A Study On The Awareness Level of Academicians on Small Saving Schemes In Tamil Nadu

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INTRODUCTION

The very word awareness refers to a stage at which one's mind becomes conscious of the existence of a particular truth, event or object. Hence, awareness is a course of action by which, one becomes familiar with the existence of a new thing. However, he may not have a thorough knowledge of that thing. Acquiring the knowledge of the latest developments in a particular field also amounts to awareness; hence, awareness is a continuous process. In this study, the term awareness is used to describe the awareness of investors about the existence of numerous avenues of savings and investments. Acquiring knowledge about a variety of investment channels facilitates the investor to compare the merits and demerits of each. Many good schemes and good products have failed due to low awareness level among people. Hence, it is necessary for the agencies promoting saving schemes to know present level of awareness among people. They should also know the factors that determine the awareness level of investors to design suitable promotion schemes.

REVIEW OF LITERATURE

Somasundaram (1998) has classified investors into three categories namely high, medium and low level awareness investors. Nearly half of the sample investors (46.2%) were medium awareness investors. While age, education, and location of residence of investors (village, town, city) influenced the awareness level of investors; income, sex, type of working institution (Government or private), employment status of investors, employment of spouse of investors do not influence the awareness level. Around 38 percent of the investors got investment information from friends and relatives. Advertisements provided such information to 13.4 percent of the investors. While advertisements, friends and relatives provided information mainly to the young investors, investment consultants and share brokers were the main sources of information for the elderly investors.

Karthikeyan (2001) has noticed a significant difference among the four age groups, in the level of awareness for KVP, NSS, DSRE and the overall score confirmed that the level of awareness among the old age group investors was higher than the young age group investor. No difference was observed between male and female investors except for the scheme NSS in the semi urban area and KVP in the urban area. There was no clear pattern to claim that higher education implies greater awareness among investors. However, differential awareness was observed among educational categories.

Augustine Gavini and Prashanta Athma (1999) have found that the post office schemes such as Indira Vikas Patra (IVP), Kisan Vikas Patra (KVP) and Post Office Recurring Deposit Account(PORD) were the most popular, both in urban and rural areas. They further noticed that awareness and investment levels of investors were higher in urban areas, though the first two schemes do not offer any tax benefit. The Public Provident Fund (PPF) and National Saving Certificate were preferred in urban areas as they were well suited for salaried employees. It was interesting to note that the retirement schemes were not known to a majority of the retired investors. Television played a major role in creating awareness about the post office schemes both in urban and rural areas, followed by newspapers in urban and radio in rural areas. More than 90 percent of the sample investors were not aware of the loan facility or encashment before maturity available on postal saving schemes.

NCAER Urban Saving Survey 1962 has noticed that around 70 per cent of the households in India are not familiar with National Saving Certificates. Proportion of the households which have some acquaintance with

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these certificates increased with income. However, more than half of the households having higher income could not tell what exactly these certificates are. A larger proportion of the households in the higher occupational groups knew about these certificates than in the low income occupations. Familiarity with National Saving Certificates (NSCs) showed a pronounced tendency to increase with level of education rather than with income. Among those who were familiar with the certificates, about half of them indicated patriotism as the main reason for purchasing them. A significant proportion of households also indicated high interest and safety as important advantages of purchasing the certificates. The only significant criticism of certificates seems to be that they were not liquid.

SEBI-NCAER Survey of Indian Investors (2000) found that around 70 per cent of the investor households rely on newspapers and journals. Friends form the second important source followed by television. Only about 34 per cent of investor households obtain information from prospectus of companies. Broker related grievances were higher than the issuer related problems. The issuer related problems were largely arising on account of physical securities.

METHODOLOGY

The primary data has been collected by conducting survey among teachers working in Government colleges and Universities in Tamil Nadu using a well structured questionnaire. The population size was 11867 and the sample size of 614 was arrived at by using formula $n = Z^2 * p * q * N / e^2 * (N-1) + Z^2 * p * q$ (Kothari.C.R., 2005) where n is the minimum sample size required. The 614 sample respondents were selected by using multi stage random sampling. The questionnaires were distributed to all 614 selected respondents in person by the researcher. After repeated persuasion, only 586 filled questionnaires were received. For the purpose of final analysis, 552 questionnaires were used after rejecting some of the questionnaires which were not completed properly. The non-response rate and rejection rate totally amounts to 10 percent. The margin of error for the present sample size of 552 is 1.454 percent. The content validity of the questionnaire was verified by panel of experts and criterion validity and construct validity have been tested using correlation analysis. The reliability of the survey instrument was tested by using Cronbach Alpha method. The data was collected during April 2006 to March 2007.

