



Behavioral Dimensions of Investment and Financial Decision - Making: Evidence from Young Investors in Bengaluru Urban

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Abstract: Investment behaviour and financial decision-making have become increasingly significant in today's dynamic financial environment, particularly among young investors who are actively participating in diverse investment avenues. Understanding the behavioural dimensions that influence investment decisions is essential for promoting sound financial practices and enhancing long-term financial well-being. This study focuses on understanding the level of awareness regarding various investment avenues, investment preferences, utilisation patterns, and the influence of demographic factors such as age, educational qualification, and monthly earnings on investment behaviour and financial decision-making. Primary data will be collected through a structured questionnaire administered to young investors, while secondary data will be sourced from journals, books, reports, and other credible publications. Appropriate statistical tools such as descriptive statistics, reliability analysis, ANOVA, correlation, and regression analysis will be employed to analyse the data and test the proposed hypotheses.

The findings of the study are expected to provide valuable insights into the behavioural aspects influencing investment decisions among young investors. The research will contribute to the existing body of knowledge in behavioural finance and offer practical implications for financial institutions, policymakers, educators, and financial advisors in designing effective financial literacy initiatives and investment awareness programmes.

Furthermore, the study is expected to assist young investors in making informed financial decisions and adopting sound investment practices for long-term wealth creation and financial security.

Key words: Investment Behaviour, Financial Decision-Making, Young Investors, Behavioural Finance, Investment Awareness, Investment Avenues, Financial Literacy, Investment Preferences, Bengaluru Urban, Financial Well-being.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

A key element of personal financial planning, investing is essential to building wealth and attaining long-term financial security. People have access to a variety of investment options in today's quickly changing financial environment, such as stocks, mutual funds, fixed deposits, bonds, gold, real estate, exchange-traded funds (ETFs), and digital investing platforms. Young investors now make up a sizable portion of the investment community thanks to advances in technology, growing financial literacy, and greater access to investment information.



Young investors, who are typically between the ages of 18 and 35, are becoming more involved in the financial markets with the purpose of reaching financial independence, building wealth, preparing for retirement, and accomplishing future financial objectives. In contrast to traditional investors, they frequently consider behavioural, psychological, and demographic elements in addition to economic and financial ones when making investment decisions. Their investment behaviour and financial decision-making habits are greatly influenced by a number of factors, including age, educational background, monthly income, financial awareness, risk perception, investment experience, and access to digital investment platforms.

The way people plan, choose, and manage their assets in accordance with their financial goals, risk tolerance, and access to information is referred to as investment behaviour. On the other hand, financial decision-making include weighing risks and rewards, analysing available options, and making well-informed financial decisions that support a person's immediate and long-term objectives. According to behavioural finance, investing choices are often impacted by social pressures, emotions, cognitive biases, and individual experiences rather than being entirely logical.

Over the past ten years, financial inclusion and investment activity involvement have significantly increased in India. Young investors are becoming more involved thanks to government programs that promote financial literacy, the widespread use of digital payment methods, and the rise of online investment platforms. Bengaluru Urban is home to a sizable population of educated young professionals, entrepreneurs, and students with a range of income levels and investment choices. It is acknowledged as India's premier center for technology and innovation. Because of this, the city is a perfect place to research behavioural aspects of investing and financial decision-making.

To create successful financial literacy programs, investment awareness campaigns, and investor protection plans, financial institutions, legislators, educators, and investment advisors must have a thorough understanding of the behavioural aspects that impact investment behaviour. Young investors' financial attitudes and practices can be better understood by looking at how demographic parameters like age, educational attainment, and monthly income affect investing behaviour and financial decision-making.

In view of this, the current study, "Behavioural Dimensions of Investment and Financial Decision-Making: Evidence from Young Investors in Bengaluru Urban," aims to investigate young investors' financial decision-making patterns, investment behaviour, awareness of investment avenues, and utilisation of investment opportunities. In order to add to the expanding corpus of research in behavioural finance, the study also attempts to examine the impact of demographic traits on investment behaviour and financial decision-making. In addition to encouraging wise investment choices and fostering young investors' long-term financial well-being, the results are anticipated to have practical ramifications for investors, financial institutions, educators, and legislators.

1.2 OVERVIEW OF THE PROJECT

Technological developments, greater financial knowledge, and the expanding availability of a variety of investment options have all contributed to a dramatic change in the financial landscape in recent years. Using a range of investment alternatives, including equities, mutual funds, fixed deposits, gold, real estate, exchange-traded funds (ETFs), and digital investment platforms, young investors in particular have become active players in the financial markets. In addition to financial considerations, behavioural, psychological, and demographic traits also have an impact on their investment choices.

The purpose of this study, "Behavioural Dimensions of Investment and Financial Decision-Making: Evidence from Young Investors in Bengaluru Urban," is to investigate how young investors behave when making financial decisions. The study aims to comprehend their knowledge of different investment options, how they use them, their investment preferences, and the behavioural aspects that affect their financial choices. Additionally, it looks into how demographic factors like age, level of education, and monthly income affect financial decision-making and investment behaviour.



research journals, government reports, financial periodicals, and other reliable sources, primary data will be gathered from young investors living in Bengaluru Urban via a structured questionnaire. The data will be analysed and the suggested hypotheses tested using statistical tools such regression analysis, ANOVA, reliability analysis, correlation, and descriptive statistics.

It is anticipated that the results of this study would offer insightful information about the behavioural factors influencing young investors' financial decision-making and investment behaviour. By emphasising new investing trends among the younger generation and pinpointing the major elements influencing investment decisions, the study will advance the subject of behavioural finance. Additionally, by assisting in the creation of successful financial literacy programs, investor awareness campaigns, and well-informed investment strategies that support long-term financial well-being, the study is anticipated to benefit financial institutions, legislators, educators, investment advisors, and individual investors.

1.3 INVESTMENT AVENUES

1. Mutual funds

Professionally managed investment plans known as mutual funds combine the capital of several individuals and use it to purchase a variety of financial products, including money market instruments, debt securities, and stocks. They are appropriate for investors looking for expert fund management and diversification because they are overseen by Asset Management Companies (AMCs).

- a. **Eligibility/Age Restrictions:** Anyone who is at least eighteen years old is eligible to make independent investments. Through a guardian, minors can make investments.
- b. **Expected Returns:** For stock mutual funds, these typically fall between 10% and 15% annually over the long run. Typically, debt mutual funds yield between 6% and 8% annually. Returns are not guaranteed and are dependent on the market.
- c. Moderate to High **Risk Level**.
- d. **Ideal for:** Creating long-term wealth and diversifying a portfolio.

2. Stocks

Ownership in a firm is represented by stocks, which allow investors to profit from dividends and capital growth. Although they have a large potential for growth, stock investments are vulnerable to market swings.

- a. **Eligibility/Age Limit:** A Demat and Trading Account can be opened by anyone who is at least eighteen years old. Through a guardian, minors can make investments.
- b. **Expected Returns:** Over the long run, Indian equities markets have historically produced annual returns of 12% to 15%; however, returns are not assured.
- c. High level of **risk**.
- d. **Ideal For:** Long-term investors with a strong tolerance for risk.

3. Fixed Deposits (FDs)

Banks and other financial organisations provide investment products called fixed deposits, in which a fixed sum is deposited for a predetermined amount of time at a predetermined interest rate. They offer consistent and assured results.

- a. **Eligibility/Age Restrictions:** Anyone who is at least eighteen years old may start an FD on their own. A guardian may open an account on behalf of a minor.



- b. **Expected Returns:** 6.5% to 8.0% annually, depending on the bank, length of service, and current interest rates.
- c. **Risk:** Minimal.
- d. **Ideal For:** Conservative investors looking for guaranteed earnings and financial safety.

4. Gold

Gold is a conventional investment option that is frequently thought of as a hedge against inflation and unstable economic conditions. Gold ETFs, Sovereign Gold Bonds, digital gold, and actual gold are all options for investing in it.

- a. **Eligibility/Age Restrictions:** Individuals who are at least 18 years old are able to make independent investments. A guardian may make investments on behalf of minors.
- b. **Expected Returns:** Depending on market prices, returns have historically been between 8% and 10% per year over the long run.
- c. Moderate level of **risk**.
- d. **Ideal for:** Inflation protection and portfolio diversity.

5. Real Estate

Investing in residential, commercial, or industrial properties in order to produce capital growth and rental revenue is known as real estate. Although it offers a high potential for long-term wealth development, it does need a sizable initial commitment.

- a. **Eligibility/Age Restrictions:** In India, anyone who is at least eighteen years old is able to lawfully own and buy property.
- b. **Expected Returns:** Depending on geography and market conditions, they typically range from 8% to 12% per year, including capital appreciation and rental income.
- c. Moderate level of **risk**.
- d. **Ideal For:** Long-term investors with large sums of money.

6. Public Provident Fund (PPF)

A long-term savings plan supported by the government, the Public Provident Fund (PPF) offers tax advantages and guaranteed returns. It is one of the safest investment options in India and has a 15-year lock-in period.

- a. All Indian residents are **eligible** to register a PPF account, regardless of their age. A guardian may create an account for a minor.
- b. **Anticipated Returns:** 7.1% yearly (compounded annually). The Indian government reviews the interest rate on a quarterly basis.
- c. There is really little **risk**.
- d. **Ideal for:** Tax-saving investments, retirement planning, and long-term savings.

7. Systematic Investment Plan (SIP)

A Systematic Investment Plan (SIP) is a disciplined investment method that allows investors to contribute a fixed amount regularly into mutual funds. SIP promotes financial discipline and benefits from rupee cost averaging and the power of compounding.



- a. **Eligibility/Age Limit:** Individuals aged 18 years and above can start a SIP. A guardian may make investments on behalf of minors.
- b. **Expected Returns:** Typically 10%–15% per annum over the long term, depending on the underlying mutual fund scheme. Returns are market-linked.
- c. **Moderate to High Risk Level.**
- d. **Suitable For:** Salaried individuals and long-term wealth creation.

8. Post Office Savings Schemes

Post Office Savings Schemes are government-backed investment options offered through India Post. These include the Post Office Savings Account, National Savings Certificate (NSC), Monthly Income Scheme (MIS), Recurring Deposit (RD), and Time Deposits. These schemes are popular due to their safety, guaranteed returns, and tax benefits.

- a. **Eligibility/Age Limit:** Most schemes are available to resident Indians aged 18 years and above. Minors can also invest through a guardian, and some schemes permit minors aged 10 years or above to operate accounts independently.
- b. **Expected Returns:** Depending on the scheme, interest rates generally range from 4.0% to 7.7% per annum, as notified periodically by the Government of India.
- c. **Risk Level:** Low.
- d. **Suitable For:** Risk-averse investors seeking safe and government-backed investment options.

1.4 OBJECTIVES

1. To assess the level of awareness of Investment behaviour and financial decision making patterns among young investors in Bengaluru Urban.
2. To examine the influence of age, occupation, earnings and educational qualification on the investment behaviour and financial decision making of young investors in Bengaluru Urban.
3. To analyse the investment preferences of young investors in Bengaluru Urban across different avenues.

1.5 PROBLEM STATEMENT

With the rise of a variety of financial products, quick digitalisation, and greater accessibility to investment platforms, India's investment landscape has seen a dramatic change. With their active participation in investment avenues like mutual funds, stocks, fixed deposits, gold, real estate, Public Provident Funds (PPF), Systematic Investment Plans (SIPs), and Post Office Savings Schemes (POSS), young investors have emerged as one of the financial market's fastest-growing segments. Even with the availability of various investing options, many young investors still struggle to make wise financial decisions.

Behavioural, psychological, economic, and demographic factors all have an impact on investment behaviour. Investment decisions are heavily influenced by factors like age, level of education, monthly income, financial literacy, perception of risk, and prior investment experience. However, rather than using methodical financial research, a lot of young investors frequently base their investing choices on feelings, peer pressure, social media trends, insufficient information, or transient market fluctuations. Poor investment decisions, elevated financial risk, and insufficient long-term wealth building can result from such activity.

While several studies have looked at investment conduct in general, few have explicitly looked at the behavioural factors impacting young investors' financial decision-making and investment activity in Bengaluru Urban. Bengaluru Urban is home to a sizable population of educated young professionals, entrepreneurs, and students with a range of income levels and investment preferences, making it one of India's premier technology and financial cities.



Promoting wise investment practices and enhancing financial well-being require an understanding of how these investors view investment opportunities and make financial decisions.

