

INVESTMENT BEHAVIOR OF INDIVIDUALS WITH REFERENCE TO SOUTH BANGALORE

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ABSTRACT:

Individual having their own opinion to invest the savings. But, in India still people will think the bank deposits are the safer than the any other available schemes in the Indian financial market. But, the equity shares will consider the inflation and other economic parameters for returns very faster than any other investments. Other investment may use the same returns very difficult to adopt the same.

Keywords: Bangalore, Behavior, Individual, and Investment.

Introduction:

Investment behavior is a part of behavioral finance. The individuals are preferred to invest their savings in different kinds of funds to get the maximum returns with optimum risk. The individual can be diversify his or her savings into bank deposits, mutual funds, equity shares, provident funds, national saving certificates etc. The individuals are required to evaluate the pros and cons of available option to invest their money for best returns.

Review of Literature:

Saha and Holden (2014)¹ have investigated the investment behavior of renewable energy development projects and the challenges associated with its implementation. The researcher investigated the challenges of renewable energy of some factors, i.e., economic, politics, environment, and market related issues. These are the barriers for renewable energy.

Datta and Agarwal (2014)² have said that, the corporate investment behavior in India of 15 years of period. The corporate investment behavior is divided by three phases, viz. 1998-2002 is named as bearish because, those days corporates were relied on more debt financing, the second phase was during 2003-2007 is named as bullish because, most of the corporates were relied on the equity financing and finally, from 2008 to 2012 corporates were relied on leverage (combination of debt and equity). The second phase of the corporate investment behavior boosted the growth of the Indian economy.

¹Saha, Parmita; and Holden, Erling. (2014). Renewable Energy Investment: Applying a Motivation, Opportunity, and Ability Framework in Evaluating Investment Behavior, *Advances in Business Related Scientific Research Journal*, Vol. 5, Issue 1, pp. 55-65.

²Data, Debabrata; and Agarwal, Babita (2014). Corporate Investment Behavior in India During 1998-2012: Bear, Bull and Liquidity Phase, *Paradigm (09718907)*. Vol. 18, Issue 1, p87-102.

Objectives of the Study:

1. To know the factors affecting investment of an individuals.
2. To analyze the investment pattern of an individual.

Sources of Data:

With reference to above two objectives. The first objective results were extracted from secondary data, i.e., review of literature. The second objective is extracted from primary data, i.e., structured questionnaire. For the study 50 samples were taken and for data collection snowball sampling technique were used.

Analysis of the Study:

Table no. 1

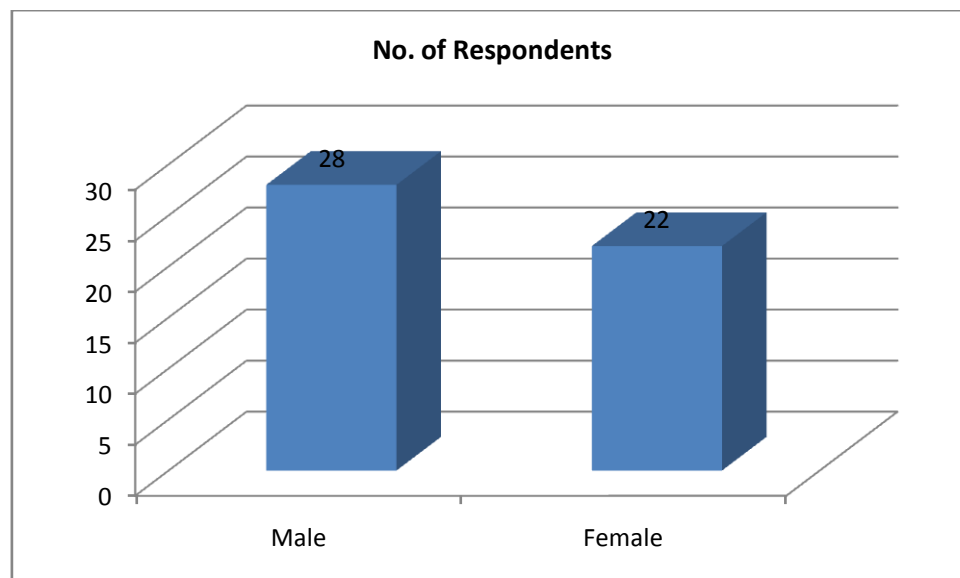
Gender

Gender	No. of Respondents	Percentage of Respondents
Male	28	56
Female	22	44
Total	50	100

Analysis:

From the above table depicted the percentage of respondents. 56 per cent of respondents among to male category and 44 per cent of respondents from female category.

Graph No. 1



Inference:

From the above graph depicted that, the male respondents were more than female respondents. 28 respondents were representing male category and 22 respondents were representing female category.