FREQUENCY ANALYSIS

The awareness of investors on various saving instruments is the most important factor that has a direct effect on savings. The awareness level for different small saving schemes is given in the Table 1.

TABLE 1: PERCENTAGE OF AWARENESS

S. No	Schemes	Awareness	Unaware	Percentage of Awareness
1	NSC	435	117	78.8
2	PPF	423	129	76.6
3	POMIS	306	246	55.43
4	KVP	308	244	55.79
5	POTD	235	317	42.57
6	POSA	231	321	41.85
7	PORD	270	282	48.91
8	Average	315	237	57

The awareness level of POSA (Post Office Saving Account), POTD (Post Office Term Deposit), PORD (Post Office Recurring Deposit) are less than 50 percent, which means that half of the investors are not aware of these schemes. The awareness of NSC and PPF is more than 75 percent because these schemes are having tax benefits and all the respondents taken for the survey have income more than taxable income. Normally, salaried class people will invest in those two schemes to reduce tax payment. A little consolation is that average percent of overall awareness is more than 50 percent.

LEVEL OF AWARENESS

Understanding whether the investors are aware of various schemes or not is not sufficient but to have knowledge about their extent of awareness is also important. The common presumption is that people who have comprehensive

knowledge will not make any mistake. The extent of awareness can be classified into two categories. The people falling in the first category are people who know about the schemes but have limited knowledge on those schemes and are considered to have limited awareness. The people falling in the second category are knowledgeable to the extent of advising others, and are considered to have expert knowledge. The opinion on level of awareness is tested on a six-point scale. The first two stages are meant for the unaware category; the third and fourth stages are for the people with limited awareness and fifth and sixth stage is treated as expert stage.

TABLE 2: LEVEL OF AWARENESS

S. No	Schemes	Total Awareness	Limited Awareness	Percentage	Expert Awareness	Percentage
1	NSC	435	361	83	74	17
2	PPF	423	355	84	68	16
3	POMIS	306	271	89	35	11
4	KVP	308	280	91	28	9
5	POTD	235	217	92	18	8
6	POSA	231	208	90	23	10
7	PORD	270	250	93	20	7
8	Average	315	277	88	38	12

In the total investor population, more than 50 percent of the people have limited awareness. Among the people who have awareness about small saving schemes, 88 percent have limited awareness and 12 percent of the people have expert awareness. The high level of limited awareness indicates that people are still in the learning stage.

OVERALL AWARENESS LEVEL

Table 3 gives information about the average level of awareness for various schemes. The opinions of investors are collected (about their awareness level) by using six points scale. The simple mean is calculated to find out the average level of awareness. The level of awareness of NSC is very high compared to all other schemes because it is used by the salaried investor for the purpose of claiming tax advantage. The level of awareness on POSA is very low because the salaried class people use banks rather than post offices to open their saving accounts.

TABLE 3: MEAN LEVEL OF AWARENESS

S. No	Schemes	Mean Awareness	Rank
1	NSC	3.30	I
2	PPF	3.21	II
3	POMIS	2.57	III
4	KVP	2.53	IV
5	POTD	2.18	VI
6	POSA	2.16	VII
7	PORD	2.33	V

RANGE OF AWARENESS

As already discussed, there are seven schemes in the small saving list. Depending on the knowledge (awareness) about the number of schemes, people are classified into four categories.

1)   The first category is the unaware category in which people do not have knowledge about any of the schemes.

2)   The second category is the concentrated awareness category in which people have gained awareness of one or two schemes.

3)   The next is the extended awareness category of people who have knowledge about three or four schemes.

4)   The last is the Diversified awareness category, in which investors have knowledge of five, six or seven schemes. Around 24 percent of the people have knowledge about one or two schemes. There are more number of people (around 44 percent) in the diversified stage which means many people know about many schemes.

People may have knowledge on many schemes but it is important to know their level of knowledge on various schemes. Based on awareness reach or range (number of schemes) and level (extent) of awareness, the investors are classified into:

1) **Concentrated Knowledgeable Category** – where people have limited knowledge about some features of one or two schemes.
2) **Concentrated Expert** – where people have gained expert knowledge about one or two schemes.
3) **Extended knowledgeable category** people who have limited knowledge about three to four schemes.
4) **Extended Experts** have expert knowledge about three or four schemes.
5) **Diversified Knowledge** people have limited knowledge about five to seven schemes.
6) **Diversified Experts** have expert knowledge about five to seven schemes and
7) **Mixed Awareness category** people have limited knowledge about some schemes and expert knowledge about other schemes.

