



## A Study on Investor Awareness and the Determinants of Investment Preference in Financial Market

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### ABSTRACT :

This research investigates the extent of investor knowledge and the determinants of investment choice among investors in the Indian financial market. In a world where investments are getting more complex, individuals are exposed to a vast array of financial tools—ranging from conventional ones such as fixed deposits and gold to contemporary ones such as mutual funds and crypto currencies. The study, based on primary data collected from 100 respondents, examines how age, income, and education (demographic variables) and sources of information influence investment. It shows that return on investment and risk association are the most significant factors, but a large majority of investors do not use informal sources such as friends and family when making investments. The results indicate a penchant for safe and low-risk alternatives with sparse penetration of sophisticated instruments like bonds and SIPs. The research underscores the importance of greater financial literacy to create wise investment choices and extend the reach of investor involvement in various financial channels.

**Keywords:** Investor Awareness, Investment Preference, Financial Instruments, Risk and Return, Financial Literacy, Mutual Funds, Fixed Deposits , Investor Behavior, Investment Decision- making

### Introduction

Indian investors in the rapidly changing financial landscape are exposed to a wide range of financial products, ranging from conventional products (gold, FDs) to new-age instruments (mutual funds, shares, crypto). Financial knowledge boosts decision-making, risk handling, and economic prosperity. India lags in financial education and investor confidence despite increases in digital financial services. In Emerging Markets Investment Market growing such as India provide high-growth prospects, huge consumer bases, and emerging infrastructure. But with greater risks—political instability, regulatory shifts, and volatility. Successful investing involves knowing the markets, integrating sustainability, managing risk, and planning strategy.

### Financial Instruments

Financial instruments enable investors across the globe to transfer and flow capital efficiently. They are properties that can be in the form of cash, a contractual right for delivering or receiving cash or another financial instrument, or ownership evidence in some enterprise .Financial instruments can be categorized into two forms: cash instruments and derivative instruments.

#### *Cash Instruments*

Cash instrument values depend and are determined by the markets themselves and can be easily brought and sold. Stocks and bonds are one such primary instruments .Cash instruments could also be deposits and loans, which are agreed between borrowers and lenders. A check is a type of cash instrument because it transfers payment from one bank account to another.

#### *Derivative Instruments*

The basic components of the vehicle, such as assets, interest rates, or indexes, determine the type and value of derivative instruments. As it derives its value from the underlying shares, a contract for an equity option, such as a call option on a particular stock, is a derivative. The call option gives you the right, but not the responsibility, to buy stock at a specific price by a specific date. The option price fluctuates together with the underlying stock price, though not always by the same percentage. Both exchange-traded derivatives and over-the-counter (OTC) derivatives exist. OTC is a market or process used to quote and deal in securities that are not traded on official exchanges.

## Type of Investment

### *Stocks*

High return potential over time; requires continuous research and monitoring. Suitable for investors with varying risk appetites. Outperform many asset classes in the long run, inflation- adjusted.

### *Certificate of Deposit*

Among the many investment types in India, Certificate of Deposit is a money market instrument which is issued against the funds deposited by an investor. It is invested with the bank in a dematerialized form for a certain period of time. Certificate of Deposit is issued by Federal Deposit Insurance Corporation (FDIC) and regulated by the Reserve Bank of India (RBI). A CD can be issued to a single issuer for a minimum of Rs.1 Lakh and its multiples Maturity period of a Certificate of Deposit issued by the commercial banks can range from 7 days to 1 year. Whereas, maturity period for a certificate of deposit issued by financial institutions ranges from 1 year to 3 years .As of May 2025, Certificates of Deposit (CDs) continue to be a significant short- term funding instrument for Indian banks, especially amid tight liquidity conditions and robust credit demand. Total CD Issuance in FY2023–24: Banks issued CDs worth ₹9.56 trillion, marking a 31% increase from the previous fiscal year (Business Standard, 2024)CD Issuances in March 2025:

### *Bonds*

Bonds are a type of debt investment that have gained popularity in India. Bond investors lend money to the issuer of the instrument. The bond issuer is required to pay the investor's principal amount back at the time of maturity. Total Bond Market Size: Approximately \$2.69 trillion (around ₹223 lakh crore) as of December 2024. Government Bonds: Valued at about \$1.3 trillion, these include instruments like Treasury Bills (T-Bills), Government Securities (G- Sec), and State Development Loans (SDLs). Corporate Bonds: Valued at approximately \$602 billion, indicating a growing preference for debt-driven financing among Indian corporations.

### *Fixed Deposits (FD)*

Fixed Deposits, which are offered by banks and non-banking financial organizations (NBFCs), are an excellent option to grow your funds while maintaining the highest level of safety. Among the different types of investments in India, this remain a popular choice since it allows you to deposit a lump sum cash with your lender and choose a tenor that suits your needs. Following the conclusion of the pre-determined tenor, your deposit begins collecting interest at the interest rate you locked in for the duration of your deposit. Term (Fixed) Deposits: ₹12.54 trillion, experiencing an 18.5% year-on-year growth. (The Mirrority, 2013-2024) Share of Term Deposits: Term deposits constituted 62.1% of total bank deposits, up from 60.3% the previous year. (The Economic Time, 2025) High-Value Deposits: Deposits of \$1million and above accounted for 56.1% of total term deposits. (The Economic Time, 2025) Senior Citizens' Holdings: Individuals aged 60 and above held 20.2% of total deposits. (The Economic Time, 2025) Non-Resident Indian (NRI) Deposits total NRI Deposits: \$164.7 billion as of March 2025, up from \$151.9 billion the previous year. (Business Standard, 2025) Inflows in FY 2024–25: \$16.16 billion, a 9.9% increase over the previous fiscal year. (Business Standard, 2025) Fixed Deposit Interest Rates (As of May 2025) Axis Bank: 3.00% – 7.05% (General), 3.50% – 7.55% (Senior Citizens) Bank of Baroda: 4.00% – 7.10% (General), 4.50% – 7.60% (Senior Citizens) Central Bank of India: 3.50% – 7.15% (General), 4.00% – 7.65% (Senior Citizens)

### *Mutual Funds*

Mutual Funds invest in market-linked instruments such as stocks, bonds, or a mix of both equity and debt instruments. The different types of investors in India can choose between equity funds, debt funds, and balanced funds depending on your financial goals and requirements. Furthermore, you can also invest small amounts periodically in MFs using a Systematic Investment Plan- (SIP). As of March 2025, the Indian mutual fund industry has achieved significant Total Mutual Fund Folios: \$23.45 million (Fmlive.in , 2025) Retail Mutual Fund Folios (Equity, Hybrid, and Solution-Oriented): \$18.58 million, (Fmlive.in , 2025). Net Assets under Management (AUM): \$787.63 billion (Fmlive.in, 2025) , Average AUM (AAUM): \$799.40 billion (Fmlive.in , 2025) Retail AUM: \$465.33 billion, Systematic Investment Plan (SIP) AUM: \$159.88 Billion

### *Public Provident Fund (PPF)*

Considered to be one of the safest option among the different types of investment in India, Public Provident Fund (PPF) is an instrument backed by the government. You can invest in PPF by opening an account with any bank or post office. While opening the account, the minimum investment amount is as low as Rs.100 in some of the banks (can vary for every bank). Thereafter, the annual limits for PPF deposits range from a minimum of Rs.500 to a maximum of Rs.1.5 lakh. These investment types come with a lock-in

deductions under section 80C of the Income Tax Act, 1961. PPF interest is calculated on the basis of the minimum balance in one's PPF account between the 5th of the month and the month end. Thus, you should make it a practice to invest before the 5th of every month (Economic Times, 2025) As of May 2025, PPF remains a widely favored long-term savings scheme among Indian residents, offering tax benefits and guaranteed returns (The Mirrority, 2013-2024) Interest Rate: 7.1% per annum (compounded annually) Applicable Period: April– June 2025 quarter (Omnis caluthation, n.d.)

