



A Study on Individual Awareness Level towards Investment Avenues with Respect to Surat City

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ABSTRACT:

This study explores the awareness levels and investment preferences of individuals in Surat City, analyzing the influence of demographic factors such as age, education, income, and occupation on financial decision-making. The findings reveal a pronounced preference for traditional and secure investment avenues like gold and fixed deposits, particularly among rural and salaried individuals. Despite the availability of diverse financial products, limited financial literacy restricts participation in modern investment options like mutual funds and the stock market. Family and friends emerge as the primary sources of investment information, while safety remains the most critical factor influencing choices. The study underscores the urgent need for targeted financial literacy programs and awareness campaigns to bridge knowledge gaps and encourage diversified investments. By fostering informed decision-making, policymakers and financial institutions can promote financial inclusion and economic resilience in Surat City.

KEYWORDS: Investment Awareness, Financial Literacy, Investment Preferences, Demographic Influence, Rural and Urban Investment Behavior, Financial Education Programs

INTRODUCTION:

Investment decisions are integral to personal financial management, impacting financial stability and future planning. In Surat City, a range of investment options is available, including traditional choices like gold and fixed deposits, alongside newer options like mutual funds and stocks. Despite this variety, there is limited understanding of how well individuals are aware of these avenues and the factors influencing their preferences. This study seeks to analyze investment awareness and identify the key factors that affect decision-making in Surat City.

LITERATURE REVIEW:

1. **Bhaskaran Rajan, Navjot Kaur, Harpreet Athwal and Afzalur Rahman (2020):** Clapping with two hands create the sounds. Similarly, investment and saving behavior are considered as the most vital elements for economic growth of an individual. This paper is to evaluate the influence of financial awareness on saving and investment behavior of rural females in India. Investment pattern serves as a link between savings and wants of the common people. Economic growth of any nation can be critically measured through capital accumulation and investment trends in financial markets. In the present study, the investment behavior on effect of financial awareness of 335 rural women in Jalandhar district has been evaluated. The relationship of financial literacy and saving & investment behavior is also evaluated in the context of five basic domains of financial behavior, such as demographic variables, financial control, financial planning, financial product selection and financial literacy. Results of the study revealed that rural women are conscious about the availability of various investment avenues in the market, but their investment pattern is still followed by some factors like familiarity, safety and assured returns, etc. This study suggests policymakers to focus on financial awareness rather to focus only on financial literacy.
2. **L Ghatage, Jadhav Dhairyasheel (2013):** The financial objectives of individual investors keep changing with varying stages of life. So investors can need to invest their money for their goals such as higher studies, purchase a new home, purchase a new car, marriage, children's education and post-retirement needs etc. For fulfilling those objectives or goals majority of Indians choose Fixed Deposits, Real Estate or Land Property and Life Insurance as their primary investment options. Also many prefers for NSC, PPF and other safe investment options to invest their hard earned money. Postal Saving Schemes are also popular among retired people and senior citizens. Present study tries to focus on the investment pattern of individual investors and also makes an attempt to find out the relationship between exists between Life Cycle Stages of individual investors and investment preferences. For this researcher has conducted a study on 120 samples on the basis of their Life Cycle Stages. Hypothesis was tested with the help of Spearman's Rank Correlation Coefficient and it was observed that investment preferences of the investor's changes over life cycle stages.
3. **Puneet Bhushan (2014):** Diverse financial products have been introduced these days in Indian market. Each of these financial products offer a range of benefits and varying options with respect to interest rates, exposure to risk, time period of the contract, fees etc. Most of the individuals are not able to take advantage of higher returns offered by these products due to lack of financial awareness. Thus, they must be made aware about risk and return characteristics of these products by designing an appropriate financial education program so that people can

invest in these financial products. For designing an effective financial education program, current awareness level as well as investment behavior of individuals towards financial products must be known. This paper examines the awareness level and investment behavior of salaried individuals towards financial products. Results of the study suggest that respondents are quite aware about traditional and safe financial products whereas awareness level of new age financial products among the population is low. Also, majority of the respondents park their money in traditional and safe investment avenues.

