the investing and trading habits of stock market participants. It not only assessed the investment pattern, but also trends like intraday, positional, and long-term investing, as well as the most popular investment areas. The study's results showed that factors including education level, employment status, and age had little impact on participants' investing choices. It also revealed that those younger than 35 are more likely to make financial investments online. Most professions, but especially business, rely heavily on outside guidance. The majority of those who responded would consider investing in public corporations. According to the findings, investors with a high degree of knowledge are willing to accept substantial risks. As bank rates have declined over the last several decades, analysts have seen a shift in investors' preferences away from the relative safety of banking and post office investments and toward the more speculative mutual fund and bond markets. The report stated that investors want security, consistency, and profit when allocating capital.

Significance of the proposed study

An individual's propensity to invest is a critical component of capital structure, which, in turn, accelerates economic growth. The term "investment culture" refers to the norms, knowledge, and skill with which individuals and institutions invest their money in various financial assets, most often securities. The few of Indians who do invest do so on the stock market. Personal budgeting and investing are behaviors that will grow in popularity. Once again, investor acuity is crucial to a successful investment saga.[3] In today's world, information is seen as a source of strength. A deeper understanding of the market is key to financial success. Compared to the preceding decade, today's investment landscape is livelier. These days, everyone knows that investing is a great way to build money. They like to diversify their portfolios rather to put all their eggs in one basket. They remain in Investment not just because it suits their preferences, but also because there is so much knowledge readily available. [9]Saving and investing money is essential to a secure financial future. It's a great move to expect returns on such an investment to be higher than both inflation and income tax. The BEP (Break-even Point) is the point at which the two costs are covered. The Investment is risk-worthy if its return is greater than the Breakeven Point. Since investments in financial institutions like banks and post offices do not provide a sufficient return, their owners will never be able to recoup their initial capital. [10]. At the same time, low-, medium-, and high-risk investment vehicles including bonds, stocks, and mutual funds have paid well for their investors. However, one should be aware of the hazards associated with these investments before taking any action. Investors who don't understand stocks often put their money into bonds, which provide returns about equivalent to inflation.

Statement of the Research Problem

The availability of capital creation is the single most essential consideration for economic growth and development. Capital creation is crucial to the expansion of the economy. Increases in national production and GDP are the direct outcome of capital creation. The nation's financial status can be restored and its

needs can be met with the support of increased investment behavior. This aids the government's ability to purchase capital assets by mobilizing savings from all corners of the country. [3]. To achieve the targeted saving and investment rate, significant domestic resource mobilization is required. Domestic resources are meaningless without attracting retail investors from the domestic market, such as individual savers, wage earners, and business owners. The study's findings and results are applicable to a broader population of retail investors, including but not limited to households, corporate workers, and those with fixed incomes. In India, the majority of the money comes from the salary sector of the population. Money from these sorts of investors is put to use in a variety of ways, both monetary and otherwise. [10]. There is a correlation between household savings and economic expansion, so it makes sense to put these funds to good use. The preceding words make it very evident that savings are the bedrock of investment. There are various strata within the Indian household sector. The wage-earning middle class is crucial. Salary earners are guaranteed a certain amount each month. People in the salaried class believe that having some savings set aside might come in handy in case of an unexpected expense. Salaried families, of which teachers are a subset, prefer to invest their money in ways that pose as little risk as possible while yet providing opportunities for profit maximization. Educators build their pupils up to be invaluable contributors to society. For today's youth and tomorrow's investors, they provide a roadmap for the future.[13]. A teacher shapes the minds of their students and creates the leaders of tomorrow. Professors at universities represent a powerful economic and social stratum. They provide a large portion of the necessary capital. Teachers in higher education are likely to be financially savvy since they regularly update their skills. They tend to put their savings into investments after careful consideration of the kind of investments they are interested in making. They will research the available investment options in order to reduce their exposure to risk and maximize their potential for profit and capital gain. Teachers have a widespread belief that the savings and investment rate in the field of study is unattractive. In order to raise Gross National Savings and assist individual investors achieve their financial objectives, a thorough research of the savings and investment habits of investors is necessary. This research has the potential to inform policymakers on the habits of small-scale investors[15].

