

## The Impact of Demographic Dimensions on Investment Patterns: An Empirical Study

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### **ABSTARCT:**

The vast majority of the speculations in investment market depend on the thought of normal investor's choice conduct from financial investors. In any case, it has been seen that it isn't the case consistently. Another space of examination has come up which perceives the segment component in financial dynamic and subsequently testing the conventional models. The point of this paper is to look at the effect of segment factors, like Gender, age, income, and occupation, and investor's hazard resistance just as speculation inclination. The Expressive examination configuration is utilized. The essential Information gathered utilizing accommodation examining strategy by filling pilot survey from 100 financial investors from Vadodara city Gujarat. These outcomes are significant for administrators to instruct their customers about better territory with respect to speculation and hazard level as per their segment profile. The examination uncovers that the segment factors have a huge impact over a portion of the speculation choice components and unimportant in others components as well. The examination likewise uncovers an overall perspective on investor's insight over different speculation roads. Speculation choice is affected by numerous components like danger, return, market patterns, past execution. Segment factors like age, Gender and income is affecting speculation dynamic.

### **INTRODUCTION:**

There are numerous investment items which are available for investment to investors in the stock market ranging from bonds to options. These items are vary with regard to risk factor involved and the return. Investors choose the investment products which have matching to their risk tolerance. Indian monetary market is considered to be highly impulsive, responsive and combative. The role and importance of individual investors and their trading behavior in Indian financial market is also imperative. There are a number of factors which influence the individual to make their investment decisions. Demographic factors of investors such as gender, age, education, family size, yearly pay, and reserve funds have much significance in the Investment Decision Making Process, especially in the Indian context, it assumes greater significance.

### **REVIEW OF LIETRATURE:**

### **1. Mark Domes & Timothy Dunne:-**

(REVIEW OF ECONOMIC DYNAMICS 1, 409|429 \_1998.ARTICLE NO. RD980011) Investment model with convex adjustment costs is that investment may occur in lumpy episodes. This paper takes a step back and asks “How lumpy is investment?” This paper explores how the variation in capital Accumulation patterns vary by observable plant and firm characteristics, and how large investment episodes at the plant level transmit into fluctuations in aggregate Investment.

### **2. A.G.M. Dude lansink1. A.A.M. Versteegen2 and Ii van den hengev**

(Netherlands Journal of Agricultural Science, 2001) **Abstract** Panel data from Dutch horticultural firms over the period 1986-1998 were used to analyze the effects of different factors on investment decisions. The factors analyzed relate to the firm operator and his family, the firm structure and the economic environment.

### **3. Suthas L. Ketkar and Whewon Cho:-**

**Abstract** This study takes as its starting point the hypothesis that demographic characteristics of households are as relevant determinants of the pattern of consumer expenditures in the United States as are measured prices and incomes

Demographic characteristics of households are brought to bear upon their expenditure patterns not via their impact on consumer tastes but rather via their effect on “true” prices and “permanent” incomes faced by households.

### **4. Gaurav Kabra, Prashant Kumar Mishra, Manoj Kumar Dash :-**

This study aims to gain knowledge about key factors that influence investment behavior and ways these factors impact investment risk tolerance and decision making process among men and women and among different age groups. In this context, the present study is an attempt to find out Factors which affects individual investment decision and Differences in the perception of Investors in the decision of investing on basis of Age and on the basis of Gender

## **RESEARCH GAP:**

There are quantities of researchers whom have research on how demographic factors affects the investment, yet some analyst researcher have not research on impact of demographic factors on investment including two genders orientation, additionally this Research refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solutions towards the concerned problem or in certain generalizations for some theoretical formulations. That's why my research hole and gap in this arrangements is findings of both genders demographics impact on investment.

## **OBJECTIVE OF THE STUDY:**

- To determine customers insights towards investment patterns.
- To find out the mindfulness level of investors towards different investment patterns.