Examining the behavioural aspects of investment and financial decision-making among young investors in Bengaluru Urban is therefore necessary. While examining the impact of demographic variables including age, educational attainment, and monthly income, this study aims to evaluate their knowledge of investment avenues, utilisation of investment options, investment behaviour, and financial decision-making patterns. The study's conclusions should help financial institutions, legislators, educators, investment advisors, and young investors create strategies, investor awareness campaigns, and financial literacy programs that promote long-term financial security and well-informed investment choices.

CHAPTER 2: LITERATURE SURVEY

2.1 PURPOSE

A literature survey is a methodical examination of previous studies, academic publications, books, journals, conference papers, and other pertinent works pertaining to the subject of the study. It offers a thorough comprehension of the ideas, theories, approaches, and conclusions of earlier research, creating a solid theoretical basis for the current investigation.

Finding the present level of knowledge, research trends, and gaps in the body of existing literature is the main goal of a literature survey. It makes it possible for the researcher to comprehend how financial decision-making and investing behaviour have been studied in the past, the variables affecting these behaviours, and the approaches used by prior researchers. The literature review also aids in locating contradictions, restrictions, and uncharted territory that support the necessity of the current investigation.

The purpose of the literature review in this study is to examine research on behavioural finance, investment behaviour, financial decision-making, investment awareness, and young investors' investment choices. It offers insightful information about how demographic characteristics like age, level of education, and monthly income affect financial decision-making and investment behaviour. Furthermore, it supports in building the conceptual framework, formulating research objectives and hypotheses, selecting relevant research procedures, designing the questionnaire, and analysing the data.

Overall, by strengthening the theoretical framework, guaranteeing the study's uniqueness, and enabling insightful analysis and interpretation of the research findings, the literature review acts as the cornerstone of the investigation.

2.2 OBJECTIVES OF LITERATURE SURVEY

1. **To review existing studies** related to investment behaviour, financial decision-making, and behavioural finance among individual and young investors.
2. **To understand the theoretical concepts** and behavioural factors influencing investment behaviour and financial decision-making.
3. **To identify the various investment avenues** available to investors and examine their characteristics, risk-return profiles, and suitability for young investors.
4. **To examine the influence of demographic factors** such as age, educational qualification, and monthly earnings on investment behaviour and financial decision-making as reported in previous studies.
5. **To identify the research gap** in the existing literature and establish the need for the present study.
6. **To understand the research methodologies, variables, and statistical tools** adopted by previous researchers for studying investment behaviour and financial decision-making.
7. **To develop a conceptual framework** for the present study and support the formulation of research objectives,



hypotheses, and questionnaire design.

8. **To provide a theoretical foundation** for analysing and interpreting the findings of the present research.

2.3 REVIEW OF LITERATURE

1. **D. N., & Selvi, S. (2026): "A Study on Investment Behaviour of Young Investors"**

A structured questionnaire was used to gather primary data from 59 respondents, ages 18 to 26, using a descriptive research methodology. According to the report, 76.3% of participants actively invested, and 81.4% of respondents were aware of investment alternatives. The most popular investment options were mutual funds and fixed deposits, with the main goal of investing being wealth creation. The results also showed that while fear of risk and a lack of financial literacy were the main factors influencing investing behaviour, social media was the primary source of information on investments. The study came to the conclusion that increasing young investors' ability to make well-informed investment decisions requires developing investor awareness programs, encouraging organised financial education, and raising financial literacy.

2. **Rathesh J., Sumithra N.P., Gayathri C.R., Jyothi J., A. Angel Jaya Kirubha, Rashmi R., and Chethan S. (2026), in their study titled "Analysing Investor Behaviour in Alternative Investment Options: The Role of Financial Education and Demographic Influences,"**-investigated the effects of demographic traits and financial literacy on Bengaluru investors' attitudes about alternative investing alternatives. Using a structured questionnaire and stratified random sampling, the study used a quantitative descriptive research approach to gather primary data from 312 investors. The results showed a substantial and statistically significant correlation between involvement in alternative investments and financial literacy. Age, gender, income, education, and occupation all have a significant impact on investment preferences, according to the study. Younger and more financially literate investors are more likely to favour alternative investments like real estate, commodities, cryptocurrencies, and private equity. The authors came to the conclusion that improving financial literacy through focused educational initiatives can encourage wise investment choices and boost interest in alternative investment options.

3. **Dhruvisha Mangroliya and Dr. Vijay Gondaliya (2026): "To Study the Investment Awareness and Preference for Investment of Young Couple in Surat City,"**- investigated the elements influencing young couples' investment decisions in Surat City, as well as their investing awareness and preferences. Using a structured questionnaire, 151 respondents provided primary data for the study, which used a descriptive research approach. The results showed that while awareness of contemporary investment possibilities was relatively low, the majority of respondents were aware of conventional investment routes like gold and fixed deposits. The study also found that while gender and length of marriage had no significant effect on investing awareness, education, income, risk perception, financial goals, and family influence all had a substantial impact on investment preferences. The authors came to the conclusion that enhancing financial literacy and offering expert financial advice would assist young investors in making wise investment choices and achieving long-term financial stability.

4. **Desu Vineel (2026), in the study titled "Financial Literacy and Its Effect on Investment 4. Behavior Among Indian Citizens,"**- investigated the connection between young Indian professionals' investment activity and financial literacy. Using a structured questionnaire, the study gathered primary data from 100 respondents using a cross-sectional survey approach. Chi-square tests, regression, Pearson correlation, and descriptive statistics were used to analyse the data. The results showed a strong positive correlation between financial literacy and investment behaviour, with financially literate people demonstrating superior investment habits, such as greater portfolio diversity and SIP adoption. Additionally, the study discovered that social media influence, gender, and wealth all have an impact on investment choices. The authors came to the conclusion that raising financial literacy through education and awareness initiatives can improve Indian citizens' financial decision-making and investment behaviour.

5. **Reeth S. and Dr. Shivaprasad G. (2026)- "Investor Psychology and Decision-Making in Precious Metal Investments: A Comparative Study with Alternative Asset Classes,"** - investigated how demographic traits and behavioural biases affect the investment choices of Bengaluru's retail investors. Using a standardised questionnaire, the study gathered primary data from 165 retail investors. Descriptive statistics, reliability analysis, One-Way ANOVA, and



multiple regression were used to evaluate the data. The results showed that while income, education, and age all had a substantial influence on investment decisions, loss aversion and anchoring bias also had a significant impact on investment allocation towards precious metals. In contrast to investors in stocks, real estate, and cryptocurrency, precious metal investors showed less behavioural bias. The study came to the conclusion that retail investors in Bengaluru's investment behaviour and financial decision-making are significantly influenced by investor psychology and demographic characteristics.

6. **Asokan (2025)- "Perception of Diversified Portfolio Techniques among the Retail Investors of Bengaluru:** investigated the knowledge and diversification practices of Bengaluru retail investors. Using a structured questionnaire, the study gathered primary data from 250 retail investors. Descriptive statistics, Chi-square tests, ANOVA, and correlation analysis were used to examine the data. The results showed that only a small percentage of investors actively diversified their holdings across several asset classes, despite the fact that the majority of investors were aware of portfolio diversification. The study also discovered that risk tolerance, age, income, and financial literacy all had a big impact on diversification behaviour. The author came to the conclusion that raising investor awareness and financial literacy will help retail investors make wise investment choices and successfully diversify their portfolios.

7. **Nikhil Tiwari and Md. Mujibur Rehman (2025)- "Impact of Inflation on Investment Decision in Bengaluru:** looked at how inflation affects Bengaluru retail investors' investment choices. The study's objective was to examine how inflation affects portfolio allocation, risk perception, and investment choices. Convenience sampling was used to gather primary data from 108 retail investors via a standardised online questionnaire. The results showed that investors' preference for gold, mutual funds, SIPs, and real estate has replaced traditional savings tools due to inflation. The study also discovered that during inflationary times, investing decisions are influenced by variables like age, income, and prior investment experience. The authors came to the conclusion that promoting portfolio diversification and raising financial literacy can assist investors in making wise financial decisions.

8. **Shilpa Sivan and Dr. Madhu Druvakumar (2025), in their study titled "An Analysis of Factors Influencing Investment Patterns and Preferences among Salaried Women in Ernakulam City,-** looked at the variables influencing the preferences and investing behaviour of salaried women in Ernakulam City. Using a standardised questionnaire, 104 respondents provided primary data for the study, which was then evaluated using factor analysis. The results showed that while fear of loss, market volatility, insufficient income, and a lack of financial understanding operated as key barriers to investing, returns, safety of capital, tax benefits, and liquidity were the main variables influencing investment decisions. The study came to the conclusion that investor education, awareness campaigns, and financial literacy are crucial for enhancing investment behaviour and empowering investors to make wise financial decisions.

9. **G. Ramanaiah and N. Srikanth Reddy (2025)-"Factors Driving Investment Behaviour of Software Professionals:** looked at the variables affecting Bengaluru's software professionals' investment behaviour. Using a structured questionnaire and descriptive and exploratory research approaches, the study gathered primary data from 394 respondents. The data was analysed using Chi-square and ANOVA testing. The results showed that investment behaviour and preferences are highly influenced by demographic traits, motivating factors, and awareness levels. Despite having greater earning potential, the study also discovered that software professionals favoured safer investment options including bank accounts, real estate, insurance, and gold. The authors came to the conclusion that raising investors' financial literacy and awareness can promote varied investing practices and well-informed financial decision-making.

10. **S. Sowmya and R. Manohar (2025), in their study titled "Behavioural Biases in Personal Finance Management: A Case Study of Selected Undergraduate Students of Bangalore South Colleges,"-** investigated the impact of behavioural biases on South Bangalore undergraduate students' financial decision-making. Using a standardised questionnaire, 342 students from ten colleges provided primary data for the study, which used a quantitative cross-sectional research methodology. The results showed that students' saving, budgeting, and investing behaviours were greatly impacted by impulsivity, loss aversion, anchoring, and reliance on unofficial financial advice. Even though the majority of students understood the value of financial planning, many did not regularly put it into



practice. The study found that incorporating behavioural finance education with financial literacy through hands-on learning strategies can enhance young people's ability to make sound financial decisions and support their long-term financial well-being.

11. **Dr. Divya Sharma and Mr. Adarsh Kumar (2024): "A Study on Dimensions of Financial Behavior-** looked at the different aspects of financial behaviour by analysing the body of research on investment and saving decisions as well as the psychological aspects of financial decisions. The study reviewed books, research publications, and scholarly articles using a systematic literature review process. According to the review, people's investment behaviour and financial decision-making are greatly influenced by risk tolerance, cognitive biases, emotional influences, financial literacy, income, education, and societal pressures. The authors came to the conclusion that better investing choices, financial well-being, and general financial stability can be achieved by increasing financial literacy and comprehending behavioural aspects. The study also highlighted the necessity for more investigation into Indian financial behaviour.

12. **Prajwal K., Sushma B.S., and Chandrakala D.P. (2024), in their study titled "Factors Influencing Investment Behavior of Millennial Investors in the Stock Market in Bangalore Urban,"-** investigated the variables affecting millennial investors' stock market investment behaviour in Bengaluru. The study used a descriptive research design and used Google Forms to administer a structured questionnaire to 284 millennial investors in order to gather primary data. The results showed that peer influence had a major detrimental impact on investment decision-making, while technology and accessibility had the greatest beneficial influence, followed by financial literacy. Additionally, it was discovered that making wise decisions significantly improved investment behaviour. The study came to the conclusion that boosting investors' decision-making skills, expanding access to user-friendly digital investing platforms, and raising financial literacy can all promote increased involvement and better-informed investment choices among millennial investors.

13. **Nalini Kantha C. and Dr. M. R. Jhansi Rani (2024) conducted an exploratory study titled "Life Insurance for Wealth Creation of Individual Investors – An Exploratory Study in Bengaluru"-** to investigate how investors view life insurance as a tool for building wealth. Using a structured questionnaire, the study gathered primary data from 385 individual investors in Bengaluru. The data was then evaluated using structural The results showed that while risk perception and subjective norms had a favourable impact on attitude but had no direct effect on purchase intention, product availability had a large beneficial impact on both. The survey further indicated that life insurance, particularly Unit Linked Insurance Plans (ULIPs), is increasingly acknowledged as an effective wealth creation vehicle, supporting systematic savings, tax benefits, estate planning, and long-term financial growth. In order to increase the use of life insurance for wealth building, the authors stressed the significance of investor awareness, product innovation, and financial literacy.

