A STUDY OF INVESTORS BEHAVIOUR TOWARDS INVESTMENT DECISION IN THE STATE OF HARYANA

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Under the Supervision of

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This is to certify that I have carried out the research embodied in the present thesis for the full period prescribed under Ph.D. ordinance of the University.

To the best of my knowledge, I declare that no part of this thesis was earlier submitted for the award of research degree of any University.

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ABSTRACT

India is one of the fastest growing economies in the world. Over the last decade, both government and private industry have endeavored to bring about an environment conducive to growth. This is increasingly reflected in better earnings and higher disposable incomes for the working population. The current research study focused on the behaviour of investors towards investment decision considered to be highly remunerative. Most of the financial theories are based on the idea that everyone is rational and before making any decisions take careful account of all the available information which is not the case in reality. Behavioral finance refers to the theories, which are based on psychology. It is an attempt to understand how emotions and cognitive errors influence investors' behaviors. It focuses upon how investor interprets and acts on information to take investment decisions. It explains that individuals do not always act rationally in their financial decisions and that their behaviour causes them to make different choices about their financial decisions. Behavioral finance is afield of study which has gained importance in recent times. The study was concerned with primary data. The data were collected from individuals who were willing to the information on their financial behaviour by adopting informational referral sampling technique, through carefully by structured questionnaire, constituted 480 respondents. The study was conducted from 2011-2019. Various statistical tools like descriptive analysis, ANOVA, chi-square and Garrett ranking technique were applied in this research. The study exposed the fact that, the investment strategies of the investors are largely influenced by the socio-economic factors and it further reveals that the behavioral bias plays a vital role in determining the investment process of individual investors. Different types of investment avenues are available and the investors have to become more alter and

choosy in selecting profitable investment avenues with minimum risk. The selected investors in the study are not having adequate awareness about the investment and also not consulting the financial advisors, hence they prefer to invest in traditional and safe financial products. Suggestions are that policy makers must strengthen the financial market. Encourage females' participation investment. Provide concession or tax benefits to underprivileged, Devise financial product that caters to the need of investors. Organize advertisement campaign to enhance financial awareness. The study provides scope for further research that can be carried out in future on specific segments such as female investors etc. The individual investors should not be left behind the isolated batch in the investment market. The need of the hour is to promote financial literacy at a very early age in one's life and help the common man to make his financial plan profitable for himself.

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LIST OF ABBREVIATION

P.P.F	:	Public Provident Fund
F.D	:	Fixed Deposits
B.D	:	Bank Deposits
C.F.D	:	Company Fixed Deposits
M.F	:	Mutual Funds
G.R	:	Growth Rate
I.T	:	Information Technology
R.I	:	Retail Investor
R.B.I	:	Reserve Bank of India
SEBI	:	Securitas exchange board of India
R.E	:	Real Estate

CHAPTER- I
INTRODUCTION

1.1 Introduction

Investment involves turning capital or cash into tangible commodity or a demand for return on the future money. It is thought to be a sacrifice of the current value of the cash in the expectation of having reward later on. It is usually challenging, fascinating as well as rewarding for the investor. Risk and reward are usually go parallel to each other as where the risk is high, the returns are also high. There are a number of investment options like bonds, stocks, businesses, life insurance, gold and silver, real estate, postal deposits, etc. By taking into consideration several parameters such as income stability appreciation, safety of their money, easiness of transfer of fund, as well as liquidity the investors choose which suited best in accordance to their preference. On the basis of attitude of taking of risk, investors make investment in any institution listed above. Money is earned by making a lot of efforts as well as with hard work because of which everyone these days wants to enjoy the rewards of money. The spending of the whole money which is earned by facing a number of difficulties is not a wise thing. The smartest thing is to save the money for future as there might some uncertainties occur in the future like if you face an accident, any appliance of your house needs to be replaced and what you do if in future you lost your job? In such cases the saved money helps the person to face these uncertainties with less stress and insecurity. If someone had not spent money on insurance or saved it earlier, individuals may also be opening up to other dangers.

The best method to save the money is to reduce your spending on unnecessary things. In order to accomplish this task the first step is to make the list of the necessary things. After that make a budget and purchase the things according to this list. Also prohibit buying unnecessary goods as it increases your expanses and imbalance your whole budget. Avoid malls as well shopping complexes as it gives boost to the reduction of overall cost which enhances your savings. For improve their savings people make a cut on their electricity or telephone expanses. The bill of electricity affects pocket of a person a lot and judicious use of electricity like by switching off lights or other electrical appliances when are not in use boost the saving. Similar is in the case of expanses of the telephone by not buying too costly electronic item as well as making less or the just required calls. This not only improves your saving but also beneficial for the environment as the burden on the resources reduces which in turn contributes to nation economic growth and prosperity. When somebody thinks about why saving is too important the first thing comes in the mind is for the time of emergency as it can provide a new roof for home, for any medical out of the pocket expenses, income loss, unexpected loss of job etc. For all such kind of emergencies money is used to dealt with the harsh condition or to make the things smooth. The other reason is retirement. Everyone retires a day and after retirement the place of income is taken by the savings as then the person have just its savings with them to fulfill their needs and desires. It is observed that in the present days the average life expectancy rate has improved because of the availability and feasibility of the medicines, now people are living a longer life in comparison to that of the previous trend and hence needed more money than earlier. Education is the other important factor. It became difficult to meet the demands in the field of education as day by day the cost for the public as well as private education is rising at a brick pace. One may have need of money for making a house as well as saving of money is requirement for the down payment on the house. The power of negotiation of a person goes much further when the person has a large down payment on return and gets a higher rate of interest with which one can buy a larger home. For fulfilling all these demands it is required to have some saved money in hand. Along with these circumstances the saving is required for having fun, for buying luxury items as well as for vacations. If a person has good amount of cash in his hand his power of negotiating increases on the bigger purchases. With the changing trends it is necessary to have some change in luxury items in accordance with the job, status, society, business and to increase the standard of living. Sometimes somebody funds sink and in such a condition the saved money is the need of the hour. Anything set aside for the future usage is known as investment. Investment is nothing but sacrificing at the present time so as to have benefit in the future. There are number of aspects of the investment. The sacrifice of the present time along with the benefits of the future is the two major elements of the investments. Generally there can easily be the identification of different pursuits that demonstrate the two elements of the investment like thousand shares of the reliance industries limited was brought by a portfolio manager, a corporate firm for the purpose of expansion expands Rs. 40 lakh, one may acquire a fixed deposit scheme of Punjab National bank for several years as well as a father bought some jewellary for his daughter so as to give her as a gift on the her marriage and many more such possibilities. All these above mentioned are a type of investment as for this there is a necessity to sacrifice of the consumption of the present time so as to have benefit in the future. In simple words, investment applies to a fund pledge of one or more securities to be retained over a certain potential period of time. It is quite simple; investment refers to placing the cash of yours to meet your needs. It is not like gambling while it is another way of thinking of how to invest money to have higher benefits. In gambling one puts its money at risk by betting on the outcomes that are totally uncertain with an expectation to win money. Hence it is essential to differentiate among several activities as which is the real investment or which one is like that of gambling such as by the sacrifice of the present consumption one purchase a lottery ticket costing Rs. 1000 but this is not investment as there is a complete uncertainty as the winning or losing is not in the hands of the purchaser. It he does not win the lottery ticket he will lose his whole money; it is gambling not an investment. The investor is not a speculator and will not proceed with presumption of losing the capital of his since in investment there is the process of decision making. The investor which is experienced and genuine have well analyzed information and well known about the relation between the risk and return. The decision of investment is affected by the profile of the investor. The most important property of the investment is to wait for the reward. It refers to saving the resources from the present consumption in order to have future benefits. The investment as a term is not as modest as defined, it was determined by number of economists as well as financial experts along with this the term is mostly with speculation in confusion. In the anticipation of a better return in the future, an investor reconstitutes consumption in present. In order to generate profits some amount of capital is placed in real estates, shared or in the business ventures. The factor which influences the investment most is interest rate as the rate of interest reduces with the rise in the investment rate. For instance, the expectation the business community expectations about long term need as well as benefit, complex alterations in generation techniques, as well as anticipated relative expenses of capital as well as labour. Without saving no investment can be done as it is the saving which provides the required funding. Investment enhances the economic capacity of production which further enhances the economic growth of the nation. The term investment has a number of close meanings in the field of business management, related to finance, deferring consumption, saving or to economics. A person made a deposit in the bank or may purchase an asset in order to have interest or future returns. Basically, the meaning of the term is "action of putting something in to somewhere else". A number of times both the words investment as well as saving are used interchangeably that make confusion in their distinction like for the purpose of marketing the bank labeled some of their deposits accounts as the investment accounts. In order to find out whether you are making an investment or saving, you have to check it out whether you are investing on the asset in which there is a possibility of fluctuation in the future or in the cash. (Warren, 1950)

1.2 Financial and Economic meaning of Investment

The financial terms of investment means allocate the capital to assets with an expectation to have positive returns or gains over a certain time period. The asset ranges from the risky investment to the safe investment. According to the common people suppliers of the capital are the person who are investing their funds and from the point of view of these investors the term investment refers to a commitment of the funds of a person to derive upcoming earnings in the form of pension benefits, rent, interests, an appreciation in the principal value of money or the premiums. Whether capital is being spent for beneficial usage or in terms of the acquisition on the other - hand assets like as current securities as well as commodities traded on the basis of stock exchanges is not relevant to the financial investor. Majority of investments are actually regarded as to be transfers of financial assets from one individual to yet another. In the economic sense the meaning of investment is totally different to that of in the financial sense. According to an economist the meaning of investment is net addition to the capital stock comprising those good and services that are utilized in the production of other goods as well as services.Accordingly, in this sense, investment means the generation of new as well as productive capital in the form of new buildings, reliable machinery for new producers such as plants as well as equipment. In the definition of investment by economists the human capital along with the inventories are also included. The economic meaning of investment and the financial meaning of invested are correlated to one another as deposits are part of private assets that migrate into the capital market moreover directly or by means of organizations, separated into "new" along with second-hand capital funding. Investors as users along with the stockholders as suppliers of long-termassets found a region in market for meeting. (Alrabadi et. al., 2011).

1.3 History

The Hammurabi code of laws is a set of collection of laws well guided and established for providing legal framework for investment, commercial transactions and punishments and fines for the required justice. It codifies debtors and creditors rights involving crimes injury and death. Buyers of stocks, bonds, and other securities were identified as speculators in the early 1900s in newspapers, academia, and commerce.Since the 1929 Wall Street crash, and particularly through the 1950s, the term investment had come to represent the more cautious end of the securities continuum, while at that time financial brokers and their advertising agencies applied speculation to higher-risk securities that were much in vogue. The phrases speculation and speculator have explicitly been referring to higher-risk projects since the last half of the 20th century.

1.4 Investment and Risk

All risk related to the invested capital is bear by the investor. From arbitrage investment is totally different as in arbitrage profits are made with any investing any money as well as without bearing any kind of risk. Savings bear the risk of default on the financial supplier. While foreign exchange risk relates tohe foreign currency savings as in case when the saving account currency varies to the home currency of the holder of account there is always a risk that varying rate of exchange between the two currencies might move unfavorable. Hence there is reduction in the value of the currency of the saving account decreases if measured in accordance to the home currency of the account holder. The risk involves to the investments are more and the chance of the risk is more in the investment in the comparison to the savings

1.5 Investment and Speculation

Conventionally, there are factors ways by which we can differentiate between the speculation and investment. These are:

a) Capital gains

b) Risk and;

c) Time period

a) **Risk:** In meaning of the risk in financial terms is the probability of having loss in the financial transactions. In large, investment is to entail risk that is limited as well as restricted to those values in which the basic principle is actually healthy. The speculation is actually viewed as a participation of money of risk that is higher. A good example of this is the list of securities of the stock brokers that labels as well as suggests securities individually for the purpose of investment as well as speculation reasons. Risk is measured in the degree and there is no pure distinction between the high risks involves or the degree of risk is low as well as a many number of times this distinction of risk is arbitrary. In all investment involves risk. When the safety of the principal amount along with the interest is taken into account some unmanageable risks are there which are not easy to dealt with. These risks are the money rate risk and purchasing power risk. The risk of purchasing power involves the reduction in the principal as well as the interest while the risk of money rate involves reduction in the market value with the rise of the interest rate. Both investor as well as the speculator is affected by these risks. In order to understand the speculation as well as investment the usual indicators are low risk and the high risk.

b) **Capital Gains:** When the sole motive is to have higher profits by changing the price it is considered to be speculation while when before purchase a complete analysis as well as investigation is done so as to have a balanced rate over time it is considered as investment. Hence speculation is having high profits with buying less and high selling.

c) **Time:** Another distinction between speculation and the investment is of the time period. When the duration of fund allocation is high then it is considered as investment while investing for the 'quick turn' is considered as investment. To find of the role of speculator as well as investor the analysization of this distinction is much helpful. Speculator is considered about the price movement as well as the action of market while the investor consistently makes evaluation of the worth of security. It is clearly derive from these distinctions that the speculation and the investment are quite different. No rules and laws are there to define securities that are exclusively used of the investments. For the purpose of finding out if the investment is the suitable investment regular review of the securities are there. In addition, it is right to state that a few financial specialists have named expenditures a carefully planned speculation and also well founded or that good expenditures are productive speculation. Hence the speculation as well as investment is preparations of the future uncertainties. If for obtaining more expected returns someone take unnecessary risks then it will be converted into gambling.

1.6 Investment and Gambling

The demarcation between gambling and investment is totally partial in nature. From the above review, it has been identified that investing is an effort to schedule, analyze and allocate funds carefully in different investment channels, providing security of principal, reasonable along with steady arrivals well as long-term commitment while gambling is totally different to it as it involves high risks along with expectation of high return. Horse racing, lottery tickets and cards are some common epitome of gambling. Gambling is focused on hints, tips as well as hunches. Gambling has no linkage with the scientific aspects and well as the knowledge of the risk. The fundamental idea of the existence, intent as well as function makes differences between investments, gambling as well as speculation.

1.7 Importance of Investment

In the context of current circumstances investment is vital as well as valuable. The various factors because of which importance of the decision of investment are increasing are given below:

a) Longer Life Expectancy or Planning for Retirement: In between the age of 55-60 people retire in India. It is observed that in the present days the average life expectancy rate has improved because of the availability and feasibility of the medicines, now people are living a longer life in comparison to that of the previous trend and hence needed more money than earlier. Savings should be invested in such a manner that the principal amount as well as revenue is going to be enough for larger number of retirement years. The value of investment decisions is further increased by the reality that more women work in companies. These females are going to be accountable for preparing the own investments of theirs throughout their functioning lifetime to ensure that after retirement, they're competent to enjoy a steady cash flow.

Well planned life span, sustainability as well as increase in the working population have guaranteed the practical investments demand.

b) Increasing Rates of Taxation: All across the world in all the countries the most critical factor that introduces component of desire in a person’s savings is the Taxation. Undoubtedly, there are number of ways to do savings in India which is in the form of investments that helps to reduce the level of tax by suggesting deductions in personal income.

c) Interest Rates: The level of the interest rate is also a crucial aspect for a good plan of investment. These can range from dangerous to secure investments; these can also vary because of different profit packages provided through the investments. Prior to the allocation of any amount these factors must be weighed. The high interest rate might not be the single factor that favors the outcomes for the investment. A numerous kind of investments have to be included by the investor in his portfolio. Along with having high interest rate, it is also much important to have a stable interest.

d) Inflation: inflation is one of the consistent difficulties since the last few decades. In the many years of rising costs, a number of issues are actually connected fused with a dropping standard of living. For having the best choice of the investment, it is required to examine the erosion of the resourced prior to the investment of funds. The investor makes its full efforts and find out the way withhe can receive the maximum rate of returns as interest which can cover any loss because of inflation. It is essential for the investor to judge if the return is consistent or is there any inconsistency. In combination to high interest rate he will explore several ways so as to found the way that will certain the safety of the principal. In addition to safety of principal as well as the high investment rate, an investor must also take into account the tax angle. The burden of taxation should not boost with the earned interest through investment because if it happens then the benefits obtained from the interest of investment will utilize to nullify the rise in the taxation.

e) Income: the rise in the employment opportunities in India is another reason for the increasing focus on the investment decisions. The development in the country after independence give boost to new organizations as well as services which leads to increase in the opportunities to both men as well as women working force. The willingness along with abilities of the working people to save as well as investment of their funds is culminated with more saving opportunities and more incomes.

f) Investment Channels: The development as well as improvement of the nation major to significantly greater economic exercise has led to the launch of a wide array of expense retailers. Besides saving the money in the banks investors choose other instruments as the banks provides very low interest. But it is to determine that which is the most advantageous method and offers stable as well as balanced returns. The investor chooses that method of investment which will provides him the blend of stability of returns along with the high rate of returns. For example- life insurance, unit trust schemes, corporate stock, fixed deposits, provident funds etc.

1.8 Investment Decision

In the terms of stock market, the term investment decision means to make a decision of buying and selling of the orders and these decisions are highly affected by the flow of information as well as the how much money is available. The various factor such as the extent of under valuation or the over valuation, the fair value of the share as well as expectation of the returns decide either to buy or to sell the order. If the investment if for a long duration of the period then the investors have to depend upon the study of the fundamentals while when the investment is for a shorter duration of time then technical study is more crucial.

1.9 Factors Affecting Investment Decisions

It is crucial that the factors which are affecting the decisions of the investment decisions are well understood so as to offer best advice as well as to make informed investment decisions. Sometimes the tips provided by the investment advisors not well suited to the circumstances of the investor leading to unhappiness as well incomplete satisfaction of the investor and he starts criticizing the investment advisers for the advice. Mostly the unsuitable investment is the main cause of dissatisfaction of the investors. While giving advices of the investment it is must to have a look on the circumstances as well as requirements of the investor. Ignoring these factors may result in the disastrous outcomes.

Risk: Risk is perhaps the most underestimated of all the factors which influence investment decisions. There are lots of elements to take a chance of what, in case correctly analyzed, would develop a dissertation ideal for the doctoral thesis. In the simple words the most common risk to the investor is the probability of losing the money invested by him and it is found that the greater returns are obtained in the case when the investor is fully prepared for more risk. Some investors are prepares to have high risks while other may not take any risk, it varies from investor to investor. Investors would usually be more at risk with respect to their retirement funds compared with voluntary portfolios. With the changes in the life circumstance the risk profile of the investor will also change. An investor that is young in age is prepared to face any danger but it is not easy to face uncertainties for the investor which is near its retirement as it has a little time. The assumption of the risk taken by the investor is highly dependent on the achievement of the return from the investment. For a person who wants to collect money for the purpose of educating his children prefers to make an investment in such a way so as it will get certain amount of return from the investment in certain duration of time otherwise his goal associated with the investment does not fulfill. The returns from the investment are directly proportional to the risk which is associated to the investment. Risk as well as return is parallel to each other due to which the investment in which there is a possibility of higher returns the risk of losing the money is also high with it. The duration for which the money is invested play important role. The selection of unit trust for the purpose of investment is not suitable when the investment is for short duration like for one year as the risk involved is very high. The downwards trend of the market may result in the money loss by the investor. It is less risky as well as suitable to deposit the capital with a financial institution which is reputable while when the investor wants to invest for a longer duration of time let it be ten years in such a case the unit trust will also not a investment of high risk. On the opposite due to the effects of both taxation as well as inflation the deposit can be considered as a high-risk investment as there is a possibility of money loses in the real terms by the investor. The crucial decision in the investment is that the type of the investment is according to the investor risk profile.

Return: Returns are directly related to the risk involve and when there is more risk involved the returns are much high. Returns might in the form of increase of the money or it may be flow of the income as in the case of bank that offers the return on the investment in the form of flow of the income whereas the returns offered by the unit trust is in both form increase of money as well as the flow of the income. The decision of the investment is much affected by the type of return the investor will be going to receive (Samudra and Burghate, 2012).

Liquidity: The term liquidity means at the time of need how fast the investor is able to change the investment of his into money. As the management company promises the repurchase of the units from the investor, we can say that a unit trust provides high liquidity while the liquidity of the listed shares is less as in the listed shares only when there is a buyer at that price the investor can sell. Also, the shares in the private company are not having high liquidity as the investor can generally sell to one of the other shareholders and in the case when he is not interested to buy the shares only then one can find out an external buyer. Moreover, there is no mechanism to introduce sellers as well as buyers unlike to the stock exchanges. By making utilization of the investment as collateral might provide liquidity. It ensures that at such a short notice, achieving investment may not be feasible; the investment can be ceded or promised to secure a loan. A thing to consider that is associated to liquidity is actually the price of termination. "What is the cost structure of the investment? What will be the costs associated with terminating the investment within a certain period? Liquidity and liquidity at a price are different things."

Taxation: For the decision of any asset, the tax concerns of an investment are very important. The return of the investment which an investor wants is generally after-tax return. The marginal tax rate, the tax position of the taxpayers etc affects the effect of the taxation on the return of the investment. It might be that the stockholder is actually a tax-exempt entity. The investor's identity such as is the investor a individual person, a legal person, a trust etc. will also put impact on it. The essence of the return will also have a considerable influence. An interest-bearing fund may not be sufficient for a young individual looking to increase capital growth, as the profit will be invested in his pockets thus significantly dropping the return as of after-tax.As per the investment's taxation a gain will frequently be decided through the intent of the investor. In case when the investment made by the investor is made with the aim of having profits then the gain achieved by the investor is considered as income and then accordingly it will be taxed. It might be the case that two investment of the similar type by different investors be taxed completely different as everyone has different mindset in regards to the investment. It is very common that in the period of the investment the intentions of the investor changes but this change in the intention is not good and proved to be fatal (Kukreja and Gagan ,2012).

Inflation: The most important thing for the investors is the return after taxation the similar is the real return. The term real return means the return after the consideration of the various effects of the inflation. The investing makes an investor poorer than earlier in the case when he is not having positive real return. It is concluded from the above discussion that the risk involve in the investment can be derived from the real returns. It short the term risk is the chance of losing money by the investor and the word real in the real return qualifies this. In such context we can conclude that the investment with low risks like recurring deposits as well as fixed deposits turns into the investment having high risks after considering various factors of inflation as well as deduction of the tax.

Term: The term the investment is investing play a vital role in the process of the decision making. If the investor wants to invest for short term or for few months then he will not choose equity market as good option except in the case when individual is totally ready to bear a high risk while if the investor wants to invest for a longer duration of time then he can go with the equity market as in the equity market the level of risk reduces with the increased in term.