### **National Pension System (NPS)**

The National Pension System (NPS) is another investment plan backed by the government of India. It falls under the types of investments in India that focuses on saving for the long term, making it the perfect addition to your retirement investment plan. NPS investments can be diversified across 4 key asset classes – Equities, Government Bonds, Corporate Bonds and alternative investment funds (AIFs). As per current rules NPS investments are eligible for superannuation after the investor attains the age of 60 years. However, NPS investors can continue their investments up to the age of 75 years without superannuation. NPS contributions are investment types that qualify for deduction under sections 80CCD (1), 80CCD (1B), and 80CCD (2). You can choose from two different types of investment choices i.e. active choice or auto choice. In an auto choice investment, the proportion of investment in different asset classes is predetermined. In active choice, you can determine the asset allocation, as per your preferences. If you are financially adept, you can go for the active choice types of investment options NPS (as of April 30, 2025) Total Subscribers: Approximately 84 million, including both NPS and Atal Pension Yojana (APY) participants. (Business today, 2024) Assets under Management (AUM): Around \$14.43 billion, marking a 23% year-on-year increase. (Business today, 2024) Private Sector AUM: Approximately \$2.78 billion, reflecting a 26.8% growth over the past five years. (Business today, 2024)

### **Gold**

Gold is a commonly known investment option in India. Not only does it have cultural relevance, but it also makes for a key financial asset. It can offer a safety net against inflation and carries low risk. Gold also provides various methods of investment. You can invest in gold jewellery, coins, sovereign gold bonds and gold Exchange-Traded Funds (ETFs)

*Current Gold Prices in India (Per 10 Grams)* **TABLE NO. 01**

| City      | 24K Gold Price | 22K Gold Price |
|-----------|----------------|----------------|
| Mumbai    | \$1,154.01     | \$1,061.00     |
| Delhi     | \$1,152.46     | \$1,061.00     |
| Chennai   | \$1,157.50     | \$1,061.00     |
| Hyderabad | \$1,157.95     | \$1,061.00     |
| Kolkata   | \$1,152.70     | \$1,061.00     |
| Bengaluru | \$1,55.35      | \$1,061.00     |

As of May 2025, the total outstanding value of Government of India bonds is approximately ₹108.19 billion.

Government-backed investment options known as Sovereign Gold Bonds (SGBs) let you buy gold without having to deal with the inconvenience of keeping actual gold in storage. The Reserve Bank of India (RBI) issues SGBs, which are valued in grams of gold.

Pre-investors are those that are not professional investors. These include friends and family that are able to commit a small amount of capital towards your business. Passive investors are those that are professional investors that commit capital but do not play an active role in managing the business. An example would be angel investors. Active investors are those that commit capital but are also actively involved in the business. They make decisions on strategy, senior management, and more. Examples include venture capitalists and private equity firms.

### **Literature Review**

The secondary data was taken from various review of literature. Such literature review is given below. Researchers have made studies on the factors that influence the investment decisions of an individual. The focus has mostly remained on core factors such as age, gender, income, profession, education and financial knowledge. Several studies have been done to identify the investment behavior of salaried class of people, retail investors and households.

**Palanivel and Chandrakumar (2013)**, identified the low and middle income group of investor and irrespective of them give preference to invest in insurance and bank deposit.

**Hon Tai-Yuen, (2015)**, In this study the primary objective was to identify the important factors that capture the behaviour of small investors and factors such as reference group, personal background, monitor investors' reaction to announcements and cognitive style were identified and analysed.

**Parimalkanthil K. and Kumar Ashok, (2015)**, the study brings out that the individual investors hold on to Fixed Deposits, Policies of Insurance co., Postal savings Insurance, and Growth oriented funds. Investors prefer low risk investment like posts/FD etc. and avoid risky investment such as mutual funds, corporate securities. This behavior may be because of lack of awareness, poor investment climate, and lack of confidence

**Muralidhar Ananda Lokhande (2015)** explained about investment awareness, savings and investment of rural investors. The study was conducted in Aurangabad district in Maharashtra. The author has stated that majority of the respondents are aware about traditional investment avenues and they

require awareness regarding shares, debentures, bonds and mutual funds. The study shows respondents prefer to invest in government and next options are backed by gold jewellery and real estate. It is concluded that rural investors prefer safety and liquidity rather than returns.

**Neha S Shukla, (2016)**, through this research paper, an analysis has been made about investor's preference towards investment avenues and the study focused on the salaried personnel only. Savings are invested in assets depending on person's knowledge of different investment options, risk taking ability and demand of return. Savings form an important part of the economy of any nation, with the savings invested in various options available to the people, the money acts as the driver for the growth of the country. It was found that there is no relationship between education with investment while there is significant relationship between age and income.

**M. Rani Subathra and S. BulomineRegi (2018)**, this paper focus towards elements of retail investors to invest in stock market, obstacles of investment and their satisfaction after investment. Based on stratified random sampling, samples were collected. The study reveals that, post investment satisfaction is necessary for every investment mode. So, more awareness should be made among the small and medium range investors regarding investment in stock market.

**Jain Priyanka and Tripathi L.K. (2019)**, the outcomes of present study shows that any person's investment decisions are influenced by so many factors. Individual decides the aims according to his own priorities would be of great relevance to investors, financial planners, policy makers and wealth managers etc.

**ApurvaChandra and Ankit Sharma (2019)** conducted a study on investors' awareness, preference and pattern of investment in various financial assets. The author adopted descriptive research since one of the objectives was to know the awareness of the customers about financial product. For this purpose data was collected from 152 respondents. It was found that 47% of the respondents are aware about fixed deposit and 38% are aware about derivatives and insurance. Preference of investment is affected by gender. Finally it was concluded that the choice of investment is highly affected by income.

**GajenanNerkar and Dr. Rashmi Mate (2021)** studied the awareness level of the investors about various investment avenues in Pune region. In order to explore the awareness level of the investors', data was collected from 50 respondents. It was found that financial literacy is low among the majority of the investors. Further, the investors prefer to invest in conservative options like Bank FD and Gold.

