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PERCEPTION OF INVESTOR TOWARDS DIFFERENT INVESTMENTS

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ABSTRACT

The mere saving will not yield high returns. We need different instruments for getting high returns. Different investors have different investment perceptions. According to their risk taking ability they will invest in different instruments. Usually, savings comes from house hold sector which investments are made by the corporate sector. Here is an attempt made in this paper to know the perception of the investors towards different instruments. For this purpose 350 respondents have been taken from Visakhapatnam, Vizianagaram and East Godavari districts. It is found that, there is low awareness about the investment opportunities to the investors. The government should enforce the tax law changes and create investment awareness for improving savings and investment. And it is also strongly recommended that, there is a need to create awareness among the rural population about the prospective investments.

KEYWORDS: *savings, instruments, investor, perception and awareness.*