Table No. 2

Qualification

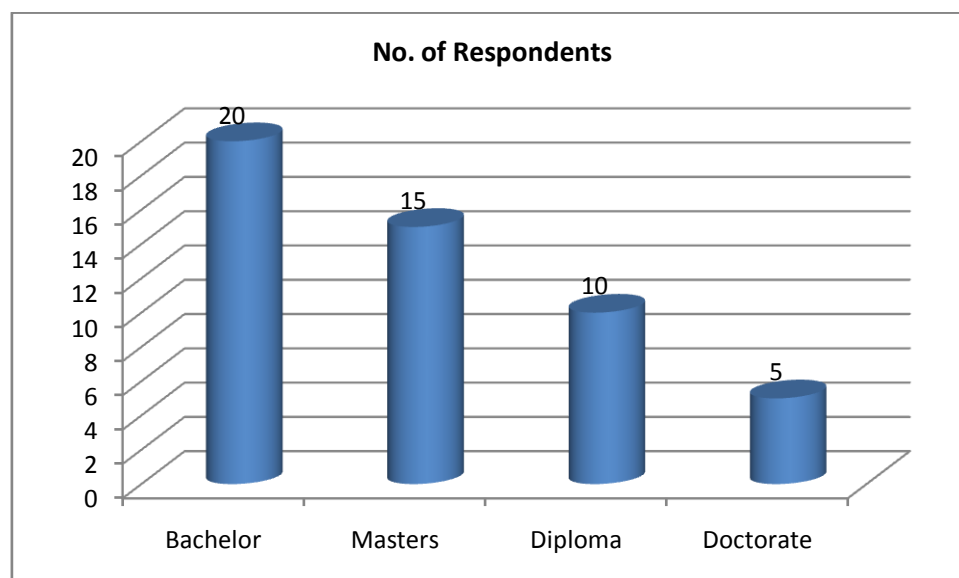
Qualifications	No. of Respondents	Percentage of Respondents
Bachelor	20	40
Masters	15	30
Diploma	10	20
Doctorate	5	10
Total	50	100

Analysis:

From the above table depicted that, the qualification of respondent's categorized into bachelor, masters, diploma, and doctorate. 40 per cent of respondents were received their bachelor degree from the universities. 30 per cent of respondents were received their masters, 20 per cent were received diploma, and 10 per cent were received doctorate from the recognized universities.

Graph No. 2

Qualification



Inference:

From the above graph depicted that, the majority of the respondents earned their bachelor degree and least is doctorates from the recognized universities.

Table No. 3

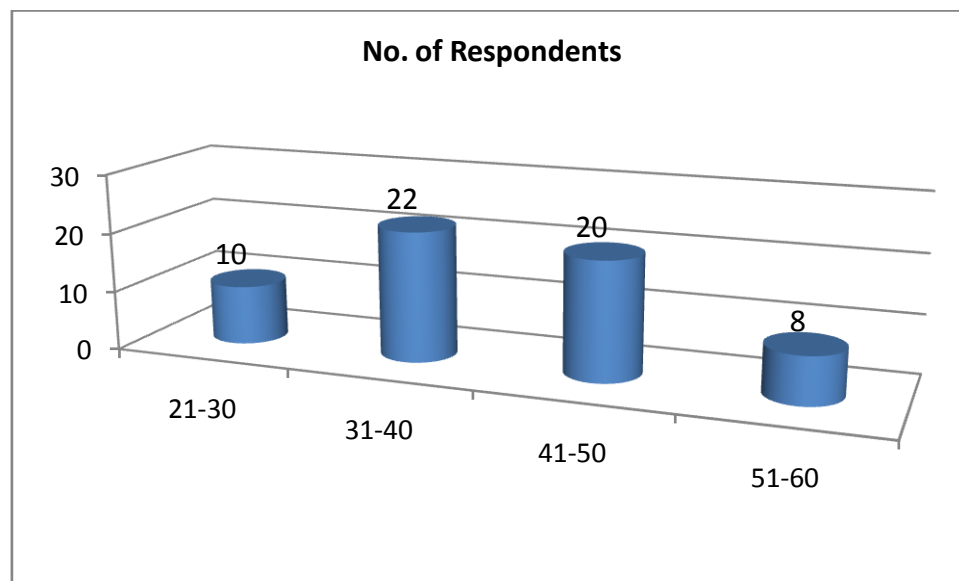
Age

Age Group	No. of Respondents	Percentage of Respondents
21-30	10	20
31-40	22	44
41-50	20	40
51-60	8	16
Total	50	100

Analysis:

From the above table depicted that, the age group of respondents between 21 and 30 years were 20 per cent, between 31 and 40 years were 22 years, between 41 and 50 years 40 per cent, and between 51 and 60 years were 16 per cent.

Graph No.: 3



Inference:

From the above graph depicted that, the more number of people representing the age group between 31 and 40 years. The second age group between 41 and 50 years.

Table No.: 4

Do you invest your savings in equity share?