4. **S. Geetha, K. Vimala (2014):** The paper titled "Perception of Household Individual Investors towards Selected Financial Investment Avenues" explores the dynamics of household saving and investment, particularly in the context of Chennai City. It emphasizes the significance of household investments as a primary source of financing for both government and corporate sectors, especially in the backdrop of rapid GDP growth and rising household incomes. The study highlights that individual households save to achieve specific financial goals, which can be both short-term and long-term, with a focus on financial security.
5. **K Parimalakanthi, M Ashok Kumar (2015):** This paper aims to find the behavior of individual investors of Coimbatore city vis-a-vis available investment avenues in the Indian financial markets. The major factors behind an investment are the safety of principal amount, liquidity, income stability, and appreciation. A variety of investment avenues are available such as Savings a/c, FD a/c, Government Securities, Corporate Bonds, Insurance policies, Real estates, Commodities, Shares and MFs, Chit Funds and Gold and Silver. All the investors invest their surplus money in the above-mentioned avenues depending on their risk-taking attitude. "No pain, no gain" it is the golden principle of investment management. In the developing economic one can earn more and more money. More risks" lead to more profits. Investors cannot avoid risks but they can minimize the risk by investing their money in various forms of safe investments so that they can get a moderate profit. This study has led the researcher to conclude that most of the investors of Coimbatore city prefer bank deposits followed by investments in gold and silver.
6. **J Desai, S Tank (2011):** The city of Surat is a fast-developing subtropical city situated between 20.58°N and 72.54°E. The need of water is increasing continuously. The water is obtained through river, -reservoir-canals- and ground water. Most of the industries and residential buildings procure their water from the underground source. Present work includes the hydrological parameters of the ground water samples obtained from 10 different spots viz. Piplod, Bhatar, Citylight, Adajan, Sachin, Pandesara, Varachha, Kadodara, Palsana and Hajira. From each sampling station, samples were collected for the year 2009 (Once a month). Samples were analyzed for various physio-chemical parameters. Water Quality Index (WQI) was determined on the basis of various parameters and Water Rating was done by Water Rating System adapted by Canadian Council for Ministry of the Environment (CCME). The parameters responsible for poor WQI were analyzed further by statistically also. WQI of sampling station Piplod was 58.64, Bhatar – 72.06, Citylight – 71.39, Adajan – 60.30, Sachin – 32.54, Pandesara – 41.14, Varachha – 36.41, Kadodara – 72.81, Palsana – 65.44 and Hajira – 60.67. WQI of different locations indicate that six sampling spots are not suitable for human consumption. Four sampling spots are in fair condition and not a single spot is having good or excellent WQI and it is not consumable and should not be consumed. Even than millions of people is consuming water in the fast-developing city – Surat.
7. **Felix Requena (2015):** This article analyses the combined effect on subjective well-being of rural versus urban environments and a country's level of economic development. There is a great deal of controversy regarding the subjective well-being of people in different places. Fischer's works report greater happiness among village inhabitants than among urban residents. However, in 'Urbanism as a way of life', Wirth demonstrates the attractiveness of the urban environment in contributing to subjective well-being. Our data set includes 29 countries participating in the 2012 ESS. The results confirm the hypothesis that in wealthier countries, rural living standards are high enough to create a higher level of subjective well-being; while in less developed countries the rural environment cannot compete with urban resources for creating subjective well-being.
8. **Priyanka S. Zanvar, Sarang Shankar Bhola (2016):** The diversification of the financial services sector has provided the individual investor with a wide range of opportunities to invest. Savings are the mantras that any investment advisor will recite. Savings are the difference between the amount investor earns and the amount investor spends. One reason could be that there are certain materials goals that they want to save for. Indian investor's behavior has been changing drastically in the post-economic reform's era in investment activity, preferences in selecting various financial instruments, evaluating and in analyzing the investment avenues. The objective of the study was to understand investment pattern among the investors of Pune (India). The data was collected through structured questionnaire distributed to 770 peoples from different Socio-Economic Classes in Pune. It was found from the analysis there is significant difference into safer investment and riskier investment avenues. Analysis has been done through One Way ANOVA. It was propounded here that the most preferred investment options are Insurance and bank deposits and most of the factors influencing investment decisions were high returns, tax benefit and safety.
9. **Esha Jain (2014):** A proper understanding of money, its value, the available avenues for investment, various financial institutions, the rate of return/risk etc., are essential to successfully manage one's finance for achieving life's goal. Through this study, an analysis has been made on the preferred investment avenues revealing the opinions of 100 respondents who are salaried people in Faridabad, Haryana, India. The results highlight that certain factor like education level, awareness about the current financial system, age of investors etc. make significant impact while deciding the investment avenues. The study is based on questionnaire filled by the salaried people, regarding their views. Actually, the present study identifies the preferred investment avenues among the individual investors using self-assessment test as well. The study is based on primary sources of data which are collected by distribution of a close ended questionnaire. The data has been analyzed using percentage and chi-square test with the help of the database and excel functions. There are large numbers of investment opportunities available today. This paper is going to briefly examine how the salaried people should manage their investments.
10. **P Ansal, S. Anbumalar (2024):** The study emphasizes the importance of understanding one's risk profile and time horizon when choosing mutual funds as an investment option. It recognizes the vast array of mutual funds available in India and acknowledges that selecting the best ones depends on individual preferences and financial goals. The risk profile, which includes the willingness and ability to take risks, is highlighted as a crucial factor in determining the suitability of mutual funds for investors. The study uses both primary and secondary data,

