

**A STUDY ON FACTORS INFLUENCING INVESTMENT DECISION OF BANK EMPLOYEES****K V Ramanathan<sup>1</sup>,**Ph.D. Research Scholar,  
SCSVMV University,  
Kancheepuram**Dr. K S Meenakshi Sundaram<sup>2</sup>**Professor & Director,  
CAA, Great Lakes Institute of Management,  
Chennai.**Abstract**

Investments are made with a confirmed objective of maximizing the wealth. Investors have to make coherent decisions for maximizing their returns based on the available information. Investors are unique and a highly heterogeneous group. Hence investment selection also widely differs. Hence keeping this in mind, this study is an attempt to find out factors that affects individual investment decision and differences in the perception of investors in the decision of investing on basis of Gender and on the basis of Age. The vulnerability of markets has led to increased uncertainty and unpredictability, as market conditions cannot always be judged with the help of standard financial measures and tools. Individual investments behaviour is concerned with choices about purchases of small amounts of securities for his or her own account. Investment decisions are often supported by decision tools. It is assumed that the factors in the market analytically influence individuals' investment decisions as well as market outcomes. Data collection is made from 160 bank employees with the help of structured questionnaires. The data has been analysed using percentage analysis with the help of statistical tools. The findings from this research would provide an understanding of the various decisions to be made by investors based on the prevailing factors and the eventual outcomes for each decision and would identify the most influencing factors.

**Key words**–Perception of investors, Return on Investment, Value for investment, Market Value, Asset Creation, Investment, Selection criteria

**Introduction**

Individuals allocate their income towards expenditure and savings. Within this boundary, individuals have to transform their savings into investments. Most of the individuals find investments to be enthralling because they can involve in the decision making process and appreciate the results of their choices. The main purpose of investors engaged in investment is to both maximize their income and minimize their expenses. Not all investments will be profitable, as investor will not always make the correct investment decisions. However, he should earn a positive return on a diversified portfolio. Financial planning needs are different. Investors have many social oriented needs, which can have significant implications for their decision making process. Each of his investment has special characteristics such as potential return and the risk that he must bear. The future is uncertain, and he must determine how much risk he is willing to bear since higher return is associated with accepting more risk. This study was designed at identifying the variables that have most and the least influence factors on the investment behaviour of the investor.

## Literature Review

**Jansirani&Shanmugasundaram (2012)** has carried out a study titled “Influential factors in Investment decision making” with an objective to study the various factors that influence investors’ decision making process and to analyse the impact of the technological factors with 21 structured questions from 515 investors who have invested in equity market. The study revealed that Investors decisions are influenced by psychological factors and behavioural dimensions. The research presents the dependence of small investors on the advice of leading companies. It also shows lack of confidence in their knowledge to decide. It also revealed that a prudent investor who can control his emotions can use his money for hedging against inflation by identifying sources of right analytical presentation and by sparing sufficient time for investment decisions. It also suggested that Securities and Exchange Board of India must include the role of behavioural dimensions in its awareness campaign due to the critical nature of these factors in investment decisions. It also recommended that the investment analyst must incorporate behaviour factors in their analytical model though they are qualitative in nature.

**Viswanadham N, Edward N, Dorika&Mwakapala D (2014)**, undertook a study of perceptual factors influencing investors buying behaviour in Tanzanian equity Market with an objective to determine the factors influencing investors buying behaviour in Tanzanian equity market and to identify importance of sociological, psychological and economic factors that affect investor’s decision. This study was carried with a sample of 50 investors, which includes 40 customers who had defaulted and 10 Dar ee Salaam Exchange staff. The study has revealed that economic condition and GDP impact, government policies significantly have impact on the equity market, i.e., strong performance of economy results into behavioural finance issues. The results show that concentration of trading activities is negatively associated with insider trading activities. The findings also include listed companies should pay attention to several factors like building brand, quality management decisions, transparency in settlement issues. It also suggested that investors should also take into consideration economic condition and GDP when taking investment decisions and also the investors are investing in a very systematic manner for a future need.