Research Objectives

The purpose of the study are

- 1. To examine savings and investment avenues pattern among respondents ion the study area
- 2. To analyze the factors affecting the savings and investment

Research Methodology

It is a qualitative study measuring the teaching competency in higher education. The Coimbatore city is the study area and 200 college faculty members from private college have been selected for the study. The primary data have been collected using Google forms. The data are analyzed using the SPSS software. The secondary data were collected from a variety of sources, including books, journals, periodicals, expert opinions published in various print media, books written by the authors on Investment, and internet-accessible data published by RBI, Central Statistics Office, and Ministry of Finance. The research design refers to the conceptual framework that guides the execution of a research study. It serves as the foundational framework for the systematic gathering, quantification, and examination of data. The design of the study encompasses a comprehensive overview of the researcher's planned activities, starting with formulating the research aim and its corresponding implications, and concluding with the analysis of the

collected data. In general, a design that effectively mitigates bias and optimizes the dependability of gathered and analyzed data is regarded as a sound design.

Analysis and findings

1. Savings and Investment avenues

A broad variety of savings and investment choices with advantageous features and standard rules are put into the market. Simultaneously, these paths introduced complexity in terms of risk, rewards, and objectivity. Investors are perplexed by the enormous number of possibilities accessible in the capital market, making it difficult to choose the best solutions. In recent decades, there has been a rise in the savings rate, as well as an increase in financial literacy, which has caused investors to seek the best option in the market. Investors may either seek out the finest alternative or seek advice from professionals. Investment options were offered by both organized organizations (such as banks, financial institutions, and the stock market) and disorganized institutions. The most difficult process is deciding on the best option based on their profile and preferences. The Friedman ranking approach is used in this viewpoint to rate the reasons for favoring the Savings and Investment channels. The outcome is shown in the table below.

Benefits Std. Deviation Mean Mean Rank Bank Deposits 3.49 1.345 6.34 Certificate of Deposits 2.89 1.647 4.39 Commercial Paper 3.56 1.461 4.43 Government Securities 3.53 1.616 6.19 Mutual Fund 3.63 1.156 6.02 National Saving Certificate 3.29 1.109 5.65 Post Office Savings account 2.81 1.188 4.21 Public Deposits 3.41 1.332 6.21 Public Provident Fund 3.65 1.168 6.18 Savings Bank Account 3.17 1.129 5.62

Table 1: Savings and Investment avenues

Savings and investment avenues encompass a diverse range of financial instruments and opportunities that individuals and businesses can utilize to grow their wealth and achieve their financial goals. Bank Deposits (6.34), was ranked first by the followed by respondents followed by Public Deposits (6.21) ranked second and Government Securities (6.19) was ranked third. Investments involve allocating funds into assets like stocks, bonds, real estate, mutual funds, or commodities, with the goal of generating returns over time. Each avenue offers distinct risk-reward profiles, liquidity levels, and potential for capital appreciation or income generation. An effective financial strategy involves a balanced approach, considering both savings and investments to ensure stability, growth, and long-term financial well-being. The result significance is given below.

Table 2: Friedman Test

| N | 200 |
|------------|--------|
| Chi-Square | 87.523 |
| Df | 9 |

| Sig. | 0.000 |
|------|-------|
|------|-------|

According to the Friedman ranking, the Chi-Square value (87.523) obtained for the degree of freedom 9 is statistically significant at a 1% level of significance (p < 0.001).