Timing: Out of all the decision of investing the difficult one is to choose the right time for investment. It is then no shock to know that it is the only decisions that the investors get more frequently wrong than not. The selection of the right time for investment becomes easy with the increase in the term of investment.

1.10 The Investment Process-Stages in Investment

Four stages are involving in the process of investment these are investment policy, investment analysis, valuation of the securities and the last one is portfolio construction.

Investment Policy: The very first step is to determine as well involves the personal financial affairs along with objectives prior to making the investment. This is generally known as the preparation of the investment policy step. The ability to generate an emergency fund, fast convertibility of the securities in the cash as well as elements of the liquid is checked by the investor. Hence this stage is must and well suited for determining the efforts of the investment as well as taken into consideration different characteristics of the investments.

Investment Analysis: Once the investor has established a logical order of the various types of the investment required by him in his portfolio the next move is to evaluate the securities that are available for making an investment. Prior to investment a comparative study of the type of security, type of the industry as well as variable securities v/s fixed securities should be done. The main aim behind is stage is to have an idea of the prices in the future, the estimation of the returns as well as the risk associated with the investment.

Valuation of Securities: This phase is the quite significant step as per the investment process. The present worth of the investment that will provide benefit to the investor is known as investment value and the investor should definitely have a clear picture of this in his mind. For the purpose of estimating the value of investment asset a suitable set of the weight must be applied with the usage of the anticipate benefits. How attractive an asset can be determined be making a comparison with the present-day price of the asset in the market. On the basis of the individual merit every asset should be valued and then the construction of the portfolio is done.

Portfolio Construction: the complete information of various securities features is required for the construction of portfolio. There're briefly recapitulated in this case, comprising of development and brilliance of liquidity of assets, principal after shooting in to interpretation the point concerning buy timing, assortment of expense, along with the allocation of savings cost to various asset as well as responses of profile. The investor will understand when he was evaluating the securities that in the environment of uncertainties the investments are done. No magic formula is there that will work in all the circumstances. The investor must concern with the principles and technologies that will meet his investment goals and continuously monitor his investment efficiency. If there is possibility of loss of the investment the investor must switch to the other proposals.

During preparation of the planning of the financial investment the common mistakes made by the capital market players and the knowledge of these mistakes help alot to the investor while making the design of the investment. The reasons for the emergence of these mistakes are:

1. Do not set the measurable financial goals;
2. Make a financial decision without understanding its effect on other financial issues.
3. Confuse financial planning with investing.
4. Neglect to re-evaluate their financial plan periodically.
5. Think that financial planning is only for the wealthy.
6. Think that financial planning is for when they get older.
7. Think that financial planning is the same as retirement planning.
8. Wait until a money crisis to begin financial planning.
9. Expect unrealistic returns on investments.
10. Think that using a financial planner means losing control.
11. Believe that financial planning is primarily tax planning

1.11 Investment Strategies

Value Investment

An investor that buys those assets which he believes having low value in the present time while having high possibility of overvalued sale is known as value investor. A value investor makes utilization of the various financial reports for the purpose of identifying the undervalued securities. In order to recognize security trading for costs below the worth of their value investors use various accounting ratios like sales growth, per share earnings etc. The best examples of these kinds of investors are Benjamin Grahm and the Warren Buffet. Graham and Dodd's seminal work, Security Analysis, was written in the wake of the Wall Street Crash of 1929. Price-to-earnings ratio (P / E) is a well-known as well as significant statistical ratio. It is the ratio of the share price of the stock to the earning per share and it provides the value of the amount investors willing to spend on each dollar in corporate earnings. As this ratio is capable to compare of values of several different companies this ration is considered as a vital aspect. A stock having low value of this ratio is preferred over the one having high value as with the increase in the value of this ratio the cost per share increase by taking into consideration the save financial performance level. In the case when various institutions in the varying industries are under comparison then the significance of this ratio is considerably less. It can be clearly seen in the case of the telecommunications stock that P/E when is in low teen is justified but in the case of hi-tech stock the value if ranges in figure of 40s represents its unusual character. Profit to Earning ratio is the core characteristic in comparison of the stock valuation which gives a wider analysis. Price-to-book (P/B) ratio is another factor other the P/E ratio that determine the valuation and guide investor to invest it funds in optimal manner. In the count of valuation by the process of P/B ratio, the moral character is not considered in valuation only the net assets, intangible goods are taken into account. So, this becomes a determining factor for the P/B ratio as it reflects the net valuation of tangible assets. With which we can conclude that P/B is far better criteria taken into account.

Intermediaries and Collective Investments

Now investments are coming from the indirect sources i.e. financial institutions that are intermediary such as banks, insurance companies, pension funds etc. Given institution obtain money from the individuals are collaboratively pooled with investment trusts, SICAVs etc. to make a larger scale fund. So, in turn each investor had claim on the assets bought by the investing institution reducing charges that are levied by the intermediate.

Expenditure techniques often referred to in collective investment advertising include averaging dollar prices as well as timing for the sector.

Famous Investors

Warren Buffett is the one of the successful investors. Forbes magazine one of the famous magazines in edition of the month of March of year 2013 ranked him second in their list of Forbes400. He had advised that the long-term strategy and conscientiousness is the core principle for investment. Another successful hedge fund manager was Edward O. Thoop in 1970s and 1980s who too guided on the same principle. The approaches of the both the investors are in line with the Kelly criterion for the management of the money. We can find a decent number of calculators based on Kelly criterion.

Investment Valuation

Free cash flow is the cash a firm generates through its operations, subtracting the cost of expenditures on assets. So, its represents the net cash in hand in turn this represent the company's profile therefore rising and high cash flow make the valuation more attractive to investors. From the various indicators of capital structure, debt-to-equity ratio is one of them. When a debt in debt-to-equity ratio it reflects in the high ratio that make investors earning more risking as it starts eroding companies' earnings and free cash flow. Every investor compares company's debt-to-equity ratio of the different companies in the same peer group before investing. It examines the free cash flow as well as debt to equity ratio.

1.12 Investors

The person which makes investment with a hope of having a financial return in the future is known as an investor. There are number of types of investment such as currency, tokens, derivatives, debt securities, equity, futures, call options, real estate's etc. This particular description makes absolutely no difference between the investors in the secondary and primary market segments. The investor is known as shareholder if he owns a stock. The person which buys a stock as well as the one which provides the required capital both is considered as investor.

Essential Quality

The word "speculation" means an analysis and calculation of a company or investment risk as well as its variation from the term "investment" is one of the degrees of risk. It is separate from gambling which is dependent on lucky outcomes. Stock traders can be grouped as investors but they are having different characteristics whereas as Investors is the one that own the company and held responsibility of their own.

Types of Investors

Institutional investors and the retail investors are two kinds of the investors.

Retail Investor

- Individuals gambling in games of chance
- Individual investors (including trusts on behalf of individuals, and umbrella companies formed by two or more to pool investment funds)
- Collectors of art, antiques, and other things of value

- Angel investors (individuals and groups)
- Sweat equity investor

Institutional Investor

- Venture capital and private equity funds, which serve as investment collectives on behalf of individuals, companies, pension plans, insurance reserves, or other funds.
- Businesses that make investments, either directly or via a captive fund
- Investment trusts, including real estate investment trusts
- Mutual funds, hedge funds, and other funds, ownership of which may or may not be publicly traded (these funds typically pool money raised from their owner-subscribers to invest in securities)
- Sovereign wealth funds.

The classification of the investor can also done in accordance to their ways. Here the attitude of the investor towards risk is the factor of distinction.

1.13 Different Types of Investments

Various options for investment are available in the market like stocks, bonds, mutual funds, and recurring deposits, fixed deposits, real estates, ETFs and many more. The investor can choose out of all these according to his requirement.

Stocks

A shareholder can avail the opportunity to take part in the success of the company with the increase in the price of the stocks buy by the shareholder as well as the dividends announced by the company. In the event of the liquidation the shareholder can make a claim on the asset of the company but it is not possible to own the assets of the company. Right to receive the dividends declared by the company as well as the right of voting in the meetings of the shareholders are there to persons having stocks in the company. The right of voting is not enjoyed by the holders of the preferred stocks but they also receive dividends and also, they have a much greater claim on the assets of the company in comparison to the common stock holders. (Jain and Khokhawat, 2012)

Bonds

Bonds are the debt instrument in which the investor provide loan to an agency or a company and have regular interval payments as well as at the maturity of the bond receive face amount of the bond. Various agencies that issue the bonds are the municipalities, corporations, agencies under governmental control as well as the federal government. The interest is paid semiannually as well as face value is $1,000 in case of the typical corporate bond. The interest obtained in such bonds is taxable fully while the interest received in the municipal bonds is exempted from state as well as federal taxes. At only federal level the interest on the treasury bills are taxed. In the form of the new offerings the bonds are bought or in the form of stocks in case of the secondary market. Various factors affect the increase or decrease of the value of the bond. Out of these various factors most prominent is the direction of the rate of interest. The value of the bond has an inverse relation with the direction of the rate of interest.

Mutual Funds

Mutual funds are a type of pooled investment in which the investor's invest the money in bonds, stocks or in many other vehicles of the investment are the defined in the prospectus of the funds. After the closure of the market the transactions for selling or buying of the shares are done as well as at the end of the trading day the mutual funds are valued. Some mutual funds are tracked actively while the other are tracked passively. The example of the later are Barclay's aggregate bond index, S&P 500 etc. in the actively managed mutual bonds the manager makes selection of the bonds as well as stock that was held by fund and also such kinds of bonds are expensive in comparison to other. In order to decrease the net investment returns to the shareholders of the mutual funds, the underlying cost of a portfolio served. The distributions in the mutual funds are in the form of capital gains, interest as well as dividend and also these are taxable in case when they are held in the account of a non-retired. Similar as in the case of bonds hold by an individual the mutual fund results in either profit or loss on the capital invested. Mutual funds permit the small investors to buy the diversified access to a variety of investment securities instantaneously within the investing goal of the company. For example, around 50 or even more various foreign stocks are held by the foreign stock mutual in the portfolio. All underlying holding of fund may be owned by the investor with only $1,000 as the initial investment and in some case even less than this is required as initial investment. For achieving diversification instantly the mutual funds are the best option for the small as well as for large investors. (Jay and Joshi, 2013).

ETFs

Exchange traded funds are almost the same as that of the mutual funded. The major dissimilarity between the both is that the exchange traded funds are valued constantly on the regular basis while on "the end of trading day mutual funds are valued. Also during the trading day ETFs are traded on stock exchange as shares of the stock. Mostly ETFs tracked the index of the passive market such as the barclay's aggregate bond index, S&P 500 as well as the Russell 200 0 index Actively managed ETFs have appeared in recent years, as have so-called smart beta-ETFs that build indices focused on "factors" like momentum, low volatility as well as" efficiency.

Real Estate

Investment of real estate can be made by direct purchase of a commercial or residential house. Real estate investment trusts are pooling money from investors and buying property. The trade of the real estate is similar to the stocks. In real estate investment trust ETFs as well as mutual funds also make investment.

Hedge Funds

Though the private equity as well as the hedge funds are open only to those investors that fulfill the net worth as well as the income requirement of simply being an accredited investor, they are considered as alternative investments. Hedge funds may invest almost anywhere and may hold up better than conventional investment vehicles in turbulent markets.

Private Equity

The term private equity implies with the rising of the working capital without actual intravenous of public. In a collaborative characteristic share are offered by private players of real estate. There is restriction that are imposed on alternatives in course how an investor can access his money.

1.14 Investor Protection

Investor protection implies by the fact of safeguarding an investor ie all such activities and efforts to enforce rights and claims of an investor. Legal action and legal advice are the part of investor protection. Protection is given on the assumption that an financial investor lacks experience and lacks professional knowledge of financial services having inadequate information and experience. In those countries where investor protection is stronger tends to grow faster compared to those having poor structure of protection of investors. It includes precise financial data of the public companies so that investor can make utmost decision of its investment. Investor protection advocates of the transparency among all the investor so that all the participants drive same piece of information.

Through Government

Protection of investor by the government requires rules, controls and compliance by various agencies of government to ensure fairness in the market as well as the prevention of fraudulent activities. The best epitome of such kind of government agency is Securities and Exchange Commission. This is a U.S. based agency having an aim to provide protection to the investor in the America.

As Individuals

The term investor protection implies to the strategy that investor use to minimize his loss. If an individual investor want to protects himself from the loss, he need to invest in the share businesses that they understand before buying and remaining calm when the market abruptly show the volatility. By the strategy an individual uses he can protect. The core is to grasp the opportunity of buying a stock and assets at right time.

But in this scenario, it is hard to find out the exact and right time as no one sale or purchase in absolute favorable time. However, with focus and determination one can assess the price of such share which is subjected to undervalue comparing to its peer and potential. This precaution is regarded as margin of "safety as investor can be calm when the price of such stocks is comparatively low.

Investment Tax Structures

Although a tax structure may change, it is generally accepted that long-term capital gains must maintain their position of giving investors an advantage. This is contrary to the view that after-tax returns should be taken into account, particularly during retirement, on the basis that equity allocation is generally lower than any returns and should be maximized to the most lucrative extent. In tax structure of US long term capital ,one of the best opportunities in current scenario. There are various funds by which long term capital gain tax can be gained such as Investment made in broad-based index, ETFs etc. which are independent of requisite indicators. Whereby some of unconventional exchange traded funds gives an opportunity to investor's to enter into markets that were earlier inaccessible and carried out different strategy which in turn have short term transaction due to these holding, overriding equation of tax and issues related to general performances. There after that dividends are paid to the investors after deduction of the tax from that profit. Being registered and operated in United States, some respite is given to the investor on preferential tax rate of 15%. Other than this being placed in a country having double taxation agreement with USA, it is accepted by IRS, Non-qualified dividends paid by other foreign companies or entities it is evident from the income that is generated by the interest from the bonds that are held in mutual funds are taxed at regular within higher rate of income tax. When applied to 2013, this is on a sliding scale up to 39.6%, with an additional 3.8% surtax for high-income taxpayers ($200,000 for singles, $250,000 for married couples).

Discipline

A planned and organized investment plan avoids emotional investing which can be lead to impulsive buying. It tool can be used to combat a marketplace's emotions, which often represent an entire population's emotional state. We could compare impulsive actions in the short-term activities in the stock prices. It is evident from the term "bull run" which encourages investors to step into to overcome the bearish market that in turn ruined away sells off. Such the situations held the investors to abandon their investment strategies. The ability to maintain strategy of investment even in the most extreme conditions in the market place depends upon the discipline of the investor. Systematic investment plans usually known as SIP is popular and established method for one of those people who have a regular and monthly surplus income. For reaping out maximum benefits the investors need to be quite disciplined strategist, which have utmost advantages for an investor to be successful. The one component that is consistency is need to closely manage that is related to strategy of investment and can related by various techniques, proven methods such as technical strategy, analyzing performance of funds and valuations. A competitive advantage meeting the requisite consistency is long-term investment, which in effect provides long-term capital gains tax benefits for investors. Although many investors are attempting to follow a long-term conservative approach, the investment marketplace may offer multiple enticing options, such as a sudden decline in the marketplace, or a pending global event. This is evident for the investors that are retired and handling their money with care.

Constant Advantage for Retirees

Core indices generally remain constant making it pointless for investors to switch from one to another. Given the maturation of the companies and their markets, an investor might move holdings; a large-cap exchange-traded fund would never entail swapping for a similar holding. A large-cap ETF will always remain that way, and an investor would typically want to retain at least a portion of their portfolio allocation to large-cap equities. Consistency is a major benefit for ETF investors and makes it easier to hold investment positions and benefit from long-term capital gains tax. Given a possible decrease in the capital gains tax advantage, it is an advantage that in generating after-tax returns will continue to offer some positive benefits. So this aspect becomes an equally important issue as if taxes may go up in future that might affect the living style of retirees. Additional taxes generated in short-term trading can add to this, exacerbating the situation, due to normal increases in income-tax rates.

1.15. Role of the Financier

A financier is actually an individual whose main occupation is to offer investment to the emerging or budding companies a well as to the companies that are well established, generally involving are large amount of cash or in most cases about private equity as well as the venture capital, acquisitions as well as the mergers, business financial, buyouts, investment banking or may be management of the asset of the large scale. The money is made by the financer through commission, fees of the management and also he receive interest on the investment he made and also in some case some fraction of the equity of the company is given to the finance in accordance with the deal. The financed business takes advantage of the reputation of the financier that finances their business. The reputation of the financed business is very much affected from the reputation of the financier. The more competent and efficient the financier is, more he will be able to contribute to the performance of the funded company, as well as the larger benefit the financier will receive. The word financier is a French word and is derived from the term finance. Financer is used for that person who handles the capital. Some financier is like the hedge fund manager. There is requirement of licenses or degrees to the certain financier such as trust fund manager, stockbrokers, public treasures, hedge fund manager, accountants and also venture capitalists while investment done with own financial does not need any such kind of thing as well as it is open to stock market. A financier "will be a specialized financial intermediary in the sense that it has experience in liquidating the type of firm it is lending to".

1.16 Theories on Investor Behavior and Perception

Economist Edmund Phelps claimed that the person who are financing plays a crucial role in steering money to projects, which is put on governments as well as social organizations to function: The pluralism of expertise which financiers carry to bear in the choices of theirs offers a broad range of entrepreneurial strategies a possibility of informative evaluation. However, most critically, the business owner as well as the financier does not require the endorsement of the condition or perhaps of interpersonal partners.

In the case when the project does not goes well they are not accountable to both the social bodies as well as the investor of the financier due to which that project is undertaken which is opaque as well as not certain for the endorsement of the social partners. The concept of the financier is totally different to the capitalist as in the case of financier more judgment is required while financiers are mostly mocked because of their nature to have profits at the expense of the other as well as without any kind of tangible labour. The humorist George Helgesen Fitch explained the financier as "man who can make two dollars grow more for himself where one grew for someone else before". It is a tough task to differentiate between the speculative motives and gambling from the motive of investment that is genuine. This difference is totally depending on the opinion of the person. Investment is made by every person with a goal to have sense of security, higher returns in the future, affordability of things as well as the personal freedom. Irrespective of why the investor invests that main thing is the effective management of the wealth which includes the protection of the assets from various factors such as taxes, inflation etc. Investors are investing in financial market which plays a major role in economic development of a country. Government policies are also to promote savings and capital in the economy that is primary instruments of economic growth. By moving them from savers to lenders, they encourage the redistribution of scare money, thus accelerating investment activities in the region. Earning income is a prime objective in everybody’s life. Individual take their own time and capacity to settle down in a job and to become a successful investor. Many individuals find that investment to be captivating because they can participate in the decision-making process and see the results of their choices. Not all investment will be beneficial, as investors will not always take the right investment decision over the period of years. Investment is not a game but a serious subject that can have a major impact on investor's future wellbeing. Even if the individual does not select specific assets such as stock, investment s are still made through participation in pension plan and employee savings program or through buy of life insurance, home ,gold, silver, bonds, post office savings or real estate. In India, there are so many investment avenues are available in market some are marketable while other are not marketable. Some involves more risk in comparison to the others. On the basis of the objective, preference of the risk, expected returns from the investment as well as the necessity, people need to choose the most appropriate avenues out of all options. Financial avenues and economic avenues are the part of investment avenues. Economic avenues are to purchase physical assets like building, land, house property; precious stone etc. Financial avenues are bond, equity, share, insurance policies, bank deposits, mutual fund helps in creating the capital stock of the country. Investment has a multiplier effect they generate income and employment and create demand and consumption. In India, few states have created a niche for economic development, thus they attract large investments. Every investors differs from others in all aspects due to various economic, political, cultural, age, education, and demographic factors which are influence to the investor's while making investment decisions in different investment avenues.

Regret Theory: This particular principle works with the psychological impulse folk's encounter after knowing they've created a mistake in judgment. Confronted with the possibility of promoting an inventory, investors come to be psychologically impacted by the cost during that they bought the inventory. So that they stay away from offering it as a method to stay away from the regret of having created a terrible investment decision along with the humiliation of reporting a loss. Regret principle may also keep true for investors once they find that an inventory, they'd just thought to be shopping for has grown in worth. By buying that stocks which are bought by most of the investors as well as by using the traditional wisdom the chance of the regret or feeling of guilt is avoid by some of the investors. With lose of the stock that is very much popular generally people are less embarrassed or guilty in comparison to the one which is unpopular.

Mental Accounting: Human beings have a propensity to put specific events in mental compartments while sometimes the disparity between these compartments influences our actions more than the incidents themselves. The best example of this in relation to the investment is the reluctance of the human being to sell that investment which sometime provides him a high gain. Much gains are achieved by the investor at the time of bull market as well as when the market is showing upward trend. The investors are reluctant or hesitate to sell at the lower profit margin if market corrections deflate the net worth of the investor. The investor wait for having much higher gain because of the mental compartment he created from the gains he made earlier.

Prospect/Loss-Aversion Theory: Prospect theory indicates that individuals voice an alternative level of emotion towards gains than towards losses as they are more distress when they have losses while the level of happiness after having gain is not of the same as the level of distress when they have losses. It is the human nature that the loss appears after greater than the gains. In accordance to the prospect theory the investor take less risk in order to avoid any kind of loss than to have any profit. Because of this in the hope of bouncing back of the price the investor remains in the position of the risk. The same trend is followed by the gambler in order to compensate the losses which they earlier had they double the bets. And so, even with our logical drive to buy a return for the chances we take, we are likely to value one thing we very own bigger compared to the cost we'd usually be well prepared to pay for this. The theory of the loss aversion has to different prospective towards they reason of holding the investment that may provide losses while sell those that are profitable. In accordance with this the investor may think that this can be the chance that the loser's one soon be converted into the winners in the upcoming times. Most commonly, the investor attempt mistake of chasing the actions of the market. It is observed from the research that the flow of the money is less in the under performing mutual funds in comparison with the high performing ones.

Anchoring: It is assumed by the investor that market price or the labeled price is the real price if the investor does not have better information. Individuals are likely to put far too much credence in the latest market views, functions and views as well as wrongly extrapolate the latest trends which vary from historical, probabilities as well as long term averages. The decision of the investment in the bull markets are affected by the price anchor. Prices become significant due to its intimacy to the recent prices. In the decision of the investment the distant returns of pas become irrelevant by this.