14. **Naveen Kumar T. S. and Dr. Sureshramana Mayya (2024), in their study titled "The Factors Influencing Investors' Decision Towards Investment in Banking Sector in India: A Case Study,"-** investigated the elements affecting the choices made by investors in the Indian banking industry. The study utilised a case study technique using secondary data obtained from research publications, books, banking reports, and literature reviews, and applied SWOC analysis. The results showed that investing decisions are heavily influenced by social, cultural, psychological, and economic aspects. The survey also showed that while market risks and regulatory issues affect investment decisions, digital banking, financial literacy, technical developments, and government initiatives have a positive impact on investor confidence. The authors came to the conclusion that knowing these elements can support sustainable investing practices and assist investors in making wise financial decisions.

15. **Sneha Saha, Somali Deb, and Biki Digar (2024),"Investment Behavior of Young Adults in Kolkata – An In-depth Analysis,"** investigated the investment practices of young adults in Kolkata between the ages of 18 and 35. Using a standardised questionnaire, 108 respondents provided primary data for the study, which used a descriptive research approach. The association between investment behaviour and demographic characteristics was examined using chi-square testing. The results showed that while gender has a major influence on risk tolerance, wealth has a considerable impact on investing preferences and frequency. The study also discovered that the main goal of investing



was to create wealth, with the most popular investment options being bank deposits, gold, insurance, and the stock market. The authors came to the conclusion that young individuals' informed investment behaviour and financial decision-making can be improved by raising financial literacy and offering focused financial education.

16. **Pradeep Shrestha (2024): "Effect of Perceived Behavioral Factors on Investors' Investment Decisions in NEPSE-** Using a standardised questionnaire, 310 investors provided primary data for the study, which used descriptive and causal research approaches. The association between heuristic behaviour, prospect attitude, market status, herding behaviour, and investment decisions was investigated using correlation and regression analysis. The results showed that while heuristic and herding behaviours had a relatively less impact, prospect attitude and market state had a large beneficial influence on investment decisions. The study underlined the significance of investor education for encouraging sensible investment behaviour and came to the conclusion that behavioural and psychological aspects significantly influence investors' financial decision-making.

17. **Disha A. Popat and Dr. Hemal B. Pandya (2018), in their study titled "Evaluating the Effect of Financial Knowledge on Investment Decisions of Investors from Gandhinagar District,** Using a standardised questionnaire, the study gathered primary data from 200 investors (100 rural and 100 urban). Weighted mean score, correlation, Z-test, and multiple regression analysis were used to assess the data. The results showed that urban investors were able to make better logical investment selections since they had substantially more financial knowledge than rural investors. The study also found that investors' comprehension of risk and return, investment preferences, and overall decision-making are all positively impacted by financial literacy, underscoring the necessity of raising investors' level of financial awareness.

18. **Yesh Pal Davar and Suveera Gill (2018), in their study titled "Antecedents of Households' Investment Decision-Making Process: A Study of the Indian Households,"** investigated the elements influencing Indian households' decision-making over various investment options. In order to determine the factors influencing investing decisions, the study gathered data from 500 household investors and used factor analysis and univariate analysis. The results showed that investing behaviour and future investment intentions are strongly influenced by familiarity, contentment, opinion, and demographic characteristics. The study also showed that household investment decisions are significantly influenced by factors such as age, education, occupation, and investment experience. The authors came to the conclusion that raising investor awareness and financial education would promote increased capital market involvement and assist families in making well-informed investment decisions.

19. **Sudindra V.R. and Dr. J. Gajendra Naidu (2018) conducted a study titled "Financial Behaviour and Decision-Making"** to investigate the connection between decision-making and financial behaviour among working women in Bengaluru's IT industry. Using a standardised questionnaire, 378 respondents provided primary data for the study, which was then evaluated using structural equation modelling (SEM). The four aspects of financial behavior—saving, spending, borrowing, and investing—as well as how they affect financial decision-making were the main emphasis of the study. The results showed that financial behaviour has a strong positive influence on decision-making behaviour, and all four aspects have a considerable beneficial impact on financial behaviour. The study came to the conclusion that raising financial literacy is crucial for upgrading people's financial behaviour and empowering them to make wise financial and investment decisions, which in turn ensures long-term financial stability and economic well-being.

20. **Aren, S. and Zengin, A. N. (2016), in their study titled "Influence of Financial Literacy and Risk Perception on Choice of Investment,"** examined the effect of financial literacy and risk perception on individuals' investment choices. The study adopted a quantitative research design and analysed the relationship between financial literacy, risk perception, and investment preferences using statistical techniques. The findings revealed that financial literacy significantly influences investment decisions, while risk perception acts as an important determinant in selecting investment avenues. Investors with higher financial literacy were more likely to choose diversified and higher-return investment options, whereas individuals with lower literacy preferred safer investment alternatives. The authors concluded that improving financial literacy can enhance investment behaviour, reduce irrational decision-making, and



encourage informed financial decisions.

2.4 STATEMENT OF THE PROBLEM

Investment has become an essential component of personal financial planning, particularly among young individuals who seek to achieve long-term financial security, wealth creation, and financial independence. With the rapid growth of financial markets, technological advancements, and the availability of diverse investment avenues such as mutual funds, stocks, fixed deposits, gold, real estate, cryptocurrencies, and government-backed schemes, young investors today have access to numerous investment opportunities. However, selecting appropriate investment avenues requires adequate financial awareness, sound investment behaviour, and effective financial decision-making skills.

Even with greater access to digital investing platforms and financial information, many young investors still struggle to make wise investment choices. Their investment behaviour and decision-making patterns are frequently influenced by a number of factors, including low knowledge, poor financial literacy, behavioural biases, risk perception, peer pressure, and demographics including age, occupation, level of education, and monthly income. As a result, while some investors invest without fully comprehending the risks and returns involved, many investors favour traditional investment alternatives over market-linked products.

The behavioural aspects of investment and financial decision-making among young investors in Bengaluru Urban have not received much attention, despite the fact that a number of studies have looked at investment behaviour and financial literacy. Additionally, it is important to comprehend how demographic factors affect investment behaviour, the degree of awareness regarding investment and financial decision-making, and the investment preferences across various investment avenues.

Thus, the current study aims to investigate young investors' awareness, investing behaviour, financial decision-making patterns, and investment preferences in Bengaluru Urban. Additionally, the study intends to examine how age, occupation, level of education, and monthly income affect financial decision-making and investment behaviour. The results are anticipated to give financial institutions, legislators, educators, and investors useful information for developing plans to raise young investors' financial literacy and encourage wise investing choices.

2.5 NEED FOR THE STUDY

Young investors have access to a variety of investment opportunities through traditional and digital financial platforms in today's dynamic financial landscape. These prospects offer more potential for wealth building, but they also necessitate that people have sufficient knowledge, prudent investment practices, and strong financial decision-making abilities. Due to behavioural biases, a lack of financial literacy, and limited financial awareness, many young investors still struggle to choose appropriate investment avenues despite the increasing availability of financial goods and investment information.

Numerous demographic and socioeconomic criteria, such as age, occupation, level of education, and monthly income, have an impact on investment decisions. Determining the needs and preferences of young investors requires an understanding of how these elements influence investment behaviour and financial decision-making. Additionally, as mutual funds, stocks, Systematic Investment Plans (SIPs), digital investment platforms, and other market-linked instruments become more and more popular, young people's investment preferences are changing, so it's critical to look at their options from a variety of perspectives.

Few studies have particularly examined the behavioural aspects of investment and financial decision-making among young investors in Bengaluru Urban, despite the fact that prior research has examined investment behaviour and financial literacy. Thus, the purpose of this study is to evaluate the degree of awareness, explore investment preferences, and investigate the impact of demographic factors on financial decision-making and investing behaviour. The study's conclusions will assist financial institutions, legislators, educators, and investment advisors in creating successful



financial education initiatives and investing strategies that support young investors' long-term financial well-being and encourage wise investment choices.

2.6 OBJECTIVES OF THE STUDY

1. To assess the level of awareness of investment behavior and financial decision making patterns among young investors in Bengaluru Urban.
2. To examine the influence of age, occupation, earnings and educational qualification on the investment behavior and financial decision making of young investors in Bengaluru Urban.
3. To analyse the investment preferences of young investors in Bengaluru Urban across different investment avenues.

2.7 HYPOTHESIS

H0: Young investors in Bengaluru do not possess a high level of awareness regarding investment behavior and financial decision making.

H1: Young investors in Bengaluru possess a high level of awareness regarding investment behavior and financial decision making.

H0: Age, occupation, earnings and educational qualification do not have a significant influence on the investment behavior and financial decision making patterns among young investors in Bengaluru Urban.

H1: Age, occupation, earnings and educational qualification have a significant influence on the investment behavior and financial decision making patterns among young investors in Bengaluru Urban.

H0: There is no significant difference in the investment preference of young investors across different investment avenues in Bengaluru Urban.

H1: There is significant difference in the investment preference of young investors across different investment avenues in Bengaluru Urban.

2.8 RESEARCH METHODOLOGY

A methodical framework for carrying out the study and accomplishing the research goals is provided by the research methodology. It describes the research instrument, statistical methods used for data analysis, sampling strategy, sample size, data sources, and research design.

1.8.1 Research design

In order to evaluate the awareness, investing behaviour, financial decision-making patterns, and investment preferences of young investors in Bengaluru Urban, the current study used a descriptive research approach. Because it makes it easier to gather quantitative data to characterise the traits, viewpoints, and behavioural patterns of the respondents, the descriptive approach is suitable.



1.8.2 Sources of Data

The study is based on both primary and secondary data.

Primary Data: Primary data will be collected through a structured questionnaire administered to young investors in Bengaluru Urban using Google Forms.

Secondary Data: Secondary data will be collected from books, research journals, published articles, dissertations, reports of RBI, SEBI, NSE, BSE, AMFI, government publications, magazines, newspapers, and authentic online databases.

1.8.3 Population of the Study

The population for the study comprises **young investors residing in Bengaluru Urban** who actively invest or have knowledge of various investment avenues.

1.8.4 Sampling Technique

The study adopts a **Convenience Sampling Technique**, a non-probability sampling method, wherein respondents are selected based on their accessibility and willingness to participate in the survey.

1.8.5 Sample Size

The study consists of **400 young investors** from Bengaluru Urban. The sample size has been selected to obtain reliable and meaningful insights into their investment behaviour and financial decision-making patterns.

1.8.6 Research Instrument

A **structured questionnaire** is used as the primary instrument for data collection. The questionnaire consists of five sections:

- **Section A:** Demographic Profile
- **Section B:** Awareness of Investment Behaviour and Financial Decision-Making
- **Section C:** Investment Preferences across Different Investment Avenues
- **Section D:** Investment Behaviour and Financial Decision-Making
- **Section E:** Open-ended suggestions and opinions

1.8.7 Statistical Tools for Data Analysis

The collected data will be analysed using **IBM SPSS Statistics**. The following statistical tools will be employed:

1.8.8 Area of the Study

The geographical scope of the study is limited to **Bengaluru Urban District, Karnataka**, focusing on young investors residing within the district.

1.8.9 Period of the Study

The study covers data collected during the **academic year 2026–2027**, reflecting the current investment behaviour and financial decision-making patterns of young investors.



1.8.10 Limitations of the Study

- The study is confined to **Bengaluru Urban District**; therefore, the findings may not be generalised to other regions.
- The study is based on responses obtained through a structured questionnaire and is subject to respondents' honesty and understanding.
- The sample is selected using **convenience sampling**, which may limit the representativeness of the population.
- The study focuses only on **young investors** and excludes other age groups.
- Investment behaviour may change over time due to market fluctuations, economic conditions, and policy changes.

CHAPTER 3: PROFILE OF YOUR STUDY

3.1 PROFILE OF THE STUDY

Achieving long-term financial stability, wealth accumulation, and financial security all depend heavily on investment. The rise of a variety of financial products, digital investment platforms, and easier access to financial data have all significantly altered the investing environment in recent years. Young investors are now actively involved in the financial markets, choosing between a variety of conventional and cutting-edge investing options. However, a number of behavioural, demographic, and economic factors affect their financial decision-making and investment habits.

The current study aims to comprehend the behavioural aspects of investment and financial decision-making among young investors in Bengaluru Urban. It does this by evaluating the degree of awareness regarding investment behaviour and financial decision-making, analysing the investment preferences of young investors across various investment avenues, and investigating the impact of age, occupation, educational background, and monthly income on these aspects.

In order to understand the investment preferences of young investors, the study takes into account a variety of investment options, such as mutual funds, equities, fixed deposits, gold, real estate, Public Provident Fund (PPF), Systematic Investment Plans (SIPs), and Post Office Savings Schemes (POSS). A systematic questionnaire is utilised to gather data for the study from young investors living in Bengaluru Urban. The data is then analysed using the proper statistical methods.

