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COMPARATIVE ANALYSIS OF INVESTMENT PREFERENCES BETWEEN CRYPTO-CURRENCY, STOCK AND GOLD AMONG SALARIED EMPLOYEES IN PRAYAGRAJ.

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ABSTRACT.
This study conducts a comparative analysis of investment preferences between crypto-currency, Stock and gold among salaried employees in Prayagraj, India. Salaried working class being major contributor in the economy of India has shown various patterns when it comes to choosing investment options. Given the fact that, the volatile nature of crypto-currencies and the stability of gold and stock comparatively, this research investigates how market volatility along with demographic factors influences the investment timing and strategy, compares long-term performance expectations while taking an investment decisions. Data collected from 100 salaried employees from Prayagraj and analyzed using SPSS software, MS-Excel etc. Chi-square and Anova test were used. The findings revealed gold remains a preferred investment for those seeking stability and wealth preservation. This research embarks on a journey to analyze the investment patterns and strategies of salaried individuals keeping financial growth and stability as its prime objective.

KEYWORDS: Crypto currency, Investment Preferences, Stock Market, Gold Investment, Salaried Employees, Financial Strategies, Market Volatility, Demographic Factors, Risk

Assessment, Asset Allocation, Investment Behavior, Financial Planning, Economic Influence, Return on Investment (ROI), Comparative Analysis.

JELCODE: G11,G12,G18,D14,E22,E44

I.INTRODUCTION

The investment landscape has undergone significant transformation over a period of time right from the traditional form like gold and stock to digital currencies. Traditionally, gold has been regarded as a reliable and stable investment, often seen as a safe haven during times of economic uncertainty. Its intrinsic value and historical stability have made it a preferred choice for conservative investors. Then comes the era of Stock trading followed by crypto currency However, the emergence of crypto-currencies has introduced a new dynamic to the investment world. Crypto currencies, particularly Bit coin, are known for their high volatility and potential for substantial returns, attracting investors who are willing to take on higher risk for the possibility of higher rewards. There are new types of investments, like digital currencies called crypto currencies that are challenging the usual ways people invest. (Yuan and F. Wang, 2018) highlighted that crypto currencies referred to be one of the prominent and popular economic software frameworks although it is controversial too. These digital forms of money have become popular and are making people think differently about how they save and grow their wealth and have high propensity to multiply the investments if traded strategically. At the same time, there's something else people have been investing in for centuries aligned with their beliefs as well as culture that is gold. In India, gold holds cultural and social importance, where it tends to be symbolizing social status and playing a key role in rituals. It is an undying fact that Gold holds cultural values in our system. Despite various investment options, Indians prioritize gold for its reliability, liquidity, and low risk. India, the world's largest gold importer, consumes a third of the global supply, having a power to affect the current account deficit (CAD), followed by oil. Jalpa, Sheenam Gogia, and Vatsala (2013) conducted an empirical study on gold investment preferences among professionals, comparing e-Gold, gold ETF, and gold funds as the locus of the study. Findings highlighted the significant influence or dominances of family and friends when it comes to investment decisions. The risk and return perspective of gold ETF found to be moderate when compared to E-Gold and Gold funds. A study by Pattukkottai Town, Ms. K Sudhai and Ms. R. Buvaneswari (2014) found that investors' choices were totally influenced by factors like family income, economic conditions,

and tax considerations pre-vailing their dominance over the pattern of investment. Investors preferred long-term and low-risk investments like Gold. Gold has been a symbol considering value for a long time, and it's often supposed to be seen as a safe choice when the economy gets uncertain especially when there is exchange rate instability.

Taking about another investment option are Stocks. Stocks are a popular investment option where you buy shares of a company, making you a part of the company as a owner especially after 1990s. If the company performs well, the value of your shares will increase the market price, allowing you to sell them for a profit. Stocks can offer high returns, if not they also come with risks, as their value can fluctuate widely. Investors often choose stocks for the potential of higher earnings compared to other investments like savings accounts or bond specially those who find themselves falling into the category of aggressive investors.

Considering the context of Prayagraj, salaried employees face a complex decision-making process when it comes to choosing between traditional investments like gold and modern options such as crypto-currencies since they have fix monthly amount it becomes more crucial to choose the investment which gives them hybrid advantages of security plus returns. The lack understanding about how factors like market volatility, long-term performance expectations, socio-economic status, and other factors at a comprehensive level affect these investment preferences.