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## Research Methodology

### *Research Design*

The research is descriptive in nature. This research identifies the factors affecting the preferences of the Investors on investment options and describes the significance each factor have on the investment options.

### *Scope of the Study*

This study seeks to explore two key dimensions:

1. The current level of awareness among investors regarding various investment options.
2. The factors influencing their choice of financial instruments.

### *Objectives of the study*

1. To assess the awareness level of investor about various investment option.
2. To examine the factors affecting investor preference while choosing financial instrument.

### *Sources of Data*

The research uses both Primary and Secondary data.

1. **Primary Data** Primary data has been collected from 100 respondents using questionnaire (survey method).
2. **Secondary Data** Secondary data was collected from reviewing various literature and Newspapers (Economic Times) (Business Standard), Websites

### *Structure of Questionnaire*

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains

- Direct questions
- Close end questions
- Dichotomous questions
- Multiple choice questions

## Data Analysis and Interpretation

### Gender

| Male | Female | Total |
|------|--------|-------|
| 53.4 | 46.6   | 100   |

TABLE NO. 02

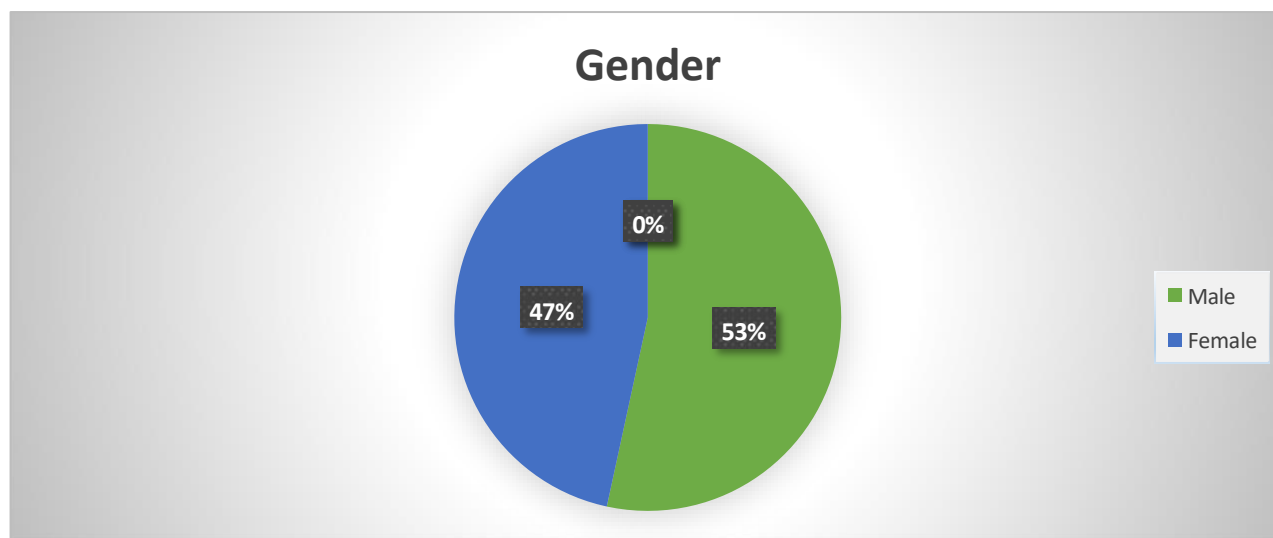


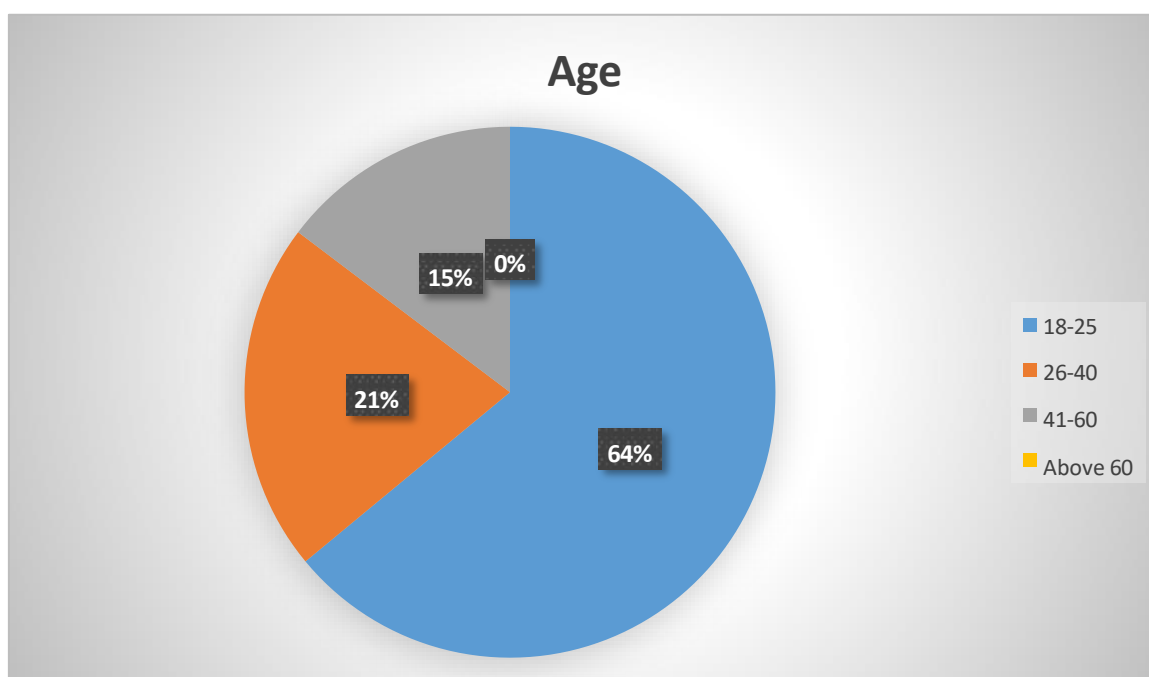
Figure 1

**Interpretation:** 52.4% of the respondents are male, 47.6% of the respondents are female, and Majority of the respondents are male.