**Rajkumar S &Venkatramaraju D (2014)** carried out a study on factors influencing individual investors towards IPOs Performance with an objective to find out the investors perception towards the equity and tax saving mutual funds and to analyse the performance of IPOs in the market during the financial year 2014 and to ascertain the factors contributing to the underpricing or over pricing of IPO in India considering 24 factors. The study concluded that IPOs based on rumor and hearsay must be avoided. The investors must be choosy while investing in IPOs. Investor should only few IPOs and should not invest in all the IPOs. The researcher also identified that liquidity, rate of return and market share the elite performance of the equity / tax saving mutual fund. It also suggested that the organisations should be cautious in making investment towards various financial instruments which safeguard the interest of the investors.

**Preeti Singh &Harpreet Singh Bedi (2011)** studied the Investors Behaviour in secondary market with an objective to study the difference in behaviour of investors, investment style of investors belonging to different segments of society and to study the factors which impact the individual behaviour of investor. The study was conducted with a sample of 150 investors in 3 different districts of Punjab. The study has revealed that there was significant difference between the behaviour of the investor of different segments while investing in the secondary market. The style of investment is different for different kind of investors such as traders are active investors while long term investors are passive investors. Investors generally invest in stock market either for growth, while traders invest with the objective to earn short term profit. It also revealed that

majority of the respondents are investing in the stock market with the objective to have higher returns and the second preference is given to Growth and least number of investors invest with the purpose to meet their contingencies. It also suggested that investors should make the investment with proper planning keeping in mind their investment objectives.

**Umamaheswari S & Ashok Kumar M (2014)** undertook a study of the investment perspectives of the salaried strata at Coimbatore District with an objective of to ascertain the investment priority of a person based on the level of exposure, intensions, beliefs, responsibilities etc. The study was carried out with a sample of 1000 investors. The study revealed that that awareness on investment is the need of the hour for the investors through number of institutions part with investor's education as they are not sufficient. It also suggested for developing both the behaviour and investment models of a specific group of the society.

**Manoj sharma, Sai Vijay T, Pateria L P &Sheetal Sharma (2012)** has done an empirical study on the impact of demographic factors on the satisfaction of investors towards insurance policies with a sample of 358 respondents in Chattisgarh state. The study reported that demographic factors like age, employment, education level and monthly income were found to have significant association with the satisfaction of the investors whereas gender, marital status do not have an association with the satisfaction of the investors. It also suggested that insurance companies in the state should attempt to target the investors by focusing on these two insignificant demographic factors.

**Mehmet Islamoglu, Mehmet Apan, AdemAyvali (2015)** had undertaken a study titled "Determinations of factors affecting individual investor behaviours: A study on Bankers", with a sample of 277 bank employers in 24 branches of 14 banks in Turkey. The objectives of the study is to ascertain the correlation between the income effect on investment decision, investment information tracking and payment behaviour, impact of religion and society on investment decision. The study has revealed that individual investors are affected by several factors while they direct their savings at investments. It was revealed that there was a significant relation between investment information and traditional investment behaviour. It was also uncovered that there was not positively a significant relation between religion and society during investment decisions. Investors also had alternative plans to reduce the risks and gave importance to innovation financially. It also revealed that they showed interest in financial information presented by means of communication instruments such as media and the internet and kept pace with progress of their investment instruments.

**SmitaMazumdar (2014)**, has carried out a study on Individual investment behaviour with respect to financial knowledge and investment risk preference with an objective to find the significant relationship between financial knowledge and investment risk preference with individual investment behaviour. The sample of was taken in Mumbai through mails. Mails were sent to 55 persons and responses were received from 30 persons and these were considered as samples. The study revealed that there was no significant relationship between knowledge and individual investment behaviour and also no significant relationship between investor risk preference and individual investment behaviour. It was also concluded that significant correlation between knowledge and risk preference.

### **Objective of the study**

1. To analyse the income and investment distribution among the male and female respondents.

2. To study the significance of demographic factors influencing the basis of investment preference.
3. To study the source of motivation and preference of investment among male and female respondents.
4. To study the difference in perception between male and female respondents relating to selection of investment.
5. To provide an insight into factors considered for an appropriate investment.