## **STATEMENT OF THE PROBLEM:**

Investment refers to the concept of deferred consumption which may involve purchasing an asset, giving a loan or keeping funds in a bank account with the aim of generating future returns. Various investment options are available, with differing risk-reward tradeoffs. An understanding of the core concepts and a thorough analysis of the options can help investor create a portfolio that maximizes returns while minimizing risk exposure. . These items are vary with regard to risk factor involved and the return. Investors choose the investment products which have matching to their risk tolerance. Indian monetary market is considered to be highly impulsive, responsive and combative. The role and importance of individual investors and their trading behavior in Indian financial market is also imperative.

## **RESEARCH METHEDALOGY:**

The present study is based on primary data, pilot study were conducted to examine impact of the demographic factors on investment patterns. in this report examine the Annona test. Data is collected from various respondents through a structured questionnaire. The Questionnaire contains open and close ended questions. Total 100 respondents were taken into consideration.

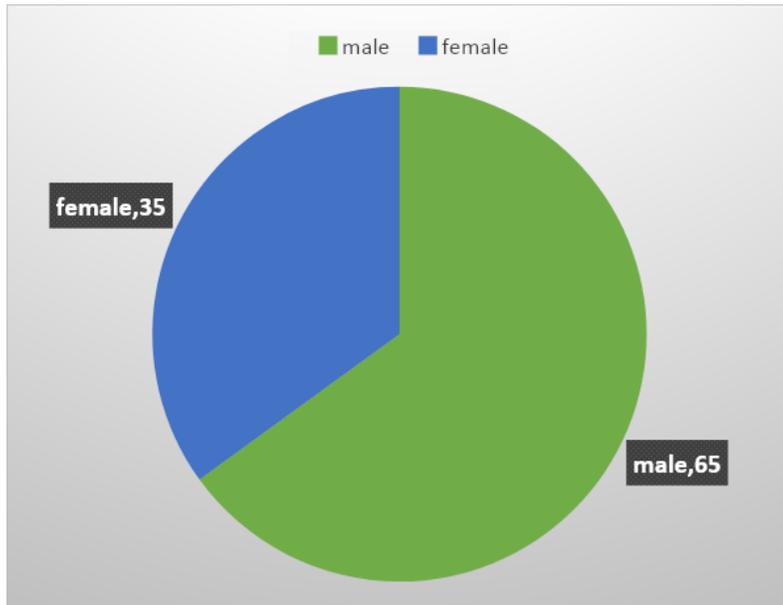
## **Data collection and interpretation:**

### **Q1. Gender:**

(a) Male

(b) female

GENDER	NO.OF RESPONDENT
Male	65
Female	35



Understanding (INTERPRETATION) :- as per above pie-diagram the vast majority of the respondents (65%) are male. 35% respondents are female.