2. Regression Model

The impact of the factors on the savings is measured with the help of Regression model. The summary of the mode is given below

Table 3

| Model Summary | | | | | | | |
|---------------|------------|-----------------|----------|---|-------------------|--|--|
| Model | R | R Square | Adjusted | R | Std. Error of the | | |
| | | | Square | | Estimate | | |
| 1 | 0.719 | 0.503 | 0.569 | | 2.78138 | | |
| a. Predi | ctors: (Co | onstant), Facto | ors | | | | |

It shows that R value is 0.719, R square is 0.503. The adjusted R square value is 0.569. It shows that the predictor variables are explaining 56.9% in the dependent variable

Table 4 ANOVA

| Model | | Sum of Squares | df | Mean Square | F | Sig. | |
|---|-----------------|----------------|-----|-------------|--------|-------|--|
| | Regression | 2179.016 | 8 | 213.529 | 28.212 | 0.000 | |
| | Residual | 1721.421 | 191 | 8.598 | | | |
| | Total | 3900.437 | 199 | | | | |
| a. Dependent Variable: Long term saving pattern score (LTSPS) | | | | | | | |
| b. Predi | ctors: (Constar | nt), Factors | | | | | |

The result of ANOVA shows that the calculated F value is 28.212 for degree of freedom 8. It is significant at 1% level (0.000). The mode is found fit and further the coefficient values are interpreted as below.

Table 5
Coefficients

| Model | | | | Standardized Coefficients | t | Sig. |
|-------|--------------------------------|--------|------------|------------------------------|--------|-------|
| | | В | Std. Error | Beta | | 8 |
| | (Constant) | 4.612 | 0.981 | | 4.690 | 0.000 |
| | Investment Accounts | 1.391 | 0.269 | 0.381 | 5.215 | 0.000 |
| 1 | Health Savings Accounts | 0.678 | 0.252 | 0.192 | 3.165 | 0.003 |
| | Education Savings Accounts | -0.781 | 0.236 | -0.165 | -2.807 | 0.002 |
| | High-Interest Savings Accounts | 0.629 | 0.212 | 0.161 | 2.749 | 0.006 |
| | Dividend Reinvestment Plans | 0.714 | 0.248 | 0.136 | 2.833 | 0.005 |
| | Target-Date Funds | 0.178 | 0.297 | 0.061 | 0.679 | 0.457 |
| | Certificates of Deposit | 1.512 | 0.225 | 0.332 | 5.341 | 0.000 |

| Dividend Reinvestment Plans | -0.636 | 0.333 | -0.138 | -2.064 | 0.047 |
|------------------------------|--------|-------|--------|--------|-------|
| a. Dependent Variable: LTSPS | | | | | |

The coefficient values show the influence of the predictors on the dependent variable. All the factors except Target-Date Funds (0.457) are significantly affecting the long term savings. The t values are more than 1.96. It is concluded that except Target-Date Funds other factors are significantly influencing the Long term saving pattern score.

Discussion

Investment refers to the allocation of funds with the objective of generating income or achieving capital appreciation. In the context of investing, individuals forego now consumption with the aim of generating future returns. The inevitability of bearing a sacrifice is certain, although the prospect of its eventual return remains unknown. Investment is a financial undertaking pursued by individuals who possess surplus funds, wherein these funds are allocated towards investment activities. In other words, individuals use their savings to make investments. Savings may be defined as the surplus amount resulting from the difference between income and spending. The savings behaviour of individuals is impacted by a range of variables, including but not limited to income levels, educational qualifications, occupational status, wealth accumulation, and fiscal policy measures. Investors often allocate their resources among a range of objectives, including the pursuit of profit, the preservation of capital, and the stabilization of income. While it is true that all investors are savers, it should be noted that not all savers are investors. Investment is the act of converting monetary resources into physical assets, with the intention of generating a suitable return over a certain period of time. Individuals are engaging in the act of saving funds with the intention of meeting forthcoming economic needs, since the future is characterized by its inherent unpredictability. There exists a wide array of investing possibilities, each with distinct benefits and challenges. The act of allocating funds for investment purposes has gotten more intricate within the contemporary financial landscape. The involvement of community investors in the Indian financial market is of significant importance, as it directly influences policy formation and regulation of the financial system. Therefore, gaining a comprehensive knowledge of investor preferences and behaviour is vital for effective decisionmaking in the growth and management of the Indian financial sector. The awareness of the dual nature of investing as both an art and a science remains limited among the majority of investors. The concept of investing has a strong appeal for a significant portion of the population, regardless of their educational background, social class, or professional vocation. Investment is a prevalent economic activity that is undertaken by individuals in many forms. While the primary goal of investing is to generate profits, it is important to note that not all individuals who engage in investment activities are able to reap the rewards. Individuals that experience financial losses may be attributed to their lack of scientific and effective money management, as they have just adhered to the actions of others without critical evaluation. [2]. Teaching is considered to be a highly esteemed profession. Educators strategically prepare for both the immediate and long-term future via prudent financial planning, including savings and investment strategies. Differences pertaining to savings and investing decisions include aspects like risk and liquidity. The correlation between the selection of savings and investment options and their anticipated returns and risks has considerable importance. The investment method used by college and upper secondary school teachers aligns with the enduring conventional investment pattern that they have always applied.[7]. The majority of respondents