TABLE 4: CATEGORY OF RANGE OF AWARENESS

S. No	Awareness Category	Frequency	Percentage
1	Unaware	71	12.9
2	Concentrated Awareness	131	23.7
3	Extended Awareness	109	19.7
4	Diversified Awareness	241	43.7
5	Concentrated Knowledgeable	114	20.7
6	Concentrated Expert	7	1.3
7	Extended Knowledgeable	85	15.4
8	Extended Expert	7	1.3
9	Diversified Knowledgeable	187	33.9
10	Diversified Expert	12	2.2
11	Mixed Awareness	69	12.5

Expert awareness is possessed only by 8 percent of the respondents. Among the experts, concentrated experts and extended experts are same in number but diversified experts are more in number when compared to the other two experts. This means that once they develop expert knowledge, they try to develop the same level of knowledge on many schemes.

SEGMENTATION OF INVESTORS BASED ON AWARENESS

Identification of segments and understanding the characteristics of segments is very much essential to operate successfully in the investment market. The investors can be classified into three categories based on their level of awareness on various small saving schemes. For the purpose of classification of investors, K-Means cluster is used.

TABLE 5: SEGMENTATION BASED ON AWARENESS

Schemes	Clusters		
	1	2	3
NSC	5	3	3
PPF	5	3	3
POMIS	5	3	2
KVP	4	3	2
POTD	4	3	1
POSA	4	3	1
PORD	4	3	1

Table 5 shows the level of awareness of various small saving schemes for every cluster. The characteristics of each cluster can be derived from the Table 5. For instance, level of awareness of NSC and PPF is 5 for the first cluster. This postulates that the level of awareness is high in NSC and PPF for the first cluster investors. It is also noted from the table 5 that no particular factor (scheme) is heavily loaded on any particular cluster segment. The description of all the three clusters along with the label is given below.

HIGH AWARENESS SEGMENT

The level of awareness of the first cluster segment is high on all schemes and particularly very high on NSC, PPF and POMIS. The level of awareness on KVP, POTD, POSA and PORD is also above normal. Therefore, this segment of people can be termed as High Awareness investors.

MEDIUM AWARENESS SEGMENT

The awareness level of the second cluster (segment) is medium in all small saving schemes because the awareness level score is three for all the schemes when the opinion is collected on six points scale. Hence, this segment can be designated as Medium Awareness Segment.

LOW AWARENESS SEGMENT

The level of awareness of the third cluster is medium in NSC and PPF and low in POMIS and KVP and very low in POTD, POSA and PORD. The mean score of awareness is 1.85. As the average score of this segment is below three, this segment can be christened as Low Awareness Segment.

TABLE 6: ANALYSIS OF VARIANCE

	F	Sig.
NSC	141.808	0.000
PPF	171.362	0.000
POMIS	288.610	0.000
KVP	205.569	0.000
POTD	520.379	0.000
POSA	431.588	0.000
PORD	317.863	0.000

From Table 5 it is clear that the three clusters differ in their level of awareness. Analysis of variance (Table 6) reveals that the differences that exist among three clusters in the level of awareness are significantly different. The significant value for all the seven schemes is 0.000. This means that awareness level of all the seven schemes have significant contribution in dividing people into three segments based on the level of awareness.

TABLE 7: NUMBER OF CASES IN EACH CLUSTER

Cluster	1	43.000	8%
	2	238.000	43%
	3	271.000	49%
Valid		552.000	

Table 7 illustrates that there are 43 investors out of 552 investors in cluster I, which is the High Awareness Segment and 238 out of 552 investors are in the Medium Awareness Category. This means that around 8 percent of investors are high awareness investors and 43 percent are medium level of awareness investors. Around 49 percent of people are in low awareness category. The percentage of low awareness segment is more than the other two segments. This is a cause of concern for the Government.