with a sample size of 120 respondents chosen through convenient sampling. It aims to analyze the level of awareness about mutual funds among the selected respondents in the study area. The recommendations suggest that the government, both at the central and state levels, should play a role in spreading awareness about saving and investment habits among the public. Creating a safety mechanism is proposed to encourage individuals to deploy their funds continuously in various financial instruments, thus contributing to the overall economy. The conclusion of the study emphasizes the need for a constant effort to promote awareness about savings and investments, targeting both rural and urban investors. It suggests that a healthy atmosphere, supported by government initiatives and safety mechanisms, is essential to encourage individuals to invest in different financial instruments consistently. The results of the study indicate a preference among investors for safer avenues. Additionally, it highlights the influence of family culture in investment decisions. This information underscores the significance of not only promoting awareness but also understanding the psychological and cultural factors that shape investors' choices. In summary, the study underscores the importance of personalized investment decisions based on risk profiles and time horizons. It advocates for ongoing efforts to enhance awareness and create a conducive environment for investment, emphasizing the role of both individuals and government in shaping a robust financial ecosystem.

11. **Dowlath Ahammad, B.C. Lakshmana (2017):** Investment is the commitment of funds which have been saved from current consumption with the hope that some benefits will be received in future. Savings are invested in assets depending on person's knowledge of different investment options, risk taking ability and demand of return. Investors are investing their money with the different objectives such as return, safety, security, appreciation, Income stability etc. Researcher has studied the different areas of investments as well as the factors while selecting the investment with the sample size of 100 salaried employees by conducting the survey through questionnaire in Kurnool City, India. The study is based on personal interviews with salaried peoples, using a structured questionnaire. Actually, the present study identifies the preferred investment avenues among the individual investors using self-assessment test. The study is based on primary sources of data which are collected by distribution of a close ended questionnaire. The data has been analyzed using percentage and chi-square test with the help of statistical software. The researcher has analyzed that salaried employees consider the safety as well as good return on investment with high liquidity on regular basis. Respondents are aware about the investment avenues available in India.
12. **Murlidhar A. Lokhande (2015):** The nature of financial market has changed drastically. Investing money has become a very complex task because of huge number of savings and investment companies and products offered by them, terms and conditions of investment and prevalent complex rules and regulations. Most of the investors, particularly rural investors are found unaware about investment avenues and rules and regulations. In spite of remarkable growth of economy and increasing income levels of people, the pace of saving mobilization is lower in India. Rural savings are not mobilized and invested properly. Investment is an economic activity which creates capital required for various sectors of economy. So every earning person should be motivated to save and invest his/her money. The study attempted to find out the awareness of rural investors about various investment avenues, their preferences and considerations for investing money. A sample of 300 respondents was selected from four villages from Sillod block of Aurangabad district, Maharashtra. The major focus of the study was on investigating whether there was difference between investment awareness level and educational qualifications of male and female rural investors. The study disclosed that there was no significant difference in awareness level of rural male and female investors and their educational qualifications. The investment preference order of the respondents indicated towards secured investment attitude. Bank deposits, gold and jewelry, real estate were popular investment avenues for majority of the investors.
13. **K. Selvamohana, S. Kavitha (2018):** For the developing country like India, the household savings of both urban and rural sector has been considered as the major determinants of economic growth, which contributes a lion's share of the total savings of the country with a tremendous savings potential. It is essential to channelize these savings as investments which hopefully thrive towards economic growth. Financial experts believe that increasing domestic savings primarily reduces dependence on foreign capital aid to investment flow, which in turn will drive the economic growth engine. It happens only when the households have enough financial knowledge about available investment avenues to invest their income. Descriptive analyses have done to analyze the awareness level of households on different financial products and their investment preferences. The study covers Tirupur city with a sample size of 60, and the results of the study will help financial service providers found the most and least preferred financial products and to promote financial products and services.
14. **Jayanthi. M, Rau. Ss (2017):** Financial literacy is a challenge in rural household people and remote population in India, also its plays a key role in an economic prospect. Financial knowledge mean ability to deal with everyday financial matters and make the right choice in spending, borrowing, budgeting, savings and investment decisions. Now- a -days access of financial service is decreasing and unnecessary spending is increasing from lower income people who are living in a rural area. Managing money is a vital element to achieve a quality life of individuals because spending habits will influence the managing money of people. The lower level of financial knowledge will contribute to poor financial decisions and that can be harmful to both individuals and society. This study examines levels of financial literacy and spending behaviors of rural household in India. The pilot study was conducted in India sample size of this study was 92. This study result reveals that Low level of financial literacy leads to poor in spending behavior of rural household individuals.
15. **Koppala Venugopal (2024):** Investment priorities by rural women are exceptionally significant, as they are generally well-equipped to make savings and profitable choices. Their knowledge of different investment options helps maintain prosperity, risk tolerance, and consistency. This research aims to assess the factors that influence the investment preferences of rural women. The study utilized a mixed method approach, combining qualitative and quantitative methods, with a convenience sample size of 112 participants. The results of the ANOVA analysis revealed the significance and impact of prosperity, risk tolerance, and consistency on investment preferences. Additionally, the study established the strength of each item related to the specified variables, which explain the dependent variable.