express a strong preference for bank deposits as an investment opportunity. All of the respondents surveyed possess a saving habit, with the whole of them maintaining bank accounts. Investors exhibit a heightened awareness about the security of their financial portfolios. Ensuring safety and dependability is important for their investment portfolio. Educators use their financial resources towards creating a more secure environment, seeking a consistent revenue stream from investments characterized by less risk. One potential limitation of teachers is their hesitancy to engage in contemporary investment strategies, such as investing in shares, debentures, and treasury bills. Additionally, a significant portion of instructors exhibit apprehension about undertaking hazardous investments[1] The study's results suggest that savings and investment are growing in importance. Teachers have always assumed the responsibility of effectively managing their present investments and using a rigorous scientific analysis to choose the most suitable investment option that yields a consistent return [5].

Implications of the study

The adoption of a long-term savings pattern among faculty members carries significant managerial implications for educational institutions. By promoting such a pattern, institutions can actively contribute to the financial well-being of their faculty and enhance overall organizational effectiveness. Encouraging faculty to engage in long-term savings aligns with a proactive approach to talent management[7]. It reinforces the institution's commitment to supporting its employees' long-term financial security, which can lead to higher job satisfaction, improved morale, and greater retention rates among faculty members. Moreover, this practice aligns with the institution's broader strategic goals, as a financially secure faculty is better positioned to focus on their teaching, research, and service responsibilities without undue financial stress. Implementing and facilitating long-term savings options necessitates effective communication and collaboration between human resources, finance departments, and faculty members [3] Clear communication about available retirement plans, investment vehicles, and enrollment processes is essential. Additionally, the institution's support of long-term savings can contribute to its reputation as an employer of choice, enhancing its standing within the academic community and potentially attracting top talent[8]. Overall, integrating a long-term savings pattern into the institutional culture demonstrates a commitment to the holistic well-being of faculty members and reinforces the institution's position as a responsible and forward-thinking educational entity.

Conclusion

A well-structured retirement plan and a thoughtful long-term savings pattern offer a multitude of benefits that foster financial security and prosperity. A retirement plan, such as a 401(k) or IRA, provides a dedicated avenue for individuals to set aside funds during their working years, ensuring a comfortable and fulfilling retirement. These plans often come with tax advantages, enabling contributions to grow tax-deferred until withdrawal, thereby optimizing savings potential. By adhering to a disciplined long-term savings pattern, individuals can harness the power of compounding, allowing their investments to accumulate and multiply over time. This approach not only cultivates a sense of financial stability but also allows for the realization of lifelong dreams and aspirations, whether it be traveling, pursuing hobbies, or simply enjoying a stress-free retirement. Moreover, long-term savings patterns instill the value of consistent financial discipline, promoting healthy money management habits that extend beyond retirement planning. As a result, individuals can navigate the various stages of life with confidence, knowing that their prudent savings and

investment decisions have laid the foundation for a secure and prosperous future. Investors exhibit a heightened concern for the security of their financial portfolios. Investors want both safety and dependability for their investment portfolios. The present trajectory has not had an influence on investment. College educators prioritize investing their funds in more secure environments, since they need a consistent income generated from investments that carry lower levels of risk. The investment choice is impacted by elements such as the creation of awareness, availability of information, and the attributes of investment instruments. This phenomenon is expected to result in alterations to the investment patterns of the surveyed individuals in the future years.