It is anticipated that the study's conclusions would offer insightful information about young investors' financial decision-making and investment behaviour. Financial institutions, investment advisors, legislators, educators, and researchers will all benefit from the study since it will help them better understand investor behaviour, enhance financial awareness initiatives, and create plans that support young investors' financial well-being and encourage wise investment choices.

3.2 PURPOSE OF YOUR STUDY

The primary goal of this study is to evaluate the behavioural characteristics of investment and financial decision-making among young investors in Bengaluru Urban. The study intends to assess the level of understanding of investing behaviour and financial decision-making, determine the investment preferences of young investors across various investment outlets, and examine the variables impacting their investment decisions.

The study also intends to look into how investment behaviour and financial decision-making habits are influenced by age, occupation, level of education, and monthly income. The research aims to find differences in investment behaviour among various groups of young investors by comprehending these demographic variables.

Additionally, the study aims to shed light on how young investors choose to invest in a variety of securities, including



mutual funds, stocks, fixed deposits, gold, real estate, Public Provident Funds (PPF), Systematic Investment Plans (SIPs), and Post Office Savings Schemes (POSS). The findings of the study are expected to contribute to the existing body of knowledge in behavioural finance and assist financial institutions, investment advisors, policymakers, educators, and researchers in developing effective financial literacy initiatives and investment strategies that encourage informed financial decision-making and responsible investment behaviour among young investors.

3.3 PROFILE OF RESPONDENTS

The study's respondents are young investors who live in Bengaluru Urban and either actively invest or are aware of several investment opportunities. Due to their growing involvement in financial markets and investment activities, young adults are the study's target demographic.

In order to gain a thorough insight of their investment behaviour and financial decision-making habits, the respondents are chosen from a variety of demographic backgrounds based on factors such as age, occupation, level of education, and monthly income. Mutual funds, equities, term deposits, gold, real estate, Public Provident Funds (PPF), Systematic investing Plans (SIPs), and Post Office Savings Schemes (POSS) are just a few of the investing channels in which the study's respondents had diverse degrees of experience and preferences.

Data are collected from 400 young investors utilising a structured questionnaire. The study may investigate how demographic factors affect awareness, investing behaviour, financial decision-making, and investment preferences because the respondents represent a variety of occupations, educational backgrounds, and income levels. The findings are more reliable and offer valuable insights into the investment habits of young investors in Bengaluru Urban thanks to the respondents' varied backgrounds.

3.4 RELEVANCE OF THE STUDY

In the current financial climate, where young people are increasingly engaging in investment activities through both traditional and digital investment platforms, the current study is quite pertinent. Understanding the behavioural factors that affect investment decisions has become more crucial as investment options like mutual funds, stocks, fixed deposits, gold, real estate, Public Provident Fund (PPF), Systematic Investment Plans (SIPs), and Post Office Savings Schemes (POSS) become more widely available.

This study is pertinent since it looks at young investors' awareness, investing behaviour, financial decision-making processes, and investment preferences in Bengaluru Urban. Additionally, it examines how demographic variables like age, occupation, level of education, and monthly income affect financial decision-making and investment behaviour. The results will be useful in determining what influences young investors' ability to make well-informed investing decisions.

By offering empirical data on how demographic traits and awareness affect investing behaviour and financial decision-making, the study advances the field of behavioural finance. Researchers and academics doing upcoming studies in the fields of investment behaviour, financial literacy, and behavioural finance will find it to be a helpful resource.

Additionally, by enabling them to create successful financial literacy programs, investor awareness campaigns, and investment products that cater to the needs and preferences of young investors, the study's findings will help financial institutions, investment advisors, legislators, educators, and fintech companies. The study also helps efforts to promote responsible investing, increase financial well-being, and encourage informed financial decision-making, so contributing to the overall development of a financially conscious and investment-oriented society.



3.5 JUSTIFICATION OF THE STUDY

Investment behaviour and financial decision-making have become significant topics of academic and practical concern due to the growing involvement of young people in financial markets. Young investors must make wise financial decisions in order to attain long-term financial security and wealth building, given the variety of investment options and the quick development of digital investment platforms. However, behavioural aspects, demographic traits, and differing levels of awareness frequently influence investing decisions, which may have an impact on the quality of financial decisions.

The current study is warranted since it aims to investigate the behavioural aspects of investing and financial decision-making among young investors in Bengaluru Urban, an area renowned for its high population of entrepreneurs, educated professionals, and tech-driven investors. While several studies have explored financial literacy and investment behaviour, limited research has comprehensively examined the combined influence of age, occupation, educational qualification, and monthly earnings on investment behaviour and financial decision-making, along with investment awareness and preferences, specifically among young investors in Bengaluru Urban.

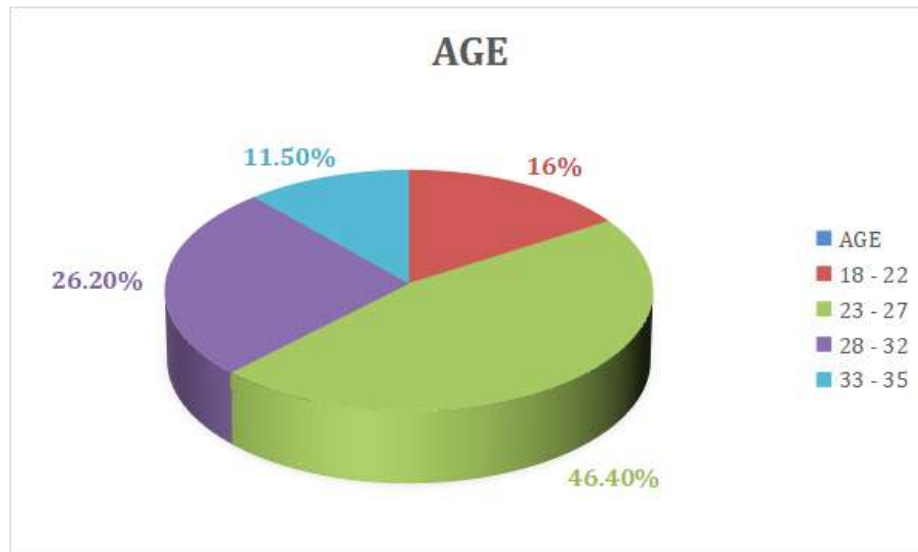
The study is further supported by empirical data on young investors' awareness, investing choices, and behavioural tendencies across various investment outlets. The findings will help identify the factors influencing investment decisions and provide valuable insights for financial institutions, investment advisors, policymakers, educators, and researchers to design effective financial literacy programmes, investor awareness initiatives, and financial products tailored to the needs of young investors.

Thus, the study contributes to the developing subject of behavioural finance by enhancing the understanding of how demographic traits and awareness impact investing behaviour and financial decision-making. It also gives practical guidelines for fostering educated investing decisions, ethical financial behaviour, and long-term financial well-being among young investors.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION DATA AND GRAPH: DEMOGRAPHICS

1. AGE

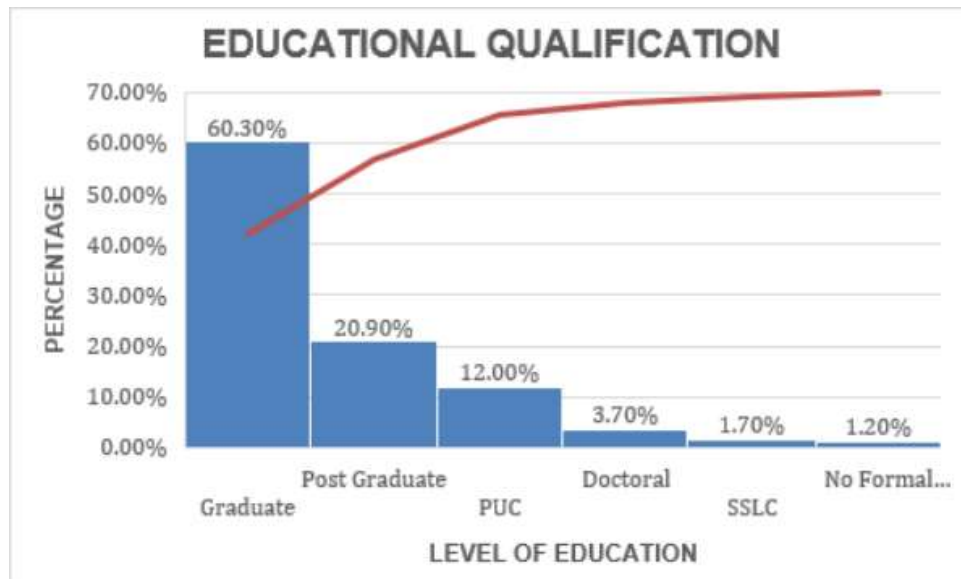
AGE	
18 - 22	16%
23 - 27	46.40%
28 - 32	26.20%
33 - 35	11.50%



INTERPRETATION: The age distribution of the study participants is shown in the table and graph above. It is clear that the age group of 23–27 years old makes up the bulk of respondents (46.40%), followed by the age group of 28–32 years old (26.20%). Respondents between the ages of 18 and 22 make up 16.00% of the sample, while those between the ages of 33 and 35 make up the smallest percentage (11.50%). This suggests that young adults in the early phases of their careers are more actively involved in investment behaviour and financial decision-making in Bengaluru Urban, as the study is primarily composed of people in the 23–27 age range.

2. EDUCATIONAL QUALIFICATION

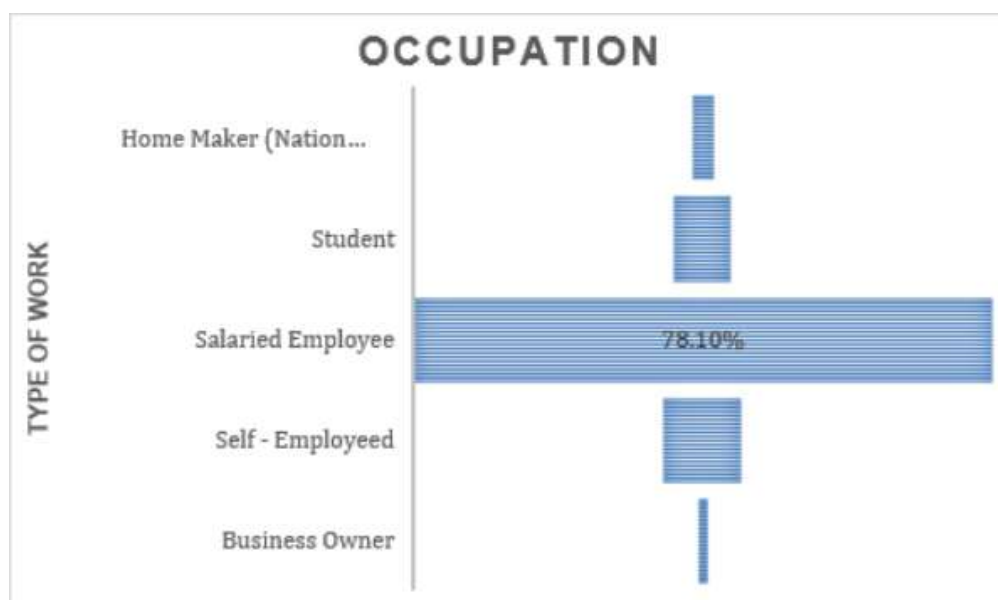
EDUCATIONAL QUALIFICATION	
No Formal Education	1.20%
SSLC	1.70%
PUC	12%
Graduate	60.30%
Post Graduate	20.90%
Doctoral	3.70%



INTERPRETATION: The educational background of the study participants is displayed in the table and graph above. The results show that graduates make up the majority of responders (60.30%), followed by postgraduates (20.90%). Of the sample, 12.00% of respondents had a PUC degree, and 3.70% have a doctorate. Just 1.20% of respondents have no formal education, and just 1.70% of respondents have completed SSLC. The findings show that well-educated people make up the majority of the study's participants, indicating that the majority of young investors in Bengaluru Urban are graduates and postgraduates, which may have a favourable impact on their awareness, investment behaviour, and financial decision-making.