### Research Methodology

The research methodology depicts the flow of the research process and serves as guidance for the research to carry out the research study. It comprises of data source, sample size, sampling techniques and tools of analysis. In this research study, the researcher has used the primary data obtained from 160 respondents working in banking sector.

### Research Strategy

<b>Research Design</b>	Descriptive research
<b>Study Population</b>	Employees working in Private sector Bank
<b>Population Source</b>	Statistics issued by Reserve Bank of India as of March 2013.
<b>Study Area</b>	Various cities in India.
<b>Sample Frame</b>	Private sector Bank Employees working in Metro and tier II cities and in the age between 21 and 60 at various levels of Management.
<b>Sampling Unit</b>	Persons working in Private sector Banks
<b>Sampling Method</b>	Convenient sampling
<b>Sample Size</b>	160 Investors
<b>Nature of Data</b>	Both Primary and Secondary
<b>Sources of Primary Data</b>	Survey method through Questionnaire
<b>Sources of Secondary Data</b>	Journals, Magazines, Previous Research Reports & Websites
<b>Tool used for Data collection</b>	Pre tested and Structured Questionnaire
<b>Type of Questions</b>	Close ended, Multiple choice
<b>Establishing Validity</b>	Carried out to check Validity of constructed Questionnaire
<b>Test of Reliability</b>	0.62 (62%) Alpha
<b>Statistical Tools Used</b>	Simple percentage method Percentage analysis

### Data Analysis and Interpretation

Primary data was collected through questionnaire comprising of various parameters from the respondents. The information generated through the survey is being reported through the tabulation of categorical variables and the results are discussed below.

**Table -1 Gender wise Distribution of Income and investment**

Investment Income	Rs.0-2.5 Lakhs		Rs.2.5-5 Lakhs		Rs.5-7.5 Lakhs		> Rs.7.5 Lakhs		Total	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Rs.0-5 Lakhs	15	13	4	4	0	0	1	1	20	18
	75.0%	72.2%	20.0%	22.2%	0.0%	0.0%	5.0%	5.6%	100.0%	100.0%
	21.4%	76.5%	12.1%	40.0%	0.0%	0.0%	11.1%	50.0%	15.5%	58.1%
Rs.5-10 Lakhs	33	4	10	4	3	2	3	0	49	10
	67.3%	40.0%	20.4%	40.0%	6.1%	20.0%	6.1%	0.0%	100.0%	100.0%
	47.1%	23.5%	30.3%	40.0%	17.6%	100.0%	33.3%	0.0%	38.0%	32.3%
Rs.10-15 Lakhs	21	0	15	2	6	0	1	0	43	2
	48.8%	0.0%	34.9%	100.0%	14.0%	0.0%	2.3%	0.0%	100.0%	100.0%
	30.0%	0.0%	45.5%	20.0%	35.3%	0.0%	11.1%	0.0%	33.3%	6.5%
> Rs.15 Lakhs	1	0	4	0	8	0	4	1	17	1
	5.9%	0.0%	23.5%	0.0%	47.1%	0.0%	23.5%	100.0%	100.0%	100.0%
	1.4%	0.0%	12.1%	0.0%	47.1%	0.0%	44.4%	50.0%	13.2%	3.2%
<b>Total</b>	<b>70</b>	<b>17</b>	<b>33</b>	<b>10</b>	<b>17</b>	<b>2</b>	<b>9</b>	<b>2</b>	<b>129</b>	<b>31</b>
	54.3%	54.8%	25.6%	32.3%	13.2%	6.5%	7.0%	6.5%	100.0%	100.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Following inferences could be drawn from the above table -1

- 75% of the Male and 72.2% of the female respondent in the income category of Rs.0-5 Lakhs invest between Rs.0-2.5 Lakhs.
- Similarly 67.3% of the male respondents in the income category of Rs.5-10 Lakhs also invest between Rs.0-2.5 Lakhs. Whereas 40.0% each of the female respondents in the same income category invest between Rs.0-2.5 Lakhs and Rs.2.5-5 Lakhs.
- 48.8% and 34.9% of the male respondents in the income category of Rs.10-15 Lakhs invest Rs.0-2.5 lakhs and Rs.2.5-5 Lakhs respectively.
- 54.3% of the male respondents and 54.8 % of the female respondents invest Rs.0-2.5 Lakhs. Similarly 25.6% of the male respondents and 32.3% of the female respondents invest between Rs.2.5-5 Lakhs.