RESEARCH METHODOLOGY:

1. Problem Statement:

- Define the specific problem regarding the awareness level of individuals towards various investment avenues in Surat City.
2. **Objectives of the Study:**
 - To assess the awareness level of individuals regarding different investment options.
 - To identify the preferred investment avenues among individuals in Surat City.
 - To analyze the factors influencing investment decisions and preferences.
 3. **Theoretical Framework:**
 - Review relevant theories related to financial literacy, investment behavior and decision-making processes. This may include theories on risk perception, behavioral finance and demographic influences on investment choices.
 4. **Research Design:**
 - **Type:** Descriptive research design will be used to provide a detailed account of the awareness levels and preferences.
 - **Reason:** This design is suitable for understanding the current state of awareness and preferences without manipulating variables.
 - **Relevance:** It allows for the collection of quantitative data that can be analyzed to draw conclusions about the population's investment awareness.
 5. **Data Collection Method:**
 - **Primary Data:**
 - **Instrument:** A structured questionnaire will be developed, consisting of both closed-ended and open-ended questions.
 - **Types of Questions:** Questions will cover demographic information, awareness of investment avenues, preferences, and factors influencing investment decisions.
 - **Secondary Data:**
 - Review existing literature, reports, and studies related to investment awareness and behavior in similar contexts.
 6. **Sampling Method:**
 - **Population:** The target population will include individuals residing in Surat City.
 - **Sampling Frame:** A list of residents from local government records or community organizations.
 - **Sample Size:** A sample size of approximately 120 respondents will be targeted to ensure statistical significance.
 - **Sampling Technique:** Stratified random sampling will be used to ensure representation across different demographics (age, gender, income level).
 7. **Tools and Techniques Used:**
 - **Data Analysis Techniques:**
 - Descriptive statistics to summarize the data.
 - Correlation analysis to examine relationships between awareness levels and investment preferences.
 - Chi-square tests to analyze categorical data.
 - ANOVA to compare means across different demographic groups.
 8. **Limitations of the Study:**
 - Acknowledge potential limitations such as sample bias, response bias, and the generalizability of findings beyond Surat City.
 9. **Scope of the Study:**
 - The study will focus on individual investors in Surat City, covering various demographic profiles and investment preferences. It will provide insights that can be beneficial for financial institutions and policymakers.
 10. **Research Plan:**
 - Outline a timeline for each phase of the research, including literature review, questionnaire development, data collection, analysis, and report writing.