### Age:

| 18-25 | 26-40 | 41-60 | Above60 | Total |
|-------|-------|-------|---------|-------|
| 64    | 21.3  | 14.7  | 0       | 100   |

TABLE NO. 03

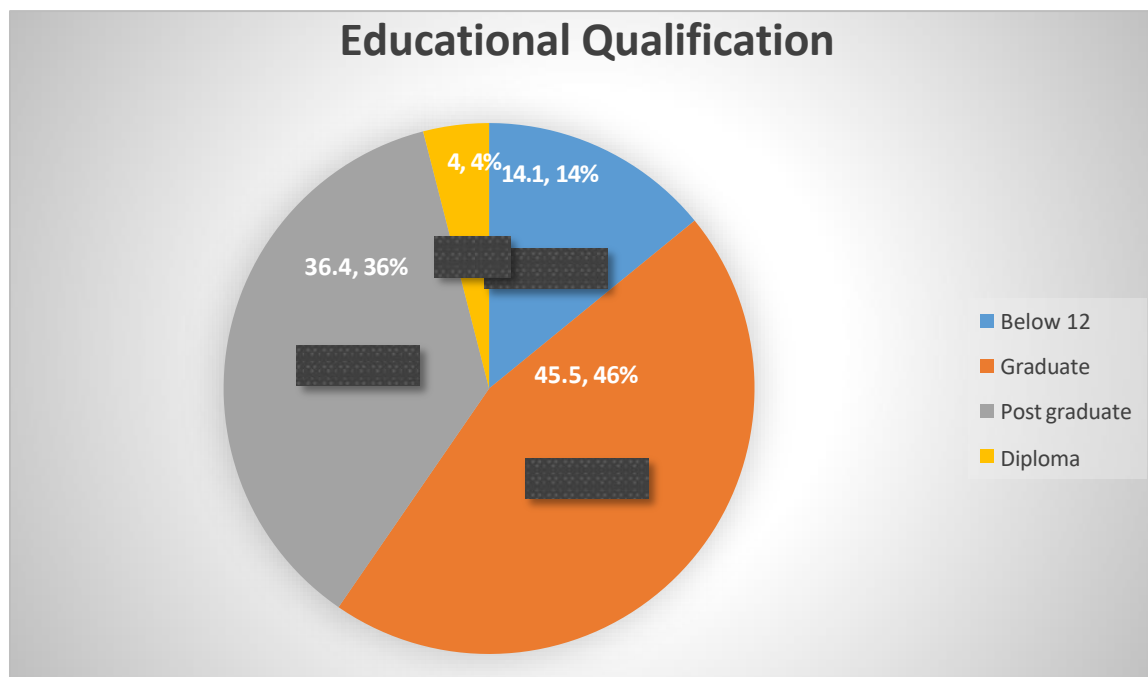


**Interpretation:** According to the graph given above out of 100 respondents 64% are 18- 25 years of age, 21% are between age group of 26-40years, 15% are between the age group of 41-60 years and 0% are between age group of Above 60 which describes that, The age group think is more aware of investment in this 18-25 age group more aware.

#### **Educational Qualification**

| Below12 | Graduate | Post Graduate | Diploma | Total |
|---------|----------|---------------|---------|-------|
| 14.1    | 45.6     | 36.4          | 4       | 100   |

**TABLE NO. 04**



**Figure 3**

**Interpretation:** According to the graph given above out of 100 respondents 14.1 are Below 12, 45.5% are Graduate, 36.4% are Post Graduate 4% are Diploma.

#### **Occupation**

| Salaried employee | Student | Business Owner | Retired | House wife | Working | Total |
|-------------------|---------|----------------|---------|------------|---------|-------|
| 42.4              | 24.4    | 21.2           | 3       | 6          | 3       | 100   |