Over / Under-Reacting: Generally, when the market is showing the downward trends the investor gets pessimistic and make mind to exit while in the case when the market is going in the upward trend it became optimistic and decide to continue with it. The term over reacting or under reacting is giving more importance to the current events and overlooking the historical information the outcome of which is cost falling way very much on the news that is bad as well as a rising trend on the news that is good. When the investor is optimistic, he becomes greedy which moves the stock beyond the real value. This over reaction and under reacting of the investor leads to the crash of the market.

Overconfidence: Most people have a misconception in their minds that they are more capable than other and also having more knowledge in comparison to the others. A lot of investors make an assumption that they are able to time the market reliable but the reality is not the same as there is a vast amount of evidence proving otherwise. The outcome of this overconfidence is reduction in the profits.

1.17 Need and Significance of the Study

Every person saves some portion of his income for financing the expenditure of the future and he makes its full efforts to adjust the saved money temporary in such a location that provides him positive returns in the future. The key indicator of the economic growth is savings. So, creating awareness about saving is inevitable in today's economic environment. Economic liberalization and securities market reforms have paved the way for potential investors to look up at the stock market and mutual funds for their investment needs. Share market is a feasible option and careful investment in it provides high returns. There are plenty of trading options in share market such as intraday trading, delivery trading, trade in cash segment and trade in derivative segment. Similarly, there are a variety of investment choices in share market e.g., investment in growth stocks provide rapid gain or in dividend stocks for long term provide return by means of tax-free dividend that keeps coming year on year. Investment in Mutual Fund is another viable option. In order to provide benefits to the small investors who are unable to invest directly in the capital market as well as in the money market for any purpose the foundation of the money market is done. For achieving maximum profit out of investment in shares and mutual funds some amount of basic knowledge about stock market and mutual fund is very essential. To keep an eye on the stock market a number of ways are available. With the advancement in the technology the whole world become a nation from which the access of information if very easy. It is quite easy through internet to have complete information on any of the business. The annual as well as quarterly published reports of the companied make it very easy for anyone to have a judgment of the soundness as well as the financial health of company. Many business news channels such as CNBC show prices of the stock whole day long. Along with showing the prices of stocks of various stock markets these channels also give information regarding commodity market, currency markets etc. there are numerous institutions also which provides tips on the investment and disinvestment on the stock market. The profits in the form of fee these institutions provide tips based on the detailed and analyzed reports. These institutions give tips on the selling as well as buying of the stocks which are more beneficial and profitable. In the case of mutual funds, the operators give direct advertisement in newspaper, TV and via brokers and mobile phones. Their Registrars & Transfer Agents also play a major role in fund mobilization. In the modern world, people tend to invest in safe avenues that yield quick and attractive returns. The introduction of online trading backed by new regulations and monitoring authorities has made it possible for Indian investors. In this mode with a single click of mouse the investor is able to purchase or even easily sell stocks by himself as well as this very resting at the convenience of his house or workplace. In the online stock market has no paper work is needed as well as there is no involvement of the broker. In the online stock trading the brokerage is much lower contrasts to the tradition trading of the stocks. In simple words one can say that with the advent of the online trading of shares for the individual investor the investment in the share market is very profitable. The ambitious investors may have lot of ideas in mind for taking an investment decision. The basic needs which an investor tries to fulfill include security of original capital, wealth accumulation, comfort factor, tax efficiency, life cover, income, simplicity, ease of withdrawal. Profit or loss of investment goes hand in hand. Loss of investment is always considered a risk. There are host of reasons for ending up with a loss. Investors are missing out because they try to apply logical, basic and technological steps to an irrational human emotion business. Loss also occur when an investor go by the flawed investment advices. The ingenuous investor is predominantly administered with the fear of loss as well as expectation of the profit but particularly by the fear of loss and thus does the inappropriate thing at inappropriate time period. In this context firstly it is advisable that the investor's not only invest in the appropriate stock but the time of purchase should also be appropriate. The decision should be taken after considering others actions. Investor must not only price the right stocks but must correctly time the purchases and sales by anticipating the actions of others. Secondly, one should know himself for taking the right type of investment decision. Age, occupation, education, family size and monthly income are some of the deciding factors of investment. Given factors are common to all, irrespective of the gender. Private investing, day-trading and playing the stock market by women in developed countries is in a rising trend. In Indian scenario, though the financial sector reforms have prompted the Indian women investors who have predominantly concentrated in

Bank Deposits, Insurance and other conventional avenues of investments switch to share market and mutual fund investments, for host of reasons their involvement in stock market and mutual fund investments cannot be matched with their foreign counterparts. It is true that deep knowledge about stock market and mutual fund is important in order to get regular and safe return out of the investment made therein. In India, basic knowledge about stock market and mutual fund among investors is very limited. There is also no separate branch of study aimed at improving the knowledge of investing in stock market and mutual fund at affordable cost in Indian school/ college level. Thus Indian investors are deprived of learning this noble art. Investible surplus money is the dire necessity for active participation in stock market and mutual fund investments. Though everyone may have some form of investment objective, in India the individual income in most of the cases will not support to achieve same. Commitments in life play an important role in women investors. Married women have more commitments as compared to unmarried women and their investment goal is centered around savings to meet education costs, marriage as well as for old age. Freedom is so important to become a smart investor. In the case of married investor, often times the investors freedom gets squeezed, when the investment happens to be a loss. In the case of singles though family side pressure may be limited, over commitments do not allow the investor to take losses easily. In these situations, balanced approach method can help sort out the temperament and to remain a successful investor. After New Economy Policy, 1991 many reforms have taken place in financial sector. The present research work will study the socio-economic profile of investors which is helpful for their investment decisions. Most of investors have limited information about the developments in the financial market. The information given by newspaper, television internet, and media sometime may not be sufficient to investment decision making. All these problems are removed by share brokers, fund managers and experts to invest in the financial market. It is very important for them to know their risk appetite and investment objectives for better decision making. Also analyze the investment preference of individual investors for different instruments available in the financial market. The present study will know the investment pattern of investors regarding financial market in Haryana. Moreover, the studies of this nature are more useful to academicians and research scholars in India to make further insights into the various facts of investment decisions in financial market. Haryana is a developing financial market in which investors and financial analysts continuously search for investment strategies, so there is need to conduct a study to analyze investors' behaviour towards "investment decisions in Haryana.

1.18 Objectives of the Study

1. To find out the impact of demographic, economic characteristics of the investors in investment decision.
2. To assess the motivating factors of investors in taking investment decisions.
3. To analyze the investment pattern of the investors.
4. To identify the investors perception regarding their financial broker

1.19 Chapter Scheme

This research work has been structured in following seven chapters:

Chapter I: Introduction

Chapter II: Review of Literature

Chapter III: Research Methodology

Chapter IV: Demographic-Economic Profile of Investors

Chapter V: Investors Behaviour and Investment Pattern of Financial Market

Chapter VI: Investors Perception regarding Financial Broker

Chapter VII: Summary of Findings, Conclusion and Recommendations

CHAPTER- II
REVIEW OF LITERATURE

Reviewing the existing literature that is associated with the goals of study is a crucial component of any kind of research work as these gives an insight into the issue as well as provide information regarding different parameters. Available literature is required as it includes descriptions of prior research in order to fill up the gaps, in case any. Some studies are available that are having the same goals as of this study. Supports existing research to draw certain significant assumptions about the analysis void that can act as the study's reference label. A study is done by the **Tabassum (2011)** on the individual investors of the Indian investor in order to examine the investors profile as well as for knowing the personal characteristics of the investor for the purpose of finding their inclination towards the various investment options. Along with this he studied the effect of various factors such as gender, qualification, risk tolerance as well as savings on the investor.

Rajesh and Priyanka (2011) analyzed that saving and investment pattern of salaried class of govt. teachers and private teachers are different. Both are investing in different purpose. Private school teachers are invested for the purpose of child marriage and education and govt. school teachers more emphasis in emergency purpose.

Mathivannan and Selvakumar (2011) propounded in the study of saving and investment arrangement of Sivakasi Taluk. They found that money and money worth is play important role for them. Teachers are preparing their budget regularly for expenditure and compare with actual expenditure budget and take necessary action if any deviations is found and they are investing for branded and costly items a part of their savings.

Shah et al. (2011) studied that health insurance, LIC, future obligation, investment for retirement are the different motivation factors which influence investors while investing in different investments avenues.

Geetha and Ramesh (2011) found that most of investors' prefer to invest in bank deposits, LIC, PPF and NSC. They concerned about risk factors and safety of their future. For this study data is collected by a standard questionnaire and their total sample size is 210. They also studied the effects of demographic factors on investment decisions. Also conclude that most of investors not know about different investment avenues them aware about limited options.

Girdhari and Sathya (2011) examined investment preference of investors in urban Orissa. And found that gender, age, sex, income deduction, family background and occupations influence the investors risk tolerance and investment decisions.

Das (2011) propound in his study insurance products are more preferred investment avenues of the household. For this purpose, data was collected by a structured questionnaire in Nagaon district of Assam. The study shows that higher level income investors more prefer to spend in share market, and lower or average income people invest into LIC, bank deposits etc.

Datt and Sundaram (2011) studied those psychological and behavioral aspects of investors influence the capital market investment. For example fear of losing money, sudden decline in stock market indices, greed and lack of confidence etc.

Sarangapani and Mamatha (2011) analyzed that their sample investors of Hyderabad city more investing in equity shares. They found that convertible debentures are comparatively more than non-convertible debentures.

Alrabadi et al. (2011) examined the Jordanian investors' psychology regarding their investment decisions. Jordanian investors are doing planning before investing in any investment avenues and there are a significant positive effect on overconfidence with their trading skills and make effective strategy regarding their investment pattern.

Barber and Odean (2011) studied the individual investor's behaviour regarding stock trading. It is found from the study of the individual investor that the investor sell those investment that are profitable while hold the investment that are loss in nature, underperform the standard benchmarks, highly affected by the little attention as well as the performance of the return in the previous years while taking the decision of the purchase, hold stock portfolios that are undiversified, take part in the naïve reinforcement learning process through the repetition of the past nature. The financial stability and progress are highly influenced by these behaviors.

Patel and Patel (2012) examine the inclination of the people that get salary from the private hands in respect to the investment. Data is collected through a questionnaire with 180 sample size. Younger people invested in mutual funds because traditional scheme like bank deposit, post office saving scheme blocking their money and get lower return. Female are more invested in gold. Recently young age people also preferred real estate option for investment.

Kukreja (2012) studied in his paper entitled 'investors' insight for the stock market: evidences from NCR of India'. He founded that the investment is highly influenced by the qualification as well as the age of the investor. Benefits of the tax are the main motivating factor for investors at the time of investing in different avenues.

Navid et al. (2012) found that personal characteristics of investors more affects the investment decision of individual investors such as attitude, perception, behaviour, belief etc. and demographical factors also effects the individual investors investment decisions.

Samudra and Burghate (2012) analyze invest in the behaviour of middle-class families in Nagpur. They observe that bank credits are first preference after then insurance as well as the small savings schemes like PPF, deposits in the post offices. Return is found most influence factors for investors while investing in particular instruments.

Chaturvedi and Khare (2012) examined that age, education, occupation, income level of individual effects their investment decisions. Studied their income level, occupation, education effects the awareness of the investors. People are more investing in traditional investment options rather than corporate securities, mutual funds, equity shares, preference shares.

Jain and Jain (2012) studied that the most of teachers more concise about their money. They prepare their budget and forecasting their income and compare with their standard budget and invest according their estimation. They saving their money for children education, marriage and as a security after superannuation it has been evident from the study.

Virani (2012) concluded that teachers which have low income also saving for their future requirements. The research visualizes most of teachers for the reasons of safety circumstances save the money. Children marriage, education, security after retirement is the motivating factors and bank deposits is the main avenues of the investment.

Achar (2012) propounded in their study age, marital status, lifestyle as well as the gender. Savings as well as the investment nature of the community of the teachers are affected by these factors. The other factors which put influence are the phase of family's everyday life cycle, upbringing status, determinants of saving, investment behaviour of the investor and the monthly income of the family.

Sood and Medury (2012) analyze the savings inclination of the employed adults in Delhi, Gurugram as well as Noida. They found that age, gender, income, educations influences the decision of the investment.

Ramanujam and Devi (2012) concluded that occupation, frequency of the saving done yearly as well as the influence of Socio-economic profile on the savings arrangement not corrected as well as the difference between private/ Govt/pubic also not influence to the investment pattern only income level affects the investment pattern.

Jain and Dashora (2012) on "a study on impact of market movements on investment decision" an empirical investigation with respect to investors in Udaipur, Rajasthan found that impact of age, income levels effect the investors of their investment decision. For this purpose researcher collected data through structured questionnaire with sample size110 respondents of Udaipur and investors in the stock market during September 2011- January 2012. Present study found that most investor influences the information of the market as well as the decisions are rational, psychological factors as well as behavioral dimensions plays a crucial role in the decision of the. It is observed that the policy of wait and watch is opting by the investor for the purpose of taking decision of the investment.

Ansari and Moid (2012) entitled “factors affecting investment behaviour among young professional” in his paper studied the investment behaviour of investors aged between 25 to 35 years. 200 young investors selected through questionnaire across the Lucknow region. And find out that age, gender, income affect the behaviour of investors and also concluded that young professional invested through their self-perceived competence but some time also take advise of financial agents. Consumers also conclude that gender has a significant influence on gold buying behavior of people.

Hossian and Nasrin (2012) examined the investors of Bangladesh and found that reputation of the company, net assets value, information of accounting, personal finance, people’s influence, publicity and opportunity of trading are the most crucial principle that influence the investor.

Bhaskaran et al. (2012) examine the nature of the investor for the purpose of finding out the best option of the investment in India. The strategy of the investment act as a guide to an investor that helps in choosing the appropriate investment portfolio for achieving the goals set by the investor within the given duration of time. If the wealth of the investor increases, he invests more which lead to the economic development of the nation. The companies can increase their funds or money by making investment in the financial markets. Investment in the financial market is beneficial for the corporate, the person investing, society as well as the nation. The risk involves in the investment as well as the return are well known to the investors. Investments are made on the path of “Prevention is better than Cure”

Joshi (2013) believes that the decision of making an investment is dependent on number of factors which influence the entire process of the investment. For the small investor the mutual funds are the best option for the investment and also these funds plays a crucial role in the development of the economy of any developing nation like India. The major objective of this study is to understand the view of the investor towards investing as well as its preference. This study is comprehensive in nature. In this study the individual investor of the region of Anand – Vidyanagar which is generally considered as the richest portion of investors in Gujarat is observed. 100 investors were observed as the samples for the study. Efforts are made to find out their preference to invest in various mutual funds. The study will even attempt to take a look at a variety of elements which investor is thinking just before choosing a mutual fund company. Hence the study is completely focused on the nature of individual investors.

Bashir et al. (2013) studied in Sialkot provinces of Pakistan as well as in Gujarat of the India.He discovered that women are reluctant to take any kind of risk while the young ones as well as the educated people desire to take risk and make investment with high risk but the resources held the investors are very less.

Bhushan and Medury (2013) studied “the employees working in various universities of Himachal Pradesh in India .they found that gender difference affects the health insurance, fixed deposits and market investment. And employee’s working in universities almost invests in all avenues available to them.

Nayak (2013) shows the importance of the relation between the risk involved in the investment and the profile of the” investor including religion, age, income, risk taking ability, qualification and profession. Half of the investor invests in low risk investment avenues. Qualification wise classification indicated that gradate people invest in high risky investment avenues rather than others.

Kothari (2013) undertook a study titled “investors behaviour towards investment avenues” in his study they stated that investors behaviour and perception effects investment decisions while selecting different investment avenues. For this purpose, data is collected through a structured questionnaire a sample size of 100 respondents in the city of Indore. They found out that younger people investing more than the elder people and revealed that investors belonging to different age groups have different behaviour and perception while doing investments. Age play an important role for selection of any investment avenue.

Sujhata and Kumarsan (2013) I his study revealed that attitude, opinion, and activities are positive relationship between gold buying behaviour of investors.

Ramprasath and Karthkeyen (2013) studied the behaviour of the single shareholder and what the shareholder prefers at the time of the investment. The outcomes show that priority is given to the safety of the invested money and individual investors preferred more LIC, bank deposits and evaluation of the performance of the investment regularly after fixed duration of time.

Pandiyan and Aranganathan (2013) researcher concluded that variation of investment avenues is present such as gold, bank deposits, real estate, life insurance, postal savings etc. After considering various factors such as the stability of the income, appreciation, transferability easiness as well as knowledge of the principle of safety the investment is made by investor. Primary data was collected by investors in his area, 120 investors selected for his study and found that “no pain no gain” it is the basic principle of investment organization. Mostly investor in study area favor deposits in the band that is follow by the gold investment.

Bikas (2013) there is many factors influencing the Global financial markets like the economic processes which are happening across the globe as well as in country, political as well as institutional constraints, and information dissemination along with accessibility and so on. Though, people's reaction and perception is actually a very important factor. For every investor, irrespective of financial instruments, business is a process which requires constant choice making. The content is designed to the evaluate re-search of non-professional investors' financial behavior inside a ancient theoretical viewpoint. This particular article uncovers the goals of emotional factors and recognition on promotes motions concentrating on small amount of investor rationality and also describes the mental negative effects of the committing pursuits. The techniques of synthesis plus analysis, explanation as well as comparability had been used within the post. Graphical representation is utilized for demonstration of the outcomes.

Mathi and Kungumapriya (2014) concluded that rural investors less interesting in investment. Saving in fixed deposit is more preferred by rural investors. Lack of knowledge about financial service is the main reasons to not willing to invest in different investment avenues.

Goel and Sharma (2014) found that investors more concerned about risk, return, high availability of liquidity for this reason bank deposits, post offices deposits are first preference and share market prefer least due to lack of knowledge and misconception about share market. Education of children and marriage prefer more by middle class people and real estate is a most desirable investment but most of people not invest in this due lack of liquidity at the time of investment. For this purpose, researcher takes a sample size of 100 respondents and income level 20000-700000 of economic group.

Chaudhary (2014) entitled “impact of behavioral finance in investment decisions and strategies- a fresh approach” this paper examined that behaviour finance effect the individual investment behaviour. The paper shows exactly how feelings as well as cognitive mistakes impact investors within the choices creating procedure. The different reasons which resulted in behavioral financial is anchoring, herd behaviour, over confidence, over as well as beneath response as well as damage aversions. Essentially, behavioral financial strategy investigates the behavioral patterns of tries and investors to know how the patterns installation guides expense choice. Behavioral financial provides numerous helpful insights for funding experts and therefore, offers a framework for analyzing proactive purchase techniques for the investors.

Ganapathi (2014) on “investment pattern of government employees in Madurai city, Tamil Nadu” conclude that government employee of Madurai city invested in all most different avenues of investment because saving pattern of theirs employee is good enough other cites of Tamil Nadu and India also living cost of these employees is less as comparatively others. And people want their saving convert into investment due to high rate of return. But all people don’t thorough knowledge of investment avenues.

Thulasipriya (2014) carried “an empirical study on investment pattern of government employee” they concluded that government employee invested further in financial resources rather than physical assets then particular in share, mutual fund etc. also stated that elder people of Govt employee more invested in safe investment like LIC, bank deposits and also lower and middle salaried person investing in bank deposits and insurance.

Rakesh (2014) analyzed the individual behaviour towards stock market for this purpose primary data is gathered using example of 130 investors residing in Mysore city of state Karnataka in India. As per the observations of this study, it states that age, gender, income, profession are affecting the investors level of awareness, investment duration etc.

Viswanadham et al. (2014) report of the perceptual variables manipulating the investors purchasing activities found Tanzanian equity industry and then discovered that just about all outlined companies have to focus on a number of aspects as quality managing decisions, building brand name, transparency in deep settlement problems the elements consequences the investors behaviour.

Kumar and Umamaheswari (2014) accomplish that maximum of investor's select bank deposits, post office savings scheme, and life insurance due to safety reason. Investors are avoiding risky investment avenues; lack of knowledge about share market, mutual fund is also a factor to not invest in capital market by the investors.

Mane and Bhandari (2014) studied on "a study of investors' awareness and selection of different financial investment avenues for the investors in Pune city" data was collected through questionnaire 784 sample size is selected for this study and drawn from krejcie and morgan table. The study found that there is relationship among the individual investors based on age and income level. In a family, women take the decisions and purchased of gold and land are two more preferable investment avenues in the Pune city because it carries high return and appreciation.

Das and Jain (2014) on “a study on the influence of demographical variables on the factors of investment- a perspective on the Guwahati region” examined that the relationship of four more significant objectives of investment such like risk, return, retirement along with tax having four demographic variables i.e. age, gender, education, as well as work which influencing the investors while doing any kind of investment in various investment avenues. They study found out that demographical factors affect the mindset of investors which is driven by age and educational qualifications.

Ishwara (2014) examined that most of people invested in physical assets and satisfied their investment decisions. He suggested that financial literacy campaign must be started by financial institutions.

Shafi (2014) conclude that demographical, economical, personal etc influencing the investors at their investment decisions for example age, gender, income, education play a important role of individual behaviour of investors.

Khapard and Bhute (2014) on “investors ‘perception towards impact of macroeconomics performance on stock market behaviour” revealed that attitude and perception of individual investors differ according to age, gender, education, income level, investing experience, and investment objectives. Individual investors have doing study at the time of investing. The paper concluded that investors perception affects the macroeconomics performance on stock market .for this purpose data was collected through a structure questionnaire and sample size was 200, collect information of that investors which are cooperate the researcher.

Kaur and Sood (2015) studied saving and investment pattern of salaried class people of Chandigarh and found that high return, tax benefits and safety such factors are influencing investment decision and most preferred investment options are LIC and bank deposits.

Zhang and Zheng (2015) this particular paper creates in concert the academic literature on institutional and individual investors to recognize the dynamics of complications experienced by them as well as fixed the track record for the Special Issue. This particular basic post and also the documents belonging in the Special Issue add towards the controversy on exactly how to aid people in the savings commitments of theirs as well as expense decision making and also whether or not and exactly how institutional investors have satisfied the role of theirs within supporting the improvement of funded pension market. You will find 3 primary conclusions: (i) specific investors aren't prepared for the job which has become given for them within the pension business, (ii) institutional investors are much method scant of creating nutritious relational contracts and also reputable associations with the clients of theirs, as well (iii) more efficient regulation might be required.

Ramanathan and Sundaram (2015) undertook "a study on investment preferences of bank employees" based on primary data a close ended questionnaire of a sample size 170 bank employees. Analysis of data was done using %age, chi square test and Karl Pearson's correlation coefficient. They found that income as well as investment of investors has appositive relationship. Demographic factors also influence the bank employees. They are invested good return options and safety options of investment.