**Q2. What is your age?**

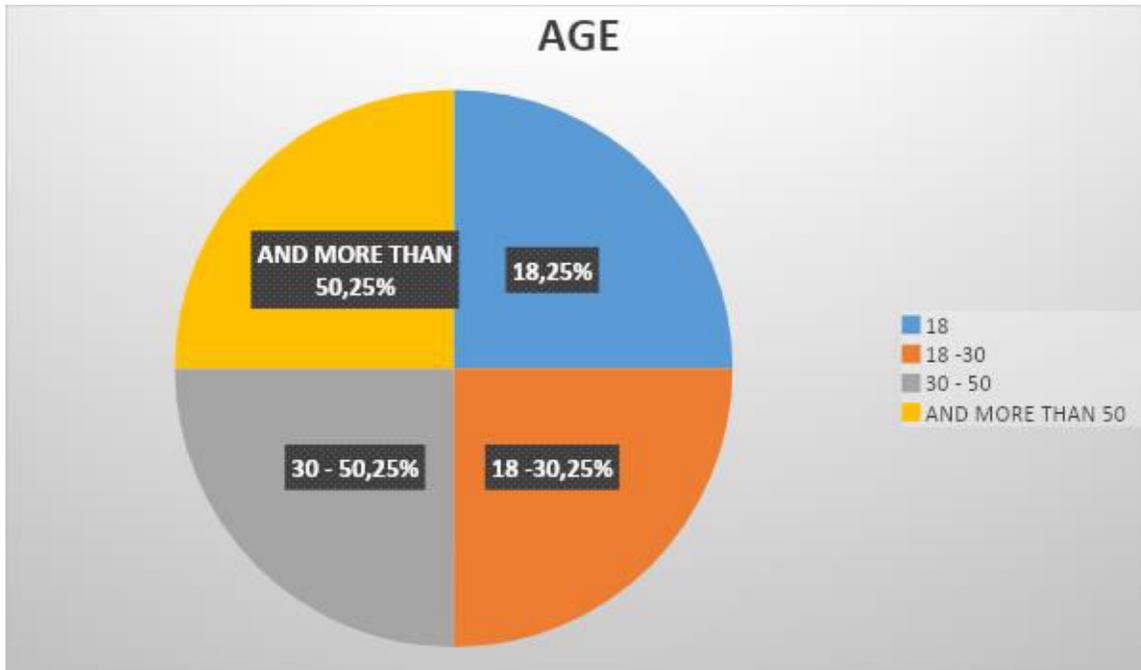
(a) Under 18

(b) 18-30

(c) 30-50

(d) More than 50

AGE OF THE RESPONDENT	NO.OF RESPONDENT