**TABLE NO. 05**

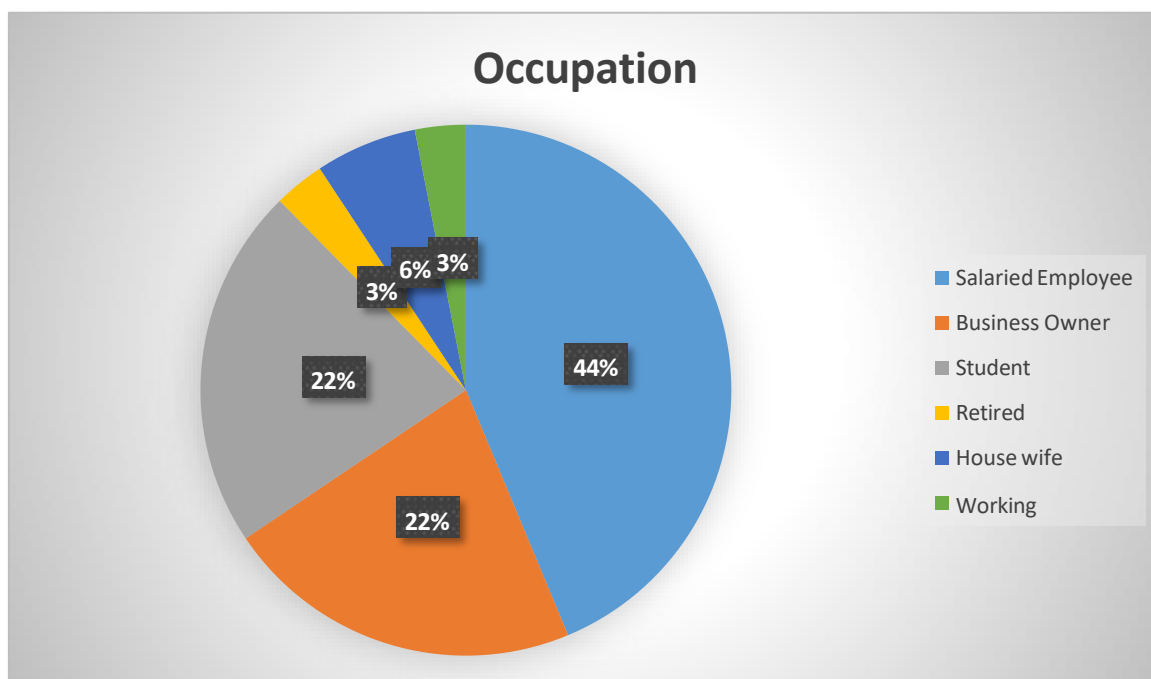


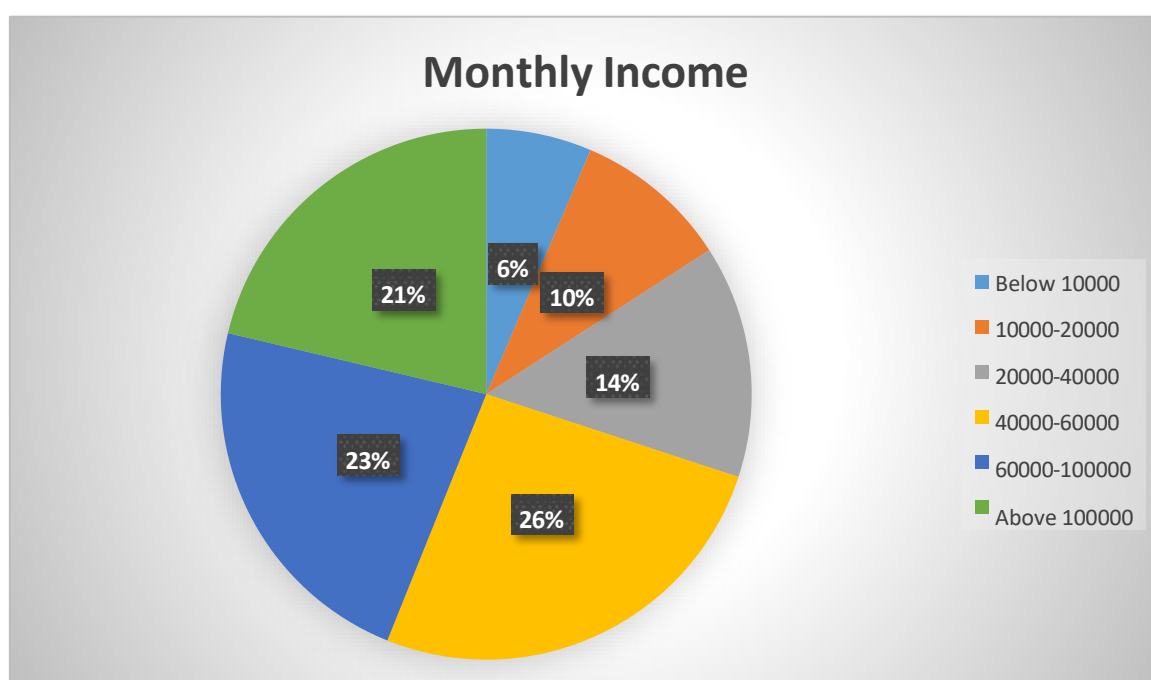
Figure 4

**Interpretation:** According to the graph given above out of 100 respondents 42.4 are Salaried Employee, 22.2% are Business owner, 21.4% are student, 3% are Retired 3% are Working 6% are House Wife.

Monthly Income (in INR)

| Below 10000 | 10000-20000 | 20000-40000 | 40000-60000 | 60000-100000 | Above 100000 | Total |
|-------------|-------------|-------------|-------------|--------------|--------------|-------|
| 6.9         | 9.4         | 14.1        | 25.9        | 22.5         | 21.2         | 100   |

TABLE NO. 06



**Interpretation:** According to the graph given above out of 100 respondents 6% are below 10000 of income, 10% are between 10000-20000 of income, 14% are between the 20000-40000 of income, 26% are 40000-60000 of income, 23% are between 60000-100000 of income, 21.2% are Above-100000.

*Are you currently investing in any financial instruments?*

| Yes  | No   | Total |
|------|------|-------|
| 54.8 | 45.2 | 100   |

TABLE NO. 07

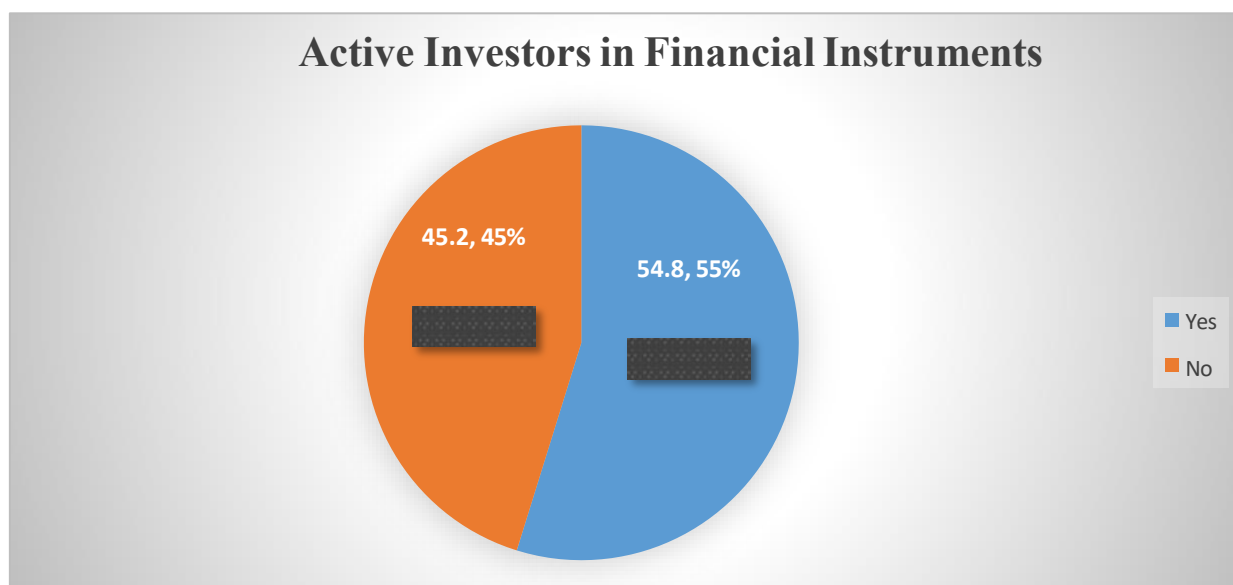


Figure 6

**Interpretation:** According to the graphs given below out of the total 100 respondents included, hence we can say that 54.8% currently investing in any financial instruments.

*How did you first learn about investing?*

| School/College | Friends Family or | Financial seminars/Workshops | Online Research | Financial Advisor | You tube video | Total |
|----------------|-------------------|------------------------------|-----------------|-------------------|----------------|-------|
| 23.6           | 45.2              | 3.6                          | 21.4            | 3.8               | 2              | 100   |

TABLE NO. 08



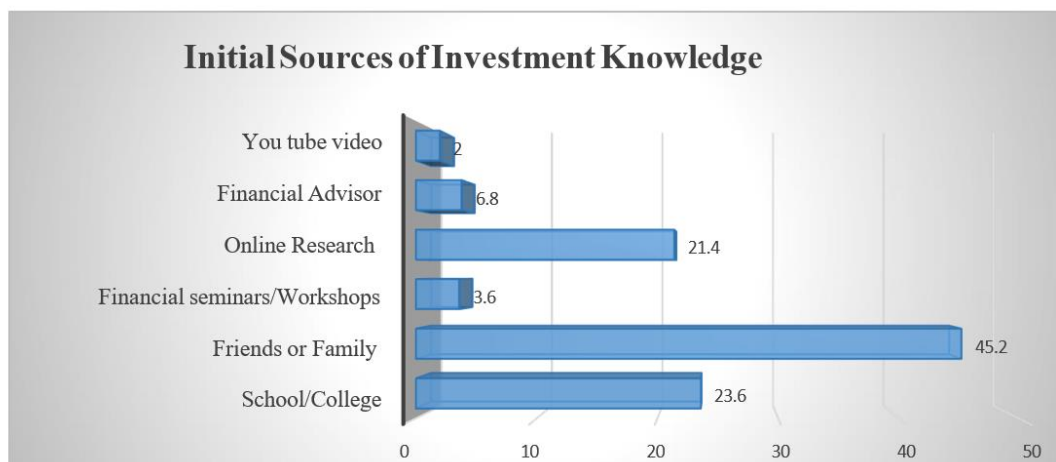


Figure 7

**Interpretation:** 23.6% of respondents learn in School/College, 45.2% of the respondents learn in Friends or Family, 3.6% of the respondents learn in Financial seminar/Workshops, 21.4% of the respondents learn in Online Research, 3.8% of the respondents learn in Financial Advisor, 2% of the respondents learn in You tube video.