3. OCCUPATION

OCCUPATION	
Home Maker (Nation Builders)	2.70%
Student	7.70%
Salaried Employee	78.10%
Self - Employed	10.50%
Business Owner	1%

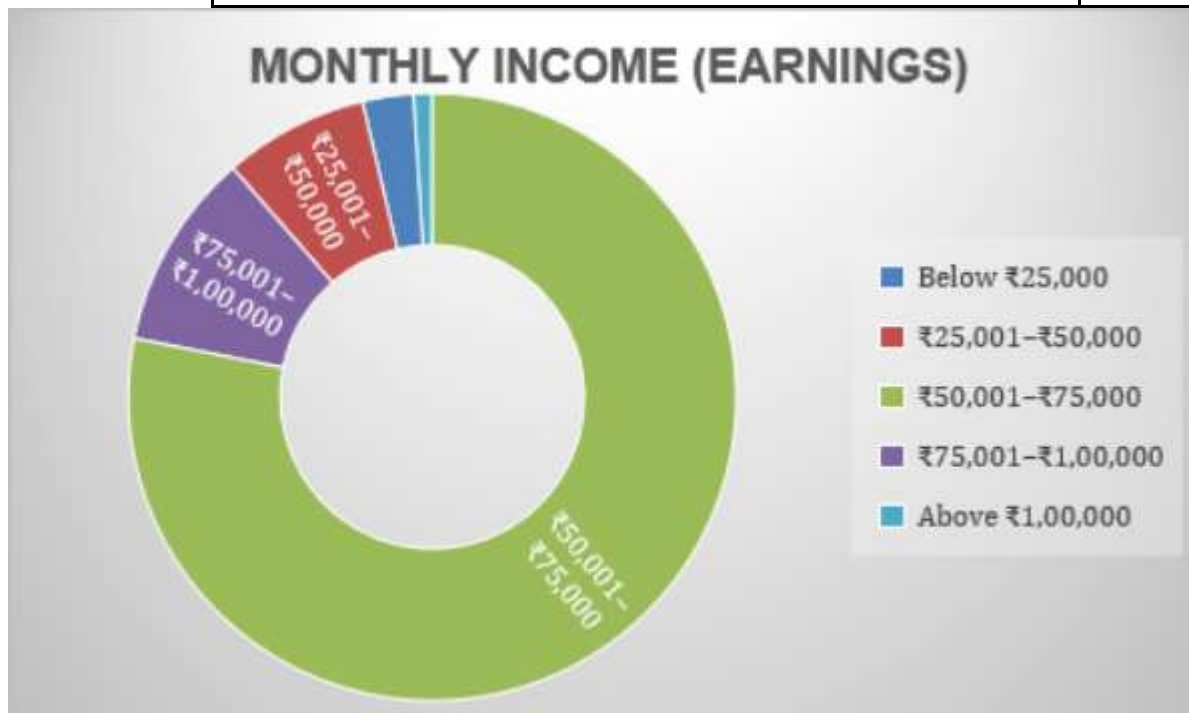




INTERPRETATION: The occupational profile of the study participants is displayed in the table and graph above. The results show that 78.10% of respondents are salaried workers, with 10.50% being self-employed. Homemakers (Nation Builders) made up 2.70% of the respondents, whereas students make up 7.70%. At 1.00%, business owners make up the smallest percentage. The findings imply that salaried people make up the majority of the study's participants, suggesting that young investors in Bengaluru Urban who have a steady source of income are more actively involved in financial decision-making and investment behaviour.

4. MONTHLY INCOME (EARNINGS)

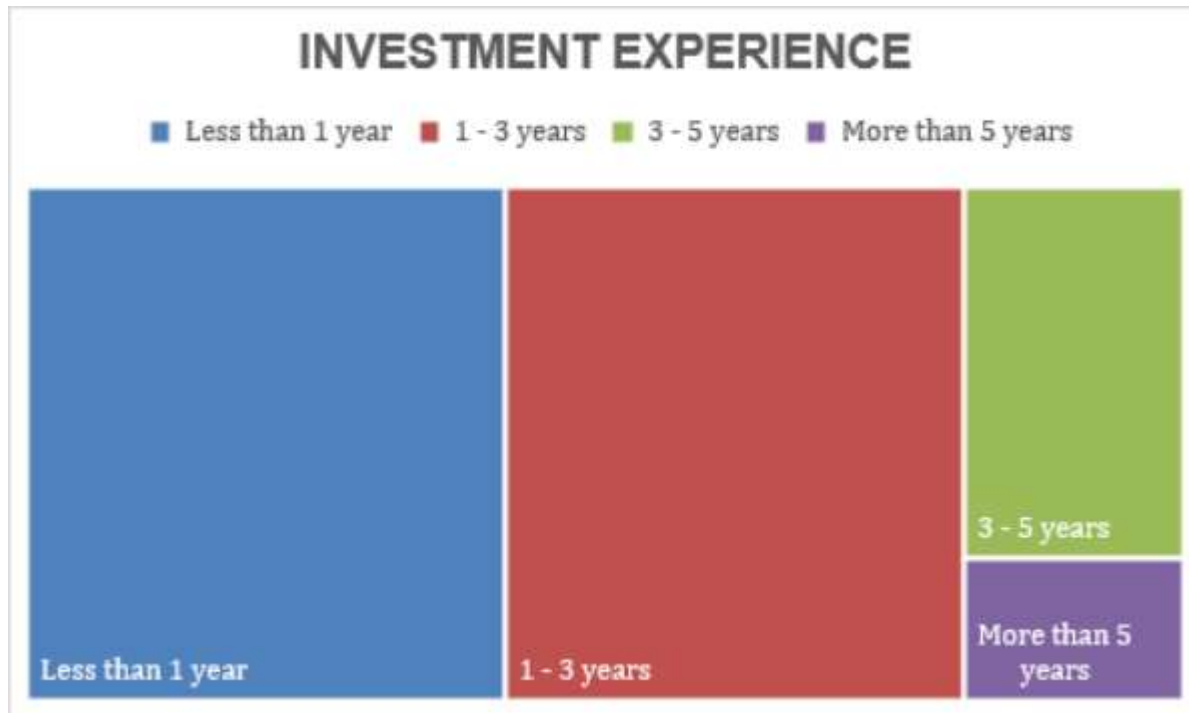
MONTHLY INCOME (EARNINGS)	
Below ₹25,000	2.70%
₹25,001–₹50,000	7.70%
₹50,001–₹75,000	78.10%
₹75,001–₹1,00,000	10.50%
Above ₹1,00,000	1%



INTERPRETATION: The occupational profile of the study participants is displayed in the table and graph above. The results show that 78.10% of respondents are salaried workers, with 10.50% being self-employed. Homemakers (Nation Builders) made up 2.70% of the respondents, whereas students make up 7.70%. At 1.00%, business owners make up the smallest percentage. The findings imply that salaried people make up the majority of the study's participants, suggesting that young investors in Bengaluru Urban who have a steady source of income are more actively involved in financial decision-making and investment behaviour.

5. INVESTMENT EXPERIENCE:

INVESTMENT EXPERIENCE	
Less than 1 year	41.40%
1 - 3 years	39.70%
3 - 5 years	13.70%
More than 5 years	5.20%



INTERPRETATION: The investment experiences of the study participants are displayed in the above table and graph. According to the results, the majority of respondents (41.40%) had less than a year of investment experience, closely followed by 39.70% who have one to three years. Just 5.20% of respondents have more than five years of investment experience, compared to 13.70% of respondents with three to five years. The findings indicate that the majority of young investors in Bengaluru Urban are in the early stages of their investment journey and are progressively honing their investment behaviour and financial decision-making skills. This suggests that the study is primarily composed of new and relatively inexperienced investors.

AWARENESS OF INVESTMENT AVENUES

6. I AM AWARE OF THE VARIOUS INVESTMENT AVENUES AVAILABLE IN INDIA

I am aware of the various investment avenues available in India		
Yes	98.30%	
No	1.70%	



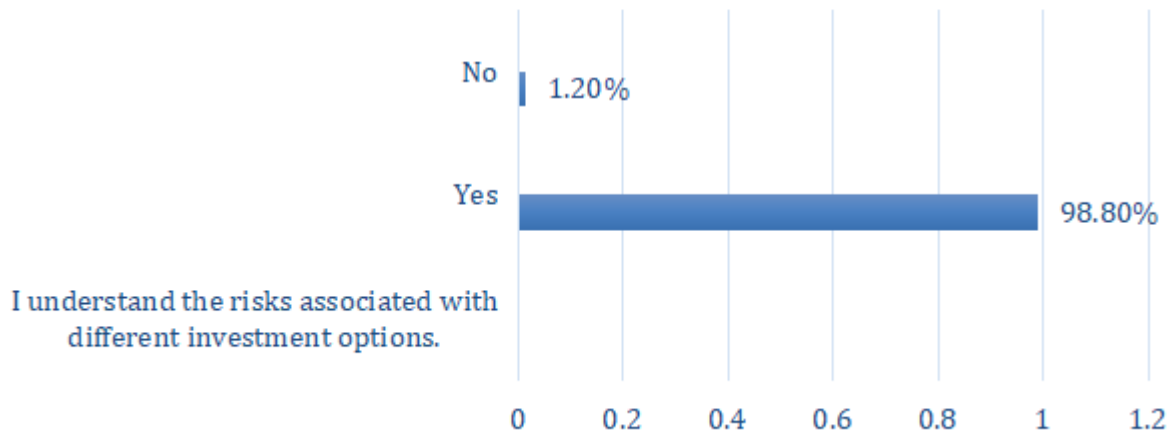
INTERPRETATION: The respondents' knowledge of the several investment options in India is shown in the above table and graph. The results show that the great majority of respondents (98.30%) indicated that they are aware of the many investing options by selecting "Yes." On the other hand, a mere 1.70% of the participants said that they were unaware. The findings unequivocally show that the majority of young investors in Bengaluru Urban have a high degree of awareness regarding the availability of different investment channels, which reflects their familiarity with investment alternatives and their interest in financial planning and investment decisions.

7. I UNDERSTAND THE RISK ASSOCIATED WITH DIFFERENT INVESTMENT OPTIONS

I Understand the risk associated with different investment options	
Yes	98.80%
No	1.20%



I UNDERSTAND THE RISK ASSOCIATED WITH DIFFERENT INVESTMENT OPTIONS



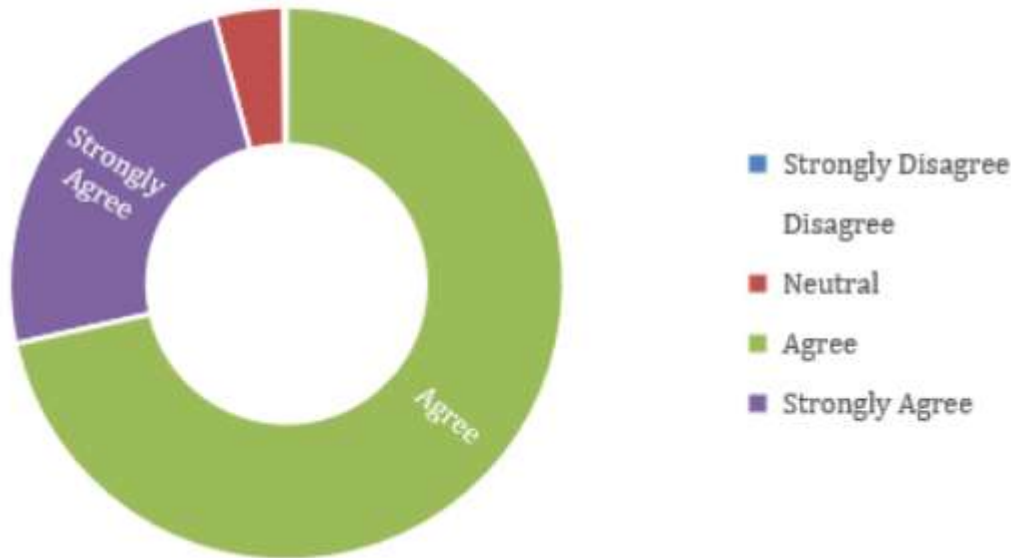
INTERPRETATION: The respondents' comprehension of the risks connected to various investment options is shown in the table and graph above. The results show that 98.80% of respondents gave the "Yes" response, indicating that they are aware of the dangers associated with different investment options. Just 1.20% of respondents selected "No," demonstrating a lack of knowledge about dangers associated with investments. The findings imply that most young investors in Bengaluru Urban have a solid grasp of the risks connected to various investment options, which is likely to encourage wise financial decision-making and informed investment behaviour.