Arathy et al. (2015) Mutual Funds supply a wedge for one common investor to get involved within the Indian capital industry with specialized fund managing regardless of the total amount put in. The Indian mutual fund business is developing quickly as well as these are mirrored within the increased Assets below managing of a variety of fund homes. Mutual fund outlay is much less precarious compared to exclusively purchasing stocks and it is consequently a more secure selection for chance averse investors. This particular undertaking is designed during learning the elements impacting purchase choice on funds that are mutual and the preference of its more than list investors. This particular undertaking additionally is designed during locating on the subject of the elements which stop the individuals to purchase funds that are mutual. The results are going to help mutual fund businesses to determine the aspects necessary for development as well as also can improve the marketing strategies of theirs. It is going to help the MF businesses to produce innovative and new item based on the orientation of investors.

Velmurugan andNazar (2015) entitled on “an empirical analysis on perception of investors’ towards various investment avenues in Vellore city Tamil Nadu” studied that mutual fund , share market, and equity market are the risky market , investors more concerned about risk and return principle. Bank deposits, life insurance, post office investment more prefer by investors due to safety and low risky. These avenues are more preferred by aged and high-income investors because of safety reason.

Harding **(2015)** researcher analyzed inside a controlled experimental environment, even if modifications in deep investor spirits lead to switches within the determinants of inventory charges. Our final results reveal that degeneration for spirits, mirrored during the damaging size of spirits declare, raises the degree of chance aversion within male, although not female, investors. No evidence is found by us to claim that an alteration of spirits impacts on investors' forecasts of future cash or future earnings moves. By creating the causal effect of a difference inside spirits on chance aversion, assistance for archival investigation which pertains different industry anomalies to investor disposition are provided by the study of ours.

Parimalakanthi and Kumar (2015) studied on “a study pertaining to investment behaviour of individual investors in Coimbatore city” concluded that safety reason is the big motivating factor to the investors and capital appreciation is foremost preferred for long term investment and gender factor also effect the decisions of the investors related to investment during investing in different available investment avenues.

Harikanth and Pragathi (2015) concluded in his “role of behavioral finance in investment decision- a study on select districts of Andhra Pradesh” revealed that investors select any type of investment avenues who are expecting few other kind of benefits like safety, security, getting periodic retune or high capital gain, secured future, liquidly, easy purchase, tax benefits. Meeting future contingency etc. they invest because fulfilling their psychological, behavioral, financial benefits. The study found that educated and young people is having high income investing risky avenues like mutual funds, share market and male also investing in risky instruments as compare to female. Demographical and geographical factors are effects the investors investment decisions.

Mishra and Metilda (2015) determine the connection in between 2 particular biases overconfidence as well as the impact and self-attribution of buy knowledge, gender, and then degree of training as well as checking out the relationship in between the 2 biases. Information gathered up by way of a questionnaire out of a test of 309 mutual fund investors have been examined. The end results reveal that overconfidence is cheaper amongst females than increases and men with expense knowledge as well as degree. Self-attribution enhances with training, but there's simply no considerable connection in between self-attribution bias as well as gender, as additionally in between self-attribution bias as well as investor's experience. The results likewise demonstrate a tremendous connection between overconfidence and self-attribution.

Shtudiner and Klein (2016) recently, we've saw an essential modification within the mode by which laypeople strategy economic problems - as a result of an extensive reliance about the financial structure as the main supply of funding wisdom to self-investments and self-reliance. The present paper examines exactly how character characteristics impact beginner investors' choices about the range as well as quantity of danger they cut down when producing investments. The end result suggests that common very subjective threat perceptions as well as interpersonal loyalty impact funding patterns, however, not within one fashion. While danger as well as loyalty impacts the person's readiness to have economic chances as well as spend money on unsafe tools, loyalty additionally impacts expense diversification. In comparison to former scientific studies, within this newspaper we determine the phrase "trust" that uses 2 distinct dimensions - loyalty inside the planet as opposed to self-trust. We produced the differentiation by using Schwartz's benefit version. We discovered that people that had trust in others got much more monetary chances, taking care of focus the funds of theirs within the tools. The complete opposite style was discovered within the actions of self-trusting investors. This subject matter not just purchased much less unsafe tools, additionally; they divided the capital of theirs amongst a number of properties.

Syal and Walia (2016) Investment is created together with the hope of a few progressive substitutions down the road. A person has a broad range of potential customers for the utilization and also expenditure of the available funds of theirs. It gets important to grab the proper choices where you can commit the cash to be able to get optimum return shipping. The existing papers is designed at learning different elements which influence the female's investors of Punjab while drive the investment decisions of theirs. When it comes to the intent behind the research, main details were gathered up through stratified arbitrary sampling strategy out of 500 females' investors of Punjab distribute more than ten leading urban areas i.e. Amritsar, Mohali, Fazilka, Moga, Bathinda, Patiala, Ludhiana, Jalandhar, Hoshiarpur and Gurdaspur. Private Job interview technique was utilized to gather the main information. Statistical evaluation of information was carried out by implementing Descriptive Statistics as well as Factor Analysis Technique. The study found that four major factors influenced the investment decision making of the women investors of Punjab.

Singh and Yadav (2015) the existing study tries to discover the elements which have huge impact on the share purchase choices of a test of hundred investors in Moradabad town of Uttar Pradesh. Revolution during the financial business is brought regarding via the arrival and also evolution of behavioral financial. Investors rarely behave rationally inside attending choices while committing. Investors just behave along the accessible information possessed by them and respond appropriately. Plenty of concern is necessary being handled prior to purchasing the equity sector. Ratio examination is necessary to become thought about. Financial and technical evaluation of a company together with the essential evaluation on the economic system is usually to be taken into consideration while purchasing the capital sector. The current papers try to discover the notion of female and male investors relating to many things to consider to become saved with brain while purchasing the equity sector. The newspaper tries to stuff the mindset of female and male investors towards number of expense options. The scientists have selected sixty male investors as well as forty female investors coming from Moradabad and Jaipur urban areas. Independent t-test is used by the study, hostile scores to check the theory. The newspaper concludes that investors need to as much as you possibly can attempt to create financial, technical, and fundamental evaluation just before getting the shares. Investors whether female or male, need to look within all of avenues while wasting the funds of theirs in various properties. Investors need to look within all of avenues while wasting the funds of theirs. A number of investments are unsafe and several aren't, therefore as per the era of investors they must determine concerning unsafe or even a reduced amount of unsafe investments. Keywords: Financial proportions, danger, financial items, outlay options, financial various manners that takes a better evaluation.

Bakar and Ricciardi (2016)learned that to come down with conventional period investors has assumed a logical individual there's absolutely no adverse effect on chance go back procedure within the inventory sector. However, in contemporary period behavioral financial research exposed which individuals don't act as rationally as economists assume as the decisions of theirs from time to time are impacted by the psychological feelings of theirs. There are numerous scientific studies that started which mental variables will have impacts and relationships on the determination producing of investors in the stock markets of theirs in ASEAN, center east as well as western nations. Within lighting of this specific, this particular analysis tries to bridge the gap of the variations inside terminology of demographic profile and geographical location between other countries and Malaysia by looking at the effect of mental aspects on investors' choice producing within the Malaysian inventory industry. Information was gathered up through Questionnaires as well as sent out to a test scale of 200 investors within the Klang Valley and also Pahang parts aged somewhere between 18 60 yrs that are in the middle of the Malaysian inventory industry. The results reveal that overconfidence, conservatism as well as accessibility bias have considerable impacts on the investors' choice producing while herding action does not have huge effect on the investors' decision making. It's additionally discovered that the mental variables are reliant of person's gender. This particular analysis, ideally, is going to help investors to be concerned about the effect of the own psychological factors of theirs on their choice producing within the inventory sector.

Frydman and Camerer (2016) financial choices are among essentially the most crucial life shaping choices that individuals create. Specifics regarding fiscal choices as well as what are reviewed by us neural and cognitive tasks affect them. Due to cognitive restrictions as well as a reduced typical degree of fiscal literacy, good monetary concepts are violated by a lot of home choices. Households routinely have underneath diversified low retirement and stock holdings cost savings fees. Investors above extrapolate out of previous trade and returns all too often. Often the best company supervisors, who're usually extremely knowledgeable, whip choices which are impacted by personal history and overconfidence. A lot of the habits could be defined by widely recognized concepts coming from cognitive science. A boom contained high-quality built-up evidence-especially exactly how sensible, inexpensive ‘nudges' will be able to boost financial decisions-is pretty much providing distinct assistance for well-balanced government regulation.

Vaddadi and Pratima (2016) the standard method of investment decision has been revolutionized by the rise of internet. Within the stock market the internet facilitated internet trading, opening the doors of trading to an alternative category of investors that buy/sell stocks within one day with no a lot of papers deliver the results. A surge inside the development of internet investors around the globe has been created by this particular new advancement on the Internet use available in stock switches. The existing exploration newspaper analyses the behaviour of internet investors within terminology of the trading experience of theirs, preferences and investment motives. The study additionally is designed to produce a socio demographical profile of internet investors in Visakhapatnam community. The results on the research suggest which investors' that trade on the internet are men within their independent, well-educated, and mid-thirties within earning expense choices. The results show the most of internet investors' swap daily. The results likewise show that equity is easily the most ideal purchase method along with internet investors within Visakhapatnam City.

Sullivan et al. (2016) this particular paper surveys and significantly evaluates the literature on the role of managing consequences as well as funds to come down with mutual fund efficiency. For starters, a short introduction to general performance methods is offered. Next, empirical results about the predictive energy of fund qualities within detailing succeeding return shipping is talked about. Third, the literature on fund supervisor behavioral biases and also the effect these have on danger having to take as well as their return shipping are reviewed by the paper. Lastly, the effect of organizational framework, strategy and governance on equally fund danger having to take as well as potential efficiency is analyzed. While a selection of surveys on mutual fund efficiency are there, these haven't centered about the job of director behavioral biases, supervisor qualities as well as fund managing strategic conduct on fund general performance as well as chance taking. the evaluation is a make an effort to fill up this particular gap. Empirical outcomes suggest that locating profitable money ex ante is incredibly hard, if not out of the question. In comparison, there's evidence that is strong which very poor results continues for most of the previous "loser facile" portfolios of financial resources. Numerous director behavioral biases are common during the mutual fund market and they also usually detract from returns.

Monika and Aggarwal (2017) within the existing economic situation, the choices attainable for them differ and also the elements encouraging the investors to commit are governed by the socio-economic profile of theirs. A report on the investors' preferences and perceptions, therefore assumes a better significance within the formula of policies for the policies because of the growth as well as regulation of purchase blueprints in standard as well as safety of Indian investors. Exploratory analysis is utilized for the research. Information was gathered up through secondary and primary energy sources. Questionnaire was created to obtain main information. Samples of hundred respondents are had through corner sampling operation. It's realized that investors are definitely more conscious regarding a variety of financial investment avenues and the chance related to that. Investors are definitely more traditional wearing the natural world plus they choose to purchase all those avenues in which danger is much less like bank account build up, little cost savings, after business cost savings and so on. This particular analysis suggests that Life insurance is very ideal purchase method along with various variables. Advantage of living safeguards, tax edge is given by generating provision for potential.

Muthumeenakshi (2017) In India, often all expenditure avenues professed unsafe by the investors. The primary options that come with investments are protection of major amount, income stability, liquidity, endorsement and straightforward transferability. Outlay avenues can be found like shares, bank, companies, silver and gold, life insurance, real estate, postal cost savings etc. The option of the investor was decided by the necessary amount of return shipping as well as the danger tolerance. The expenditure might be differing options through national cost savings certificates, provident fund, mutual fund systems, insurance systems, chit money, bank account repaired by-products, and moreover organization repaired deposits, government securities, bonds /debentures, company shares, postal cost savings systems as well as real estate. It will be realized that in this particular quick impacting planet, we don't waste obtain additional cash. Extra danger directs to a lot more revenue. For the illustration complete liquidity, cash flow stability an assortment as shares, bank companies, silver and gold, real estate, life insurance postal etc., but, majority of those preferred bank deposit by the reason behind even more respondents expended for buying long-term growth and home but, the majority of the investors couldn't aware to wasting the money of theirs in funds that are mutual and shares. Consequently, in this particular newspaper, the researcher wishes to look at the earlier analysis work according to investors with the expenditure avenues to pick up a concept about the expenditure design.

Richards et al. (2017) disclosed the qualities of specific investors who committing often. All those investors taking overtrading obtain reduces expense go back. Multivariable regression evaluation of more than 3 yrs of trading information from 7200 UK investors has positively and significantly associated with regular trading. These were utilization of various platforms of trading as web, telephone, a suggestion by representatives. Study revealed that trading frequency is favorably skewed, in that a little proportion of investors are accountable for the vast majority of the trading with the top snowball worth. The end result are of pragmatic worth to policy makers which would like to lessen investors' trading frequency since they outline that a tiny minority of investors need be focused.

Roa and Sudarmathi (2017) the mutual funds sector is one of the fastest sectors in Indian Economy. Mutual fund is more reliable to the investors as the risk is low compared to other sources of investment. It is more reachable to the investors as the funds do not get invested in one sector but gets diversified to many sectors. The diversification happens in a professional method. This research paper focused attention on number of factors that highlights investor’s perception about mutual fund. The study of the research is on Investor behaviour towards mutual funds. From the research it is found that the majorities of investors is male and are businessmen. The research done was a primary research from 60 respondents with convenience sampling method. It stated that more people were aware of mutual fund because of advertisements and social media. This Research denoted that there was a frequent investment in mutual funds compared to other investment sectors. And this study has been analyzed on the basis of demographic factors using chi square and ANOVAs as tools.

Ahmad (2017) this particular paper seeks to go through the concept as well as empirical proof of institutional investor behavioral biases in the lenses of behavioral financial paradigm. It surveys the analysis particularly concentrating on behavioral biases along with institutional investors in investment management tasks across the globe. A literature survey is completed to collect as well as synthesize proof on behavioral biases of institutional investors. The coming results are revealed by the analysis and survey. Initially, the theoretical underpinning of investors' irrational action continues to be ignored in behavioral financial analysis. Secondary, the behavioral heuristics and biases are complex and dynamic. Lastly, comprehending behavioral biases' effect, causes, and origin needs inter-disciplinary perspectives come from the areas of psychology, biology and sociology.

Akhtar and Das (2017) The intent behind this particular paper is understanding purchase goal of potential specific investors in a growing state (i.e. India) by getting the "Theory of Planned Behaviour" (TPB) (where seen behavioral command continues to be replaced with fiscal self-efficacy, FSE) plus 2 extra constructs, i.e. fiscal understanding as well as character traits (i.e. risk taking propensity as well as liking for innovation) are created. The analysis utilizes cross-sectional and quantitative technique whereby questionnaire primarily based survey was performed collecting replies from prospective specific investors (920 functional reactions). AMOS as well as SPSS were employed to set the hypothesized relationship in between the construct. The outcomes of the analysis suggested that mindset was accountable for partial mediation in between the connection of fiscal investment and knowledge goal, while fiscal self-efficacy was exerting a two role on the connection between character characteristics as well as investment intention. Very subjective norms, on the opposite hand, exerted a vulnerable good impact on expense intent.

Bazley et al. (2017) analyzed which financial choices in present day modern society are probably available in locations which involve color stimulus. In this particular paper, an empirical evaluation of the investors there is impacted by color on investments behaviour. Discovered that when investors are show possible losse in red, chance taking is lower. When investors are revealed previous unfavorable stock priced paths in red, expectations about upcoming inventory rewards are lowered. In line with white leading to "avoidance behavior," reddish colorization decreases investors' propensity to buy stocks. The results are strong to many inspections concerning colorblind investors as well as alternate styles to manage for salience consequences. Lastly, the consequences are muted in a cultural environment, China, e.g., in which white isn't used-to imagine monetary losses. A contribution of this particular analysis is introducing hypotheses from visual science and color psychology to improve the understanding of ours of the actions of specific investors. We are indebted to Dan Egan, Director of Behavioral Finance and also Investing at Betterment. An evaluation of visible web expenditure platforms in the U.S. catering to individual investors suggests that fiscal choices in present day modern society are probably available in locations affecting other color. This kind of style stimulus has correspondence values that are discovered to influence human conduct of non-finance domains. Particularly, colorization instantly initiates biologically ingrained assessment operations in the man visible structure, which might be moderated by societal learning and also the cultural environment where choices are created. In this particular paper, we thus had done an organized empirical evaluation of the influences of color in the url of expense actions. We consider that when investors are shown possible monetary losses in red, the propensity of snapping danger is diminished substantially. This particular relation can't be defined by heterogeneity with respect to a pair of regular specific qualities which might likely be correlated with risk taking. Additionally, we document that when investors are revealed previous unfavorable stock priced paths in red, expectations about upcoming inventory rewards are diminished considerably. This kind of action has the possibility of adding to impetus opinions as investors that see previous damaging return shipping in reddish think that the stock price will proceed to drop. We likewise discover that reddish minimizes investors' propensity to buy stocks. The consequences are strong to many inspections concerning colorblind investors as well as alternate styles to manage for salience consequences.

Chaurasia (2017) Financial Planning is vital for building distinct financial objectives and chalking away the proper investment profile to satisfy the goals and financial requirements. Developing a good investment profile need disciplined knowledge, and skills financial planning. Connection of market attributes with the expenditure tastes of the single investors is explored by this study. In this particular study, survey strategy has been used utilizing a structured questionnaire with sample size of 229 respondents. The analysis was used in the geographical location of Indore district in Madhya Pradesh State of Central India. The primary results of study are that fixed deposit is very ideal and also capital industry debt tools are minimum preferred. Market variables have discovered to have considerable connection to expense tastes.

Kaur and Kaushik (2017) Mutual funds in India haven't been as favorable investment options as in developed countries, as property under managing of mutual funds to gross domestic product of India have been seven to eight per cent when compared with thirty-seven per cent worldwide. Additionally, investor foundation of mutual funds is narrow, as list investors comprise ninety-eight a dollar of folios but contributed just fifty-eight per cent of investments in September 2014. In order to broaden the investor foundation for mutual funds in India, it is still important to recognize the determinants of purchase behaviour of investors to mutual funds. The analysis seeks to obtain this goal. According to the principle of designed behaviour, the outcome of awareness, mindset (perception for socioeconomic conditions and outcome) of an investor on the investment behaviour of his to mutual funds together with the logit version was examined by the analysis. The outcomes are derived from 450 legitimate reactions from the main survey of Delhi NCR. Re-search so long as investment behaviour might be discussed with awareness, notion as well as socioeconomic attributes of specific investors. Healthier attention associated with different facets of funds that are mutual have an optimistic impact on investment in mutual funds. Contrary to thinking, chance notion for mutual funds had absolutely no impact on the purchase choice. Additionally, socioeconomic qualities for example age range, occupation, gender, education and income of investors had an influence on the understanding about mutual funds.

Sarkarand Sahu (2017) Behavioural financial has emerged as a fresh idea in re-search area lately. Inside this particular framework numerous countries on the planet require helpful steps to create the Capital Market to attain excellent financial development. Research to enquire the outcome of Awareness and Perceived Risk Attitude on the Investment Behaviour in Stock Market has been made by us. Utilizing several statistical and econometrics programs as well as strategies like descriptive statistics, Factor Analysis, Cronbach Alpha, Correlation Coefficient and Probit Regression Model by SPSS as well as Stata Softwares for examining the main information which were collected from 500 arbitrarily selected unique Stock Market investors coming from various districts of West Bengal by way of an organized questionnaire on five stage Likert scope in right places the analysis has discovered that there has considerable impact of Awareness and Perceived Risk Attitude on Investment Behaviour of specific investors of Stock Market as the various parts of Awareness and Perceived Risk Attitude has considerable effect on the various parts of Investment Behaviour of individual investors of Stock Market. The individual investors depend much more on Financial Awareness in comparison to Social Learning. The Perceived Risk Attitudes of specific investors is primarily influenced by Cognition part of Perceived Risk Attitude in comparison to Affect part of Perceived Risk Attitude.

Das **et al.(2018)**This research engages structural equation modeling (SEM) for examining data gathered from a nationwide survey with 396 particular investors, for checking out the elements influencing individual investors' decision making in the Indian stock market. This particular analysis explored the elements which underpin particular investors' funding decision making behaviour to locate if the Indian monetary market place is actually effective and logical choices are made by investors. The end result suggests that the investors are substantially affected by herding, anchoring, information cascades, overconfidence and representativeness while contagion exhibits the insignificant consequence. Concurrently, the analysis has additionally supplied good proof of investors' irrationality in addition to inefficiency of the monetary industry.

Bhat (218) This paper will make a pertinent revelation which the actions of list investors towards monetary outlay is very unique but this specific newspaper will acquire is truly the understanding varies the list investors sample towards the purchase choices in conditions of obtaining the go back outside of the used volume on the respective choices, for the conclusion of the newspaper researcher had used the questionnaire for sampling as well as for capturing the reactions appropriately for the additional analysis and interpretation in Bhopal town on 300 respondents respectively, the goal of the paper is knowing the behavior of list experience and investor of investors does truly is important in regards to substitution as well as capital appreciation, for conclusion of this particular paper researcher put on uncomplicated random sampling, tools are used as percentile technique, chi square test.

Sarkar (2018)the research is an evaluation of purchase behaviour of individual investors of stock market to enquire whether there's some effect of 3 impartial variables specifically Demographic Factors, Awareness and Perceived Risk Attitude on just 1 reliant adjustable Investment Behaviour. The analysis has gathered primary data from 400 randomly selected individual investors of stock market out of different districts of West Bengal with an organized questionnaire on 5 point Likert scale. The analysis finds the understanding amounts of the single investors are on financial awareness and moderate level is much more than societal learning. Perceived Risk Attitude is primarily instructed by Affect rather compared to Cognition. The evaluation suggests that Demographic Factors, Awareness and Perceived Risk Attitude considerably impact Investment Behaviour of specific investors of stock market.

Kannan and Priya (2018) the generally emphasis of this particular research is study the expense inclination of higher net really worth individual of selected services and manufacturing segment of Salem district. Probably the most typical view of individuals towards funding is they concentrate solely on short-run cost savings. This particular research is concentrated on HNIs funding inclination for production as well as assistance sectors. The tests as Chi square, one way ANOVA, along with descriptive figures disclosed the substantial associations with different constructs. A unit was suggested dependent on the constructs as well as the exact same is examined. The suggestion and findings of this particular investigation will be helpful for HNIs and practitioner in manufacturing as well as services sectors.