TABLE 8: DISCRIMINANT FUNCTION STATISTICS

Function	Eigen value	% of Variance	Cumulative %	Canonical Correlation	Wilks' Lambda	Chi-square	df	Sig.
1	5.208	99.0	99.0	0.916	0.153	1023.594	14	0.000
2	0.050	1.0	100.0	0.219	0.952	26.715	6	0.000

As there are three awareness segments, two discriminant functions can be formed. Each discriminant function will describe some specific characteristics of a population. The Eigen values of the first and second discriminant functions are 5.2 and 0.050 respectively. Since the Eigen value for the first function is more, it describes more about the awareness level of the population. The Eigen value for the second function is very less and describes only one percent of the total variance. The canonical correlations between levels of awareness of different schemes with that discriminant function are 0.916 and 0.216. This signifies that the first function has high correlation than the second function. The Wilk's Lambda is very low for the first function. This illustrates that the first function

is the most useful function in describing the characteristics of a population. Even though the Wilk's Lambda is high for the second function, the significant value is 0.000. This indicates that the second function is also useful in explaining the features of an investing population.

TABLE 9: STRUCTURE MATRIX

	Function	
	1	2
POTD	0.703*	-0.180
POSA	0.626*	-0.052
PORD	0.593*	-0.444
POMIS	0.426*	0.075
KVP	0.378*	0.242
NSC	0.218	0.858*
PPF	0.228	0.588*

The structure matrix contains correlations of each predictor variable with the canonical function. By using structure matrix, the discriminant function can be written as:

The first function $Z1 = 0.703$ x awareness level of POTD + 0.626 x awareness level of POSA + 0.593 x awareness level of PORD + 0.426 x awareness level of POMIS + 0.378 x awareness level of KVP.

The second discriminant function $Z2 = 0.858$ x awareness level of NSC + 0.558 x awareness level of PPF.

The schemes in the first function are general savings schemes and schemes in the second function are tax savings schemes. Therefore, the characteristics of people who are investing in these two sets of schemes will be different. People invest in PPF and NSC mainly for tax saving purpose. As all are interested in tax saving schemes, there is not much difference in the level of awareness among all the three segment of investors. Hence, the Eigen value for the second function is very low.

TABLE 10: CORRECTNESS OF SEGMENTATION

	Cluster Number of Case of Case	Predicted Group Membership			Total
		1	2	3	
Count	1	40	3	0	43
	2	1	229	8	238
	3	0	3	268	271
%	1	93.0	7.0	0.0	100.0
	2	0.4	96.2	3.4	100.0
	3	0.0	1.1	98.9	100.0

97.3% of the originally grouped cases are correctly classified.

96.2% of the cross-validated grouped cases are correctly classified.

Table 10 indicates the extent upto which the cluster segmentation is rightly done based on the awareness level of various schemes. It also signifies that the overall classification is correct to the extent of 97 percent.

AWARENESS AND INVESTMENT

The awareness will have impact on investment decision. The unaware people may also make some investment based on the effort of agents or by following the actions of colleagues.

TABLE 11: AWARENESS AND INVESTMENT

S. No	Scheme	% of Awareness	% of people invested so far
1	NSC	78.8 (I)	47.3(II)
2	PPF	76.6 (II)	54.2(I)
3	POMIS	55.43(IV)	22.6 (III)
4	KVP	55.79(III)	9.1(VII)
5	POTD	42.57(VI)	16.3(IV)
6	POSA	41.85(VII)	12.7(VI)
7	PORD	48.91(V)	16.3(V)

Table 11 gives information about the percentage of people who have awareness about various schemes and the percentage of people who have so far invested in various schemes. The correlation between the percentage of people who have invested and the percentage of people who have awareness is 0.9059. This means that there exists a positive and high correlation between these two. This can be further stated that the investor population can be increased by creating awareness among the people.

AWARENESS AND SIZE OF SAVING

To find out the association between investment size and range of awareness, correspondence analysis is used. The investors are classified into 6 categories based on the size of monthly saving.

FIG. 1: ASSOCIATION BETWEEN RANGE OF AWARENESS AND SAVING
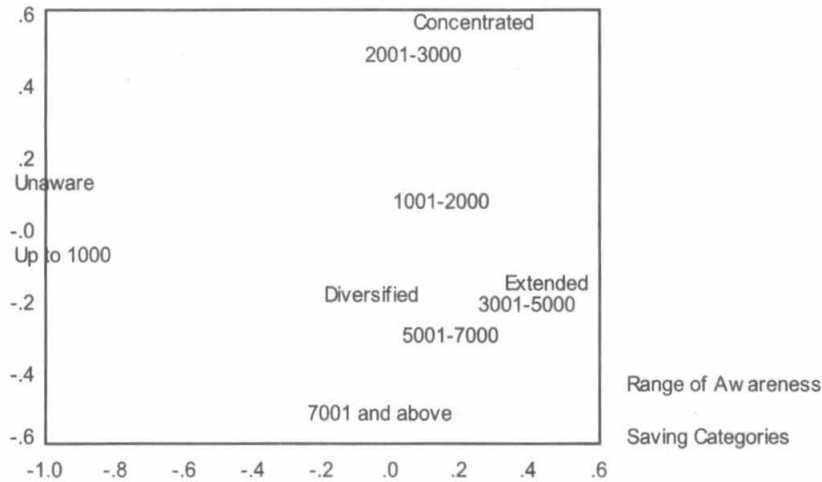
The correspondence analysis diagram illustrates that people who do not have awareness save only less than Rs.1000 per month and people who have knowledge about two schemes save between Rs.2000 and Rs.3000; people with knowledge about three or four schemes save to the extent of Rs.3000 to Rs.5000 and people who are aware of more than four schemes are in the Rs.5000 to Rs.7000 saving category. This signifies that when the knowledge about the different saving schemes increases, the money saved increases in proportion to the level of awareness.