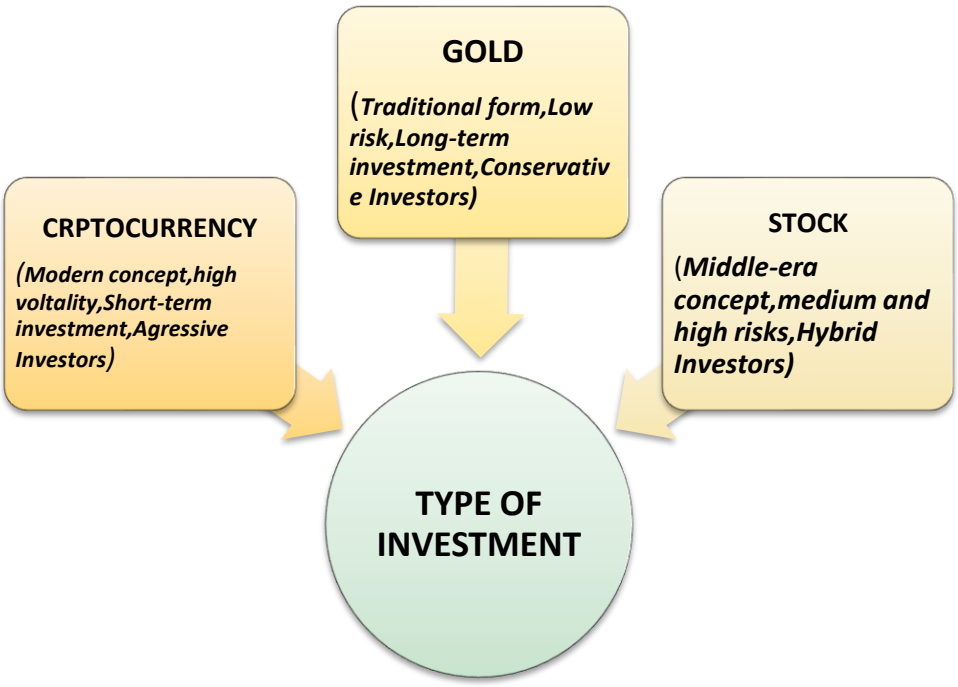


Figure.1

Three important assets yet different from each other helps us to compare the investment choices and strategies of people when it comes to crypto-currencies, Gold and gold. Moreover looking into broader perspective it's like looking at three different paths people can take to grow their money. When the working class have better understanding regarding different options, it would be more significant to know about how people think about their financial future in this dynamic financial landscape. Specifically, talking this study undertakes a comparative analysis of investment choices between crypto-currencies, Stocks and gold, shedding light on the decision-making dynamics with demographic factors within the global economy on the working class of Prayagraj.

II.INVESTIGATION OBJECTIVES AND HYPOTHESIS STATEMENTS

The research is to undertake a comprehensive comparative analysis of investment patterns and strategies employed by salaried individuals with regard to crypto-currencies, Stock and gold. To simplify how people who receive, invest and decide regular salaries when it comes to crypto-currencies, Stocks and gold.

Objective 1: Understand the investors preferred investment option with respect to Crypto, Stock and Gold.

H0: There is no significant difference in the preference for investment options between Crypto, Stock and Gold among investors in Prayagraj.

H1: There is a significant difference in the preference for investment options between Crypto, Stock and Gold among investors in Prayagraj.

Objective 2: Explore the Impact of Demographic Factors (Age and Education) on Investment Preferences

H0: Demographic Factors does not have impact on the choice of investment tool among salaried investors in Prayagraj.

H1: Demographic Factors has significant impact on choice of investment tool among salaried investors in Prayagraj.

III.LITERATURE INSIGHTS AND CONCEPTUAL BACKGROUND

Over a period various researchers have added there new knowledge to the exiting literature.

Thinakaran, G. L., & Sessammal, C. F. O. A. (2019) [1] Explored the evolving perception of gold in India, shifting from a consumption choice to an investment option rather than just a belief. It emphasized the deep cultural and emotional connection that Indians have when comes to gold. Paper discusses how this changing attitude toward gold affects various aspects of the Indian economy, including the bullion market, balance of payments, and financial markets. Suggested that redirecting savings from gold to banks could bring positive impact India's economy. DeVries, and P. D. (2016) [2] discussed the potential of crypto-currencies like Bitcoin in the traditional financial system and acknowledged that crypto-currencies may not replace fiat currencies, but could reshape global markets and international transactions. Highlighted the crypto-currency's early success and the reasons why we need further research on its effects. Sahu, B., & Divakar, H. (2018) [3] delved into the journey of crypto-currencies in India, emphasizing its growth and the potential for job creation. Revealed that the Indian crypto-currency market is expanding rapidly, with numerous startups and investments. suggested that the government should consider regulation to promote transparency and security when it comes to its regularization.

Wisetsri, W., Vijai, C., Chueinwittaya, K., & Jirayus, P. (2019[4] This paper provided an overview of crypto-currencies and their impact on global financial markets. highlighted the diverse applications of block-chain technology and the potential for new digital inventions. Suggested that crypto may play significant role in future digital innovations. Barson, Z., Owusu Junior, P., Adam,