Tauni et al. (2018) the goal of this paper is investigating the job of fiscal tips on investor trading conduct by examining the impact of advisor character. The analysis used the big 5 persona framework from Mccrae and Costa (1992) to evaluate character characteristics of advisors and examined the information collected from 314 inventory investor advisor dyads. Character characteristics of advisors have been assessed by the NEO Five Factor Inventory (Costa as well as 1989), McCrae. Confirmatory component evaluation was performed to look at the workout of the Big 5 design. We followed two stage very least square way of estimating endogenous covariate by employing important adjustable evaluation. Probit design was utilized to assess the moderating impact of advisor character characteristics on the connection in between the usage of fiscal trading and advice actions. The experts discovered that fiscal advice favorably affects investors' stock trading frequency. The writers provide empirical proof that fiscal recommendation is much more apt to boost trading frequency when advisor persona is likely to be openness, agreeableness and conscientiousness. On the flip side, information acquired by using fiscal advisors leads to less changes in investors' portfolios if the character of advisors is apt being extraverted and neurotic.

Yadav and Singh (2019) revealed that Insurance is basically a tool which provides financial assistance against unforeseen events and uncertainties. The purpose of making investment in insurance for every investors might be differ, so insurance companies are interested to know about the pattern taking insurance policies of policyholders in order to design their marketing strategies, which help the insurance companies to attract the investors and also to retain the investors. Online policy purchase is a new trend which makes players of insurance companies more focused in their business. The study examines the perceptions of investors making investment decisions regarding the insurance products. to know the buying behavior of the investors related to insurance and also problems faced by the investors. 100 investors of Varanasi district were taken as sample in the study. The present research paper assesses the impact of demographic factors of investors like age, genders, education, income, category, occupation, etc. for knowing about the buying behavioral pattern of the investors. The study disclosed that the demographic factors of investors playing a crucial role at the time of making investment decisions.

Singh and Bhattacharjee (2019) Risk notion is an idiosyncratic practice of interpretation. It's a very individual procedure for creating a choice according to an individual's frame of guide which has developed as time passes. The goal of this particular newspaper is finding out the danger notion amount of equity investors and also in order to determine the elements influencing the risk perception of theirs. The analysis was done utilizing a stratified arbitrary sampling look of 358 investors. It was discovered the general threat notion amount of equity investors is reasonable which the key factors impacting the risk perception of theirs are info screening, expense training, dread psychosis, essential expertise, specialized knowledge, familiarity bias, info asymmetry, comprehension of the sector, etc. Looking at the above-mentioned results, initiatives must be put forth to deliver people who have an impressive threat notion on the reduced risk notion grouping by offering them with education to deal with or even control high risk scenarios that will help promote an equity investment culture

Sen (2019) Investment and saving is actually vital for individual's investor's lives. Investment sends to work of fund with goal to generate capital appreciation or maybe money. Investors' notion mostly concentrates that the way the individual investors look at the various investment features for investment decision. The Indian monetary structure plays essential function to commit the cash in buy avenues readily available for the single investors. You will find various kinds of energy sources readily available for the person for purchase choice as family, buddy and financial advisor and internet media that play vital that you make correct interment choice, There are numerous elements which impact purchase choice. This particular experiment concentrates on perception of awareness and investors or component influence investment decision.

Bhat (2019) this particular paper is an exploratory effort to see gender related disparities in the actions of investors in companies looking for equity funding. Utilizing information from the Swedish equity crowd financing platform researcher discover which female investors are not as likely to purchase the equity of firms which are high and younger tech and also have a better percent of equity offerings. This particular style appears to be in line with a much better chance aversion in female versus male investors. Moreover, female investors tend to be more apt to purchase tasks of that the proportion of male investors is greater.

Agustin et al. (2019) concluded that tax incentives boost the level of investment. Some investors invest their money because of not paying tax too much. Thus, government should improve their program regarding increase the level of awareness of investors.

CHAPTER- III
RESEARCH METHODOLOGY

3.1 Introduction

Warren Buffet had said that, "risk originates from not knowing what we are doing". A study of investor's behavior towards investment decision is being undertaken in order to understand the level of awareness of different financial investment avenues and what factors investor consider while investing in financial investment avenues. Present study goal is to examine the behavior of the investor towards investment decision in the state of Haryana. For this purpose, A comprehensive reason of the strategy deemed in the research is provided by this particular chapter. The researcher put on equally secondary and primary procedure in gathering the information. The main data was collected by conducting a survey of 560 investors in Haryana. The secondary data studies were used to support the analysis of the primary data. Lastly, the researcher ensured the consistency of the data by testing the reliability and validity of the research.

3.2 Research Strategy

In the present study, the researcher is investigating about the investor perception and behavior pattern according to their belief. For this purpose , the researcher follows ontology paradigm through which the researcher assumes something or investigates about a certain belief (Dammak, 2015). As per the Kivunja& Kuyini (2017) opinion, this paradigm supports in investigation of the researcher belief. In addition to this, the researcher captures the responses of investors to investigate the motivating factors and investing patterns in context to their investment decisions. For this purpose, the researcher used the positivism approach that represents the social reality which is external to the individuals and needs to be recognized (Remenyi, Williams, Money, & Swartz, 1998).

3.3 Research Design

Descriptive research is chosen to attain the research objectives as descriptive research studies which are concerned with describing the characteristics of particular individual or group. In this particular study researcher meant to discover the investors' behavior towards purchase choice in the state of Haryana. In the existing study, the researcher tries to analyze the effect of economic and demographic attributes of the investors in the purchase choice. Descriptive analysis allows the researcher in showing the normal pattern of the market division of the individuals. In addition, this research is used to identify the information on a particular set of characteristic or a particular issue. For the given study, the researcher identifies the perception of the investors regarding the role of financial brokers in investment market. Therefore, the researcher used descriptive research design is considered appropriate for the present study.

3.4 Source of Data

Specifics & figures collected together for analysis or reference are meant by information. Research information is the captured actual content normally recognized in the medical society as needed to verify research results. Research data is of two categories:

1) Primary data

2) Secondary data.

In this study both primary data and secondary data is used.

1) Primary data:

The primary data are the kind of data which are composed afresh and used initially and hence creative in nature. Primary data is composed through following tools of data collection:

Structured questionnaire: Structured questionnaire is being dispersed to respondents for collection of data.

2) Secondary data:

Secondary details indicate information which happen to be offered i.e., they reference the information that have been collected as well as examined by somebody else. Secondary data was composed through the following sources:

i. Internet

ii. Journal

iii. Books

iv. Magazines

v. Other secondary sources (e.g. previous Ph.D. thesis, M.Phil. Dissertations, Newspapers etc.)

Researcher had accessed several libraries for collecting the secondary data. Following are the names of the libraries:

- MDI Gurugram.
- CUH, GJU, KUK.

3.5 Study Universe

For any kind of research study to know the dedicated population is quite important thing. In present study respondents are selected from the area of Haryana. Haryana is among the 29 states in India, centrally located in northern part of the nation. It was carved from the former status of East Punjab on one November 1966 on linguistic or even in on cultural schedule. It's positioned 22nd in terminology of region with under 1.4 % (44,212 km2 (17,070 sq mi)) of India's ground area. Haryana has six administrative divisions. Researcher choose these six administrative divisions for collecting data i.e. Ambala, Karnal, Hisar,Rohtak, Gurugram, Faridabad.

Divisions	**Districts**
Ambala	Ambala, Kurukshetra, Panchkula, Yamuna Nagar
Faridabad	Faridabad, Palwal, Nuh
Gurgaon	Gurgaon, Mahendragarh, Rewari,
Hisar	Fatehabad, Jind, Hisar, Sirsa,
Rohtak	Jhajjar, Charkhi Dadri, Rohtak, Sonipat, Bhiwani
Karnal	Karnal, Panipat, Kaithal

3.6 Sampling Plan

Target Population

To examine the investment behavior towards the investment decisions in the state of Haryana, the researcher identified the investors who regularly capitalize their money in stocks, deposits, mutual funds as well as in other financial portfolios. Also, the researcher examined the behavior of the investors through their investment decisions.

Sample Size

A sample is a subcategory of a population that is adopted to illustrate the complete group as a total**.** The sample respondents of 560 were resulted, 480 were validated and the remaining was rejected due to incomplete information. The final samples of 480 were processed with the response rate of 91.85 per cent

Sampling Type

In the given study, the researcher approached to capture the investment patterns with regard to the investment decisions. For this purpose, the researcher identified the individuals who invested their funds as per the stock market, mutual funds or any other investment portfolio and such investors from each of the 6 divisions including Ambala, Gurgaon, Hisar and Rohtak,Karnal,Faridabad located in Haryana. In order to identify the investors, the researcher contacted the stock brokers in each of the 6 divisions to get access to the database of the registered investors. The sampling considered for the study is convenience sampling technique.

3.7 Period of the Study

For knowing the factors affecting of investors' behavior towards their investment decision in the state of Haryana and also study the investor's perception in the direction of their financial agent, the focus is on nine years data, i.e. from 2011 to 2019.

3.8 Data Collection Procedure

Questionnaire administration

Quantitative research strategy was adopted by the present investigation analysis. This particular quantitative information was collected from a close ended as well as organized questionnaire. The questionnaire aided the researcher to capture the investor's views about the investment pattern, motivating factors and their perception regarding the role of financial brokers who were approached online. Further, the researcher also used the database of stock broker offices within Haryana and collected the names of the registered investors. As this data was collected from 560 investors, using a close ended questionnaire would be an appropriate decision because reduction in the influence of the researcher with increasing involvement of large number of respondents are ensured by this particular kind of questionnaire. The survey questionnaire included three sections. The first section captured information of the respondent that is demographic profile like gender, age, educational qualification, marital status, employment status, household income and the place of residence. The second section captured the motivating factors of the investors in taking the investment decisions. The last section captured the respondent's views in context to their investment patterns**.**

Pilot Study and Pre-Testing

An introductory investigation had been carried out through communicating 82 different stockholders of mutual fund and share market, banking sector, real state to recognize the significant variables concerning characteristic structures of different investment pattern. The information search, investors preference, investment decision and investors satisfaction are considered in the research instrument. The intent behind the pilot study is testing quality of the things in the questionnaire and also in order to verify the feasibility of the research. This initial investigation is directed in different parts of Haryana. The convenience sampling method is applied to collect the responses from the investors.

Measurement of Variables

Likert scaling technique was adopted to measure the variables under awareness, attitude towards investment and motivational factors for investment and the perception of investor towards financial broker and investment pattern.

3.9 Data Analysis Methods

The following statistical tools are used in the study.

Percentage Analysis: Percentage calculation and analysis is among the fundamental statistical methods that are popular in interpretation as well as analysis of main information. It handles the quantity of investors respondents' reaction to a specific issue of portion delivered through the absolute. Basic proportions are utilized in the research to evaluate the variables in the research like demographic and economic factors, investment behaviour, level of awareness, and investment.

Cross Tabulation: Cross tabulation as per the research study is means to identify the inter relationship between variables. In the present research study cross tabulation is done for demographic and economic factors with preference of portfolio, demographic economic factors with level of awareness.

Chi-square Analysis: Chi-square examination is utilized in the research thoroughly to assess the connection between two variables. To find out the impact of demographic and economic factors on level of awareness, the Chi-square test is applied.

Garrett Ranking Techniques: To observe the most substantial factors which motivate and affects the respondents though making investment decisions, Garrett's ranking method was utilized. As per this particular technique, respondents are required to designate the ranking for each one of the elements as well as result of that positioning were changed into rating worth with the aid of the following formula:

Percent Position = 100(Rij-0.5)/ Nj

Where,

R_{ij} = Rank given for the i^{th} factor by the j^{th} respondents

N_j = Number of factors ranked by the j^{th} respondents.

By referring the Garrett's dinner table, the job percentage believed is changed into scores. Next for every aspect the scores of every individual are included then imply values is regarded as the most crucial.

F Test ANOVA: Evaluation of Variance is a means to check the equality of three or maybe much more ways during a single moment by utilizing variances. This is used to analyse the variables in the study for analyzing the effect of various factors may be demographic and economic on the portfolio preference.

3.10 Selection of Investment Avenue

Given investment avenues had been sorted for the study:

1) Fixed deposit/Recurring Deposit

2) Debentures/Bonds/Corporate deposit

3) Gold

4) Mutual fund

5) Shares

6) Future and options

7) NSC/PPF/PF

8) Insurance policy

This research is being carried in order to find out investors behavior to investment decision in the state of Haryana along with the factors affecting the assortment of above asset avenues. Fundamental analysis of the above investment avenue is also being done by using a case study approach

3.11 Validity and Reliability of the Study

The researcher measures the credibility of the data by testing its validity and reliability(Fowler, 2009). In the present study, the researcher ensured that the inferences drawn from are appropriate. This is because the present study aimed to examine the investment behavior towards the investment decision in the state of Haryana. The inferences drawn through the frequency distribution assisted the researcher to capture the preference of the investment portfolios, stocks, priority given to the financial objectives and perceived advantages to invest to the stock market. Further, the study identified the attributes or influences that motivate the investors in taking their investment decisions. The questions had been framed to such a manner to acquire optimum understanding as well as worth every respondent's effect. Thus, the existing study utilized articles validity for describing the functions of research at an organized perspective. The researcher likewise guaranteed the evaluation produced is applicable and correct to the subject of the analysis. Validity refers to the degree to which an instrument accurately measures what it intends to measures. For the purpose take different expert review, in relation to area or field

Table 3.1 Reliability Index

Scaled Items	**Cronbach's Alpha**	**Number of Items**
Level of Awareness	0.807	13
Pattern of investment	0.921	18
Attitude to invest	0.809	05

CHAPTER- IV

DEMOGRAPHIC AND ECONOMIC PROFILE OF INVESTORS

4.1 Introduction

Given chapter of the study presents the consequences of the study carried among investors. Frequency analysis was conducted in the study in directive to classify the suitability of the defendants with respect to the study's aim and objectives. Primarily the study offerings the respondent's demographic profile and thereafter the knowledge among respondents on general evidence related to the issue at hand is discussed. Lastly in the inferential section, the researcher investigates upon the respondent's investment behavior and investment pattern in the financial market.

4.2 Demographic and Economic Analysis

In given section, the participant's demographic analysis is presented and examined in the system of distribution of frequency. This comprises of the participants' description as per the age, gender, marital status, and educational qualification, status of employment, household income and place of residence. The profile as demographically is essential in identifying the respondent's suitability who is participating in the research.

Table 4.1 Demographic and Economic Profile of the Respondents

Factors	Classification	Frequency	Percentage
Marital Status	Married	210	56.2
	Single	177	43.7
	Separated	93	19.3
Gender	Male	348	72.1
	Female	132	27.1
Residential status	Rural	40	8.33
	Urban	380	79.1

Factors	Classification	Frequency	Percentage
	Semi urban	60	12.7
Age (in years)	Less than 25	150	31.1
	25 to 40	176	36.5
	40 to 55	116	24.1
	Above 55	38	7.8
Educational Qualification	Under graduate	128	26.6
	Post graduate	178	37
	Diploma	85	17.6
	Professional Degree	89	18.5
Employment Status	Government Sector	90	18.7
	Private Sector	150	31.2
	Professional	210	43.7
	Unemployed	30	6.2
Current Annual income	Less than or equal to 3lakhs	50	10.4
	Between 300001/- and 500000/-	160	33.3
	Between 500001/- and 800000/-	30	6.2
	Between 800001/- and 1100,000/-	180	37.5
	More than or equal to 11,00,001/-	60	12.5
Savings Potential	Below Rs 1,00,000	30	6.25
	Rs 1,00,001-Rs 2,00,000	90	18.75
	Rs 2,00,001- Rs 3,00,000	200	41.4
	Above Rs 3,00,000	150	31.25

4.2.1 Gender

In investment decisions the difference among women and difference among men are much greater than the difference between men and women (Berggren et al, 2010). Hence the study of gender is an important factor in investment behavior analysis. It is found that 72.1% of the respondents are male and 27.1% of the respondents are female. It is observed from Table 4.1 that, respondent's majority (72.1 per cent) are male.

4.2.2 Age

The low and middle age group are ready to invest in high and moderate risk financial assets. It is found that 31%associate to the age group of less than 25 years, 36.5%associate to the age group of 25 to 40 years, 24.1 percent associate to the age group of 40 to 55 years as well as the rest of the respondents covering 7.8 per cent, associate to the above 55 years age group. It is observed that the highest numbers of respondents of 36.5 per cent belong to the age group of 25 to 40 years in the study area. It is also examined that, three-fourths of the respondents are from below 40 years age group.

4.2.3 Educational Qualification

The level of education of the individual influenced the saving behaviour of the household's positively. Hence the respondents' educational qualification has been presented in Table 4.1 It is observed that 26.6 per cent of the respondents are Under Graduates, 37 per cent are Post Graduates, 17.6 per cent are Diploma holders and the rest of the respondents are Professional Degree holders. It is found that the maximum number of respondents (37 per cent) possess a Post Graduate degree.

4.2.4 Martial Status

The social status of the individuals determines the investment behaviour of the respondents. The married population is subjected to more liabilities which discourage them to invest more when compared to the unmarried and separated group (Nayak, 2013). It is identified from Table 4.1 that maximum numbers respondents (43.7 per cent) belong to social status of single followed by the respondents in the category of married (56.2).

4.2.5 Annual Income

The income of the respondents reflects the purchasing power (Syed, 2010). The details of respondents depended over their annual income have been presented in Table 4.1 It is inferred that 10.4 per cent respondents have the income less than or equal to 300000, 33.3 per cent have the income level betweenRs.3,00,001- Rs.5,00,000, 6.2 per cent of the respondents have the income level between Rs. 5,00,001- Rs.8,00,000 and 37.5 per cent of the respondents have an income of more than Rs. 8,00,000 per annum. It is found that maximum number of respondents' (37.5 per cent) income falls between rupeesRs.8, 00,001- Rs.11, 00,000 followed by 33.3per cent of respondents having an income of above Rs. 3, 00,000 per annum.

4.2.6 Savings Potential

As per life-cycle hypothesis (LCH), the individual plan their savings behaviour for a long term in the best possible manner over their entire life time.29.9 per cent of the respondents have the savings potential of less than Rs. 1,00,000 per annum, 26.1 per cent have the savings potential of between Rs. 1,00,001 and Rs.2,00,000 per annum, 11.4 per cent of the respondents have the savings potential between Rs. 2,00,001 and

Rs.3,00,000 per annum and32.6 per cent of the respondents have the savings potential of above Rs.3,00,000 per annum. It is found that maximum number of respondents (32.6 percent) have the savings potential of above Rs.3,00,000 per annum followed by nearly 30 per cent of respondents who have the savings potential of less than Rs. 1,00,000 per annum.

4.3 Awareness on Investment

The awareness on various financial assets determines the degree of accessibility. So it is essential to examine the understanding of the respondents. There's simply no fixed scope to understand the respondents but depending on the evaluation of literature the claims are developed and Likert 5 issue scaling method was accustomed calculate the understanding. To measure the variable, five point scales are constructed, such as “Highly Agree”, “Agree”, “Neutral”, “Disagree” and “Highly Disagree”. In the five-point continuum, weights of 5,4,3,2 and 1 are assigned in order to give several expressions, the direction of the weight age, being determined by the favorable and unfavorable selection of the variables. Likert score was calculated by the number of responses and the total score was obtained. Based on the total score the mean score was computed and ranked and has been presented in 4.2.

Respondent’s majority stated that they are knowledgeable on investment avenues, with the highest mean value of 4.00. To gain knowledge on investment avenues maximum number of respondents visiting investment related websites and the mean score value of 3.83 and it has been ranked second. The statements ‘investment consist opportunity and risk’, ‘try to improve awareness on various investment options’, ‘experienced in stocks and mutual funds investments’, ‘track investment through TV/News papers’ and ‘often get advice from financial experts’ have the highest mean score value.

Table no. 4.2 Factors of level of awareness

	Statements	Highly Agree	Agree	Neutral	Disagree	Highly Disagree	Total score	Mean score	Rank
1	**Knowledge on investment avenues**	122(610)	272(1088)	62(186)	17(34)	9(9)	1924	4.00	I
2	**Track investment through TV/ News papers**	65(325)	220(880)	105(315)	82(164)	10(10)	1694	3.51	VI
3	**Try to improve awareness on various investment options**	51(255)	334(1336)	24(72S)	44(89)	27(27)	1781	3.70	IV
4	**Often get advice from financial experts**	41(205)	187(748)	186(558)	68(136)	0	1647	3.42	VII
5	**Usually visit to the website related to investment**	112(560)	244(976)	70(210)	46(92)	10(10)	1848	3.83	II
6	**Usually review the reports of professional bodies**	19(95)	203(820)	166(448)	64(128)	28(28)	1566	3.26	XII
7	**Review my investment progress**	0	257(1028)	123(359)	91(186)	9(9)	1590	3.30	X
8	**Refer all the documents before making any investment**	28(140)	116(472)	112(336)	178(356)	46(46)	1350	2.80	XI
9	**Vigilant while making investment**	16(90)	214(856)	158(474)	82(164)	10(10)	1594	3.31	IX
10	**Usually it take long time to make investment decisions**	47(235)	189(764)	169(507)	56(112)	19(19)	1637	3.40	VIII

	Statements	**Highly Agree**	**Agree**	**Neutral**	**Disagree**	**Highly Disagree**	**Total score**	**Mean score**	**Rank**
11	**Experienced in stocks and mutual funds' investments**	57(285)	241(962)	122(372()	38(76)	22(22)	1716	3.57	V
12	**Investment consist opportunity and risk**	96(480)	233(932)	122(372)	19(38)	10(10)	1830	3.80	III

Classification of Respondents for Level of Awareness

The responses of respondents are given scores to their expressions and the total variables were obtained. In order to classify the respondents as per level of awareness, quartiles were used.

- The respondents whose total scores are in the middle number between smallest number and the median of the data set are considered as below average level of awareness. The score between 27 and 39 are under first quartile and classified as below average level of awareness on investment.
- The respondents whose total scores are in the middle number between the median and the largest number of the data set are considered as excellent level of awareness. The score between 47 and 57 are under third quartile and classified as excellent level of awareness on investment.
- The respondents whose total scores are between first and third quartiles come under second quartile and classified as average level of awareness on investment.