AWARENESS AND SAVINGS ON SMALL SAVING INSTRUMENTS

To find out the association between range of awareness and yearly investment size on small savings, the correspondence analysis is used. Four investment categories are derived based on yearly investment on small savings for the year 2005-2006.

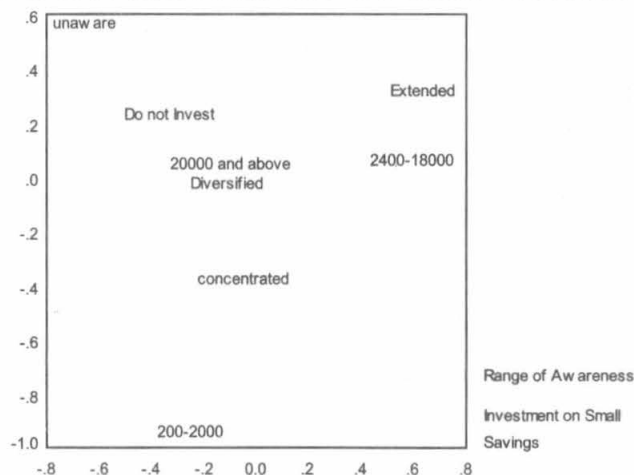### FIG. 2: RANGE OF AWARENESS AND INVESTMENT IN SMALL SAVINGS

Fig. 2 illustrates that unaware people are in 'not invested' category. People in the diversified category have an association with investment size category of Rs.20000 and above. The extended awareness people are associated with Rs.2400 to Rs.8000 investment size category. This signifies that investment size on small saving increases with the level of awareness. Duncan analysis for awareness categories of PPF shows that people with expert awareness save Rs.3519 per month whereas people with limited awareness save only Rs.3100 which means that savings increases with the level of awareness.

TABLE 12: LEVEL OF AWARENESS AND INVESTMENT IN NSC

Level awareness in NSC	N	Subset for alpha = .05	
		1	2
Not Aware	35	857.14	
Know something	215	2305.58	2305.58
Know all features	146	2480.14	2480.14
Thorough Knowledge	53	3377.36	3377.36
Minimal Awareness	82	4068.29	4068.29
Expert Knowledge	21		5523.81

Duncan Table 12 shows the investment made in NSC by various levels of awareness category of people. The Table further indicates that the two homogenous subsets can be formed from various awareness categories of people by using mean size investment in NSC. People who are not aware save Rs.850 per year and people who have expert knowledge save to the extent of Rs.5500. Hence, there exists a significant difference between these two categories of people.

INVESTMENT CHOICE

Distribution of fund on various assets by different awareness categories of people indicates that they differ mainly on high risk category assets.

TABLE 13: ANALYSIS OF VARIANCE

	F	Sig.
No Risk Category	0.642	0.527
Less Risk Category	0.206	0.814
High Risk Category	4.412	0.013

Fund allocation to high risk assets is less than 20 percent from the available fund. Duncan table for high risk asset category reveals that two homogeneous sub sets can be formed among three awareness categories. The low awareness segment people and medium awareness people are in one group.

TABLE 14: AMOUNT ALLOCATED TO HIGH RISK ASSETS AND AWARENESS LEVEL

Awareness	N	Subset for alpha = .05	
		1	2
Low Awareness	271	9.2657	
Medium Awareness	238	10.6975	
High Awareness	43		17.3256

The average amount allotted by low awareness and medium awareness segment are 9.2 percent and 10.6 percent respectively. As these two segments are in the same group, it can be implied that the difference between these two segments on amount allocation to high risk assets is insignificant. Whereas the amount allotted to high risk assets by high awareness is 17.3 percent which is highly different from the other two segments.