A. M., & Asafo-Adjei, E. (2020)[5] investigated the relation between gold and crypto-currencies during the COVID-19 pandemic. Found that gold acts as a safe haven, diversifier, and hedge under different market conditions for majority of the investors. suggested that investors should be cautious and must be observant when investing in these markets due to their changing dynamics.Som, A., & Kayal, P. (2021)[6].compared crypto-currency and gold in portfolio optimization across ten countries as a parameter. Explored the potential benefits of including Bitcoin in portfolios and showed that Bitcoin can enhance returns and mitigate risks. Suggested that both gold and Bitcoin must have their places in portfolios due to their different dynamics and diversification properties. Gowda, N., & Chakravorty, C. (2020). [7] Compared crypto-currency transactions with traditional banking transactions, emphasized on the advantages and drawbacks. The study indicated that while crypto-currency transactions offer advantages like speed and efficiency, they also come with volatility and market instability when compared to traditional banking system. Paranjpye, R., Ambhore, A., & Raghuvanshi, B. (2020) [8] Evaluated consumer perceptions of gold investment in India. Explored different modes of gold investment, including physical gold, Gold ETFs, and gold funds. Revealed that a significant percentage of respondents perceive gold as a risk-free investment and invest primarily for returns. Vanitha, S., & Saravanakumar, K. (2018) [9]. discussed the investment patterns related to gold rates in India. Compared gold investment with other options such as fixed deposits, provident funds, and crude oil prices. Highlighted the rate of appreciation and depreciation of gold and its potential as an investment.Shobha, C. V. (2019) [10].explored the reasons behind gold's popularity as an investment in India, comparing it to other financial assets like stocks and bonds. Found that gold exhibits lower volatility compared to stocks and bonds, thereby confirming its status as a safer investment alternative to investors who are looking for less volatility in their investment portfolio. Eswara, M. (2020) [11] Focused on Gold Exchange-Traded Funds (ETFs), evaluated their performance in India post-market crashes. Revealed that Gold ETFs outperformed other investment options and suggested that investing in gold can be a favorable choice in the Indian context, particularly during market downturns and volatility.Rao, M., Raval, R., & Jain, R. (2021)[12].examined the impact of cryptocurrency on the Indian economy, acknowledging its emergence as a new investment option. Highlighted the absence of regulatory frameworks for cryptocurrencies in India and emphasizeed the need for regulation rather than an outright ban to tap into the potential economic advantages to investors.Baburao, N. A. (2019). [13] Study delved

into Indian households' evolving investment behavior, particularly regarding gold. Highlighted the challenges posed by a volatile market and offers insights into the extensive gold holdings in Indian households. Dasgupta, M., & Ponnathpur, R. (2020) [14] Found that financial products are systematically used by households, even during unforeseen events like the COVID-19 pandemic as investment option. The study emphasized the potential for well-designed savings products that aligned with the financial circumstances of low-income households giving them opportunities with low risk high investment.

Jani, S. (2020) [15] Focused on the growth of cryptocurrencies in India and the need for regulations. Highlighted the challenges and risks associated with unregulated cryptocurrency use, suggesting that comprehensive laws to be made necessarily.Velmurugan, T., Kumar, G., & Shriya, K. (2022)[16]showed that demographic factors such as age, gender, education, income, and experience significantly impact how investors perceived the risk and make decisions in the stock market. Highlighted various factors that play a role in shaping investment decisions, providing a comprehensive understanding of investor behavior in the group of developing countries.Zhu and Zhang (2021)[17] found that investors in the stock market should possess a fundamental understanding of the market and risk perceptions to navigate it more effectively. Amit B. Mirji and Dr. Prashantha C (2016) [18] conducted research through questionnaires and respondent analysis, concluded that a better understanding of risk aversion is crucial for investors in the North Karnataka region where they being a potential investor. Findings emphasized the need for more attention to this aspect of investment and its volatility factor.

E. Geetha and T.M. Swaminathan (2015)[19] conducted a study to analyze the factors influencing stock prices in the automobile and information technology industries in India where it aimed to understand how these factors drive stock price movements, either upward or downward, to demonstrate the risks involved and the implications of current investment decisions.Pokharel, P. R. (2018)[20] Studied the investor preferences in the Nepal Stock Exchange (NEPSE) found that investors favored the secondary market primarily for its liquidity and high earnings. Found that Investment decisions were mainly influenced by brokers' advice and index movements, while capital gains, liquidity, and dividends were the top motivating factors that dominated an individual’s decision making process. News and market sentiments had minimal impact on their decisions.Kumawat, A., & Parkar, A. (2020) [21] examined factors influencing investment choices, focusing on age, income, and education. The study found a strong positive correlation between

income and investments in mutual funds and equity shares, and a strong negative correlation between age and equity share investment. The findings highlighted that age, income, and education significantly impacted individual investment decisions. U. M. Gopal Krishna (2019) [22] investigated the reasons behind investors' preferences for different investment avenues and the impact of these preferences on their investment decision-making. The study, based on primary data from 216 respondents in Kurnool District, Andhra Pradesh, revealed the factors influencing investors' choices across various investment options.V. Dineshkumar (2018) [23] examined individual investment patterns, strategies, and expectations. The research, conducted through a survey of 250 individuals from Hyderabad of varying ages, income levels, occupations, and education qualifications, identified diverse investment behaviors and strategies. Disha A. Popat (2018) [24] explored the financial knowledge and risk-return perceptions of rural and urban investors. Using primary data from questionnaires administered to 100 rural and 100 urban investors in Gandhinagar, the study found that rural investors preferred less risky, moderate return investments, while urban investors favored high-risk, high-return options.

IV.FRAMEWORK FOR DATA COLLECTION AND ANALAYSIS

4.1. Research Design

This study employs a quantitative research design to conduct a comparative analysis of investment preferences among salaried employees in Prayagraj, India.

4.2. Research Aim

The primary focus is to understand the preferred investment options (crypto-currency, stocks, and gold) and explore the impact of demographic factors (age and education) on these preferences.

4.3. Data Collection

Data were collected from 100 salaried employees in Prayagraj who were considered to be the potential investors.

4.4. Sampling Method

A convenience sampling method was used to select respondents.

4.5Data Collection Tool

A structured questionnaire was designed using a Likert scale format to gauge investment preferences and demographic information.

4.6. Questionnaire Design

The questionnaire consisted of two segments where Demographic information (age, education, etc.). And Investment preferences and attitudes towards crypto-currency, stocks, and gold based close ended questions were asked in likert scale format.