DATA ANALYSIS:

Category	Percentage (%)
Age Group:	
21-30 Years	41%
31-40 Years	32%
Above 50 Years	1%
Education Level:	
Primary Education	8%
Secondary Education	24%
Graduate	56%

Postgraduate	10%
Occupation:	
Private Sector Employee	42%
Student	25%
Businessperson	18%
Government Employee	10%
Homemaker	3%
Farmer	2%

Table 1 Demographic Analysis

1. Demographic Analysis

- **Age Group:** 41% of respondents were aged 21-30 years, followed by 32% in the 31-40 age group. Only 1% of respondents were above 50 years.

Investment Option	Percentage (%)
Gold and Silver	42%
Fixed Deposits	25%
Mutual Funds	12%
Stock Market	Fewer than 12%

Table 2 Investment Preferences

- **Education Level:** Graduates constituted 56% of the sample, while 24% held secondary education. Postgraduates represented 10%, with primary education accounting for 8%.
- **Occupation:** Private sector employees formed 42% of the sample, followed by students (25%) and businesspersons (18%). Government employees represented 10%, while homemakers and farmers made up 3% and 2% respectively.

2. Investment Preferences

- **Gold and Silver:** The most preferred investment choice, selected by 42% of respondents, reflecting a strong inclination toward traditional and secure options.
- **Fixed Deposits:** Preferred by 25% of respondents, signifying a desire for stability and low-risk returns.
- **Mutual Funds and Stock Market:** Despite offering higher returns, only 12% of respondents opted for mutual funds, and even fewer engaged in stock market investments.

Source of Awareness	Percentage (%)
Family and Friends	41%
Financial Agents or Advisors	35%
Social media and Internet	22%
Other Sources	2%

Table 3 Awareness Levels

3. Awareness Levels

- **Traditional Sources:** 41% of respondents reported gaining investment knowledge through family and friends, while 35% relied on financial agents or advisors.
- **Social media and Internet:** 22% used online platforms for financial information, highlighting a growing but still limited digital engagement.

4. Factors Influencing Investment Decisions

Factor	Percentage (%)
Safety	55%
High Returns	31%
Liquidity	9%
Tax Benefits	5%

Table 4 Most Important Factor Choosing an investment

- **Safety:** 55% of respondents cited safety as the most important factor, followed by 31% who prioritized high returns. Liquidity (9%) and tax benefits (5%) were comparatively minor considerations.

Category	Preferred Investment
Rural Investors	Bank Deposits, Gold
Urban Investors	Mutual Funds, Stocks

Table 5 Rural vs Urban

- **Rural vs Urban:** Rural investors predominantly preferred bank deposits and gold, while urban respondents showed slightly higher interest in mutual funds and stocks.

Category	Investment Behavior
Working Women	Conservative, Prefer Safe Returns
Men or Younger Investors	Higher Risk Appetite

Table 6 Gender Influence

- **Gender Influence:** Working women displayed conservative investment behavior, focusing on safety and stable returns.

5. Multiple Choice Options

- Frequency:

Investment avenues have you heard Frequencies

		Responses		Percent of Cases
		N	Percent	
Investment Avenues Have You Heard ^a	Life Insurance	87	19.7%	87.0%
	Fixed Deposits	86	19.5%	86.0%
	Mutual Funds	65	14.7%	65.0%
	Gold/Silver	80	18.1%	80.0%
	Post Office Savings	63	14.3%	63.0%
	Stock Market	61	13.8%	61.0%
Total		442	100.0%	442.0%

a. Dichotomy group tabulated at value 1.

Table 7 Frequency

The table shows that Life Insurance (87%) and Fixed Deposits (86%) are the most well-known investments. Gold/Silver (80%) and Mutual Funds (65%) are also familiar, while awareness of Post Office Savings (63%) and the Stock Market (61%) is lower. People generally know more about safer, traditional investments.

6. Descriptive:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Life Insurance	100	0	1	.87	.338
Fixed Deposits	100	0	1	.86	.349
Mutual Funds	100	0	1	.65	.479
Gold/Silver	100	0	1	.80	.402
Post Office Savings	100	0	1	.63	.485
Stock Market	100	0	1	.61	.490
Valid N (listwise)	100				

Table 8 Descriptive

The table shows that most people are aware of Life Insurance (87%) and Fixed Deposits (86%). Gold/Silver is also well-known (80%). Fewer people know about Mutual Funds (65%), Post Office Savings (63%), and the Stock Market (61%). The higher standard deviations mean opinions about awareness vary more for these options.