Under 18	25
18-30	25
30-50	25
More than 50	25

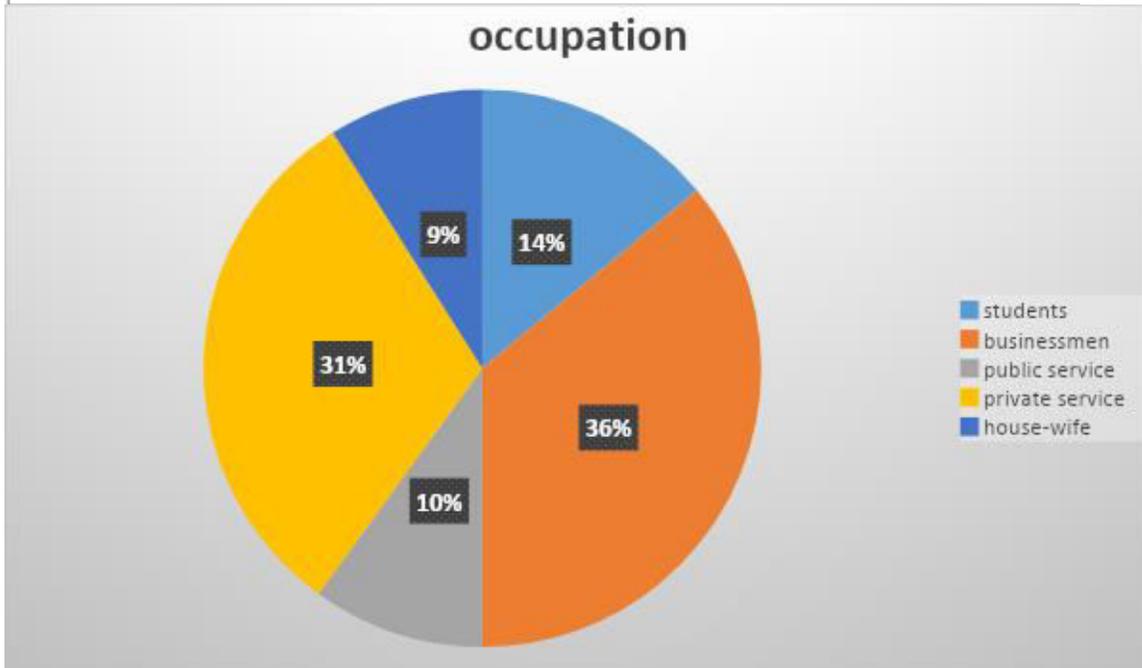
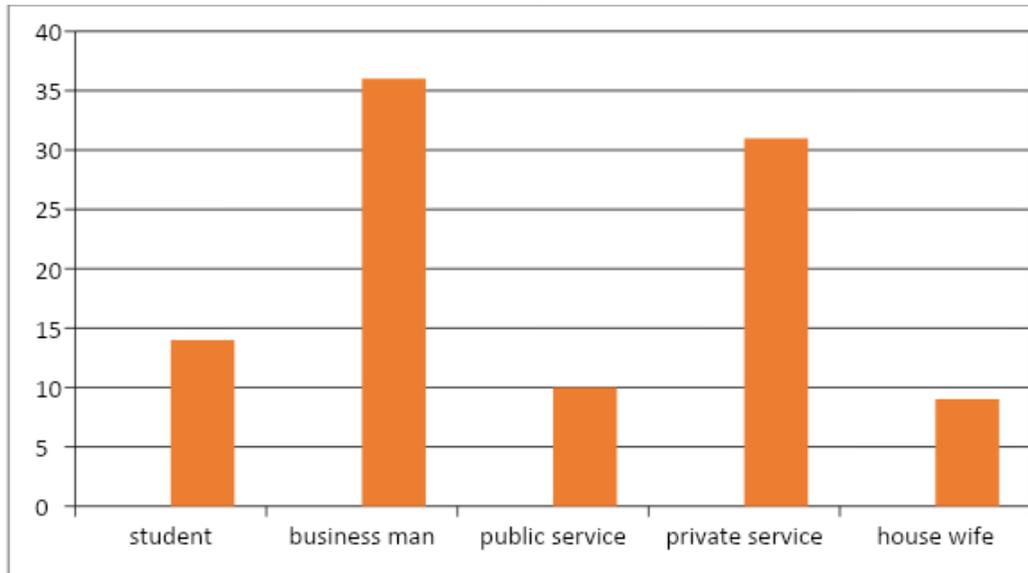