8. I AM AWARE OF THE EXPECTED RETURNS FROM DIFFERENT INVESTMENT AVENUES.

I am aware of the expected returns from different investment avenues.	
Strongly Disagree	0.20%
Disagree	0
Neutral	4%
Agree	71.30%
Strongly Agree	24.20%



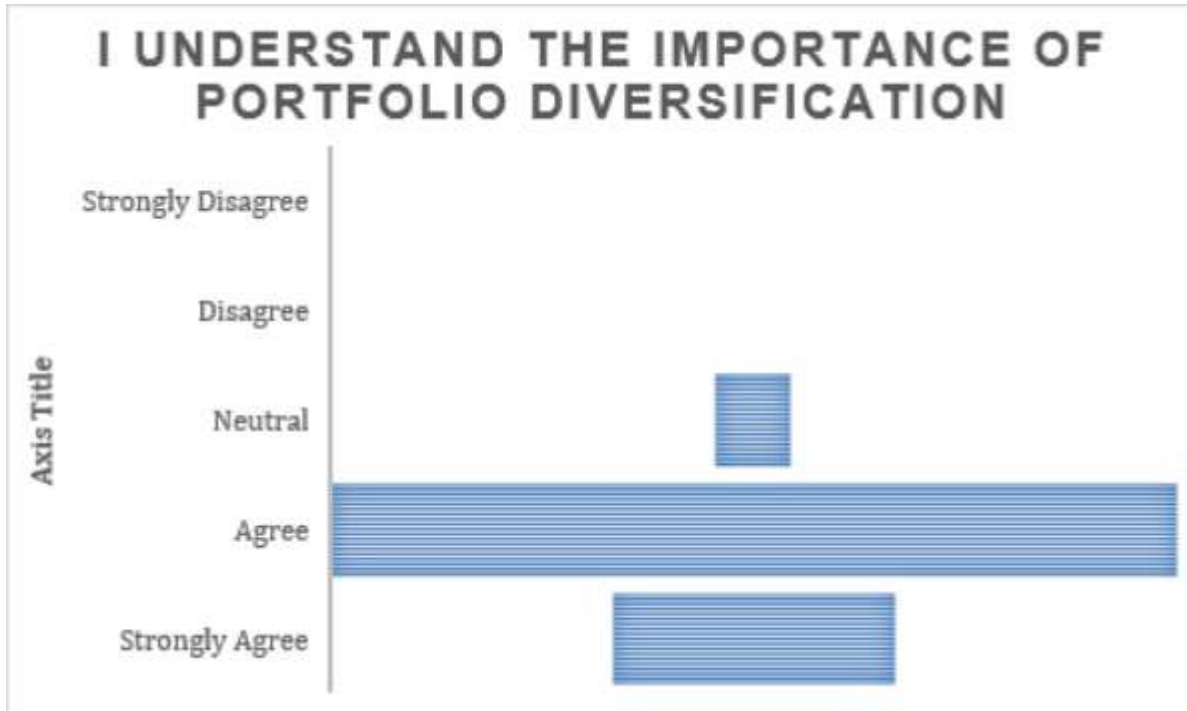
I AM AWARE OF THE EXPECTED RETURNS FROM DIFFERENT INVESTMENT AVENUES



INTERPRETATION: The respondents' knowledge of the anticipated returns from various investment options is shown in the table and graph above. The results show that while 24.20% of respondents strongly agreed with the statement, the majority of respondents (71.30%) stated that they are aware of the expected returns from various investment possibilities. Just 0.20% of respondents strongly disagreed, and only 4.00% of respondents were neutral. No respondents chose the disagree option. The findings show that the majority of young investors in Bengaluru Urban have a solid understanding of the anticipated returns from various investment options, demonstrating their capacity to make well-informed investment choices based on return expectations.

9. I UNDERSTAND THE IMPORTANCE OF PORTFOLIO DIVERSIFICATION

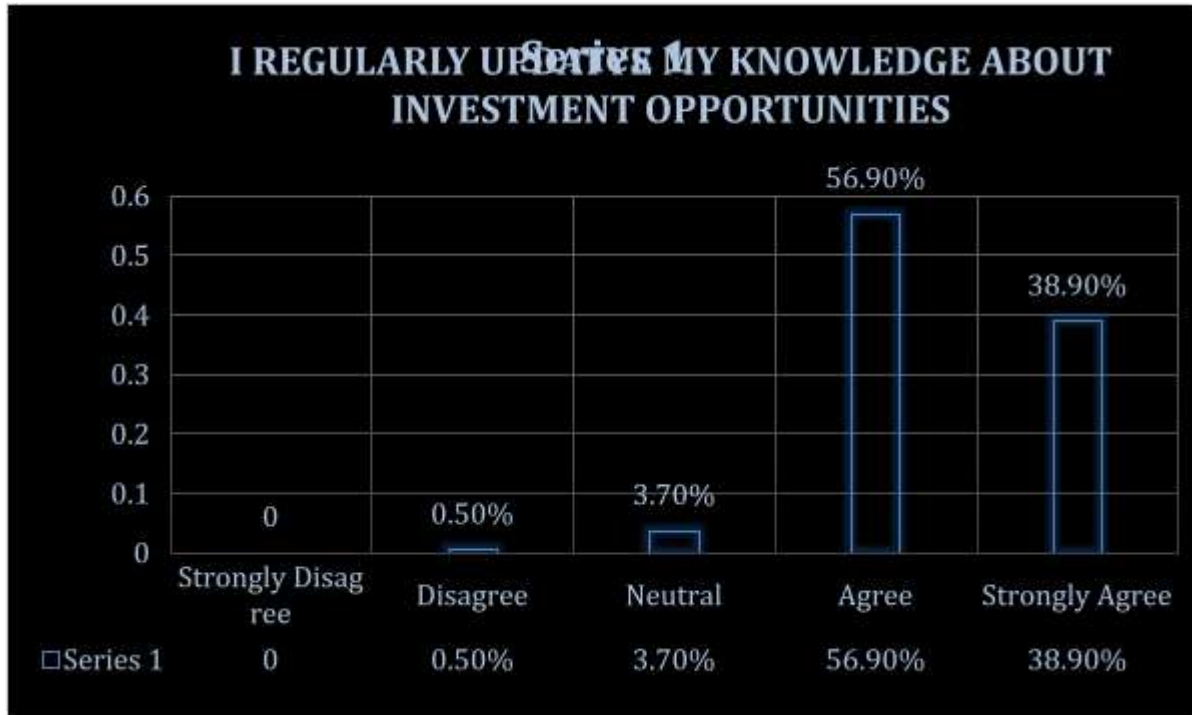
I understand the importance of portfolio diversification.	
Strongly Disagree	0
Disagree	0
Neutral	6.20%
Agree	70.30%
Strongly Agree	23.40%



INTERPRETATION: The respondents' perceptions of the significance of portfolio diversity are shown in the table and graph above. The results show that while 23.40% of respondents strongly agreed with the statement, the majority of respondents (70.30%) stated that they understand the significance of portfolio diversity. None of the respondents chose the strongly disagree or disagree alternatives, while a tiny percentage (6.20%) remained neutral. The findings show that the majority of young investors in Bengaluru Urban have a solid grasp of basic investment principles and understand the value of diversifying their investment portfolio to reduce risk and increase profits.

10. I REGULARLY UPDATE MY KNOWLEDGE ABOUT INVESTMENT OPPORTUNITIES

I regularly update my knowledge about investment opportunities.	
Strongly Disagree	0
Disagree	0.50%
Neutral	3.70%
Agree	56.90%
Strongly Agree	38.90%

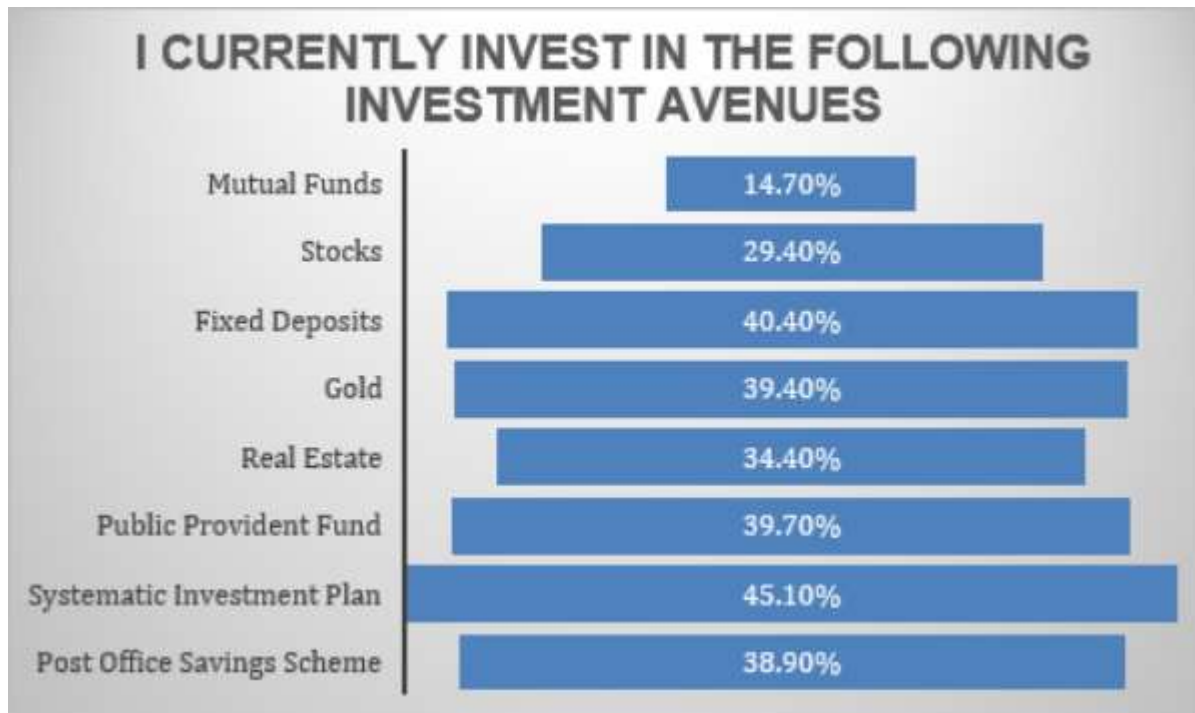


INTERPRETATION: The respondents' attempts to keep their knowledge of investment prospects up to date are shown in the table and graph above. The results show that while 38.90% of respondents strongly agreed with the statement, the majority of respondents (56.90%) stated that they constantly refresh their knowledge about investing prospects. Only 0.50% of respondents disagreed, and only 3.70% of respondents were neutral. No respondents chose the strongly disagree option. According to the findings, the majority of young investors in Bengaluru Urban actively work to increase their understanding of investment prospects, exhibiting a proactive approach to making wise investment choices and raising their level of financial literacy.

UTILISATION OF INVESTMENT AVENUES

11. I CURRENTLY INVEST IN THE FOLLOWING INVESTMENT AVENUES

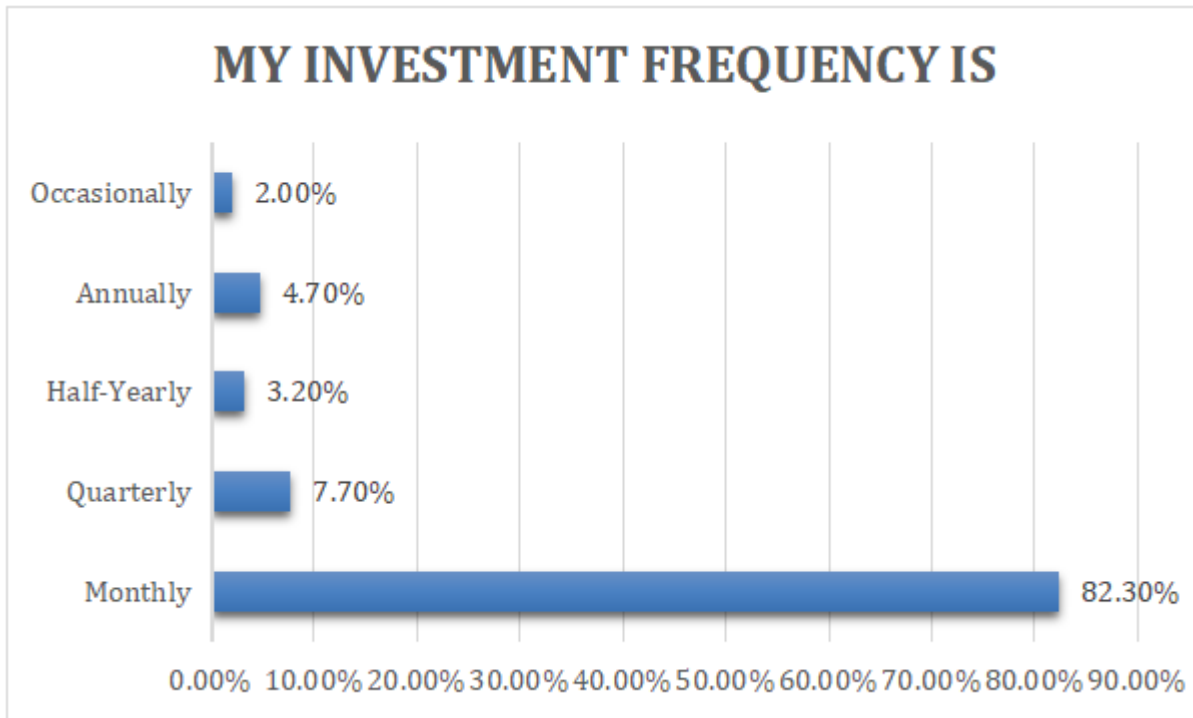
I currently invest in the following investment avenues.	
Mutual Funds	14.70%
Stocks	29.40%
Fixed Deposits	40.40%
Gold	39.40%
Real Estate	34.40%
Public Provident Fund	39.70%
Systematic Investment Plan	45.10%
Post Office Savings Scheme	38.90%