4.3.2 Level of Awareness on Investment

The level of awareness is one of the important features in investment behavioral study; hence the 12 variables under level of awareness are grouped into three categories and have been presented in table 4.3 reveals that, 24.9 per cent of the respondents have awareness about the investment at excellent level, maximum number of respondents (46.6 per cent) have awareness about the investment at average level and rest of 28.5 per cent have the awareness about investment at below average level. It is observed from the table that maximum number of the respondents (46.6 per cent) have awareness about investment at average level.

Table 4.3: Level of awareness on investment

Level of awareness	Frequency	Percentage
Excellent	137	24.9
Average	223	46.6
Below average	120	28.5
total	480	100.0

4.3.3 Demographic and Economic Factors and Level of Awareness

In the evolved monetary landscaping, the place that the assortment as well as intricacy of monetary items consistently raised, building comprehension of the realm of financial is fully necessary. Exploration all over the world found insufficient monetary literacy that rose major issues concerning the capability of people to secure their fiscal well-being (Moorthy, 2007). Hence it is necessitated the researcher to study the level of awareness on the basis of the socio-economic factors of the respondents in the research field. The individuals belonging to different socio-economic classes exhibit varying awareness level. A cross tabulation analysis with mean score was carried out and presented in table no 4.4

Table no 4.4: Demographic and Economic factors and level of Awareness

	Factors	Level of Awareness			Mean score
		Below average	Average	Excellent	
Gender	Male	83(70.1)	170(75.4)	94(69.0)	2.03
	Female	36(29.7)	55(24.3)	42(30.4)	2.02
Age	Less than 25	56(47.8)	65(29.4)	35(19.9)	1.79
	25 to 40	25(29.8)	60(50.2)	35(20.6)	1.95
	40-55	35(29.8)	62(44.9)	27(20.3)	2.37
	Above 55	31(8.3)	66(33.2)	23(14.7)	2.27
Educational qualification	Under graduate	70(57.9)	41(22.2)	9(3.6)	1.53
	Post graduate	9(7.4)	92(53.3)	19(14.2)	2.23
	Diploma	14(11.6)	19(8.4)	87(38.2)	2.44
	Professional Degree	28(23.1)	36(16.0)	56(27.2)	1.97
Social status	Single	20(14.9)	200(71.9)	20(14.9)	1.89
	Married	37(17.1)	189(70.0)	23(17.1)	2.21
	Separated	10(8.3)	10(4.4)	9(6.6)	1.97
Residential status	Rural	20(14.0)	13(18.0)	7(7.1)	1.67
	Urban	30(19.0)	70(37.8)	280(81.0)	2.32
	Semi urban	16(11.9)	33(22.9)	11(8.9)	2.04
Annual income	Less than or equal to 3 lakh	9(8.9)	72(38.0)	11(12.9)	1.40
	Between 300001/-and 500000/-	12(19.0)	68(41.8)	14(33.8)	2.14
	Between 500001/- and 800000/-	13(15.7)	69(28.4)	12(6.6)	1.89
	Between 800001/- and 11,00,000/-	14(15.7)	71(28.4)	9(6.6)	2.47
	More than or equal to 11,00, 000/-	11(8.3)	71(52.2)	22(43.4)	2.52
Saving Potential	Below Rs. 1,00,000	88(72.7)	44(20.4)	10(7.4)	1.46
	Rs. 100,001- Rs. 2,00,000	23(19.0)	92(40.8)	9(6.6)	1.89
	Rs. 2,00,001- Rs. 3,00,000	10(8.3)	9(4.0)	34(26.5)	2.47
	Above Rs. 3,00,000	0	74(33.4)	8159.1)	2.52

Gender and Level of Awareness

Table reveals that maximum number of respondents' (46.6 per cent) under the category of gender, in the study area has awareness at average level. In respect of awareness at average level, male respondents have contributed to75.6 per cent and female respondents have contributed to 24.4 per cent. In respect of awareness at excellent level, male respondents have contributed to69.1 per cent and female respondents have contributed to 30.9 per cent. It is observed that majority of male respondents in the study area having awareness at below average level.

Age and Level of Awareness

It is inferred from Table that with respect of awareness at below average level, maximum numbers of respondents i.e., 47.9 per cent belong to the age category of less than 25 years. It is observed that majority of respondents, 50.2per cent having awareness at average level are found to be in the age category of 25 to 40 years and maximum number of respondents, 44.9 per cent of respondents having awareness at excellent level are found to be in the age category of 40 to 55 years. It is clear that age of respondents has influence on their awareness level and it is concluded that the age category of 40 to 55 years in the study area have highest level of awareness when likened to all other age group with the highest mean score of 2.37.

Educational Qualification and Level of Awareness

With respect to awareness at below average level, it is observed that majority of respondents (57.9 per cent) belong to the qualification category of Under Graduation. With respect to awareness at average level, 53.3 per cent having awareness at average level belong to the qualification category of Post graduation. It is observed that maximum number of respondents having awareness at excellent level belong to the qualification category of Diploma followed by Post Graduation in the study area. It is clear from Table 4.4 that, qualification of respondents has influence on their awareness level. It is found that, the respondents associated to the diploma category of education have maximum level of awareness when compare to all other category of respondents.

Marital Status and Level of Awareness

It is observed from Table 4.4 that majority of respondents have awareness at below average level belong to the marital status of single (72.7 per cent) in the study area. Out of 225 respondents' awareness at average level, maximum number of respondents are from the social status of married with children (40.9 per cent) in the study area. With regards to awareness at excellent level, majority of respondents belong to the marital status of married (52.20 per cent). Those who have separated have contributed equally to below average, average and excellent level in awareness. It is determined that the majority of the respondents who belong to married category have high level of awareness on investment with the peak mean score value of 2.21.

Residential Area and Level of Awareness

The residential area of the respondents may have an impact on the level of awareness. Those who live in urban area may have accessibility to more sources for their investment queries when compared to other type of respondents. Table 4.4 reveals that, majority of respondents (52.1 per cent) have awareness at below average level belongs to the rural area. Majority of the respondents who have awareness at average and excellent level are from urban area, while the respondents who are from semi urban area, i.e., 37.5 per cent have awareness at excellent level. On the whole, it is observed that, the respondents who are from urban area have comparably good level of awareness in the study area. It is clear that the nature of residential area of the respondents influences their awareness level.

Annual Income and Level of Awareness

Table 4.4 reveals that, majority of respondents (57.0 per cent) have awareness at below average level belonging to the category of less than Rs. 3, 00,000 per annum and because of their low income, they do not search for merging avenues to invest. It is found that maximum number of respondents (41.8 per cent) having awareness at average level belong to the category of respondents who have the annual income between Rs. 3,00,001 andRs.5,00,001 and majority of respondents (52.2 per cent) have awareness at excellent level belong to the category of respondents who have the annual income of more than or equal above Rs. 11,00,000. Due to their high earning power, the respondents search for new avenues to invest their excess income, hence those respondents who have higher level of income have excellent level of awareness and it is supported by highest mean score value of 2.52. Hence it may be determined that there is a relationship between income along with the level of awareness, higher the income higher will be the level of awareness.

Savings Potential and Level of Awareness

Relationship between savings potential of the respondents and their level of awareness about the investment has been studied. Respondents' awareness at below average level, majority of respondents (72.7 per cent) have the saving potential of less than Rs. 1, 00,000 per annum. It is observed that out of 225 respondents, 41.8 per cent have awareness at average level belong to category of respondents who have savings potential of between Rs. 1,00,001 to 2,00,000 per annum. It is observed that majority of respondents have awareness at excellent level belong to the category of respondents who have savings potential of above Rs.3,00,000 showed highest mean score of 2.52. It is clear from the above table that the respondents have high savings potentials are aware of more about investment avenues in investing their funds and the respondents who have minimum potentials depend on the known funds and they are not ready to search for new avenues due to the non-availability of funds for investment.

4.4 Chi Square analysis on Demographic and Economic factors and Level of Awareness

The relationship between respondent's demographic and economic factors and their level of awareness about the investment has been analysed by applying chi square test with help of the following hypotheses and presented in Table 4.5**:**

H_0: There is no association between demographic and economic factors and level of awareness.

H_1: There is an association between Demographic and Economic factors and level of awareness.

Table No 4.5: Chi square anaylsis on demographic and economic and level of awareness

S.NO	Factors	X^2 value	p- value	Significance
1	Age	86.74	0.000	Significant
2	Gender	89.72	0.004	Significant
3	Level of education	158.90	0.000	Significant
4	Marital status	129.20	0.000	Significant
5	Residential status	102.70	0.000	Significant
6	Annual income	192.02	0.000	Significant
7	Saving potential	256.20	0.000	Significant

Table reveals that, ‘p’ value is less than the significant value at one per cent level (p value is 0.001 < 0.01) for the factors age, level of education, marital status, residential area, annual income, savings potential. Later, the null hypothesis is excluded also it is determined that an association is there between age, level of education, social status, residential area, annual income, savings potential with level of awareness and significant for all factors.

As the investor’s awareness of is measured to be crucial while reviewing one’s pattern of investment and savings, the section analyzed the respondents’ awareness on investment. To measure the awareness level of respondents, quartile was used and three levels of awareness are named as ‘below average’ 'average’ and ‘excellent’. Chi-square analysis is used to assess the association between demographic and economic variables and level of awareness. It is concluded that the respondents’ profile has influence on the level awareness on investment.

CHAPTER- V

INVESTORS BEHAVIOUR AND INVESTMENT PATTERN OF FINANCIAL MARKET

5.1 Introduction

Investment portfolio can be viewed as portfolio of different financial instruments like shares, mutual funds, bank deposits, gold, and real estate. These investments can be viewed as portfolio of investments in different economic sectors such as IT, banking, infrastructure etc. The selection of such investment portfolio is based on its duration, size and kind of the financial market they are served: Primary market, secondary or both. Additionally, the most important factor regarding investment is the objectives of investors while investing. Some people might invest for their children’s education, marriage or for buying a house whereas many others invest in certain instruments just to avoid excessive taxes. This there are different perceptions while undergoing a financial investment portfolio decision.

Following this, in the present chapter, the researcher analyzes the motivating factors for investor’s decision within the financial market. It aims to identify the aspects of financial market which attract people to invest and their perception about investing in the same. The researcher investigates on the perception of the respondents in terms of the psychology, technology, risk, security, benefits and other factors in reference to their investment in the stock market.

5.2 Factors Influencing Investment Decisions

Amount of savings depends upon the type and level of motivation received by the investors (Chavara, 2014). Every respondent selects the investment avenue because of the many factors influence. The factor of influencing might vary from one respondent to another. The researcher has taken an effort to observe the different factors which influence the individuals while selecting particular investment avenue. The benefits provided to a consideration by an individual might not be exactly the same as in the situation of one more. Several of them could be affected with a single facet however, not affected along with other factors in choice of investment decision.

In the study the influencing factors are grouped into two categories, as factors motivating to make investment and factors influencing to make investment, to have an in-depth understanding of factors that influence in investment decision.

5.2.1 Factors Motivating to make Investment

The investor while making investment may be influenced by various social factors. Those social factors may guide the investors to choose the financial assets or motivate them to develop the habit of investment of social factors in investment has been categorized as motivational. The data have been collected by using Likert five point scaling technique and the score was allocated from 5 to 1 for ‘very high influence’ to ‘very low influence’. The respondents who preferred ‘very low influence’ is assigned 5 scores through ‘very high influence’ who were assigned a score value of 1. The mean score values are obtained by calculating the total score divided by total number of respondents and based on the mean score value the most influential factors have been ranked.

Table 5.1: Motivational Factors to make Investment Decision

Factors	V.H.I	H.I	I	L.I	V.L.I	Mean	Rank
Spouse	121(25.2)	202(42.0)	60(12.5)	31(6.45)	68(14.16)	3.43	II
Parents	108(22.5)	255(53.12)	67(13.95)	9(1.8)	44(9.16)	3.66	I
Friends/ Relatives	27(5.62)	54(11.25)	136(28.3)	249(51.87)	14(2.91)	3.23	III
Colleagues	31(6.45)	246(51.2)	82(17.08)	93(19.3)	28(5.83)	3.22	IV
Financial Advisors	23(4.79)	212(44.16)	110(22.9)	62(12.91)	73(15.20)	3.11	VI
Professional Bodies	32(6.66)	232(48.3)	102(21..25)	48(10.0)	66(13.7)	3.12	V
Media and Investment Website	154 (32.08)	71 (14.7)	55 (11.4)	29 (6.04)	1713 (35.6)	3.01	VII

I-Influence, H-Highly Influence, VHI-Very Highly Influence, LI- Low Influence, VLI- Very Low Influence

Table 5.1 shows the motivation of social factors on respondent's to invest. For majority of the respondent's parents and spouse are the main motivating factors to invest in financial assets with a mean score of 3.66 and 3.43 respectively and have been ranked first and second. The third and fourth rank have been given to friends or relatives and colleagues, as the researcher has collected data from working people, they spend more time with their friends and colleagues hence they also motivate to invest and guide them to save for future. The financial advisors, professional bodies, media and investment related websites have been ranked fifth, sixth and seventh respectively. It is clearly understood that the family members are the main motivators for any person to save their earning in a fruitful manner.

5.3.2 Factors Influence to make Investment

The factor which manipulates the individuals to take investment decision is termed as influential factor. Every respondent are directed to get ranking the elements through a single to 9 dependent upon the level of importance in the purchase choices. To discover the most major elements that influence the respondents while creating purchase, Garrett's Ranking Technique was utilized. As per this particular technique, respondents are required to designate the ranking for each one of the result and also the elements of that standing continues to be changed into rating worth. By referring the Garrett's dinner table, the % job believed is changed into scores. Next for every aspect the scores of every individual are included then imply values is regarded as the most crucial. Table 5.1 exhibits which, the variables which influence the investors on the specific purchase method in the research region. Table 5.2 illustrates Garrett's scores that really help deciding about the most crucial elements used by the respondents, while selecting the expenditure avenues.

Table 5.2 Garrett's Scores and Ranking

Factors		**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**Total**	**Garret Mean**	**Rank**
	Garrett's table value	**81**	**69**	**62**	**56**	**50**	**45**	**38**	**31**	**19**			
Safety of investment	N	147	95	5	26	175	9	4	19	0	30012	61.81	I
	Garrett's Score	1186	6623	310	1456	8750	405	152	589	0			
Cost of investment	N	37	50	57	78	35	186	37	0	0	26021	52.99	IV
	Garrett's	3076	3516	3534	4368	1750	8370	1406	0	0			
Economic indicators	N	8	42	72	28	38	101	173	18	0	2211	47.38	VII
	Garrett's S core	808	2898	4464	1568	1900	4545	6574	558	0			
Political factors	N	0	0	0	44	80	0	69	153	134	16476	33.21	VIII
	Garrett's Score	0	0	0	2576	4000	0	2622	4743	2546			
Perception on investment	N	82	62	119	67	15	88	38	9	0	28641	58.43	II
	Garrett's Score	6804	4278	7378	3752	750	3960	1444	279	0			
Trend in financial market	N	36	59	70	92	32	52	84	46	9	25321	52.59	V
	Garrett's Score	2916	4209	4340	5152	1600	2340	3192	1426	171			

Factor		1	2	3	4	5	6	7	8	9	Total	Garret Mean	Rank
	Garrett's table value	**81**	**69**	**62**	**56**	**50**	**45**	**38**	**31**	**19**			
Convenience to purchase	N	24	116	36	80	61	18	23	122	0	25221	52.57	VI
	Garrett's Score	2106	8004	2232	4480	3050	810	874	3782	0			
Tax benefits	N	148	53	52	47	46	19	45	0	69	27880	57.86	III
	Garrett's Score	12069	3726	3286	2632	2300	855	1710	0	1311			
Social prestige	N	0	27	41	18	0	0	19	115	270	14512	30.25	IX
	Garrett's Score	0	1932	2604	1008	0	0	342	3565	5130			

Table 5.2 exhibits Garrett's scores and ranking. The highest score is 62.81, for the factor 'safety of investment' and given first rank. 'Perception on investment' was ranked second with the garret score value of 59.43, followed by 'tax benefits' with mean score value of 52.57. 'cost of investment', 'trend in financial market', 'convenience to purchase' and 'economic indicators' are ranked fourth, fifth, sixth respectively. Political factors and social prestige are considered as least influencing factors in investment decisions. It is inferred from Table 52 that, the 'safety of investment' gives significant acquirement in investment decision; hence it is clear that before making any investment the investors wants to safeguard their capital. The respondents invest their money built on perceptions of them in directive to gratify their inner needs and they consider the prevailing tax saving benefits in investment to reduce their tax burden. Political and social prestige is the least considerable factors in investment decision. Factors influencing the respondents have been studied based on the motivational and influential factors. It is found that, under the motivational factors parents and spouse stimulate the respondents to take investment decisions. With regard to influential factor, the safety of the investment, perception on investment and tax benefits significantly influencing the respondents to make investment.

5.4 Investment pattern of the respondents

5.4.1 Preference of Investment Avenues

The respondents' partiality towards various asset avenues have been collected by using Likert five point Scaling Technique and the score is allocated from 5 to 1 for very high to very low. The respondents who preferred very high are assigned 5 scores through very low who are assigned score value of 1. The mean score values are obtained by calculating the total score divided through total number of respondents and based on the mean score value the highly preferable avenues are ranked and presented in Table 5.3.

Table 5.3: Preference of investment Avenues

S.No	Investment avenues	Very high	High	Neutral	Low	Very low	Mean	Rank
1	Bank deposits	97(20.2)	239(49.7)	121(25.2)	24(5.0)	0	3.84	III
2	Public provident funds	17(3.54)	174 (36.2)	213 (44.3)	76 (15.8)	0	3.28	IX
3	Company fixed deposits	8 (1.6)	135 (28.8)	225(46.8)	84 (17.5)	28 (5.8)	3.03	XI
4	Post Office savings schemes	44(9.1)	321(66.8)	92(19.1)	23(4.7)	0	3.81	IV
5	Government securities	7(1.4)`	114(23.7)	225(46.8)	134(27.9)	0	3.00	XII
6	Mutual fund	81(16.8)	293(61.0)	97 (20.0)	9(1.8)	0	3.93	II
7	Insurance policies	135 (28.8)	234(48.7)	111 (23.1)	0	0	4.05	I
8	Debentures and Bonds	7 (1.4)	104(20.6)	233(48.5)	127 (26.4)	9 (1.8)	2.95	XII
9	Equity Share market	84 (17.5)	219(45.6)	151(31.4)	17(3.5)	9(1.8)	3.74	V
10	Real Estates	22 (4.5)	290(60.4)	120(25.0)	23(4.7)	25(5.2)	3.55	VI
11	Commodity market	0	107(22.2)	198(41.2)	158(32.9)	19(3.9)	2.82	XIV
12	Foreign Exchange market	0	47 (9.7)	210(43.7)`	131(27.2)	92(19.1)	2.45	XVI
13	Derivatives	0	78 (16.2)	191(39.7)	129(26.8)	82(17.0)	2.56	XV
14	National Savings Schemes	18(3.75)	257(53.5)	148(30.8)	48(10.0)	9(1.7)	3.48	XIII
15	Gold/Silver	50 (10.4)	156(32.5)	190(39.5)	45(9.3)	39(8.1)	3.28	IX
16	Chit Fung	45 (9.3)	232(48.3)	130(27.0)	64(13.3)	11(2.2)	3.49	VII

From Table 5.3 it is clear that majority of the investors prefer to invest in insurance policies and have been graded first with the highest mean score of4.05. Prefer to invest in mutual fund (3.93), because of the diversified risk associated with the financial asset and has been ranked second. Next, maximum number of investors prefers to have post office savings schemes followed by bank fixed deposits, chit funds, equity share market, national savings schemes and real estate respectively. The investors have given less preference to emerging investment avenues like commodity market, foreign exchange market and derivatives. It is concluded from Table 5.4 that majority of investors prefer to invest in traditional investment avenues when compared to new and emerging investment avenues even though those avenues provide high return for their investment. It is clear that the investors preferred to have safe investment when compared to high return and risk.

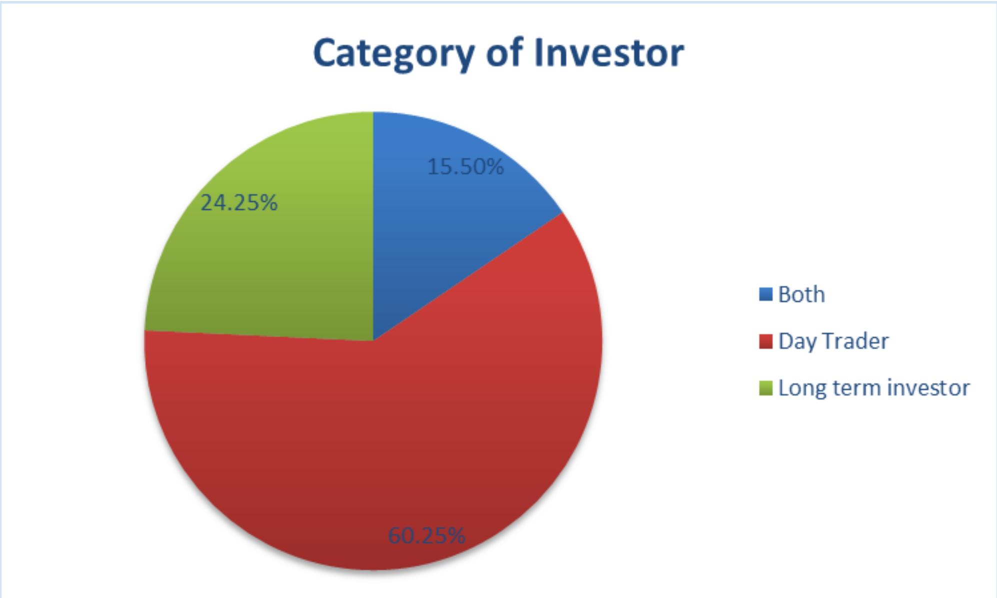

Figure 5.1: Category of Investor

The study also made an effort to determine the category of investors. There are two types of investors including the daily trader and the long term investors. It was found that there are majorly 60%day traders within the dataset, approximately 25% long term investors and 15% both of these. Thus the dataset captured investors entailing a short vision in financial investment.