*Which of the following investment options are you familiar with?*

| Fixed Deposits | Mutual Funds | Stocks/Equities | Real Estate | Bonds | Crypto Currency | Public Provident Fund | Other (SIP) | Investment |
|----------------|--------------|-----------------|-------------|-------|-----------------|-----------------------|-------------|------------|
| 60.1           | 41.5         | 49.9            | 40.1        | 9.8   | 27.8            | 17.1                  | 2.4         | Percentage |

TABLE NO. 09

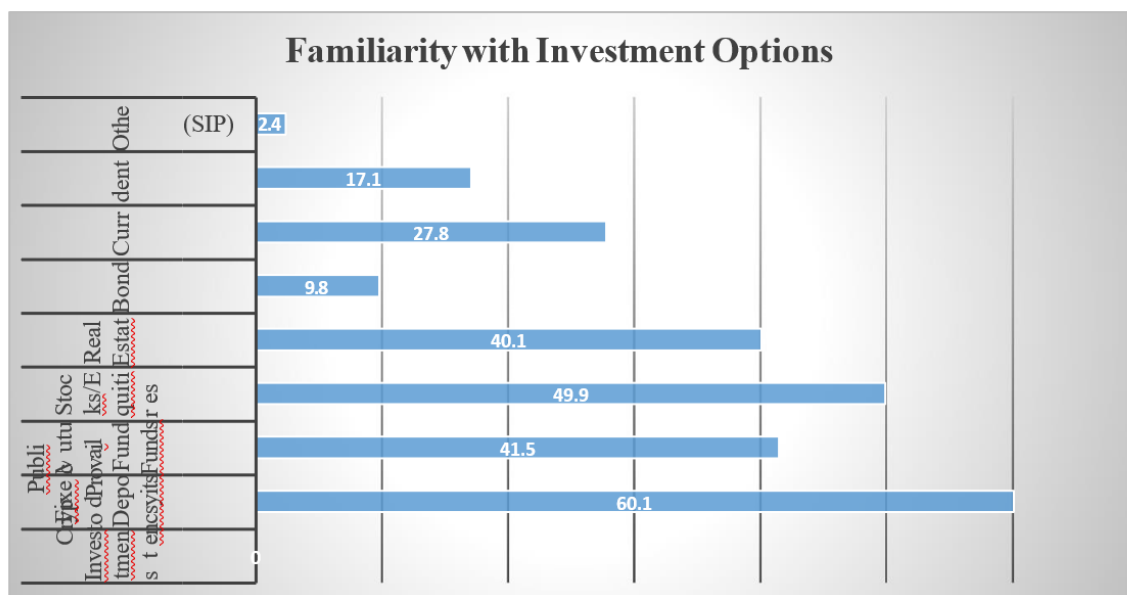


Figure 8

**Interpretation:**

60.1% of respondents have invested in Fixed Deposit, 41.5% of the respondents have invested in Mutual Fund, 49.9% of the respondents have invested in Stocks/Equities, 40.1% of the respondents have invested in Real Estate, 9.8% of the respondents have invested in Bonds, 27.8% of the respondents have invested in Crypto Currency, 17.1% of the respondents have invested in Public Provident Fund, 2.4% of the respondents have invested in SIP.

*What percentage of your family income is being saved/ Invested on an Average.*

| Income Level | Percentage |
|--------------|------------|
| <20%         | 35.9       |
| 20-30        | 51.3       |
| 30-40        | 10.3       |
| 40-50        | 2.5        |
| Above 60     | 0          |

TABLE NO. 10

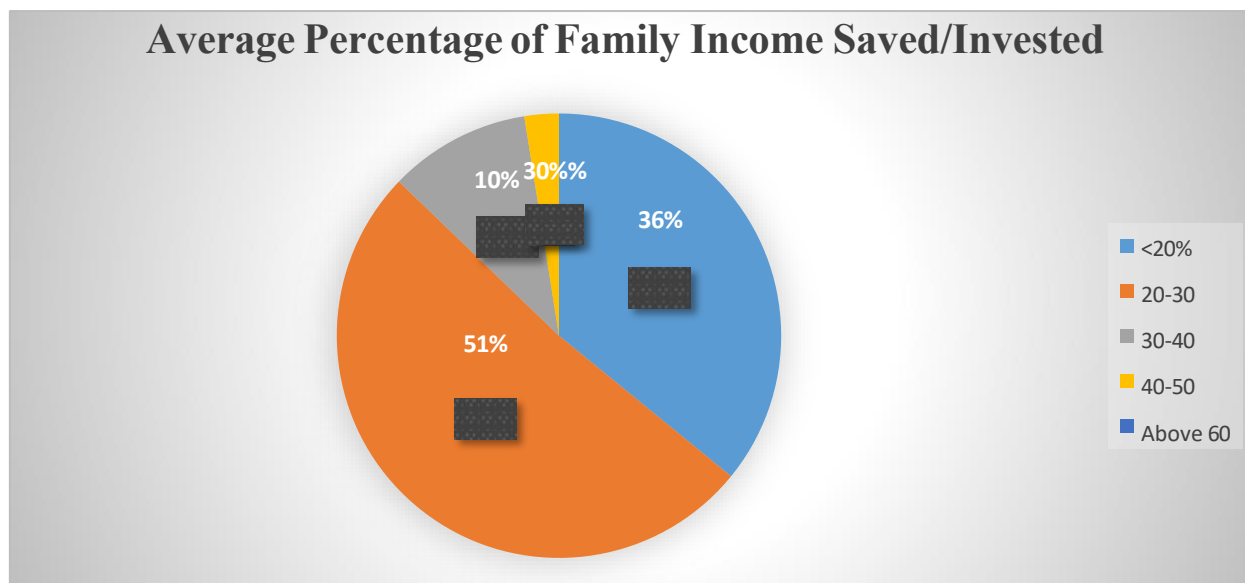


Figure 9

**Interpretation:**

According to the graphs family income is being saved/ Invested on an Average less than 20% income level is 35.9, 20-30 income level 51.3, 30-40 income level is 10.5, 40-50 income level is 2.5 and 0 income level is above 60 .