4.7. Data Analysis Tools

SPSS Software used for statistical analysis and hypothesis testing and MS Excel for data organization and preliminary analysis.

4.8. Statistical Tests

Chi-Square Test Used to explore the association between demographic factors (age and education) and investment preferences whereas ANOVA (Analysis of Variance) Used to compare the average performance and preferences among crypto-currency, stocks, and gold.

V. LIMITATIONS AND SCOPE

5.1. Sample Size and Generalizability

The study is limited to only 100 salaried employees from Prayagraj, which may not represent the entire population of salaried individuals in India. The findings may not be generalizable to other regions or to a broader population.

5.2. Reported Data

The data collected through questionnaires is self-reported, which can lead to response bias. Participants may have provided socially desirable answers rather than their true preferences and behaviors.

5.3. Market Conditions

The investment preferences and strategies of individuals can be influenced by current market conditions, which may change over time. The study captures a snapshot of preferences at a particular point in time and may not reflect long-term trends but not the time effect factor.

5.4. Lack of Qualitative Insights

The study relies solely on quantitative data and statistical analysis and Qualitative insights.

5.5. Demographic Factors

While age and education were considered, other demographic factors such as income level, marital status, and family responsibilities were not explored, which could also potentially influence investment preferences.

By acknowledging these limitations and scope, future research can address these gaps to provide a more comprehensive understanding of investment preferences among salaried employees and provide a focused and detailed analysis of the investment preferences of salaried employees in Prayagraj, contributing valuable insights to the field of financial management and investment strategies.

VI. DATA EVALUTION AND INTERPRETATION

6.1. Understand the investors preferred investment option with respect to Crypto, Stock and Gold.

Table.I.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Stock	Between Groups	171.983	9	19.109	45.915	<.001
	Within Groups	37.457	90	.416		
	Total	209.440	99			
Crypto	Between Groups	133.401	9	14.822	18.187	<.001
	Within Groups	73.349	90	.815		
	Total	206.750	99			
Gold	Between Groups	123.461	9	13.718	31.296	<.001
	Within Groups	39.449	90	.438		
	Total	162.910	99			

6.1.1. Stock

Sum of Squares (171.983)**,** Degrees of Freedom (df)(9)**,** Mean Square (19.109)**,** F-value(45.915)and Significance p-value 0.000($p < 0.001$)**.**

F-value of 45.915 is large, indicating that the variation between the group means is much larger than the variation within each group. Since, p-value is less than desired value (0.05) indicates that the observed differences between the groups (stocks) are statistically significant. Therefore, we reject the null hypothesis that there are no differences between the groups that is there is no significant difference in the preference for Stock among investors in Prayagraj

6.1.2. Crypto -currency

Sum of Squares (133.401), df (9), Mean Square (14.822), F-value(18.187),Significance (p-value) .000 ($p < 0.001$)

The F-value of 18.187 is large, indicating that the variation between the group means is much larger than the variation within each group. Since, p-value is less than desired value (0.5) indicates that the observed differences between the groups (crypto-currencies) are statistically significant. Therefore, we reject the null hypothesis that there are no differences between the groups that is there is no significant difference in the preference for Crypto among investors in Prayagraj

6.1.3. Gold

Sum of Squares(123.461),df(9),Mean Square (13.718) ,F-value(31.296),Significance (p-value):.000 ($p < 0.001$)

The F-value of 31.296 is large, indicating that the variation between the group means is much larger than the variation within each group.

Since, p-value is less than the desired level (0.05) indicates that the observed differences between the groups (gold) are statistically significant. Therefore, we reject the null hypothesis that there are no differences between the groups that is there is no significant difference in the preference for Gold among investors in Prayagraj

By rejecting the null hypothesis in both cases, we are saying that we have found strong evidence that supports our alternative hypotheses. This means that there are noticeable differences in what investment options people prefer—Crypto-currency, Stock, or Gold—and that demographic factors like age and education significantly influence these preferences among salaried investors in Prayagraj. In the context of Objective 1, this means that investors in Prayagraj do not equally favor all three investment options. Instead, some options are more popular than others, suggesting that the choice of investment is influenced by specific factors unique to each option. For instance, investors may lean towards Crypto-currency for its potential high returns, while others might prefer Gold for its stability and historical value. In Objective 2, the rejection of the null hypothesis reveals that demographic factors, such as age and education, play a significant role in shaping these

investment preferences. Younger investors may be more inclined to explore Cryptocurrency due to their familiarity with technology and risk appetite, whereas older investors may favor traditional options like Gold or Stocks, which are often perceived as safer investments. Similarly, education levels can affect financial literacy, leading to different investment choices.