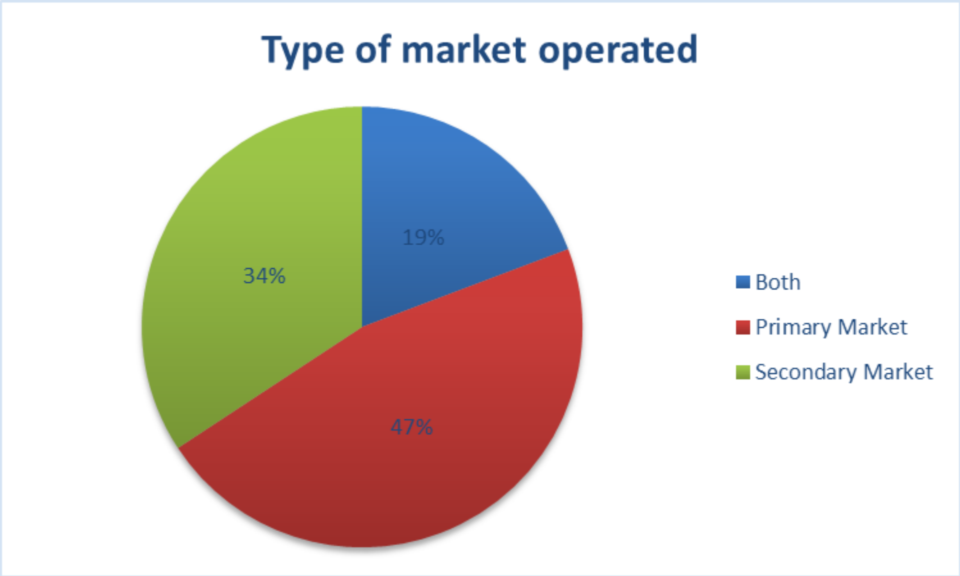

Figure 5.2:Type of Market

In terms of type of market, the investors are operating, the present study analyzed that around 47% respondents of the dataset opted on primary market, 34% on secondary market and 19% opted for both of them. These statistics indicate that the respondents of the dataset are alert on purchasing the stock at its first stage and at cheaper prices.

5.5 Preference of portfolio

Investing is a major issue which might have huge effect on investors' long-term wellbeing. Expenditure of hard-earned cash is an important task of each human being. Investors have various needs to cater to. This induces them to search for different avenues. Investment options varieties have been available, offering different risk and reward and investors capitalize money that they hardly-earned in diversified assets to spread their risk and reward (Khaparde, et al, 2014).Understanding core concepts can help the investors to make a portfolio. Based on the risk and return perception the investors will select assets to form portfolio. The portfolio does not have all types of assets; it will differ based on the perception. The selection of portfolio will differ according to the socio-economic respondents influences (Volpe et al, 2002). Before selecting the nature of assets for a portfolio the investor will see the merits and demerits of the assets then enters into the selection process. Hence the following section presents the preference of portfolio by the respondents and the socio-economic factors influence on the preference of portfolio.

5.6 Nature of Portfolio

The respondents' preference on nature of portfolio has been presented in Table 5.4 reveals that, out of 480 respondents' preference for portfolio, 26respondents prefer to have 'low earnings with safe capital', 108 respondents (22.4 per cent) prefer to have 'high earnings with high risk', 183 respondents(38 per cent) prefer to have 'high earnings with moderate risk' level and 165respondents (34.2 per cent) prefer to have 'risk balanced' investment scheme. It is found that maximum number of respondents (38 per cent) prefers to have high earnings with moderate or balanced risk, it indicates that IT professional have awareness about the risk involved in investment avenues and that is why they like to reduce the risk involved in the various investment avenues diversified portfolio.

Table 5.4: Nature of Portfolio

Classification	Frequency	Percentage
Low earnings with safe capital	24	5.2
Risk balanced scheme	165	34.2
High earnings with moderate risk	183	38.0
High earnings with high risk	108	22.4
total	480	100.0

5.7 Demographic and Economic Factors and Preference of Portfolio

Individual investors choose to hold groups of financial assets rather than single asset. They usually believe that combination of assets will give beneficial result and also diversification of risk (Rustagi, 2007). A portfolio contains many investment vehicles, based on the investors' prerequisites and they select different assets and invest on that. But the preference of assets differs from one investor to another based on various factors and perceptions. Hence it is necessary to study the preference of portfolio of the respondents based on the Demographic and economic factors like age, gender, educational qualification, marital status, residential area, and annual income and savings potential.

A cross tabulation was carried out between the demographic and economic factors and the preference of portfolio. To identify the significant preference of portfolio of the respondents based on the various socio-economic factors. A comparative mean score is also calculated to identify the most significant variable among the different variables between the demographic and economic factors and preference of portfolio. The analysis has been presented in Table 5.5 with the mean score value

Table 5.5: Demographic and Economic Factors and Preference of Portfolio

Factors		**Low earnings with safe capital**	**Risk balanced scheme**	**High earnings with moderate risk**	**High earnings with high risk**	**Mean score**
Age	Less than 25	7(4.6)	80(54.0)	33(21.9)	29(19.2)	2.54
	25 to 40	11(7.0)	34(19.2)	70(39.5)	60(33.9)	2.9
	40-55	2(1.7)	31(28.4)	62(53.4)	19(16.4)	2.65
	Above 55	4(10.4)	16(42.1)	18(47.4)	0(0)	2.32
Educational qualification	Under graduate	15(12.9)	61(47.3)	10(7.8)	41(31.8)	2.54
	Post graduate	0	53(30.0)	108(60.3)	16(8.9)	2.78
	diploma	0	38(46.8)	13(15.3)	32(37.6)	2.90
	Professional degree	8(10.0)	8.(10.0)	52(58.4)	19(21.3)	2.91
Marital status	single	90(18.75)	60(12.5)	80(16.6)	10(2.08)	2.54
	married	80(16.6)	70(14.8)	60(12.5)	30(6.25)	2.98
	Separated	0	11 (2.29)	7 (1.45)	11(2.29)	3.06
Residential status	Rural	19(11.7)	30(19.8)	62(38.3)	49(30.2)	2.87
	Urban	7 (3.7)	48(25.1)	111(58.1)	25(13.1)	2.81
	Semi urban	0	85(65.9)	10(7.8)	34(26.3)	2.60
Annual income	Less than or equal to 3lakhs	30(6.25)	40(8.3)	17(3.54)	9(1.87)	2.15
	Between 3000001/- and 500000/-	30(6.25)	15(3.12)	21(4.37)	30(6.25)	2.90
	Between 500001/- and 800000/-	20(4.16)	30(6.25)	27(5.62)	19(3.95)	3.17
	Between 800001/- and 1100,000/-	20(4.16)	27(5.62)	30(6.25)	19(3.95)	3.17
	More than or equal to 1100,001/-	19(3.95)	20(4.16)	27(5.62)	30(6.25)	2.79
Saving potential	Below Rs 1,00,000	26(18.1)	73(50.7)	9(6.2)	36(25.0)	2.38
	Rs 1,00,000-Rs 2,00,000	0	36(28.6)	72 (57.1)	18 (14.3)	2.86
	Rs 2,00,001-Rs 3,00,000	0	28 (50.9)	10 (18.6)	17 (30.9)	2.80
	Above Rs 3,00,000	0	28(17.8)	92(58.6)	37(23.6)	3.04

The respondents who belong to all the categories of age group except 40- 55years prefer to invest in ‘high earnings and moderate risk’ portfolio. People who are in the younger age i.e. 25-40 years prefer to invest in risk balanced scheme, this may due to their lack of experience.

Respondents who are Under Graduates and Diploma holders prefer to invest in ‘risk balanced scheme’ and others prefer to invest in ‘high earnings and moderate risk’ portfolio. The respondents, who are under the marital status of married with children, wish to invest in high earnings and moderate risk and the remaining groups favour investing ‘risk balanced scheme’ The respondents who are in urban area also preferred to invest in ‘high earnings and moderate risk’. The respondents whose income falls between Rs.5,00,001 and Rs. 8,00,000 per annum wish to have a ‘high risk and high return’ portfolio with the percentage of 58.7. Under savings potential maximum of respondents prefer to invest either in ‘risk balanced’ portfolio or ‘high earnings and moderate risk’ portfolio. It is concluded that maximum number of respondents prefers to have ‘risk balanced’ portfolio to have a secure investment.

5.8 Analysis of Variance for Demographic and Economic Factors and Preference of Portfolio

Preference of portfolio differs according to the socio-economic characteristics of investors. Hence the analysis of variance test was applied to study the relationship between the preference of portfolio and socio-economic factors and presented in the Table 5.6 based on the following hypothesis.

H_0: There is no significant difference between the Demographic and economic factors and preference of portfolio.

H_1: There are exits a significant difference between the Demographic and economic factors and preference of portfolio.

Table 5.6: analysis of variance of demographic and preference of portfolio

S.no	Factors	F value	P value	significance
1	Age	4.588	0.033	significant
2	Educational qualification	3.666	0.012	significant
3	Material status	8.959	0.000	significant
4	Annual income	16.989	0.000	significant
5	Saving potential	16.989	0.000	significant
6	Residential Area	3.730	0.025	significant

Table 5.6 clearly shows the analysis of variance result on Demographic and economic factors and preference of portfolio. For all factors such as gender, age, level of education, marital status, residential area, annual income and the saving potential the 'p' value is less than 0.05. Thus the alternative hypothesis is accepted and it is determined that the gender, age, level of education, marital status, residential area, annual income and savings potential have significant influence on the selection of portfolio at five per cent level.

5.9 Preference of Portfolio and Source of Fund for Investment

The fund availability for making investment is one of the influential factors in the selection of portfolio exhibits that, personal income contributed to the highest level in the entire portfolio and followed by the income of other family members. Out of 194 responses under 'high earnings with high risk' portfolio, majority of the responses (55.7 per cent) make investment out of their personal income. The source of fund for investing in 'low earnings with safe capital' is out of their personal income or inherited amount. Personal borrowings and other family income are not at all used for investing in ‘low earnings with safe capital’.

Table 5.7: Preference and Source of fund for Investment

Variable	Low earnings with safe capital	Risk balanced scheme	High earnings with moderate risk	High earning with high risk
savings	90	100	55	55
borrowings	40	20	20	10
both	20	30	15	15

5.10 Preference of Portfolio and Purposes of Investment

Investors want to ensure that, whether their assets in portfolio meet needs and whether it protects their financial needs against financial risk at all times portraits that, out of 2520 responses, maximum number of the responses i.e., majority of the respondents invest only in ‘high earning with81moderate risk’ portfolio to meet out various purposes of investment. Maximum of18.62 per cent prefers to invest in high earning with high risk is invest only for the wealth creation followed by ‘to reduce tax burden’. To meet unanticipated expenses in future, maximum of 20.0 per cent invest in risk balanced scheme, due to their immediate requirement. It is concluded that, maximum number of responses prefer towards ‘high return and moderate risk’ for wealth creation followed by unanticipated expenses.

Table 5.8: Shows the Preference of Portfolio and Purpose of Making Investment

Statements	Low earnings with safe capital	Risk balanced scheme	High earnings with moderate risk	High earnings with high risk	Total
Wealth creation	24(30.23)	155(18.79)	183(17.45)	105(18.62)	467
Earn regular return	0	110(13.33)	128(12.20)	76(14.01)	315
To meet unanticipated expenses	26(30.23)	163(20.00)	183(17.45)	94(17.02)	468
For children education	0	71(8.61)	118(11.44)	46(8.16)	235
To payoff other investment	0	90(11.03)	125(12.01)	52(9.22)	267
To meet marriage expenses	17(19.77)	87(10.55)	129(12.39)	92(16.31)	324
To reduce tax burden	17(19.77)	146(17.70)	179(17.06)	92(16.67)	434
Total	84	824	1047	564	2520

5.11 Preference of Portfolio and Sources of Information

Sources of information are one of the influential factors in the selection of portfolio. The preference of portfolio and sources of information have been presented in it is clear that, out of total responses only 69 respondents refer various sources of information under 'low earnings with safe capital 'portfolio, hence it is clearly understood that maximum respondents refer one or other source to make investment. Those who invest in 'risk balanced scheme 'and 'high earnings with high risk' portfolio, maximum number of responses search in internet, because of the boom in information technology. Further, their job environment provided an opportunity to search information through internet.

Table 5.8: Source of Information and Preference of Portfolio

Variable	Low earnings with safe capital	Risk balanced scheme	High earnings with moderate risk	High earnings with high risk	total
FINANCIAL ADVISORS	0	85(12.37)	91(11.76)	43(10.09)	219
Friends and colleagues	24(37.68)	136(19.79)	174(22.48)	91(21.36)	427
Members of the family	17(24.64)	128(18.64)	173(22.48)	94(22.07)	412
Internet	17(24.64)	155(22.57)	140(18.09)	99(23.22)	411
Tv channel	0	83(12.08)	98(12.66)	44(10.23)	225
Journal and news paper	9(13.04)	100(14.55)	98(12.66)	55(12.91)	262
Total	69	687	774	426	1956

Nearly 49 percent of the respondent's search information through their friends, and relatives for investing in 'high earnings with moderate risk'. The internet is considered as the main source of information, of the respondents who invest in' high earning with high risk'. It is also identified that, financial advisors are not influencing at greater level for the formation of portfolio.

It is concluded that maximum number of responses under risk balanced scheme and high earnings with moderate risk are depends on friends and members of the family for monitoring their performance of investments.

If an investor is very young, he/she will not be very interested in ensuring comfortable retirement but in maximizing the return to their investment, getting education, marriage and house. Whereas middle age group people will be interested in ensuring a comfortable retirement. The married couples generally above age group 30 will be interested in education of their children. Thus the mixed responses obtained with respect to the objectives of the respondents are perhaps a reflection of their current age group and pattern of investment decision.

5.12 Investment Profile and Preference of Portfolio

The behaviour exhibited by the investors while making investment has some influence on the selection of portfolio. Hence it is essential to study the relationship between the variables of investment behaviour and nature of portfolio preferred. Analysis of Variance test was applied to predict the relationship and the following hypothesis was formulated and the results are presented in Table 5.9:

H_0: There is no significant difference between the investment behaviour and preference of portfolio.

H_1: There are exits a significant difference between the investment behaviour and preference of portfolio.

Table 5.9: Analysis of Variance Investment Profile and Preference of Portfolio

Statements		**F value**	**P value**	**significance**
Purpose of investment	Wealth creation	4.385	0.005	significant
	Earn regular return	20.121	0.000	significant
	To meet unanticipated expenses	15.454	0.000	significant
	For children marriage	18.117	0.000	significant
	To pay off other investment	17.646	0.000	significant
	To meet marriage expenses	11.701	0.000	significant
	To reduce tax burden	11.732	0.000	significant
Source of investment	Financial advisors	9.398	0.000	Significant
	Friends and colleagues	6.606	0.000	Significant
	Member of the family	10.223	0.000	Significant
	Internet	11.625	0.000	Significant
	media	10.064	0.000	Significant

From the result of ANOVA, it is clear that all the variables underinvestment behavior significantly influenced the respondents in the process of selecting the portfolio except newspaper, journal and magazines under sources of information. Hence the alternative hypothesis is accepted and it is concluded that there is a relationship between the preference of portfolio and the variables of investment behaviour.

The section discussed about the socio-economic profile and investment behaviour of the respondents and given a wider view, about the respondent and their behaviour towards investment. It also discussed about the preference on various investment avenues and portfolio, ANOVA was applied test the significant relationship between demographic and economic factors with preference of portfolio and investment behaviour with preference of portfolio. With this preview the researchers discussed the remaining parts of the study.

CHAPTER- VI

INVESTORS' PERCEPTION RREGARDING FINANCIAL BROKER

6.1 Introduction

Financial brokers or advisors play a very important role in the transactions regarding certain instruments like shares, mutual fund, commodity market, futures, and options. Therefore, it is important to know the perception of respondents about their financial advisor in undergoing a financial portfolio decision making process. This chapter answers questions regarding the investors' perception about their financial advisor/broker with respect to their experience regarding various aspects of investments and the related instruments.

6.2 Role of financial Advisors

Table 6.1: Role of Financial Advisor (%)

Statements	S.A	A.	N	D	S.D
I believe my financial advisor has tired and tested investment strategies, rather than trying new and specialized concepts.	20(4.1)	310(64.58)	110(22.9)	30(6.25)	10(2.08)
I believe my financial advisor is actively managing my investment plan	19(3.95)	199(41.45)	123(46.45)	29(6.04)	10(2.08)
I believe that my financial advisor can suggest me how to earn better returns than the market over the long term	89(18.54)	239(49.1)	113(23.54)	22(4.58)	17(3.54)
I believe that with my financial advisor's appropriate amount of knowledge and efforts, I can become billionaires through active portfolio churning and management	99(20.62)	186(38.75)	149(31.04)	24(5.0)	22(4.58)
I believe in investing regularly because my financial advisor can make some sacrifices elsewhere in life on my behalf	89(18.54)	210(43.75)	146(30.41)	24(5)	11(2.29)
My financial advisor manages my investments than deal with it myself	136(28.33)	220(45.83)	89(18.54)	34(7.08)	22(4.58)

The respondents were investigated on their perception of advisor's role played for undergoing a financial investment decision process. This question was used to examine the investor's role in managing the investments, earning better returns and in getting appropriate knowledge. The graph above clearly depicts that majorly 26.5% people agree that their financial advisor can suggest how to earn better returns than the market over the long term. But at the same time, 25 % respondents also strongly disagree that their financial advisors have appropriate amount of knowledge and effort to turn them billionaires through active portfolio churning and management. This means that the respondents can get better returns than market with their advisor's knowledge and active management but that alone cannot make them billionaire. Further 25 % people agree that their financial advisor is actively managing their investments through rigorous sector rotation and active security selection. Additionally, in regards to innovative investments, 22% people disagree that financial advisor tried and tested investment strategies, rather than trying new and specialized concepts. Also 24 % people disagree that they enjoy learning new things about investing due to their financial advisor.Moreoveraround22 % people are neutral about the performance of their financial advisor's management of their investments.

Overall it can be seen that there are mixed reviews on to the role played by the financial advisors in financial investment portfolio making process.

Following this, the respondents were inquired about their perception regarding the financial advisor. The respondents were inquired about the stress associated with the investments, returns and security. It was revealed that majorly 21 % people strongly agree that their advisor can cope with the stress associated with investments.23 %

people agree that their financial advisor has set clear financial goals with timelines& rupee amounts for me.24 % people agree that their advisor regularly reviews and compares investment performance with market benchmarks. Also 26% people agree that their financial advisor revises their investments to achieve their goals.Further.24 % people agree that they carefully review the financial information they receive in their e- mail by their financial advisor however 23 % are neutral that financial advisor provides all the details in fine print, before they make any investment decision.

Overall these responses of investors about their advisor reflect that they seek much advice of their financial advisors while undergoing any investment decision. It is much asserted that the investors as well as their financial advisors are risk averse and avoid to experiment with new ideas. Also investors are not of the opinion that just their advisor's active management and intelligence can make them billionaire. Being billionaire just by the guidance of advisor is not a general phenomenon that happens with some but there are so many other factors associated with them. Ultimately it depends upon decisions taken on right time by individual whether on advisor's advice or himself, risk taking tendency and capacity of individual and also the innovative ideas in their minds. Most of the times the real productive innovation has made people billionaires not just the financial investments(Sukanya & Thimmarayappa, 2015).

It is analyzed that the investor's time involved in investment portfolio is much influenced with the role of financial advisor. There is a difference between the groups as well as across the groups. Therefore, this explains that there is a much influencing impact of financial advisor's perception on the investor's decision to be involved with the related investment portfolio.

The present chapter of the study depicts the investor's perception regarding their financial advisors with in the financial investment decision process. The researcher conducted a frequency analysis among 480 respondents from Haryana region to assess their perception. The bar plot was used to view the same for better interpretation among readers. It was depicted that the investors do seek the advices of their financial advisor hugely. Moreover it was reflected that the involvement in financial investment decision making process is much influenced by the perceptions of financial advisors. This chapter clearly acknowledged that the financial advisors well maintained the investor's portfolio and offered much insight on the same to their investors. Thus the expertise of financial advisors is seen to be essential within this context and should be much paid attention.

CHAPTER- VII

SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATIONS

7.1 Introduction

Investment decisions are affected by many factors which include psychological factors, economic factors, risk factors etc. The psychological factors mainly talks about the behavior and perception of the investors which ultimately impacts their investment pattern.

In this study the objective is to examine investor behaviour towards investment decisions in the state of Haryana. The researcher tries to investigate about the behavioral pattern in terms of taking investment decisions. In addition to this, the researcher captures the responses of investors to investigate the motivating factors and investing patterns in context to their investment decisions. The research also focuses on knowing the perception of the investors about their financial advisors.

Investment is a securing of a financial product or other item of value with an expectation of favorable future returns. Individual Stockholders have a lot of investment avenues to invest in the savings. Risk and returns from each of these investment avenues differ from each other and every individual are investing in the surplus money in the various investment avenues built on their risk taking attitude. “No pain no gain” is the ideal principle of investment management. In the fast moving world, the individuals’ can earn extra money, by investing in financial assets. Investors cannot avoid risk but they can reduce the risk by investing their money in diversified forms of investments so that, they can get enough profit. Individuals’ investment behaviour is not only affected by risk and return, it is also influenced by many other factors such as demographic profile, level of awareness and attitude toward investment. social factors and behavioural traits.

The present study on the "A Study of Investors Behavior towards Investment Decisions in the state of Haryana" is carried out with the following objectives:

1. To find out the impact of demographic, economic characteristics of the investors in investment decision.
2. To find out the motivating factors of investors in taking investment results.
3. To examine the investment design of the investors.
4. To identify the investors' perception regarding their financial broker

7.2 Summary of Findings

In order to achieve the aim the research has applied both primary and secondary approach in collection of the data. The primary data was gathered from 530 investors in Haryana (six divisions -Gurugram, Ambala, Hisar, Faridabad, Karnal and Rohtak).The secondary data was used to support the analysis of primary data. The researcher has followed ontology paradigm in align with positivism approach. The researcher tries to examine the impact of demographic and economic characteristics of the investors in the investment decision. Descriptive research helps the researcher in presenting the demographic profile of the respondents. Therefore, the researcher used descriptive research design is considered appropriate for the present study. The study undertakes the population of investors in Haryana who regularly invest their money in stocks, deposits, mutual funds and in other financial portfolios.

The researcher framed the data analysis in four parts wherein the first part focuses on capturing the factors that motivate the investors in taking investment decisions. This part also covers the knowledge on demographic profile and frequency of investments among investors. The second part focuses on capturing the investment pattern of investors that included the investment portfolio, sectored stocks and their perception on making financial decisions. The third part talks about financial objectives, investment information and advantages entailed with financial investment. Lastly the fourth part aims to know the investors perception in regard to their financial advisors. The researcher ensured the consistency of the data by testing the validity and reliability of the study.