*What Percentage of your investible funds is being investment in various options?*

|              | Less 20% | 20-30% | 30-40% | 40-50% | Above 60% |
|--------------|----------|--------|--------|--------|-----------|
| Bank         | 40       | 25     | 25     | 10     | 0         |
| Post Office  | 31       | 11     | 12     | 1      | 0         |
| Bonds        | 35       | 25     | 15     | 8      | 0         |
| Mutual Funds | 33       | 30     | 17     | 0      | 0         |
| Insurance    | 39       | 33     | 20     | 1      | 1         |
| Stock market | 47       | 32     | 10     | 8      | 1         |

TABLE NO. 11

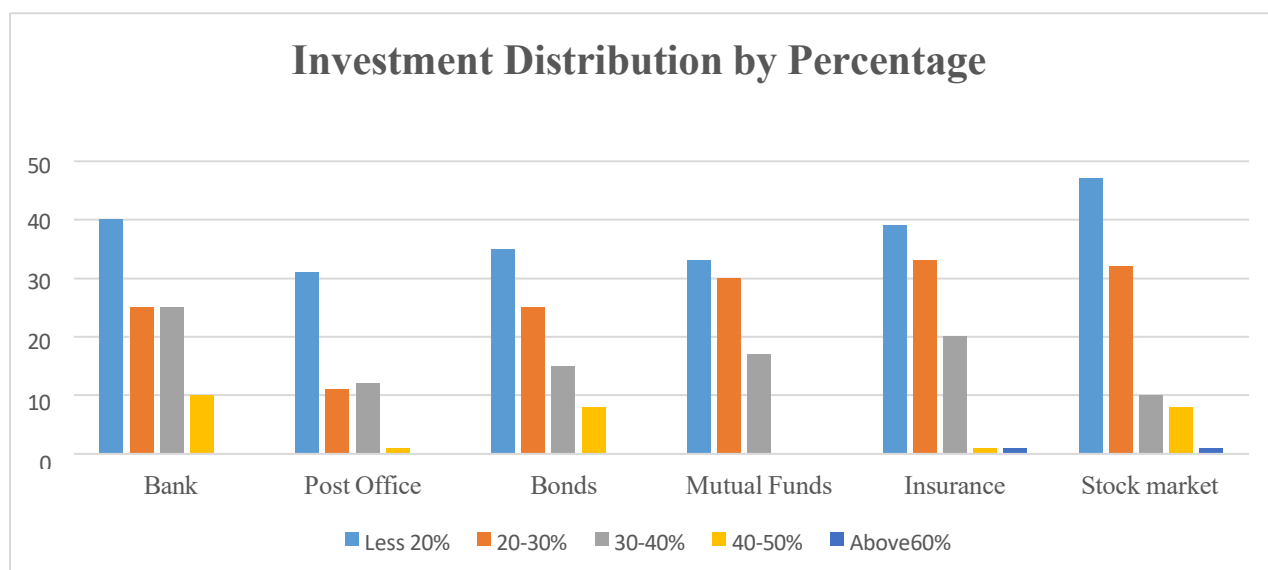


Figure 10

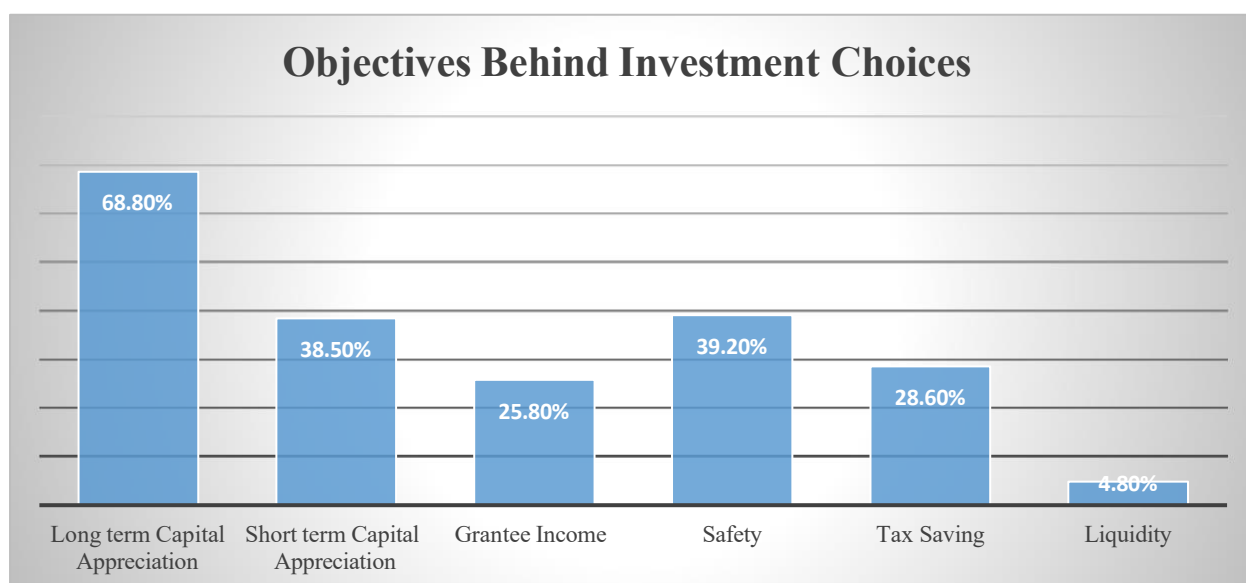
**Interpretation:**

The data shows that most investors allocate less than 30% of their investible funds to any single investment option. Bank deposits, insurance, and mutual funds are the most preferred choices, though the investment in each remains moderate. Post office schemes and bonds receive comparatively lower investments. The stock market is the least favored, with nearly half of the respondents investing less than 20% in it. Investors seem to prefer safer and low-risk investment options over high-risk avenues.

**Objectives for choice of investment option.**

| Objective                       | Responses |
|---------------------------------|-----------|
| Long term Capital Appreciation  | 68.8%     |
| Short term Capital Appreciation | 38.5%     |
| Grantee Income                  | 25.8%     |
| Safety                          | 39.2%     |
| Tax Saving                      | 28.6%     |
| Liquidity                       | 4.8%      |

TABLE NO. 12



**Interpretation:**

68.8% of the respondents invest expecting a Long term Capital Appreciation on their Investment. 38.5% of the respondents' objective is Short term Capital Appreciation 25.8% of the respondents' objective Grantee income 39.2% of the respondents' safety 28.60% of the respondents' objective Tax Saving 4.8% of the respondents objective liquidity. Majority of the respondent's objective is Long term Capital Appreciation.

**How often do you review or update your investment knowledge?**

| Regularly(Monthly) | Occasionally(Quarterly) | Rarely(once year) | Never | Total |
|--------------------|-------------------------|-------------------|-------|-------|
| 47.6               | 31                      | 19                | 2.4   | 100   |