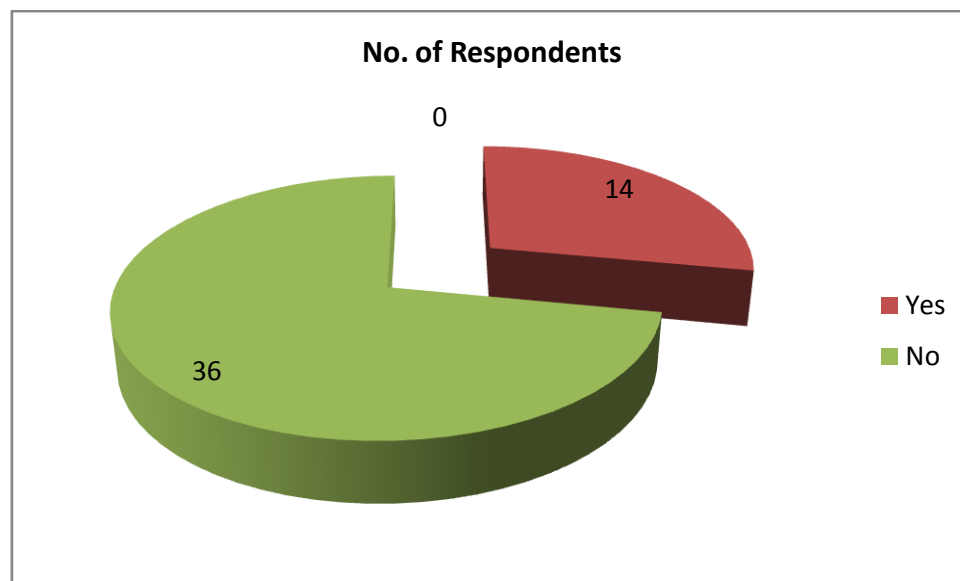
Do you invest your savings in equity share?	No. of Respondents	Percentage of Respondents
Yes	14	28
No	36	72
Total	50	100

Analysis:

From the above table depicted that, the researcher were asked to the respondents to investment in equity shares. Just 28 per cent of respondents were agreed that they have been investing their saving in equity shares. But, majority of the respondents were said that they have not been investing their saving in the equity shares.

Graph No. 4:

Do you invest your savings in equity share?



Inference:

From the above graph depicted that, the investments in equity shares by the respondents. Just 14 respondents were aware about the investment in equity share. But, 36 respondents were not aware about the equity shares. It means that most of the Indians were not aware about the investment in equity share so far. We have taken the initiative to give awareness about the equity investments.

Table No. 5

Where do you invest your savings?

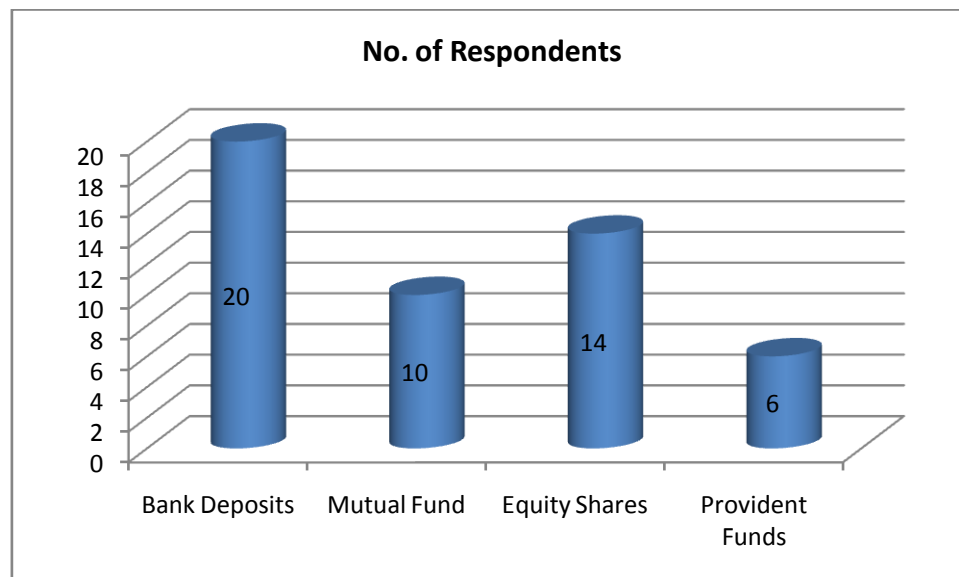
Where do you invest your savings?	No. of Respondents	Percentage of Respondents
Bank Deposits	20	40
Mutual Fund	10	20
Equity Shares	14	28
Provident Funds	6	12
Total	50	100

Analysis:

From the above table depicted that, the various funds available for investments, i.e., bank deposits, mutual fund, equity shares, and provident fund. 40 per cent of respondents were keeping as deposits in banks. 20 per cent of respondents were investing in their money in mutual fund. 28 per cent were investing their savings in equity share. 12 per cent of respondents were diversifying their saving in provident funds.

Graph No. 5

Where do you invest your savings?



Inference:

From the above graph depicted that, the respondents were comfortable with the bank deposits, might be the reason for risk free rate of returns. Till majority of the Indians believes that the banks are safer than any other funds. Second frailty was the equity shares; the third was mutual funds and last provident funds.

Conclusion:

It observed that the majority of the people still believe the bank deposits than the any other investments. But, the equity shares are more liquidated than any other funds. The Indian public should be more educate the capital market and primary market for their investments. Public is fear about the returns of the equity share.

Reference:

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