6.2. Explore the Impact of Demographic Factors (Age and Education) on Investment Preferences

6.2.1. Stock with Age

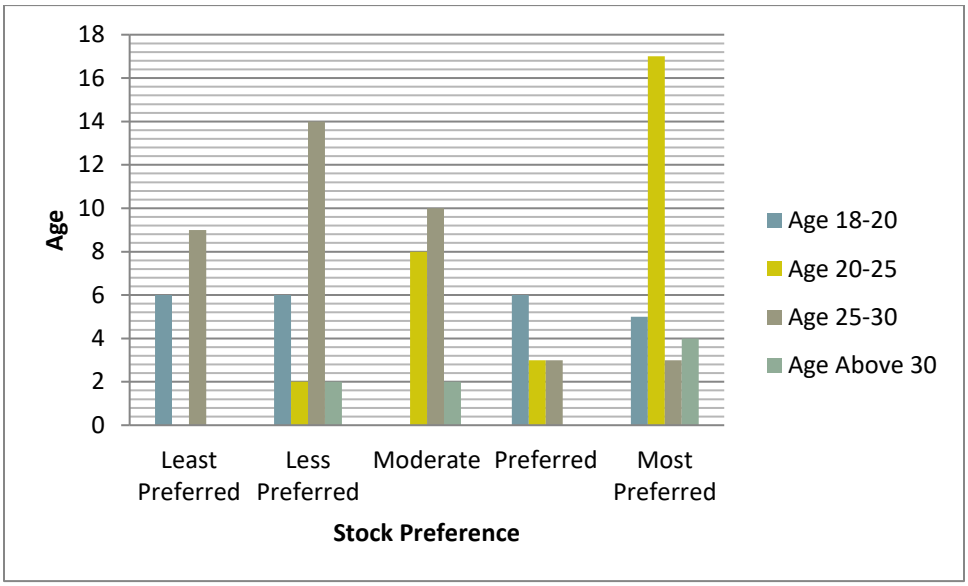


Figure.2

Table.II.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	42.494[a]	12	<.001
Likelihood Ratio	54.019	12	<.001
Linear-by-Linear Association	1.125	1	.289
N of Valid Cases	100		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .96.

Value (42.494), df (12), Significance Level: .000 (which means p < 0.001)

In this case, with a p-value of less than 0.001 (p = .000), we reject the null hypothesis that there is no association which means Demographic Factors (Age) does not have impact on the choice of investment tool among salaried investors in Prayagraj.. This indicates a statistically significant association between the variables.

6.2.2. Stock with Education

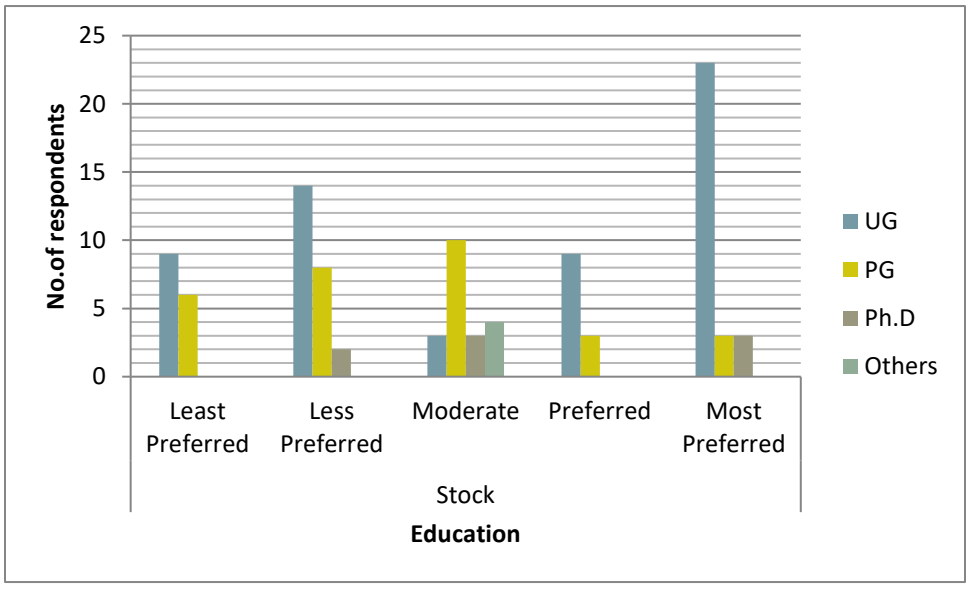


Figure.3

Table.III.

Chi-Square Tests

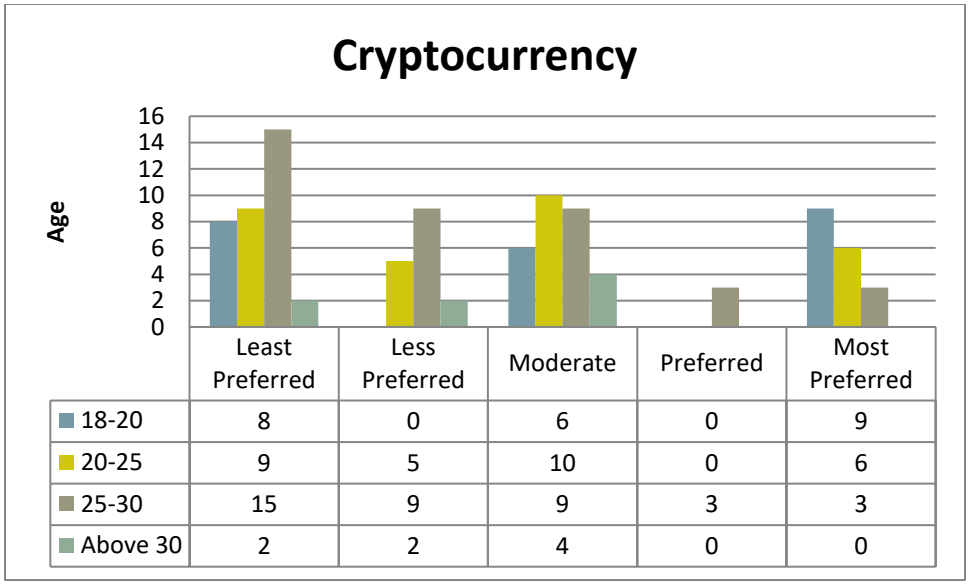
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.933[a]	12	<.001
Likelihood Ratio	37.903	12	<.001
Linear-by-Linear Association	1.108	1	.293
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .48.