TABLE NO. 13

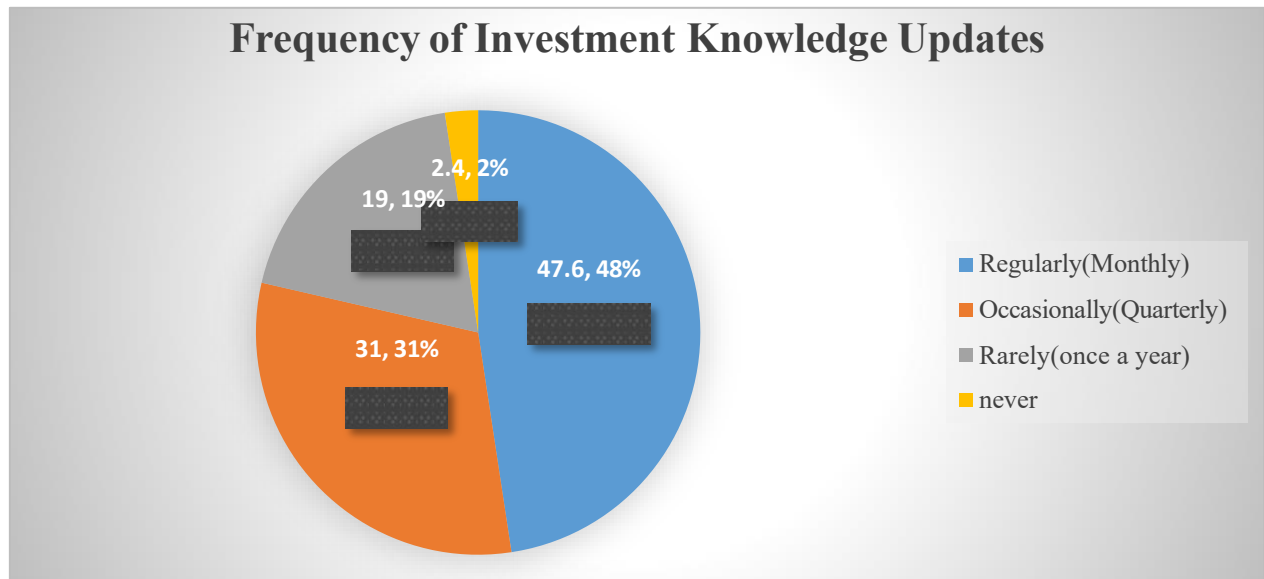


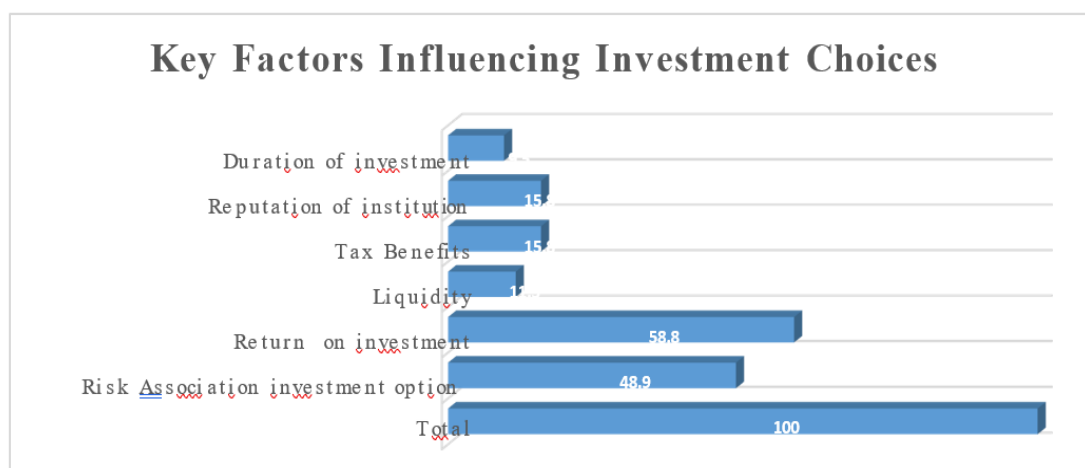
Figure 12

**Interpretation:** According to the graphics given above out of the total 100 respondents include on the study 47.6% were regularly (monthly), 31% were occasionally (quarterly), 19% were rarely (once a year) and 2.4% Never, which clearly defines review or update regularly (Monthly) investment knowledge.

**What of the following factor affecting most and why choosing investment option?**

| Risk Association investment option | Return investment on | Liquidity | Tax Benefits | Reputation of institution | Duration of investment | Total |
|------------------------------------|----------------------|-----------|--------------|---------------------------|------------------------|-------|
| 48.9                               | 58.8                 | 11.5      | 15.8         | 15.8                      | 9.5                    | 100   |

TABLE NO. 14



**Interpretation:** According to the graphics given above out of the total 100 respondents include on the study 48.9% were Risk Association investment option, 58.8% were Return on investment, 11.5% were Liquidity, 15.8% were Tax Benefits, 15.8% Reputation of institution and 9.5% Duration of investment, which clearly defines Return on investment factor affecting most.

## Findings

A majority of the respondents (52.4%) are male, while 47.6% are female, indicating a slight male dominance in the sample. The majority of respondents (64%) are aged 18–25, indicating that this age group is more aware and active. Most respondents are well-educated, with 45.5% being graduates and 36.4% postgraduates, while 14.1% are below 12th and 4% hold diplomas. The majority of respondents (42.4%) are salaried employees, followed by business owners (22.2%) and students (21.4%), with smaller proportions being retired, working professionals, or housewives. Most respondents have a monthly income above

₹40,000, with 26% earning ₹40,000–60,000 and 21.2% earning above ₹1,00,000 indicating a financially stable respondent base. 54.8% of the respondents are currently investing in financial instruments, showing moderate investment participation. Most respondents (45.2%) gain investment knowledge from friends or family, followed by school/college (23.6%) and online research (21.4%), with fewer relying on formal sources like advisors or seminars. Fixed Deposits are the most popular investment (60.1%), followed by Stocks (49.9%) and Mutual Funds (41.5%), while investments in Bonds (9.8%) and SIPs (2.4%) are relatively low. Most respondents (51.3%) save or invest between 20–30% of their income, while 35.9% invest less than 20%, indicating a cautious savings behavior. Most investors allocate less than 30% to any single investment, preferring safer options like bank deposits, insurance, and mutual funds, while stocks and bonds receive lower and more cautious investments. Nearly half of the respondents (47.6%) review their investments regularly (monthly), while others review quarterly (31%), annually (19%), or never (2.4%). Return on Investment (58.8%) was the most important factor influencing investment decisions, followed by Risk Association (48.9%). Other factors like Tax Benefits (15.8%), Reputation of Institution (15.8%), Liquidity (11.5%), and Duration of Investment (9.5%) had less impact.

## Conclusion

The survey indicates a slight male predominance among respondents, with 52.4% being male. A significant majority (64%) fall within the 18–25 age bracket, highlighting a youthful and potentially more adaptable investor base. Educationally, the group is well-qualified, with 45.5% graduates and 36.4% postgraduates. Occupationally, 42.4% are salaried employees, followed by business owners (22.2%) and students (21.4%). Financially, a substantial portion earns above

₹40,000 monthly, indicating a stable economic background. Investment participation stands at 54.8%, reflecting moderate engagement in financial instruments. Information sources are predominantly informal, with 45.2% relying on friends or family, suggesting a need for enhanced financial literacy. Fixed Deposits (60.1%) are the most favored investment, followed by Stocks (49.9%) and Mutual Funds (41.5%). Savings behavior is cautious, with 51.3% allocating 20–30% of their income to savings or investments. Diversification is evident, as most investors allocate less than 30% to any single investment, favoring safer options like bank deposits and insurance. Regular investment reviews are common, with 47.6% conducting monthly assessments. Return on Investment (58.8%) and Risk Association (48.9%) are primary decision-making factors, overshadowing considerations like Tax Benefits and Liquidity.

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