**Table -2 Observed details between demographic variables and Basis of Investment preference**

	Particulars	Market Value	Asset Creation	Return on Investment	Value for Investment	Total
Age	21-30	1	6	11	1	19
		5.3%	31.6%	57.9%	5.3%	100.0%
		6.7%	9.5%	16.2%	7.1%	11.9%
	31-40	7	32	29	8	76
		9.2%	42.1%	38.2%	10.5%	100.0%
		46.7%	50.8%	42.6%	57.1%	47.5%
	41-50	6	17	24	3	50
		12.0%	34.0%	48.0%	6.0%	100.0%
		40.0%	27.0%	35.3%	21.4%	31.3%
	51-60	1	8	4	2	15
		6.7%	53.3%	26.7%	13.3%	100.0%
		6.7%	12.7%	5.9%	14.3%	9.4%
	<b>Grand Total</b>	<b>15</b>	<b>63</b>	<b>68</b>	<b>14</b>	<b>160</b>
		9.4%	39.4%	42.5%	8.8%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%
Gender	Male	15	50	51	13	129
		11.6%	38.8%	39.5%	10.1%	100.0%
		100.0%	79.4%	75.0%	92.9%	80.6%
	Female	0	13	17	1	31
		0.0%	41.9%	54.8%	3.2%	100.0%
		0.0%	20.6%	25.0%	7.1%	19.4%
	<b>Grand Total</b>	<b>15</b>	<b>63</b>	<b>68</b>	<b>14</b>	<b>160</b>
		9.4%	39.4%	42.5%	8.8%	100.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	
Marital	Single	1	8	10	1	20
		5.0%	40.0%	50.0%	5.0%	100.0%
		6.7%	12.7%	14.7%	7.1%	12.5%
	Married	14	55	58	13	140
		10.0%	39.3%	41.4%	9.3%	100.0%
		93.3%	87.3%	85.3%	92.9%	87.5%
	<b>Grand Total</b>	<b>15</b>	<b>63</b>	<b>68</b>	<b>14</b>	<b>160</b>
		9.4%	39.4%	42.5%	8.8%	100.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	
Qualification	Graduate	4	14	29	5	52
		7.7%	26.9%	55.8%	9.6%	100.0%
		26.7%	22.2%	42.6%	35.7%	32.5%

	Particulars	Market Value	Asset Creation	Return on Investment	Value for Investment	Total
	Post Graduate	4	30	24	6	64
		6.3%	46.9%	37.5%	9.4%	100.0%
		26.7%	47.6%	35.3%	42.9%	40.0%
	Professional	7	19	15	3	44
		15.9%	43.2%	34.1%	6.8%	100.0%
		46.7%	30.2%	22.1%	21.4%	27.5%
	<b>Grand Total</b>	<b>15</b>	<b>63</b>	<b>68</b>	<b>14</b>	<b>160</b>
		9.4%	39.4%	42.5%	8.8%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%
Cadre	Junior Management	2	8	15	2	27
		7.4%	29.6%	55.6%	7.4%	100.0%
		13.3%	12.7%	22.1%	14.3%	16.9%
	Middle Management	11	50	48	11	120
		9.2%	41.7%	40.0%	9.2%	100.0%
		73.3%	79.4%	70.6%	78.6%	75.0%
	Senior Management	2	5	5	1	13
		15.4%	38.5%	38.5%	7.7%	100.0%
		13.3%	7.9%	7.4%	7.1%	8.1%
<b>Grand Total</b>	<b>15</b>	<b>63</b>	<b>68</b>	<b>14</b>	<b>160</b>	
	9.4%	39.4%	42.5%	8.8%	100.0%	
	100.0%	100.0%	100.0%	100.0%	100.0%	
Income	Rs.0-5 Lakhs	2	10	26	0	38
		5.3%	26.3%	68.4%	0.0%	100.0%
		13.3%	15.9%	38.2%	0.0%	23.8%
	Rs.5-10 Lakhs	6	23	22	8	59
		10.2%	39.0%	37.3%	13.6%	100.0%
		40.0%	36.5%	32.4%	57.1%	36.9%
	Rs.10-15 Lakhs	3	24	14	4	45
		6.7%	53.3%	31.1%	8.9%	100.0%
		20.0%	38.1%	20.6%	28.6%	28.1%
	> Rs.15 Lakhs	4	6	6	2	18
		22.2%	33.3%	33.3%	11.1%	100.0%
		26.7%	9.5%	8.8%	14.3%	11.3%
	<b>Grand Total</b>	<b>15</b>	<b>63</b>	<b>68</b>	<b>14</b>	<b>160</b>
	9.4%	39.4%	42.5%	8.8%	100.0%	
	100.0%	100.0%	100.0%	100.0%	100.0%	