INTERPRETATION: The investment options that the respondents now favour are shown in the above table and graph. With 45.10% of the respondents investing through Systematic Investment Plans (SIPs), the results show that SIPs are the most popular investment option. Fixed Deposits (40.40%), Public Provident Fund (39.70%), Gold (39.40%), and Post Office Savings Plans (38.90%) come next. 34.40% of respondents said they favoured real estate, while 29.40% said they chose stocks. With 14.70% of respondents participating in mutual funds, they are the least recommended investment option. The results show that while relatively few respondents actively engage in mutual funds and stocks, young investors in Bengaluru Urban tend to favour relatively safe and systematic investment options including SIPs, Fixed Deposits, and Public Provident Funds.

12. MY INVESTMENT FREQUENCY IS

My investment frequency is	
Monthly	82.30%
Quarterly	7.70%
Half-Yearly	3.20%
Annually	4.70%
Occasionally	2.00%



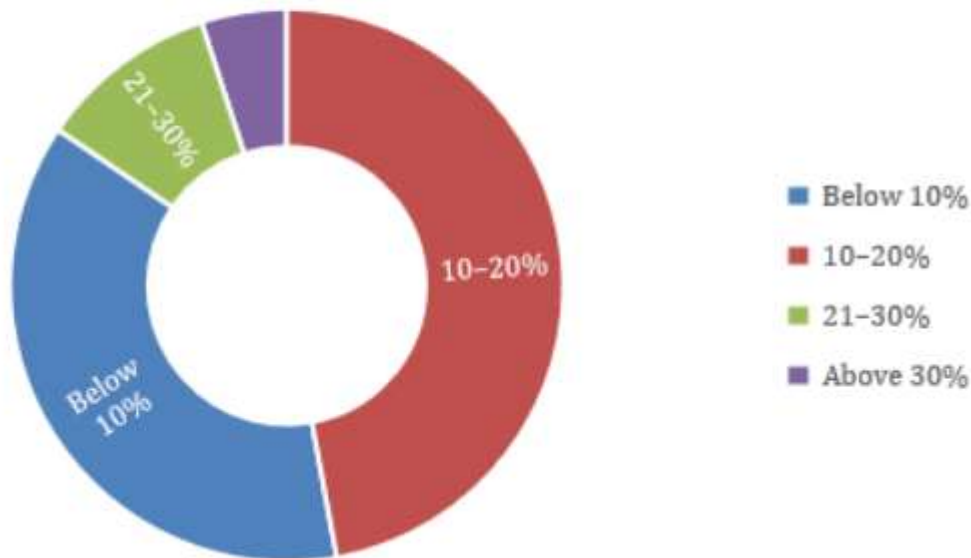
INTERPRETATION: The respondents' investment frequency is shown in the table and graph above. The results show that most respondents (82.30%) make monthly investments, exhibiting a consistent and disciplined investment habit. 4.70% of respondents invest annually, while 7.70% of respondents invest quarterly. Just 2.0% of respondents make occasional investments, while a smaller percentage (3.20%) make half-yearly investments. The findings indicate that the majority of young investors in Bengaluru Urban prefer to make regular monthly investments, which reflects a methodical approach to financial planning and asset accumulation. Conversely, fewer respondents adopted less frequent investment schedules.

13. THE PERCENTAGE OF MY MONTHLY INCOME ALLOCATED TO INVESTMENTS IS

The percentage of my monthly income allocated to investments is	
Below 10%	37.40%
10–20%	47.10%
21–30%	10.50%
Above 30%	5%



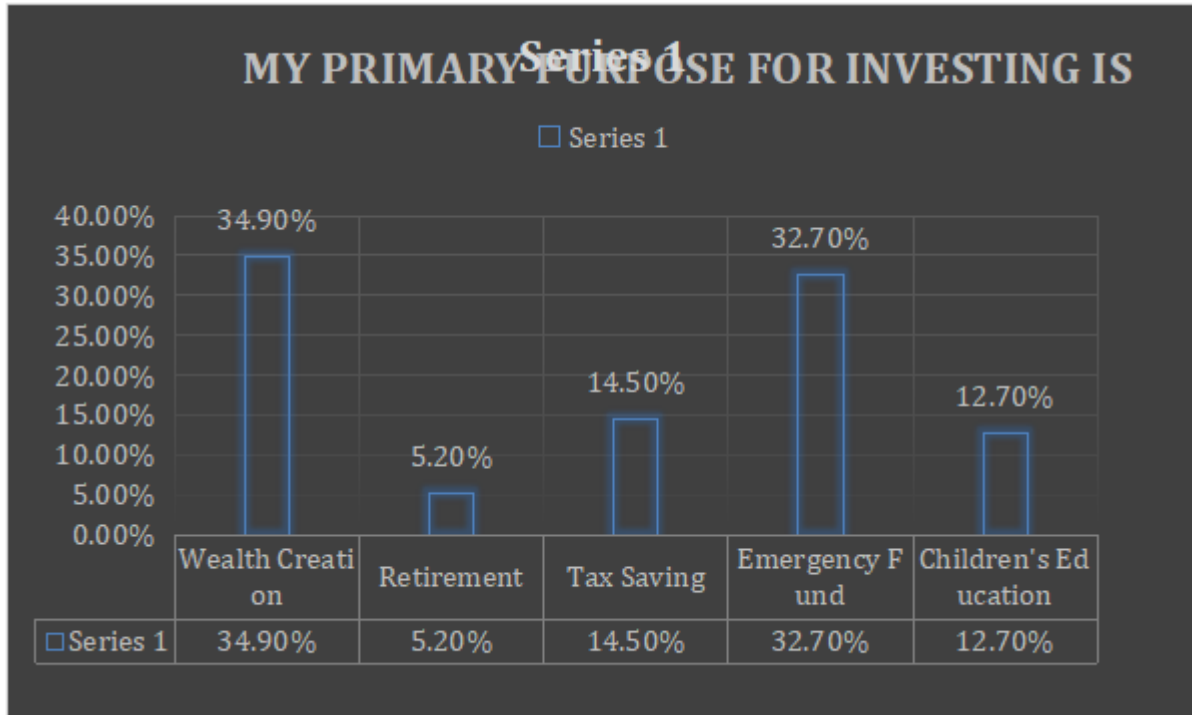
THE PERCENTAGE OF MY MONTHLY INCOME ALLOCATED TO INVESTMENTS IS



INTERPRETATION: The respondents' percentage of monthly income allotted to investments is shown in the table and graph above. According to the results, the majority of respondents (47.10%) invest between 10% and 20% of their monthly income. 37.40% of the respondents who invest less than 10% of their monthly income come next. Just 5% invest more than 30% of their monthly income, while a smaller percentage (10.50%) set aside 21–30%. The findings show that the majority of young investors in Bengaluru Urban prefer to set aside a reasonable amount of their monthly income (10–20%) for investments, which reflects a balanced approach to financial planning while satisfying their regular spending and savings objectives.

14. MY PRIMARY PURPOSE FOR INVESTING IS

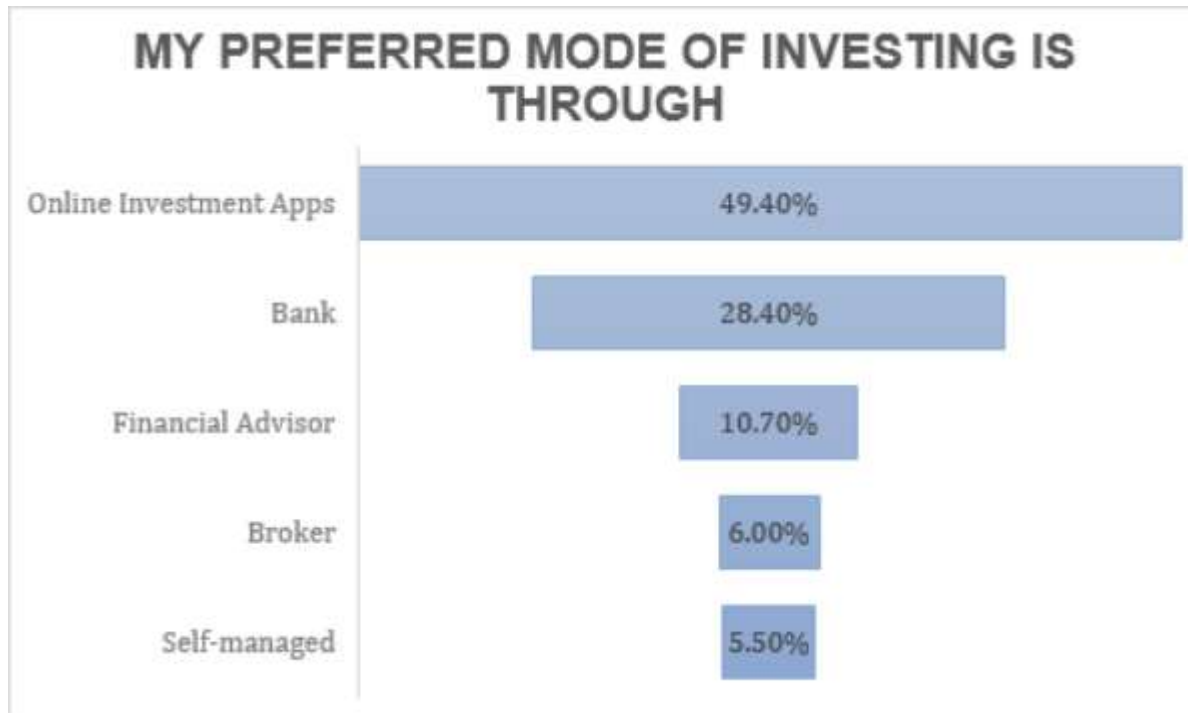
My primary purpose for investing is	
Wealth Creation	34.90%
Retirement	5.20%
Tax Saving	14.50%
Emergency Fund	32.70%
Children's Education	12.70%



INTERPRETATION : The respondents' main reasons for investing are shown in the above table and graph. The results show that the majority of respondents (34.90%) invest to develop wealth, with 32.70% investing to create an emergency fund coming in second. Of the responders, 12.70% invest in children's education, while 14.50% prioritise tax savings. Retirement preparation was cited by just 5.20% of respondents as their main reason for investing. The findings show that while relatively few respondents prioritise long-term objectives like retirement planning and children's education, young investors in Bengaluru Urban mostly concentrate on wealth growth and financial stability through emergency savings.

15. MY PREFERRED MODE OF INVESTING IS THROUGH

My preferred mode of investing is through	
Online Investment Apps	49.40%
Bank	28.40%
Financial Advisor	10.70%
Broker	6%
Self-managed	5.50%



INTERPRETATION : The respondents' preferred method of investing is shown in the table and graph above. The results show a strong preference for digital investment platforms, with the majority of respondents (49.40%) preferring to invest using online investment applications. 28.40% of people prefer to invest through banks, which comes next. While 6.0% of respondents prefer investing through brokers, a lesser percentage (10.70%) rely on financial counsellors. Merely 5.50% of the participants handle their investments on their own (self-managed). According to the findings, young investors in Bengaluru Urban primarily favour digital investment platforms because of their accessibility, simplicity of use, and convenience; in contrast, fewer respondents rely on traditional investment intermediaries or self-managed investing.