EXPECTED RETURN

TABLE 15: LEVEL OF AWARENESS AND EXPECTED RETURN

Awareness	Expected Return					Total
Segmentation	Up to 10	10-15	15-25	25-50	50 and above	
High Awareness	4(3%)	21(9%)	16(12%)*		2	43(8%)
Medium Awareness	67(50%)	89(41%)	56(40%)	20(53%)*	6	238(43%)
Low Awareness	63(47%)	109(50%)*	67(48%)	18(47%)	14	271(49%)
Total	134	219	139	38	22	552

Table 15 shows that the population of high awareness segment in the total investor population is 8 percent whereas high awareness population in 15 to 25 expected return category is 12 percent and the strength of high awareness people on the other expected return categories is less than 8 percent. The population of medium awareness segment is 43 percent of the total population. But the medium awareness population is 53 percent in the 25 to 50 percent expected return category and in the other expected return categories, the population of medium awareness investors is less than that. This means that medium awareness segment is associated with 25 to 50 percent expected return category and high awareness people are associated with 15-25 percent expected return category. The chi-square test indicates that the association stated above is highly significant (Chi-square value 15.613, Sig. value 0.048). The identified associations are that the high awareness people are expecting 15 to 25 percent return and medium awareness people are expecting 25 to 50 percent return. This means that the medium awareness people are expecting more return than the high awareness people.
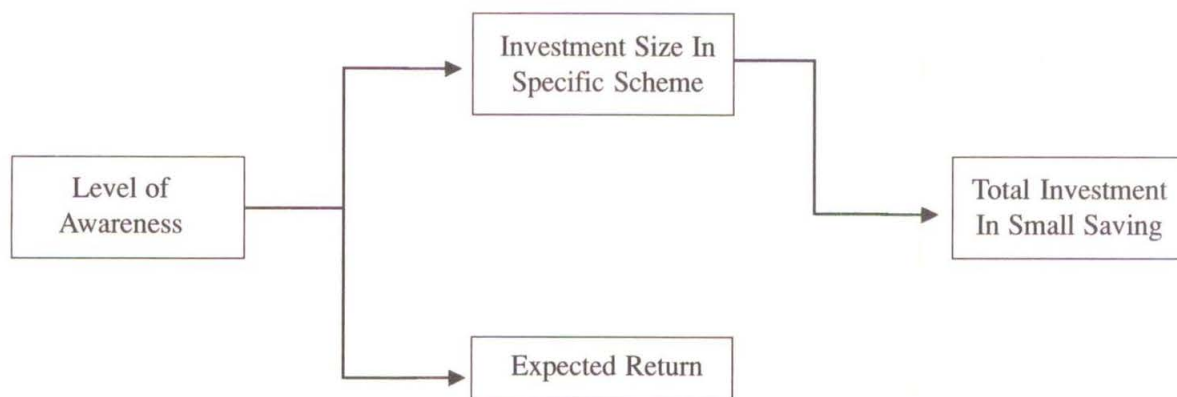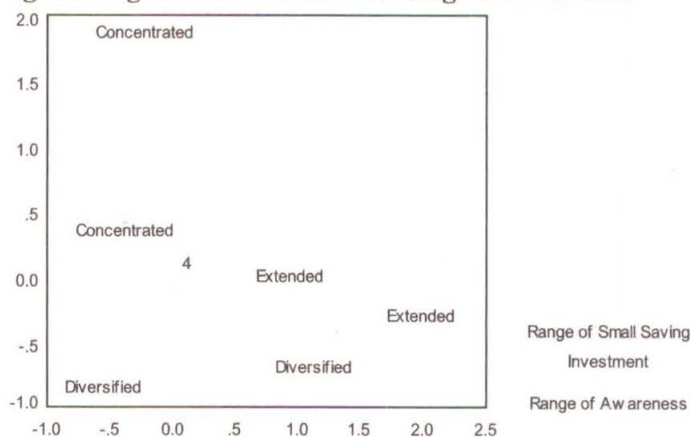
FIG. 3: IMPACT OF LEVEL OF AWARENESS

Fig. 3 shows that level of awareness of investors in particular saving scheme is having impact on their investment in that scheme. It also affects expected return of investors.

RANGE OF INVESTMENT

Fig.4: Range of Investment and Range of Awareness

The optimal scaling diagram indicates that the people having concentrated awareness are investing in one or two schemes and the people having extended awareness are investing in three or four schemes. This means that the range of awareness has a direct relationship with the range of investment. The chi-square test shows that the association stated above is a significant association. This means that people with concentrated-awareness are concentrated investors and extended-awareness-people are extended investors and unaware people are not investing in anything. This means that range of investment on small savings schemes depends upon the range of awareness of schemes.