Value (35.933),df(12),Asymptotic Significance (2-sided): .000 ($p < 0.001$)

With a p-value of .000 (less than 0.001), we reject the null hypothesis that there is no association that is Demographic Factors (Education) does not have impact on the choice of investment tool among salaried investors in Prayagraj.. This indicates a statistically significant association between the variables.

6.2.3. Crypto with Age



Age	Least Preferred	Less Preferred	Moderate	Preferred	Most Preferred
18-20	8	0	6	0	9
20-25	9	5	10	0	6
25-30	15	9	9	3	3
Above 30	2	2	4	0	0

Figure.4

Table.IV.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.034[a]	12	.037
Likelihood Ratio	26.917	12	.008
Linear-by-Linear Association	5.009	1	.025
N of Valid Cases	100		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .24.

Value (22.034), df(12),Asymptotic Significance (2-sided): .037 (p = 0.037)

The p-value associated with this test is 0.037. This p-value suggests that there is a statistically significant association between the variables at a significance level of 0.05 ie. With a p-value of .000 (less than 0.001), we reject the null hypothesis that is Demographic Factors (Education) does not have impact on the choice of investment tool among salaried investors in Prayagraj.

6.2.4. Crypto with Education

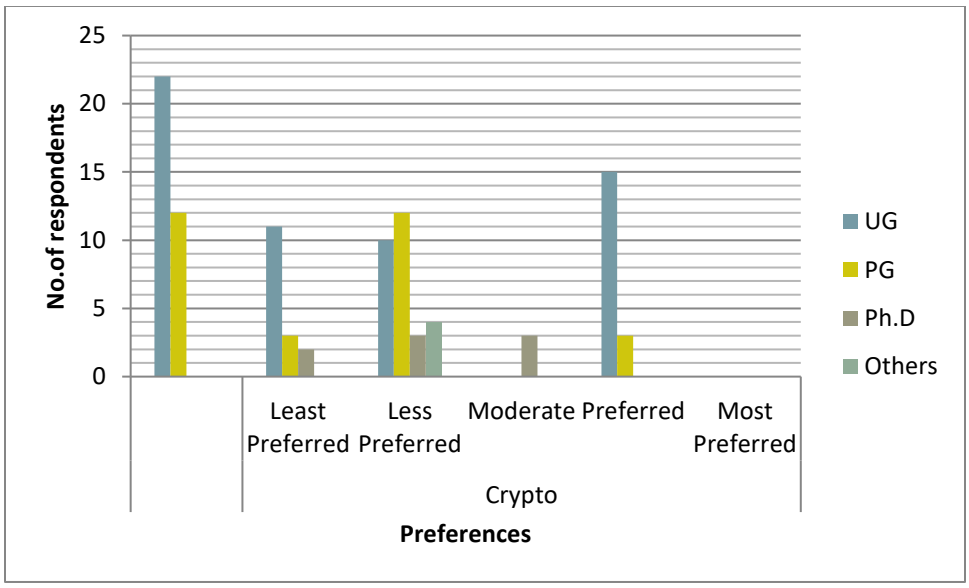


Figure.5

Table.V.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	57.588[a]	12	<.001
Likelihood Ratio	42.684	12	<.001
Linear-by-Linear Association	.375	1	.540
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .12.

Value (57.588), df(12),Asymptotic Significance (2-sided): .000 ($p < 0.001$)

The p-value associated with this test is very small ($p = .000$) less than desired level (0.05), indicating a highly statistically significant association between the variables. This means we reject the null hypothesis that there is no association.

6.2.5. Gold with Age

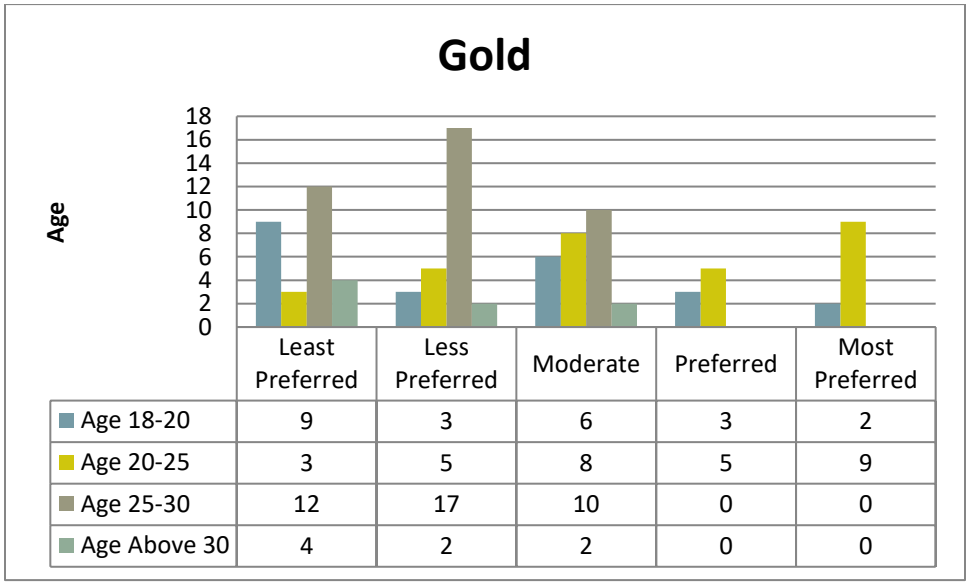


Figure.6

Table.VI.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.256[a]	12	<.001
Likelihood Ratio	40.939	12	<.001
Linear-by-Linear Association	6.547	1	.011
N of Valid Cases	100		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .64.