7.2.1 Findings on the impact of Demographic and Economic Characteristics of the Investors in their Investment Decision

While doing the analysis of the primary data, initially the demographic profile of the respondents was studied.

- The demographic profile includes age, gender, current marital status, educational qualification, employment and current annual income. The figures reflected that the data set contained superiority of male respondents who were either self-employed or were running their own business.
- The demographic profile like gender, age, domicile, marital status, education, occupation, family type and family size have significantly influence the investment behaviour.
- Most of the respondents were well educated that earned a fair income. Investor's equally value the short term as well as the long term investment horizons.

- For investing in the financial transactions the investors either borrow the money or use their savings.
- It was identified that majority of respondents i.e., nearly 40 percent live in the urban area followed by 34 percent of respondents in the rural area.
- It was found that maximum number of respondents' (34 per cent) income between Rs.2,00,001- Rs.4,00,000 followed by 27 per cent of respondents having income of above Rs. 6,00,000 per annum.
- It was noted that maximum number of respondents (32.60 per cent) had the savings potential of above Rs.3,00,000 per annum tracked by nearly 30 per cent of respondents who had the savings potential of less than Rs. 1,00,000 per annum.
- It was found that, irrespective of the gender, majority of the respondents (69 per cent) had awareness at average level and it was further found that, female respondents had high level of awareness than male respondents.
- Respondents belonging to 41 to 50 years were found to have higher level of awareness when it compared to all other age group with the high mean score of 2.37.
- The respondents who are diploma qualified had maximum level of awareness when compare to all other category of respondents with the mean score value of 2.44
- The respondents who were from urban area (54 per cent) had comparably good level of awareness than respondents from rural area. The respondents who belong to joint family system had more awareness on investment.

- Majority of respondents (52 per cent) in the yearly income of above Rs.6,00,000 have excellence awareness towards investment. Due to their high earning power, the respondents search for new avenues to invest their excess income. Hence those respondents who have higher level of income had excellent level of awareness.
- It was observed that 60 per cent of the respondents have awareness at excellent level belong to the category of respondents who have savings potential of above Rs.3,00,000 the respondents have high savings potentials were aware of more about investment avenues in investing their funds.
- Chi square test results reveals that there is a relationship between age, level of education, social status, nature of family, nature of organization, residential area, annual income, savings potential and preference of portfolio with level of awareness whereas gender and number of earning participants does not affect the level of awareness at five per cent level of significance.

7.2.2 Findings on Motivating Factors of Investors in Taking Investment Decisions

- With regard to the motivating factors, the researcher investigates the psychological, technology, risk, security, benefits and other factors in reference to their investment in the stock market.
- The risk bearing capacity of the income class investor is low so it affects the investor decision in great extent. So the income class doesn‟t want to invest in share market due to high risk feature, associated with it.

- The study makes to understand that the average level of investment behaviour was found among the respondents and the investment behaviour was found to be better at the time of investment than before investment and post investment.
- The study also observed that the safety was the foremost preferred aspect among the fixed income segment and investment for safety.
- Capital appreciation was foremost preferred aspect in long term investment and pride and contingency savings.
- Additional income was the most preferred aspect in liquidity investments.
- The factors namely gender and investment ratio in real estate does influence the investment behaviour.
- The pre-investment behaviour found to be significantly influencing factor of overall investment behaviour of the investors considered for the study.
- The factor capital appreciation influences more on the long term and savings. Even though huge number of investments is available towards savings accounts, insurance policies, gold and silver are found to be the most preferred investments.
- In this electronic era no doubt that the electronic media and internet plays a key role in providing reliable information to the investors.
- The analysis also shows that education on investment is necessary to the investors in Haryana.
- The findings indicate that the most important factor that impact investor's decision to undertake a financial investment is the amount of financial returns.

- However, these financial decisions are also affected by the amount of risk undertaken. This risk can be reduced by investing in a diversified portfolio of investments.
- With regard to the motivating factors, the researcher investigates the psychological, technology, risk, security, benefits and other factors in reference to their investment in the stock market. The findings indicate that the most important factor that impact investor's decision to undertake a financial investment is the amount of financial returns.
- Additionally, the age of the investor plays an important role in affecting the financial decision. Apart from this, the relative strength index and the stock market tends act as motivates the investors in undertaking financial decisions.
- However, these financial decisions are also affected by the amount of risk undertaken. This risk can be reduced by investing in a diversified portfolio of investments.
- Undertaking proper risk management activities can help the investors in living a safe and secured life. To facilitate the effective decision making process, the investors take suggestions form their peers and relatives.
- In addition to this, the investors take suggestions from their financial advisors and prefer to undertake the investments that have the maturity of more than 5 years.
- Further, the investments offer multiple benefits in the form of risk coverage, tax benefits and financial security.

- Lastly, the economic incentives in the form of bonus, dividends and financial performance act as motivating factors for the investors.
- This research has identified several factors in the selection process of security to invest in, Not necessarily that all the variables will influence the person in the same way and same extent.
- For majority of the respondent's parents and spouse were the mainly motivating factors to make investment with a mean score of 3.77 and 3.57. It clearly reveals that the family members are the main motivators for any person to save their earnings in a fruitful manner.
- The result of Garrett Ranking technique that 'safety of investment' had greater influence on investment decision, with the highest Garrett score of 62.81. 'Perception on investment' was ranked second with the Garret score value of 59.43, followed by 'tax benefits' with Garrett score value of 52.57.
- But motivational factors such as industry attractiveness, historical data, expected dividends, financial indicators, loss minimization, chances of capital gain, etc. has a great influence over the investment decision making.
- Tax benefit, return potential, liquidity, low cost and transparency are the major factors that motivate a retail investor to invest in mutual fund. Economies of scale are also a motivating factor to a certain extent.
- The income class investment decision is influenced by their relatives, friend and family members at a greater extent.

- Education for children and future uncertain needs is high priority goals of the income class.

7.2.3 Fin dings on the Investment Pattern of the Investors

- The findings indicate that the investors prefer to invest their money in the time deposit of the banks.
- They don’t prefer to invest in equity stocks, mutual funds and future contracts. This is because equity stocks and mutual funds are considered to be riskier than the other instruments.
- The class prefers to make an investment annually rather than prompt investment.
- The mutual fund plan which is considered the best is equity plan followed by income plan, balanced plan and other sector specific or special plans.
- Equity based schemes are preferred over debt schemes
- These investors are associated with the primary market and have short tie horizons.
- The main objective of these respondents from Haryana is for buying house followed with education and marriage.
- Also the objective of investment is found to have positively relation with the age of the respondent.
- The respondents also seek advises of family, financial advisors, websites, newspapers/magazines, friends, co-workers or abridged prospectus.
- However at the end they prefer their own self technical analysis or the advice of financial advisor largely for the same.

- Bank deposits /post office deposits are first preferences and second desirable investment avenue due to less risk, satisfactory return and high availability of liquidity. It provides withdrawal facility whenever depositor required. It is most suitable for the income class.
- Share market is least preferable by the income class due to lack knowledge and misconception about share market.
- Real estate is a most desirable investment avenue among the class people due to high return within less time period and it also provides social security and status, but most of the investors of the group are not able to make an investment in it because of high demand for cash in hand at a time for making investment.
- It was interestingly noted that, majority of respondents had all sorts of financial assets except corporate fixed deposit, foreign exchange and commodity market where only nominal per cent of respondents had invested. It could be inferred that, the individuals were aware about the importance of investment and develop their investment habit.
- It was found that maximum number of respondents (46.90 per cent) had the investment experience of more than three years.
- It was further noted that majority of respondents i.e., 34 percent review their investment fortnightly followed by 32.60 per cent of respondents review their investment occasionally.
- It was identified interestingly that period of holding of investment by the respondents was spread more or less equally from one year to above three years.

- It was revealed in the study that majority of the people does not prefer to invest their money by using their personal borrowing and it further reveals that all the respondents of the study had a source of personal income for making their investment and majority of the people (57 percent) use their income of family members to make investment.
- It was surprising to note that 98 per cent of the respondents had investment to meet out unanticipated expenses followed by wealth creation.
- The information search behaviour of the respondents revealed that, majority of the respondents (89 percent) sort out the investment related queries through friends and relatives followed by members of the family. It further reveals that only 45.40 percent of the respondents sort out the investment related queries through financial advisors.
- The preference of portfolio reveals that, 38 percent of the respondents prefer having high earnings with moderate or balanced risk. It indicates that IT professional have awareness about the risk involved in investment avenues and prefer to reduce the risk involved in the various investment avenues through diversified portfolio.
- The cross tabulation analysis between socio-economic factors and preference of portfolio revealed that people who are younger in age i.e. 21-30 years prefer to invest in risk balanced scheme. This may due to their lack of experience. Among the IT enabled service organization majority of respondents i.e., 31 percent have a preference towards ‘high earnings with high risk’ portfolio.

- About 59 per cent of the respondents are those whose income falls between Rs.4,00,001 and Rs. 6,00,000 per annum prefer ‘high risk and high return’ portfolio. It further revealed that maximum number of respondents prefers to have ‘risk balanced’ portfolio to have a secure investment.
- Analysis of Variance test reveals that, the preference of portfolio was influenced by gender, age, level of education, social status, nature of family, nature of organization, residential area, annual income and savings potential. Number of earning members in the family does not have influence on the preference of portfolio.
- The variables of investment behaviour such as experience in investment, reviewing the investment, period of holding the investment, time taken for investment decision, purpose of investment and sources of information were significantly influencing the portfolio preference of the individual investors

7.2.4 Findings on the Investors’ Perception regarding their Financial Advisor

- The last part of the study focuses on understanding that financial broker or advisor plays a very important role in the transactions regarding certain instruments like shares, mutual fund, commodity market, futures, and options. 26.5% people agree that their financial advisor can suggests that how to earn better returns than the market over the long term.
- But at the same time 25 % people also strongly disagree that with their financial advisor’s appropriate amount of knowledge and effort, they can become billionaires through active portfolio churning and management.

- It means that they can get better returns than market with their advisor's knowledge and active management but that alone cannot make them billionaire.
- Factors which prevent investors from investing in mutual fund mainly is bitter past experience .Difficulty in selection of schemes is another preventing factor. For some investors lack of confidence in service being provided and inefficient investment advisers prevents them from investing and a few investors think that it is lack of knowledge that prevents them from investing in mutual fund.

7.3 Limitations of the Study

The present study entails few restrictions particularly in terms of time, area and limited size of the sample. The researcher faced problem in finding the investor's behavior pattern for the type of decisions they have made till now.

- The lack of availability of literature review for the study was one of the major limitations.
- There are very few studies done to understand the investor's behavior in financial marketplace in India, particularly taking special reference of any state of India.
- Most of the studies undertaken in India focused on understanding the saving behavior of individuals and less on investment and portfolio construction of investors.
- Due to tight work schedule of the respondents, getting exact information from them was a limitation.
- Respondents hesitate to disclose their true financial wealth information.

- Technical analysis was not covered while analyzing the financial investment avenues.
- Financial Investment avenues not mentioned in the selection of the investment avenues were not covered in the study.
- The sampling process and determination of sample size also served as an issue.
- The lack of official data to know how much investments are made by investors in India is a big limitation.
- During the survey the respondents were not ready to share their saving and investment decisions until properly explained about the objective of the study. The response bias is also one of the limitations entailed in the study.
- Sample size of the research was limited to 500 only. The sample size may not denote the entire market. •
- The study has not been conducted over an extended period of time considering both market ups and downs. The market state has a significant influence on the buying patterns and preferences of investors. The study cannot capture such situations.
- The scope of the study has been limited to certain important aspects of investors like information search, evaluation of capital market investments, preferences in investments and investment decision.

7.4 Scope for Future Research

The study of investor behaviour towards investment decisions plays an important role to mobilize savings and investment activities in the economy.

- Similar type of research can be done with a large sample size covering those areas where there is majorly investor's population.
- A census survey of investors can be done in other states of India and other developing countries in order to derive knowledge with respect to their income and investment patterns. Such knowledge can be helpful at the macro level for the financial system of the economy.
- It would be very interesting to conduct another study within the same area of research by including more cities into it. It will give more concrete result which will be applicable for the investor of other city also.
- Technical analysis of securities was excluded from the study which can be incorporated in further research.
- Comparison of different investment avenues can be the source of future research.
- A study may be conducted on the Impact of Behavioural Bias in Investment Decisions of Retail Investors.
- A study on Investment Behaviour among different Professions may be attempted.
- Influence of Macroeconomic Factors on the Investment Behaviour Investors could be studied.

7.5 Conclusion

The study concluded that the aim of the study to know the investment behavior pattern of investors is achieved. The analysis has been done to understand the investment pattern of investors in the context of what factors motivate them to invest, the behavioral aspect is also covered in the study in terms of studying the sources on which investors rely before taking investment decisions and the study also end by studying investors perception about the financial advisors. Investors, prior to making investments, have to gather expenditure relevant info coming from online and also talk to friends, colleagues as well as purchase specialists before you make investments. The greater part of the investors would rather purchase savings account accompanied by Gold as well as the like, Fixed deposit account and Silver. The results of the analysis suggest that many of the investors favor bank account by-products accompanied by investment for yellow & bronze investment in the research region. By the forgoing studies, it's apparent that mutual fund investors are monetary conservatives. They're aware regarding the concept greater the chance, increased is going to be the go back and at the very same period they know that diversified portfolio will lessen the danger. And so the investors should think about purchasing a blend of systems to attain the certain objectives of theirs. There's a requirement for Indian Mutual Funds to emerge with revolutionary items which focus on the actually changing client demands. Diversified solutions are going to keep the existing momentum choosing the market at an competitive as well as economical fashion. The Asset Management Companies need to think about the changing perceptions, particularly chance notion of investors while introducing products that are brand new. This can assist the Mutual Funds to record the marketplace. Mutual fund businesses must come ahead with total support for the investors in terminology of advisory services, involvement of investor in profile layout, guarantee complete disclosure of relevant info to investor, good consultancy must be provided by mutual fund makers to the investors in discerning conditions and terms of many mutual fund systems, this kind of sort of fund designing must be encouraged that will guarantee to gratify requirements of investors, mutual fund info must be posted in investor helpful outfit and dialect, good phone system to inform investors must be created by mutual fund companies to evaluate danger in investments made by them, etcetera. On another it's required as perthe regulatory bodies point and authorities of perspective that even more regulations must be there to secure the money of investors being exploited, much more tax rebate must be provided on mutual fund purchase, effective and proper grievance process, right of investor education, and much more control on asset control businesses must be there. There are several recommendations for batter wasting for investors that they need to maintain the investment of theirs for time that is long bearing in mind the amount of danger entail as well as conserving design, they need to require assistance of individual monetary consultants' to get purchase profile to lessen risk for purchase, they shouldn't spend money on higher volatile money, they need to gather most potential info before purchase, periodical comment must be achieved for choice as well as chance evaluation must be done properly and regularly, keep good documents for every transaction. A reasonable and careful diversification of investment in mutual fund must additionally be there on investor's portion to balance the chance involved in investment. It's additionally recommended that investor must have a pattern of typical conserving to make many much more additional regularly through modifying industry situation because little cost savings will develop in larger capital base. Among the good ideas is the fact that to spend a fair aspect of investment in to fluid protection to ensure that to fulfill some contingency.

There is an urgent need for the adequate research on individual portfolio to gain the perception of current efficient of such market and its future direction. A development of conceptual model in investing and saving sector can help the investors in constructing their optimal financial portfolio. Thus, the future studies can construct such model that can be beneficial for investors in their future financial decisions.

7.6 Recommendations

On the basis conclusion of the study, the following recommendations have been made to improve the investment behaviour of individual investors.

Recommendations for individual investors

- At present there are so many special investment schemes are available for investment, so investor are suggested to diverse their portfolio towards profitable avenues.

- Investors should develop a habit of reading newspapers, magazines related to investments and other watching investment TV channels to make their investment as profitable one.

- Investors could avoid taking suggestions from commoners. It is recommended to approach professionals such as tax consultants, chartered accountants and financial advisors to get dual benefits of investment as well tax reduction.

- Recognition of bias in oneself is the first step to avoid behavioural bias in the process of investment decisions.

- Specific and quantitative goals eliminate investors' narrow view and enable to make informed change in order to meet a long term goal.
- Tracking or reviewing of investment would help them to have a good knowledge about the present asset holding.
- Irrational decisions are to be best avoided as they result in situation those mostly unfavourable and detrimental whereas decisions which are well thought out and backed by solid data from reliable sources are recommended.
- The educational institutions should educate the students about the importance of investment at the younger age itself.

Recommandations for Policy Framing

- The investment products to be designed in way that every individual is encouraged to invest for longer period for long term growth of the nation.
- Tax benefits on various investment avenues need to be increased, so that it will attract higher income group to invest more for long term.
- Majority of the respondents favoured traditional avenues in the study area. So it is a need to explain about the various emerging investment avenues by adopting proper strategy through professional bodies.
- Individual investors' level of awareness was found to be at average level. Hence it is suggested that the investors are to be educated about the emerging avenues by SEBI and RBI**.** Proper financial literacy would help the investors to invest more on new and emerging investment avenues.

- Bank, insurance and financial companies shall adopt proper marketing strategies to attract high income group, because they invest for the purpose of tax benefits.

The suggestions and recommendations would certainly ensure desirable improvement in the investment habit of individual investors and would make them to more profitable in investment decisions.

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APPENDIX

A STUDY OF INVESTORS BEHAVIOUR TOWARDS INVESTMENT DECISIONS IN THE STATE OF HARYANA

Objectives of the Study

1. To find out the impact of demographic and economic characteristics of the investors in investment decision.
2. To assess the motivating factors of investors in taking investment decisions.
3. To analyse the investment pattern of the investors.
4. To identify the investors perception regarding their financial broker.

RESEARCH QUESTIONNAIRE

Demographic –Economic Profile (Kindly tick the following concern field)

1. Age:

1. Less than 25 2. 25 to 40 3. 40-55
4. More than 60

2. Gender

1. Male 2. Female

3. Current Marital status:

1. Married, 2. Single, 3. Separated

4. Educational Qualification

1. Under Graduate
2. Post Graduate
3. Diploma
4. Professional Degree

5. Employment Status:

1. Government Sector

2. Private Sector
3. Professional/ Business Person
4 .Unemployed

6. Residential Area:

1. Rural
2. Semi Urban
3. Urban

7. Current Annual income (Gross)

1. Less than or equal to Rs 3, 00,000
2. Between Rs 3, 00,001- and Rs 5, 00,000
3. Between Rs 5, 00,001- and Rs 8, 00,000
4. Between Rs 8, 00,001- and Rs 11, 00,000
5. More than or equal to Rs11, 00,001

8. Saving Potential

1. Below Rs 1, 00,000
2. Rs 1, 00,000 - 2 00000
3. Rs 200001 - Rs300000
4. Above Rs 300000

9. Place of living: (tick on the region)

1. Ambala: Ambala, Kurukshetra, Panchkula,Yamuna Nagar
2. Gurugram: Gurugram, Mahendragarh, Rewari
3. Hisar: Fatehabad, Jind, Hisar, Sirsa
4. Rohtak: Jhajjar, Charkhi Dardi, Bhiwani, Rohtak, Sonipat
5. Faridabad: Faridabad, Palwal, Nuh
6. Karnal, Panipat, Kaithal, Karnal

10. Kindly tick the option to what extent are you aware about the investment.

SI.NO	Statements	Highly Agree	Agree	Neutral	Disagree	Highly Disagree
1	Knowledge of investment avenues					
2	Tracking investments through TV/News papers					
3	Try to improve awareness on various investment option					
4	Often get Advice from financial experts					
5	Usually visit to the websites related to investment					
6	Usually review the reports of professional bodies					
7	Review my investment progress					
8	Refer all the documents before making any investment					
9	Vigilant while making investment					
10	Usually it take long time to make investment decisions					
11	Experienced in stocks and mutual fund investments					
12	Investment consist opportunity and risk					

11. State the factors motivating the investor for investment decisions.

SI. No	Factor	V.H.I	H.I	I	L.I	V.L.I
1	Spouse					
2	Parents					

3	Friends/ relatives					
4	Colleagues					
5	Financial Advisors					
6	Professional Bodies					
7	Media and Investment Websites					

12. Rank the factor which influence you to take investment decisions

SI.NO	Factors	Rank
1	Safety of investment	
2	Cost of investment	
3	Economic indicators	
4	Political factors	
5	Perception on Investment	
6	Trends in Financial Markets	
7	Convenience to purchase	
8	Tax Benefits	
9	Social Prestige	

13. Please tick the following investment avenues as per choice your preference.

SI.NO	Investment Avenues	Very High	High	Neutral	Low	Very Low
1	Bank Deposits					
2	Public Provident Funds					
3	Company Fixed Deposits					
4	Post office Savings Schemes					
5	Government Securities					
6	Mutual Fund					
7	Insurance Policies					
8	Debentures and Bonds					
9	Equity Share Market					

10	Real Estates					
11	Commodity Market					
12	Foreign Exchange Market					
13	Derivatives					
14	National Savings Schemes					
15	Gold/ Sliver					
16	Chit Fund					

14. State the source of investment

Borrowings Own savings Both

15. Nature of portfolio you prefer to invest

1. Low earnings with safe capital **2.** High earnings with high risk

3. High earnings with moderate risk **4.** Risk balanced schemes

16. The Purpose of making investment

For Wealth Creation □ To Meet Unanticipated Expenses □ To Meet Marriage Expenses□

For Children / Dependent Education□ For Earning Regular Return □

To Payoff Other Investment□ To Payoff Other Investment□ To Reduce Tax Burden□

17. From where do you search information?

Financial Advisor □ TV Channels □ Friends and Colleagues □
Internet □ Members of the Family □ Journal and News Paper□

18. Category of investor

Day trader Long term investor Both

19. Type of market Operated

Primary market Secondary market Both

20. Perception regarding Financial Advisor

Statements	**S.A**	**A.**	**N.**	**D.**	**S. D**
1) I believe my financial advisor is actively managing my investments through rigorous sector rotation and active security selection.					
2) I believe my financial advisor has tried and tested investment strategies, rather than trying new and specialized concepts.					
3) I believe that my financial advisor can suggest me how to earn better returns than the market over the long term.					
4) I believe that with my financial advisor's appropriate amount of knowledge and effort, I can become billionaires through active portfolio churning and management.					
5) I believe in investing regularly because my financial advisor can make some sacrifices elsewhere in life on my behalf.					
6) My financial advisor manages my investments than deal with it myself.					