	Particulars	Market Value	Asset Creation	Return on Investment	Value for Investment	Total
Investment	Rs.0-2.5 Lakhs	7	35	38	7	87
		8.0%	40.2%	43.7%	8.0%	100.0%
		46.7%	55.6%	55.9%	50.0%	54.4%
	Rs.2.5-5 Lakhs	3	15	19	6	43
		7.0%	34.9%	44.2%	14.0%	100.0%
		20.0%	23.8%	27.9%	42.9%	26.9%
	Rs.5-7.5 Lakhs	3	7	8	1	19
		15.8%	36.8%	42.1%	5.3%	100.0%
		20.0%	11.1%	11.8%	7.1%	11.9%
	> Rs.7.5 Lakhs	2	6	3	0	11
		18.2%	54.5%	27.3%	0.0%	100.0%
		13.3%	9.5%	4.4%	0.0%	6.9%
	<b>Grand Total</b>	<b>15</b>	<b>63</b>	<b>68</b>	<b>14</b>	<b>160</b>
		9.4%	39.4%	42.5%	8.8%	100.0%
		100.00%	100.00%	100.00%	100.00%	100.00%

Following readings can be drawn from table - 2 above.

- 42.5% of the respondents invest based on the return on investment and 39.4% of the respondents prefer Asset creation as their basis for investment.
- Respondents in the age group 21-30 preferred return on investment and asset creation to the extent of 57.9% 31.6% respectively. Whereas in the age group of 31-40 it is 42.1% and 38.2% of the respondents prefer based on asset creation and return on investment respectively.
- Return on investment and asset creation is the basis for preference of investment for 39.5% and 38.8% of the male respondents respectively. In case of female respondents, it is 54.8% and 41.9% respectively towards return on investment and asset creation as their preferences of investment.
- 41.4% of the married and 50.0% of the unmarried respondents made their investment on the basis of return on investment. Asset creation was the basis for 39.3% of the married and 40% of the unmarried respondents.
- Market value and value for investment were the least preferred criteria for the respondents.
- 55.8% of the graduates preferred return on investment whereas 46.9% of the post graduates and 43.2% of the professionals preferred asset creation as the basis preference for investment.
- Respondents in the junior management preferred return on investment as their choice for investment to the extent of 55.6% whereas 41.7% of the middle management preferred asset creation as the basis of investment. In the case of senior management it is equally shared (38.5%) by return on investment and asset creation.
- Asset creation has been preferred by majority of the respondents in the income category of Rs.5-10 Lakhs (39.0%) whereas return on investment has been preferred by 68.4% of the respondents in the income category of Rs.0-5 Lakhs.
- In all the investment category, return on investment was the basis for investors except for respondents in the investment category of more than Rs.7.5 lakhs where asset creation was the basis for selecting the investment.