Value (35.256), df(12),Asymptotic Significance (2-sided): .000 (p < 0.001)

. The p-value associated with this test is very small (p = .000) less than the desired level (0.05), indicating a highly statistically significant association between the variables. This means we reject the null hypothesis that there is no association that is Demographic Factors (Age) does not have impact on the choice of investment tool among salaried investors in Prayagraj.

6.2.6. Gold with Education

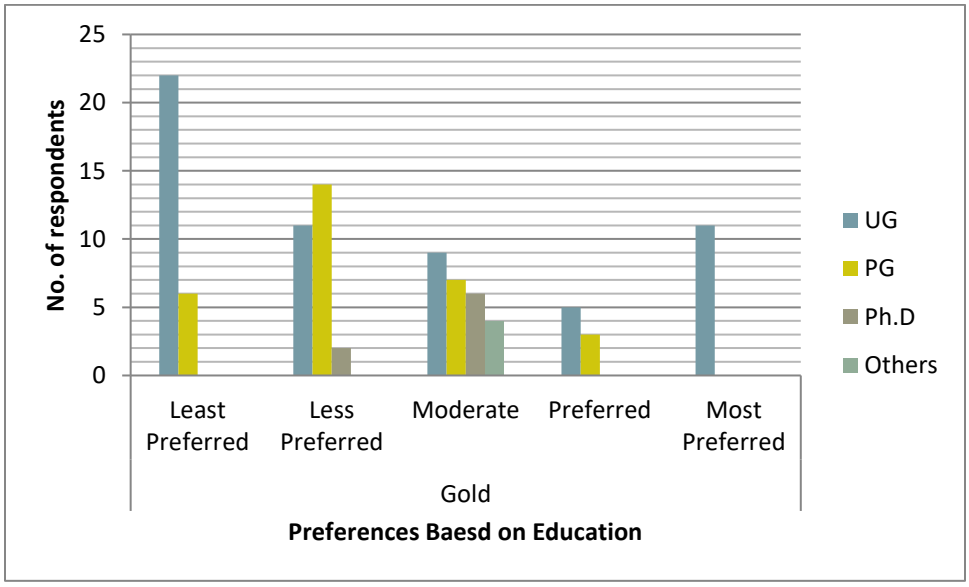


Figure.7

Table.VII.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40.314[a]	12	<.001
Likelihood Ratio	43.316	12	<.001
Linear-by-Linear Association	.132	1	.716
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .32.

Value (40.314), df(12),Asymptotic Significance (2-sided): .000 ($p < 0.001$)

The p-value associated with this test is very small ($p = .000$) less than the desired level (0.05), indicating a highly statistically significant association between the variables. This means we reject the null hypothesis that there is no association that is Demographic Factors (Education) does not have impact on the choice of investment tool among salaried investors in Prayagraj.

VII. KEY INSIGHTS AND DISCOVERIES

7.1. Investment Preference among Salaried Employees in Prayagraj:

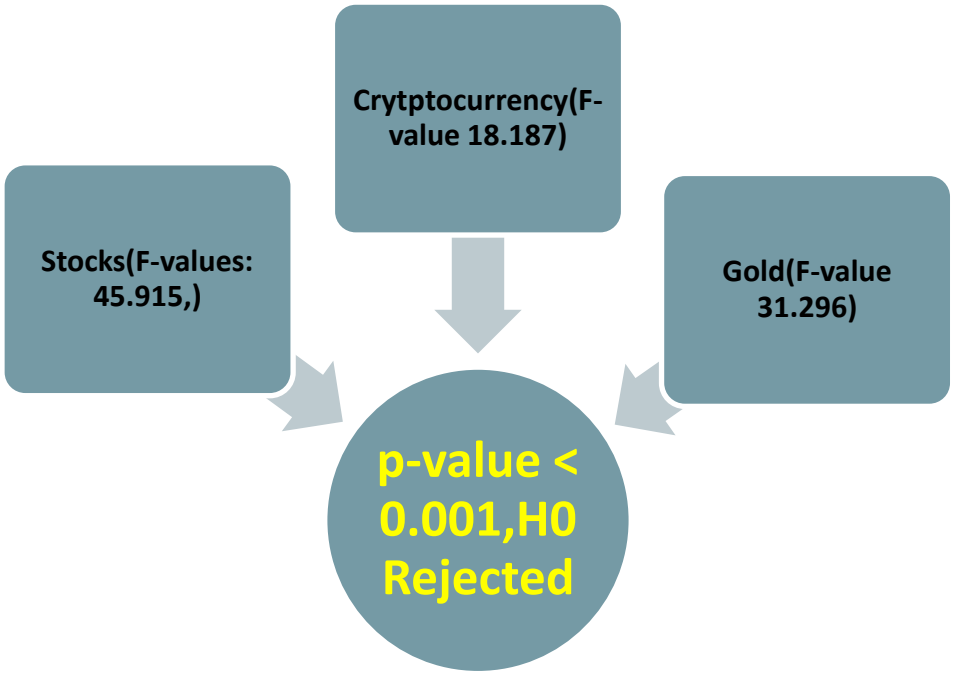


Figure.8

Stocks, crypto-currencies, and gold show significant differences in average performance (F-values: 45.915, 18.187, 31.296 respectively) with very low p-values ($p < 0.001$).Investors' preferred options vary significantly across these investment types, suggesting diverse financial strategies among employees. Analysis shows that there are real and significant differences in how stocks, crypto-currencies, and types of gold perform ***(Table.1).***