Reference

- 1. Hood Nofsinger and Varma (2014), "Investors social concern in the stock market", Journal of Financial Service Research, Vol: 45, Issue: 1, pp.1-3.
- 2. Achar, A. (2012). "Savings and Investment Bhaviour of Teachers An Empirical Study". International Journal of Physical and Social Sciences, pp.263-286.
- 3. Ashok Kumar P; Jagadeshwara M, (1985): "Demographic Change and Household Savings Behaviour in India", Indian Journal of Economics, Vol. 65,pp.9-11.
- 4. Bernheim B.D, & Garrett D.M (1996): "The determinants and consequences of Financial Education in the Workplace: Education from a Survey of Households" (Working Paper No.5667). Cambridge, MA: National Bureau of Economic Research. College Teachers Working In Coimbatore District. Coimbatore, Tamil Nadu, India.
- 5. David Krech, Richard S. Crutch field, and Egerton L. ballachey(1992): "Individual in society" New York: Mc GrawHill Book company, 1992).
- 6. Fisher J, (1952): "Income, Spending and Savings patterns of Consumer units in different age groups", Studies in Income and Wealth", vol.15, NEBER, Princeton University Press.
- 7. Jain, D. P. (2012). Investment Avenues. International Journal of Advancements in Martin Browning, Annamaria Lusardi (1996): "Household Saving, Micro theories and Micro facts", Journal of economic Literature, Vol.34. pp.1797.
- 8. Mathivannan, S., & Selvakumar, M. (2011, April). "Savings and Investment Pattern of School Teachers". *Indian Journal of Finance*.pp.6-9.
- 9. Murithi Suriya (2012), "Investor Behavior in various investment avenues- a study", International Journal of Marketing and Technology, Vol. 2, Issue: July Page no. 36-45.
- 10. Palanivelu, V., & Chandra Kumar, K. (2013). "A Study on Preferred Investment Avenue among Salaried People with Reference to Namakkal Taluk Tamil Nadu, India". SIES Journal of Management, 7(2), pp.11-12.
- 11. Pandian, L., & Aranganathan, T. (2012, May-June). "Saving and Investment Attitude of Salaried Class in Cuddalore District". Journal of Business and Management, 1(1), pp.40-49.
- 12. Rajesh, B., Rekh, R., & Priyanka. (2011). "Analysis of Income and Savings Pattern of Government and Senior Secondary School Teachers. Asia Pacific" Journal of Research in Business Management, 2(9), pp.44-56.
- 13. Ramanujan, V., & Chitra Devi, K. (2012, November). "A Study on Impact of Socio-economic Profile on Investment Pattern of salaried and Business People in Coimbatore City". International

- Journal of Management and Information Technology, 1(1), pp.21-27. Research & Technology, 1-6.
- 14. Somasundaram. (1998). "An Empirical Study of Indian Individual Investor's Behaviour". Global Journal of Finance and Management, 2(1), pp.19-33.
- 15. Thulasipriya (2015), "Investment preference of government employees on various investment avenues", International Journal of Management Research and Social science, Vol. 2, Issue: 1, pp. 9-16
- 16. Yasodha, M. (2018, 05 2018). Savings And Investment Pattern Of Arts And Science College Teachers Working In Coimbatore District. Coimbatore, Tamil Nadu, India.
- 17. Bhatt, D. K. (2019). Investment and Trading Pattern of Individuals Dealing in Stock Market. The SIJ Transactions on Industrial, Financial & Business Management, 07(01), 01–08