INTERPRETATION: As indicated by above pie diagram 25% respondents are from all age bunch.

**Q3. What is your occupation?**

- (a) Student
- (b) Business man
- (c) Public services
- (d) Private services

OCCUPATION	NO. OF RESPONDENT
Student	14
Business man	36
Public services	10
Private services	31
House-wife	9

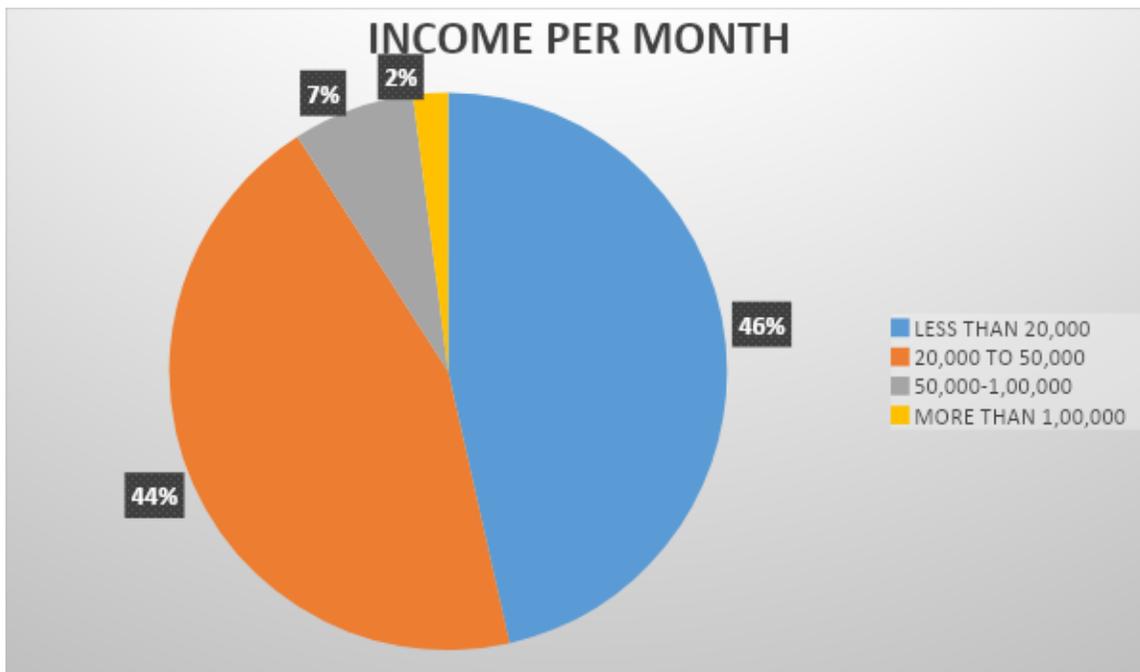


**Interpretation:-** As per above outline a large portion of the respondent (36%) are business man.31% respondent are private assistance man,14% respondent are student.10% respondent are public help man and 9%respondent are house-spouse.

**Q.5 What is your income level per month?**

- (a) Less than 20,000
- (b) 20,000-50,000
- (c) 50,000-1, 00,000
- (d) More than 1, 00,000

INCOME (per month)	NO. OF RESPONDENT
Less than 20,000	46
20,000-50,000	44
50,000-1,00,000	7
More than 1,00,000	3



INTERPRETATION: As indicated by above outline the greater part of respondents(46%) month to month pay is under 20,000. 44% respondents month to month pay is between 20,000-50,000. 7% respondents month to month pay is between 50,000-70,000. Furthermore, 3% respondent's month to month pay is beyond, 100,000.

## **HYPOTHESIS:**

1 Ho: - Gender do not influences motivation factor

Ha:- Gender influences motivation factor

### **ANOVA**

Gender:

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.232	3	.077	.329	.805
Within Groups	22.394	95	.236		
Total	22.626	98			

**Interpretation:-** Ho is accepted because p value is greater than 0.05, it means gender do not affect (INFLUENCE) the motivation factor of investors

**2. Ho: -Gender do not influences the investment decision**

**Ha:-Gender influences the investment decision.**

**ANOVA**

Gender:

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.927	4	.732	3.507	.010
Within Groups	19.823	95	.209		
Total	22.750	99			

**Interpretation: -** Ho is rejected because p value is less than .05 it means gender influence and affects the investment decision.

**3. Ho:-Occupation do not influence the investment decision**

**Ha:-Occupation influences the investment decision**

**ANOVA**

Occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.735	4	.684	.443	.777
Within Groups	146.655	95	1.544		
Total	149.390	99			

**Interpretation:-** Ho is accepted because p value is greater than 0.05, it means occupation do not influence and affects investment decisions.

**4. Ho:-Occupation do not affect the motivate factor**

**Ha: - Occupation affect the motivate factor**

**ANOVA**

Occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.138	3	1.046	.686	.563
Within Groups	144.822	95	1.524		
Total	147.960	98			

**Interpretation: -** Ho is accepted because the p value is greater than 0.05, it means occupation do not affect and influence the motivation factor.

**5. Ho:-Age does not affect the motivation factor**

**Ha:-Age affects the motivation factor**

**ANOVA**

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.455	3	.818	.636	.594
Within Groups	122.293	95	1.287		
Total	124.747	98			

**Interpretation: -** Ho is accepted because the p value is greater than 0.05, it means age do not affect and influence the motivation factor

**6. Ho: - Age does not affect the investment decision**

**Ha:-Age effects the investment decision**

## ANOVA

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	43.692	4	10.923	12.762	.000
Within Groups	81.308	95	.856		
Total	125.000	99			

**Interpretation:-** Ho is rejected because the p value is less than 0.05 , it means age effect and influence the investment decision.

## CONCLUSION:

A general impression that we assembled during Information assortment was the little mindfulness and information among individuals about investment choices. Using an example of 100 financial backers and ANOVA test, this examination presumes that financial backers' segment qualities emphatically associate with financial investors conduct and type of venture picked. We have an excellent market in VADODARA, which includes possible financial investors. However, there is absence of data about investment choices. There are at any rate three limits of this examination. First and foremost, the quantity of respondents is moderately little. Furthermore, the segment angles inspected in this examination are restricted to gender, age, schooling, pay and relative. This study gives me pragmatic abilities and information on successful administration of Speculation.

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