7.2. Impact of Demographic Factors on Investment Preferences:

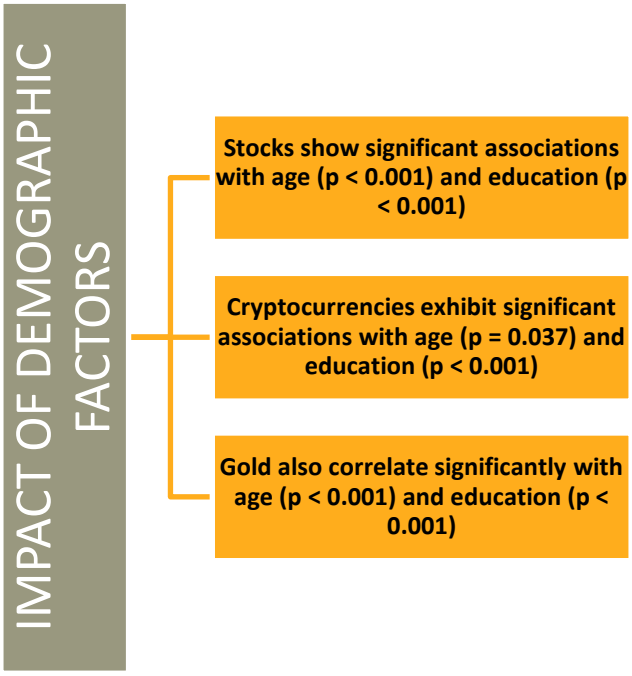


Figure.9

Age and education levels significantly influence investment preferences where, Stocks show significant associations with age ($p < 0.001$) and education ($p < 0.001$). Crypto-currencies exhibit significant associations with age ($p = 0.037$) and education ($p < 0.001$), Gold also correlate significantly with age ($p < 0.001$) and education ($p < 0.001$). ***(Table.2-7)***

VIII. STRATEGIC SUGGESTIONS

Use of a Hybrid Portfolio approach to diversify the investment will help the salaried section of Prayagraj to spread their earnings across different versions of stocks, crypto-currencies, and gold to reduce risk and increase the chance of good returns.

Follow the Age-Based Strategy where Young Employees will adopt an Aggressive Portfolio strategy where they will invest more in stocks and crypto-currencies for higher returns as well as short-term returns. On other hand, Older Employees will use a Conservative Portfolio strategy where they will invest more in gold and stable stocks versions to preserve capital and ensure steady returns which will help them to secure their retirement phase as well.

To ensure financial inclusion and Knowledge new age methods like Listening to Podcasts from Financial Influencers, attending workshops, and online courses enrollment from platforms like

IIMs,IITs,etc will give picture finance to make smarter investment choices by experienced faculty free of cost or minimal cost.

Personalized Plans that will consult a financial advisor for a Customized Investment Plan Concept based on age, education, and goals will maximizes returns and manages risks effectively for those who can afford it.

Use Employer Programs where employees will participate in Employer-Sponsored Retirement Plans and join Investment Clubs offering benefits like matched contributions and shared knowledge, which will boost investment growth and encourage cooperative investments.

Manage Risk by using Perform regular Risk Assessments and maintain an Emergency Fund methods will help to regularly review investments and have an emergency fund that will help to cope with market changes and unexpected expenses without losses or will succeed the effect of losses.

By these practical suggestions along with specific financial techniques, employees in Prayagraj can make better investment choices, achieve their financial goals and allocate there limited financial resources.

IX. CONCLUSION

Salaried employees in Prayagraj show distinct preferences for stocks, crypto-currencies, and types of gold, with significant differences in performance between these investment options. Each type of investment (stocks, crypto-currencies, gold) has distinct performance outcomes, which are important for investors as well as policy makers to understand. This indicates a varied approach to financial planning among employees.

Age and education levels of a potential investor play a crucial role in shaping these investment preferences. The type of investment options considered in the study (Stocks, crypto-currencies, and types of gold) exhibits significant associations with both age and education, highlighting a strong demographic influence on investment decisions. Understanding the diverse investment preferences and the influence of demographic factors among salaried employees in Prayagraj is essential for designing personalized financial strategies. Employers and financial advisors can use these insights to tailor their investment offerings and educational programs that better meet the financial goals, preferences and needs of their employees.

CONFLICTS OF INTEREST

The authors declare that they have no conflicts of interest.

AUTHORS' CONTRIBUTION

Pooja Yadav conceived the study and contributed to the development of the analytical framework. Dr. Poonam Vishwakarma and Dr. Akshat Dubey supervised the research project and provided guidance throughout the study. All authors contributed to the data collection, analysis of the results, and writing of the manuscript.

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