DETERMINANTS OF RANGE OF AWARENESS

Now it is clear that the range of awareness has an impact on size of saving and choice of securities. Therefore, it is considered as a very important variable which is of great significance to economic planners and institutions which deal with financial securities. They are concerned to know the demographic factors that have an influence on range of awareness. To identify the variables that have an impact on range of awareness, it is necessary to find out the variables that have an association with it. The chi-square test is used for this purpose.

TABLE 16: ASSOCIATION BETWEEN DEMOGRAPHIC AND INVESTMENT VARIABLES AND RANGE AWARENESS

S. No	Variable	Chi-Square Value	Significant Value	Significant or Not
1	Gender	10.684	0.014	Significant
2	Age	16.841	0.010	Significant
3	Experience	2.635	0.977	Not Significant
4	Educational Qualification	6.876	0.650	Not Significant
5	Family Size	18.838	0.027	Significant
6	No of dependents	9.047	0.699	Not Significant
7	Salary	8.440	0.490	Not Significant
8	Family Income	16.702	0.161	Not Significant
9	Tax deduction	9.826	0.365	Not Significant
10	Source of Information	21.604	0.001	Significant
11	Source of Influence	49.387	0.000	Significant
12	Frequency of Investment	15.921	0.014	Significant
13	Investment Channel	3.260	0.353	Not Significant
14	Range of Investment in Small Saving	44.8	0.000	Significant

Table 16 gives chi-square values and their significance for the relationship between range of awareness and decision process variables and demographic variables. Chi-square test reveals that gender, age, family size, source of information, source of influence and frequency of investment have an association with range of awareness.

SOURCES OF INFORMATION

The Chi-square test is carried out to find out the association between source of information and level of awareness. The significant value 0.001 indicates that there is a significant association between the two.

TABLE 17: CORRELATIONS BETWEEN AWARENESS AND SOURCE OF INFORMATION

		Expert Source	Media Source	Inner Circle Source
Non Tax Saving Schemes	Pearson Correlation	0.101*	0.066	0.047
	Sig. (2-tailed)	0.018	0.121	0.265
Mean Awareness Level	Pearson Correlation	0.078	0.044	0.027
	Sig. (2-tailed)	0.066	0.305	0.524
Range of Awareness	Pearson Correlation	0.084	0.116**	0.019
	Sig. (2-tailed)	0.048	0.006	0.657
Level of Awareness	Pearson Correlation	-0.080	0.005	0.019
	Sig. (2-tailed)	0.059	0.898	0.652

The correlation analysis indicates that there is a relationship between expert source users and investment on non-tax saving schemes. This means that people who are investing in non-tax saving investments are going for expert source to get information. The correlation analysis also indicates that there exists a relationship between media

source and range of awareness. This signifies that when people invest in many schemes, they search for information only from media sources. The inner circle source users are not exhibiting any kind of awareness pattern.

GENDER

The association analysis between gender and range of awareness indicates that the concentrated awareness category population is 24 percent of the total population, whereas 30 percent of the female and 21 percent of the male are in concentrated category. This means that female population is associated with concentrated awareness category. The diversified awareness category population is 43 percent of the total population while 39 percent of female and 46 percent of males are in the diversified category. This indicates that the male population is concentrated in diversified awareness category. The female investors restrict their awareness to limited small saving schemes but men are aware about many schemes. As the female population restrict their awareness to few schemes, their overall awareness level is less than men. The association stated above is significant which is confirmed from the chi-square test (the chi-square value is 10.684 and its significance is 0.014). The association is significant to the extent of around 99 percent level of confidence.

TABLE 18: RANGE OF AWARENESS AND GENDER

Awareness Category	Men Frequency	Percentage	WomenFrequency	Percentage
Unaware	55	14.9	16	8.7
Concentrated	76	20.6	55	30.1*
Extended	68	18.4	41	22.4
Diversified	170	46.1*	71	38.8
Total	369	100.0	183	100.0

AGE

From the chi-square test it is clear that age has significant association with range of awareness. To identify which age group has association with what range of awareness, the correspondence analysis is used. The correspondence diagram (Fig. 5) illustrates that people with less than 40 years of age have association with concentrated awareness category which means that they have knowledge about only one or two securities. People between 41 and 49 years of age have extended knowledge and people above 50 have knowledge of many securities. This means that the knowledge of people increases with an increase in age.