7. Correlation:

Correlations

		Life Insurance	Fixed Deposits	Mutual Funds	Gold/Silver	Post Office Savings
Life Insurance	Pearson Correlation	1	.053	.130	.172	.126
	Sig. (1-tailed)		.300	.098	.044	.105
	N	100	100	100	100	100
Fixed Deposits	Pearson Correlation	.053	1	.013	.233**	.085
	Sig. (1-tailed)	.300		.448	.010	.201
	N	100	100	100	100	100
Mutual Funds	Pearson Correlation	.130	.013	1	.133	.038
	Sig. (1-tailed)	.098	.448		.094	.352
	N	100	100	100	100	100
Gold/Silver	Pearson Correlation	.172	.233**	.133	1	.247**
	Sig. (1-tailed)	.044	.010	.094		.007
	N	100	100	100	100	100
Post Office Savings	Pearson Correlation	.126	.085	.038	.247**	1
	Sig. (1-tailed)	.105	.201	.352	.007	
	N	100	100	100	100	100

*. Correlation is significant at the 0.05 level (1-tailed).

**.. Correlation is significant at the 0.01 level (1-tailed).

Table 9 Correlation

The correlation table highlights relationships between different investment avenues. Significant positive correlations are observed between Gold/Silver and Fixed Deposits (0.233) and between Gold/Silver and Post Office Savings (0.247), indicating that individuals aware of these investments often know about others. Life Insurance shows a weaker but significant correlation with Gold/Silver (0.172), suggesting some association. However, Mutual Funds have no significant correlations, implying independent awareness. The results are statistically reliable at the **0.05 and 0.01** significance levels.

One Sample Test:

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Life Insurance	25.740	99	.000	.870	.80	.94
Fixed Deposits	24.661	99	.000	.860	.79	.93
Mutual Funds	13.559	99	.000	.650	.55	.75
Gold/Silver	19.900	99	.000	.800	.72	.88
Post Office Savings	12.983	99	.000	.630	.53	.73
Stock Market	12.444	99	.000	.610	.51	.71

The one-sample test shows significant awareness of all investment avenues ($p = 0.000$). Life Insurance (0.870) and Fixed Deposits (0.860) have the highest awareness, followed by Gold/Silver (0.800). Mutual Funds (0.650), Post Office Savings (0.630), and Stock Market (0.610) have comparatively lower awareness. The narrow confidence intervals indicate reliable results, suggesting stronger awareness of safer, traditional investments over market-based options.

CONCLUSION:

This study highlights that individuals in Surat City predominantly prefer safer investment options like fixed deposits, gold, and life insurance, with safety being the primary consideration. Younger investors tend to show a higher risk appetite compared to rural investors and working women, who demonstrate a preference for traditional, low-risk investments. The study also emphasizes that investment decisions are significantly influenced by family, friends, and financial agents, underscoring the importance of reliable financial guidance.

Financial literacy plays a crucial role in shaping investment behavior. While some individuals are aware of modern investment avenues like mutual funds and the stock market, many, particularly salaried and rural individuals, lack adequate knowledge about these options. This gap in financial awareness prevents them from making diversified and potentially more rewarding investment decisions. Therefore, improving financial literacy through targeted educational programs and awareness campaigns is essential.

To promote informed investment choices, financial institutions and policymakers should design initiatives that cater to different demographic groups. Offering accessible financial education resources, encouraging digital financial platforms, and promoting personalized financial advisory services can bridge the knowledge gap. By fostering greater financial literacy and encouraging diversified investments, Surat City can achieve broader financial inclusion and enhanced economic growth.

The results show that Life Insurance (87%) and Fixed Deposits (86%) are the most well-known investments, while awareness of Mutual Funds (65%), Post Office Savings (63%), and the Stock Market (61%) is lower. Descriptive statistics indicate higher awareness for Life Insurance and Fixed Deposits, with more variability in Stock Market and Post Office Savings awareness. Correlations reveal significant links between Gold/Silver, Fixed Deposits, and Post Office Savings, while Mutual Funds show no strong associations. The one-sample test confirms significant awareness of all investments, with Life Insurance and Fixed Deposits leading.

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