Table 3 - Cross tabulation between Source of motivation &amp; Preference of Investment

Source of Information	Equity / Commodity / Mutual Fund			Real Estate / Gold / Jewellery			Other Avenues		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Friends / Family / Neighbour	58	15	73	59	11	70	61	18	79
	79.5%	20.5%	100.0%	84.3%	15.7%	100.0%	77.2%	22.8%	100.0%
	45.0%	48.4%	45.6%	45.7%	35.5%	43.8%	47.3%	58.1%	49.4%
Newspaper / Magazine	28	6	34	19	3	22	37	3	40
	82.4%	17.6%	100.0%	86.4%	13.6%	100.0%	92.5%	7.5%	100.0%
	21.7%	19.4%	21.3%	14.7%	9.7%	13.8%	28.7%	9.7%	25.0%
Market Reference	13	3	16	29	6	35	19	6	25
	81.3%	18.8%	100.0%	82.9%	17.1%	100.0%	76.0%	24.0%	100.0%
	10.1%	9.7%	10.0%	22.5%	19.4%	21.9%	14.7%	19.4%	15.6%
Self-awareness	30	7	37	22	11	33	12	4	16
	81.1%	18.9%	100.0%	66.7%	33.3%	100.0%	75.0%	25.0%	100.0%
	23.3%	22.6%	23.1%	17.1%	35.5%	20.6%	9.3%	12.9%	10.0%
<b>Total</b>	<b>129</b>	<b>31</b>	<b>160</b>	<b>129</b>	<b>31</b>	<b>160</b>	<b>129</b>	<b>31</b>	<b>160</b>
	80.6%	19.4%	100.0%	80.6%	19.4%	100.0%	80.6%	19.4%	100.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Following inferences could be drawn from the above table - 3

- Friends /Family/Neighbour were the main source of information for the investors who have invested in any investment avenue.
- Market reference has taken the second position (21.9%) in case of Real estate /Gold/ Jewellery whereas Newspaper /Magazine have taken the second position in case of equity / commodity / mutual fund with 21.3% and in case of debt funds with 25.0%.
- 23.1% of the respondents have expressed their self-awareness in case of equity / commodity / Mutual fund investment. Similarly 20.6% of the respondents have expressed their self-awareness about real estate / gold / jewellery and 10.0% of the respondents in case of debt funds.

Table - 4 Gender wise preference on selecting stock market / commodity market investment

Basis of selection for Stock Market / Commodity Market	Gender		
	Male	Female	Total
Reputation	28	5	33
	84.8%	15.2%	100.0%
	21.7%	16.1%	20.6%
Return on Investment	44	6	50
	88.0%	12.0%	100.0%
	34.1%	19.4%	31.3%
Equity	10	1	11
	90.9%	9.1%	100.0%
	7.8%	3.2%	6.9%
Quality	14	1	15
	93.3%	6.7%	100.0%
	10.9%	3.2%	9.4%
Market Preference	18	13	31
	58.1%	41.9%	100.0%
	14.0%	41.9%	19.4%
Self-awareness	15	5	20
	75.0%	25.0%	100.0%
	11.6%	16.1%	12.5%
<b>Total</b>	<b>129</b>	<b>31</b>	<b>160</b>
	80.6%	19.4%	100.0%
	100.0%	100.0%	100.0%

Following can be concluded from the above table - 4

- Majority of the male respondents 34.1% select investment based on the return on investment followed by reputation of the company 21.7%. Market preference 14% has taken the third position on the selection criteria of the male respondents.
- 41.9% of the female respondents select their investment based on the market preferences followed by reputation of the company 16.1%.
- In case of overall selection, return on investment takes the first position with 31.3% followed by reputation of the company with 20.6%.