FIG. 5: ASSOCIATION BETWEEN AGE AND RANGE OF AWARENESS
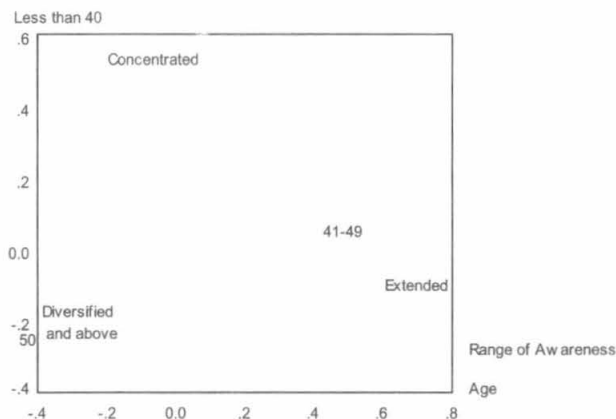
FAMILY SIZE

Another demographic variable which has significant association with range of awareness is family size. The correspondence analysis shows that the respondents who have families with size three and less have knowledge of only one or two schemes. When the size of the family increases to four or five, they gain more knowledge but when the size goes above six, due to paucity of time, they are not able to develop their knowledge so they become less knowledgeable.

Table 19 gives the overall characteristics of people with different categories of awareness. From the table it is clear that people with concentrated awareness use inner circle information only and they are mostly females of less than 40 years of age and they have a family size of three and less.

TABLE 19: CHARACTERISTICS AWARENESS SEGMENTS

S. No	Particulars	Concentrated	Extended	Diversified
1	Source of Information	Inner circle source users	-	All source users
2	Gender	Female	-	Male
3	Age	Less than 40 years	41-49	50 and above
4	Family Size	Up to 3	4 and 5	6 and above

Fig.6 shows the demographic and investment variables that influence the range of awareness of investors. It also shows that the variables are affected by range of awareness.

FIG. 6: RANGE OF AWARENESS
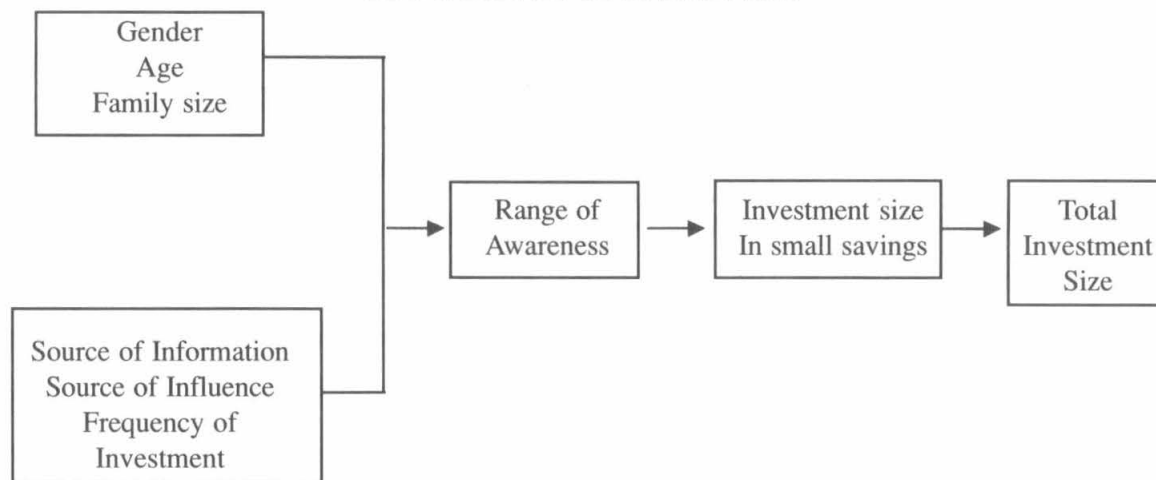
CONCLUSION

As stated already, the awareness level has a direct and significant correlation with the amount of saving. The low awareness level of a particular scheme not only affects investment in that particular scheme but also the total small saving mobilization thereby affecting the total investment of an individual. Except NSC and PPF, the awareness level of people in other schemes is around 50 percent only, which is very minimal. Even with this low percentage of awareness level, the Gross Domestic Savings of India is 32 percent of GDP. Total savings of the nation can be raised further by increasing the level of awareness. To increase the awareness level, media source can be used which is the most preferred source of information by the investors.

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