**Table – 5 Gender wise preference on selecting real estate investment**

Basis of selection for Real Estate Investment	Gender		
	Male	Female	Total
Market Reputation	28	3	31
	90.3%	9.7%	100.0%
	21.7%	9.7%	19.4%
Performance	30	4	34
	88.2%	11.8%	100.0%
	23.3%	12.9%	21.3%
Value Appreciation	32	15	47
	68.1%	31.9%	100.0%
	24.8%	48.4%	29.4%
Quality	17	4	21
	81.0%	19.0%	100.0%
	13.2%	12.9%	13.1%
Image	10	3	13
	76.9%	23.1%	100.0%
	7.8%	9.7%	8.1%
Self-awareness	12	2	14
	85.7%	14.3%	100.0%
	9.3%	6.5%	8.8%
<b>Total</b>	<b>129</b>	<b>31</b>	<b>160</b>
	80.6%	19.4%	100.0%
	100.0%	100.0%	100.0%

Following can be inferred from the above table - 5

- 24.8% of the male respondents and 48.4% of the female respondents select the real estate investment based on the value appreciation.
- Performance of the company has been preferred as next selection criteria for 23.3% of the male respondents and 12.9% of the female respondents. Market reputation has taken the third position with 21.7% and 9.7% of the male and female respondents respectively.
- Majority of the respondents 29.4% of the investors have selected value appreciation as the basis for selection of real estate investment.

### Salient Findings

1. 38.0% of the male respondents are in the income level of Rs.5-10 Lakhs followed by 33.3% of them in Rs.10-15 Lakhs income level.
2. 58.1% of the female respondents are in the income level of Rs.0-5 Lakhs category followed by 32.3% of them in Rs.5-10 Lakhs income level category.
3. Among the male respondents 54.3% invest in Rs.0-2.5 Lakhs and 25.6% invest in Rs.2.5-5 Lakhs whereas 54.8% of the female respondents invest between Rs.0.25 lakhs and 32.3% of the female respondents invest between Rs.2.5-5 Lakhs category.

4. 42.5% of the respondents invest based on the return on investment and 39.4% of the respondents prefer Asset creation as their basis for investment.
5. Respondents in the age group 21-30 preferred return on investment and asset creation to the extent of 57.9% 31.6% respectively. Whereas in the age group of 31-40 it is 42.1% and 38.2% of the respondents prefer based on asset creation and return on investment respectively.
6. Return on investment and asset creation is the basis for preference of investment for 39.5% and 38.8% of the male respondents respectively. In case of female respondents, it is 54.8% and 41.9% respectively towards return on investment and asset creation as their preferences of investment.
7. Asset creation has been preferred by majority of the respondents in the income category of Rs.5-10 Lakhs (39.0%) whereas return on investment has been preferred by 68.4% of the respondents in the income category of Rs.0-5 Lakhs.
8. Friends /Family/Neighbour were the main source of information for the investors who have invested in any investment avenue.
9. In case of selection of investment in stock / commodity market, return on investment takes the first position with 31.3% followed by reputation of the company with 20.6%.
10. Majority of the respondents 29.4% of the investors have selected value appreciation as the basis for selection of real estate investment.

## Conclusion

The study reveals that the investors are fundamentally influenced by the inherent qualities of the product followed by brand name and fringe benefits. Investors are aware of the capital appreciation and high risk factor involved. A prudent investor who can control his emotions can use his money for hedging against inflation by finding sources of right analytical presentation and by sparing sufficient time for investment decisions. There can be various factors that may affect investor behaviour. Financial service providers and advisors need to understand various factors that influence individual financial decision making in order to design products that suit the market and also a better understanding of behavioral processes of how investors normally respond to market movements should help investment advisors devise suitable asset allocation strategies for their clients.

## References

1. AlaguPandian V &Thangadurai G, "A study of investors preferences towards various investments avenues in Dehradun District", International journal of Management and social science research (IJMSSR), Vol.2, No.4, April 2013, ISSN: 2319-4421, pp-22-31.
2. Ashly Lynn Joseph & M Prakash – "A study on preferred investment avenues among the people and factors considered for investment", International Journal of Management and Commerce Innovations ISSN 2348-7585 (Online), Vol.2, Issue 1, pp 120-129, Month: April 2014 – September 2014.
3. BhawanaBharadwaj, Nisha Sharma &Dipanker Sharma, "Income, saving and investment pattern of employees of Bahra University, Solan, International Journal of Management & Business Studies, IJMBS, Vol.3, Issue 1, Jan-Mar-2013, ISSN: 2230-9519 (Online), ISSN: 2230-2463 (Print), pp.137-141.
4. Collard, Shallon, "Individual Investment Behaviour", Personal Finance Research Centre, University of Bristol, Jan 2009.
5. Khan & Jain, (2010), Financial Management, 3rd edition, Tata McGraw- Hill Publishing.
6. Kothari, C.R., (2004) Research Methodology-Methods and techniques, New Age international publishers, New Delhi.

7. Lubna Ansari & Sana Moid, "Factors affecting investment behaviour among young professionals", International Journal of technical Research and Applications, e-ISSN: 2320-8163, Vol.1, Issue 2, (May-June 2013), pp-27-32
8. Manoj Sharma, Sai Vijay T, Pateria L P & Sheetal Sharma, "Impact of demographic factors on the satisfaction of investors towards insurance policies – An empirical study", International Journal of Research in Finance & Marketing, IJRFM, Volume 2, Issue 1 (January 2012), ISSN 2231-5985, pp.54-67
9. Mehmet Islamoglu, Mehmet Apan, AdemAyvali, "Determinations of factors affecting individual investor behaviours: A study on Bankers", International journal of Economics and Financial Issues, IJEFI, 2015, Vol5, Issue -2, ISSN: 2146-4138, pp.531-543.
10. Prasanna Chandra, (2006), Financial Management Theory and Practice, 6th Edition, Tata McGraw Hill.
11. Preeti Singh & Harpreet Singh Bedi, "Investors Behaviour in secondary market", International Journal of research in Finance & Marketing, IJRFM, Volume 1, Issue 4 (August 2011), ISSN: 2231-5985, pp.96-114.
12. Rajkumar S & Venkatramaraju D, "A study on factors influencing individual investors towards IPOs Performance", International Journal of Business and Administration Research Review, IJBARR, Vol.1, Issue 7, Oct-Dec, 2014, pp.79-82, E-ISSN-2347-856X (Online), ISSN2348-0653.
13. Shanmugasundaram V & Jansi rani N, "Influential factors in investment decision making", South Asian Journal of Marketing & Management Research (SAJMMR), Volume 2, Issue 6, (June 2012), ISSN: 2249-877X, pp.96-106.
14. SidarthulMunthaga & Nazer M – "A study on the attitude of the respondent towards investment choices in Thanjavur District, Tamilnadu, International Journal for Management & Social Science, IJMSS, Vol01, Issue-07, (Dec-2013), ISSN: 2321-1784, pp. 9-16.
15. Smita Mazumdar, "Individual investment behaviour with respect to financial knowledge and investment risk preference: A study", International Journal of Management Research and Business Strategy, IJMRBS, Vol.3, No.2, April 2014, ISSN: 2319-345X
16. Sudarshan Kadariya, "Factors affecting investor decision making: A case of Nepalese Capital Market", Journal of research in Economics and International Finance (JREIF) Vol.1, pp.16-30, July 2012.
17. Tomola Marshal Obamuyi, "Factors influencing investment decisions in capital market: A study of individual investors in Nigeria", Organizations and markets in emerging economies, 2013, Vol.4, No.1(7), ISSN: 2029-4581, pp.141-161
18. Umamaheswari S & Ashok Kumar M, "A study of the investment perspectives of the salaried strata at Coimbatore District", International Journal of Research in Business Management, (IJRBM), ISSN(E): 2321-886X, ISSN(P): 2347-4572, Vol.2, Issue 2, Feb 2014, pp.99-108.
19. Varsha Virani, "Saving and Investment pattern of school teachers – A study with reference to Rajkot City, Gujarat, National monthly refereed Journal of research in Commerce & Management, Vol. No.2, Issue No.4, ISSN 2277-1166
20. Viswanadham N, Edward N, Dorika & Mwakapala D, "A study of perceptual factors influencing investors buying behaviour in Tanzanian Equity Market, Journal for Finance and Investment Analysis, Vol.3, No.2, 2014, pp-99-108, ISSN: 2241-0998 (print version), 2241-0996 (Online).