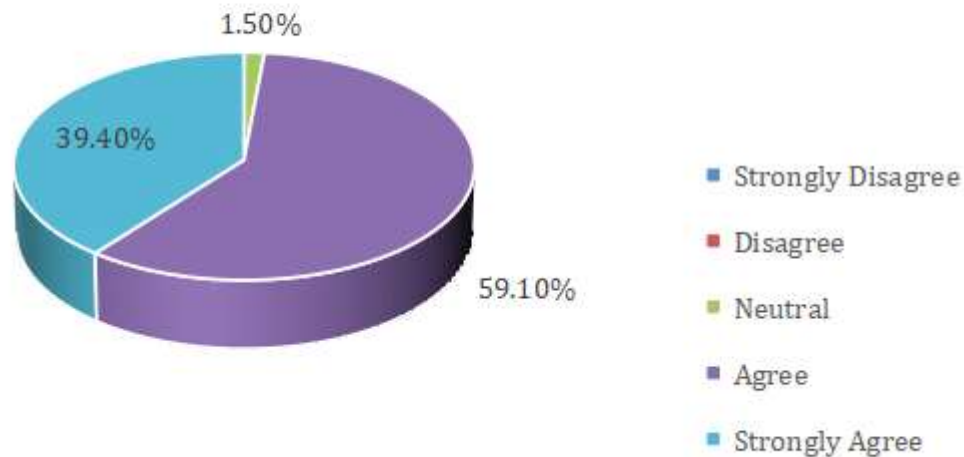
FINANCIAL DECISION MAKING

16. I COMPARE DIFFERENT INVESTMENT ALTERNATIVES BEFORE MAKING AN INVESTMENT

I compare different investment alternatives before making an investment.	
Strongly Disagree	0
Disagree	0
Neutral	1.50%
Agree	59.10%
Strongly Agree	39.40%



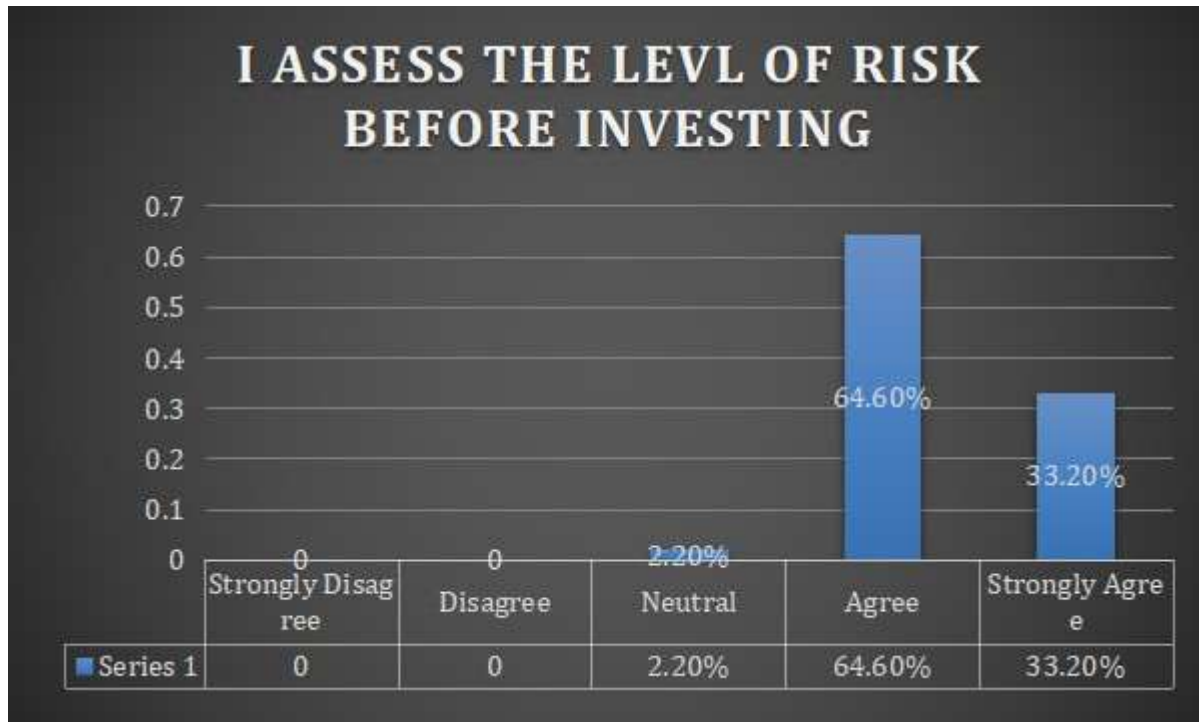
I COMPARE DIFFERENT INVESTMENTS ALTERNATIVES BEFORE MAKING AN INVESTMENT



INTERPRETATION: The respondents' practice of weighing various investment options before making a choice is seen in the table and graph above. The results show that while 39.40% strongly agreed with the statement, the majority of respondents (59.10%) stated that they compare several investment options before making an investment. None of the respondents chose the strongly disagree or disagree alternatives, while a very tiny percentage (1.50%) remained neutral. The findings show that the majority of young investors in Bengaluru Urban thoroughly assess and contrast several investment options prior to making selections, demonstrating a logical and knowledgeable approach to financial decision-making and investment planning.

17. I ASSESS THE LEVEL OF RISK BEFORE INVESTING

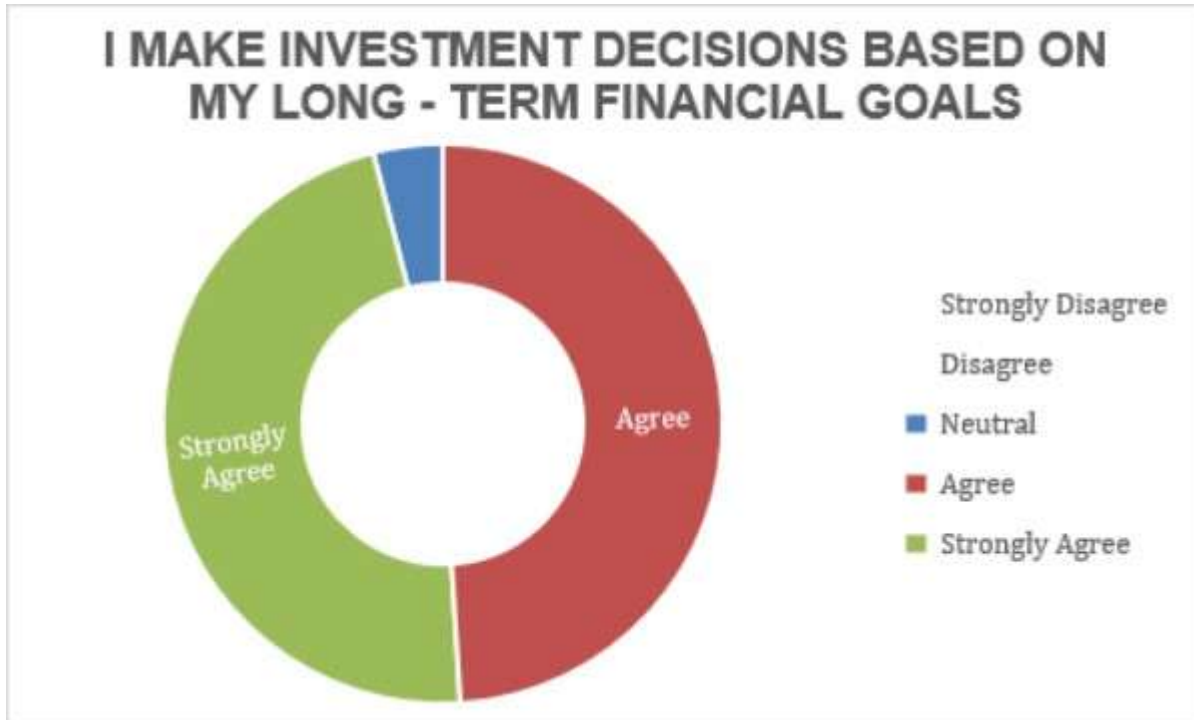
I assess the level of risk before investing.	
Strongly Disagree	0
Disagree	0
Neutral	2.20%
Agree	64.60%
Strongly Agree	33.20%



INTERPRETATION: The respondents' practice of determining the degree of risk before making an investment is shown in the above table and graph. The results show that while 33.20% strongly agreed with the statement, the majority of respondents (64.60%) agreed that they evaluate the degree of risk before making an investment. None of the respondents chose the strongly disagree or disagree alternatives, and a tiny percentage (2.20%) remained neutral. The findings show that the majority of young investors in Bengaluru Urban carefully consider the degree of risk involved in investing possibilities before making financial decisions, exhibiting a responsible and knowledgeable attitude to risk management and investment planning.

18. I MAKE INVESTMENT DECISIONS BASED ON MY LONG - TERM FINANCIAL GOALS

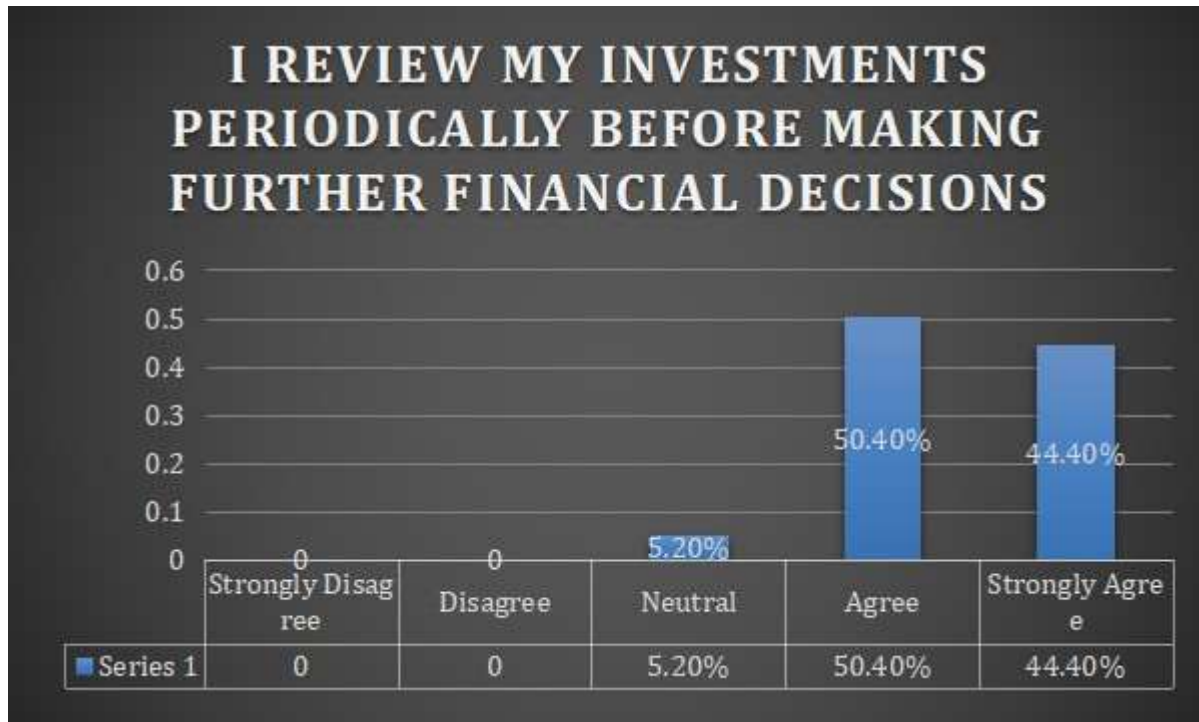
I make investment decisions based on my long-term financial goals.	
Strongly Disagree	0
Disagree	0
Neutral	4%
Agree	48.90%
Strongly Agree	46.90%



INTERPRETATION: The respondents' investment choices based on their long-term financial objectives are shown in the above table and graph. The results show that while 46.90% of respondents strongly agreed with the statement, the majority of respondents (48.90%) agreed that they made investment selections in line with their long-term financial goals. None of the respondents chose the strongly disagree or disagree options, while a tiny percentage (4.00%) remained neutral. The findings show that the majority of young investors in Bengaluru Urban take a long-term view when making investment choices, which reflects a goal-oriented attitude to future financial planning, financial security, and wealth accumulation.

19. I REVIEW MY INVESTMENTS PERIODICALLY BEFORE MAKING FURTHER FINANCIAL DECISIONS

I review my investments periodically before making further financial decisions.	
Strongly Disagree	0
Disagree	0
Neutral	5.20%
Agree	50.40%
Strongly Agree	44.40%



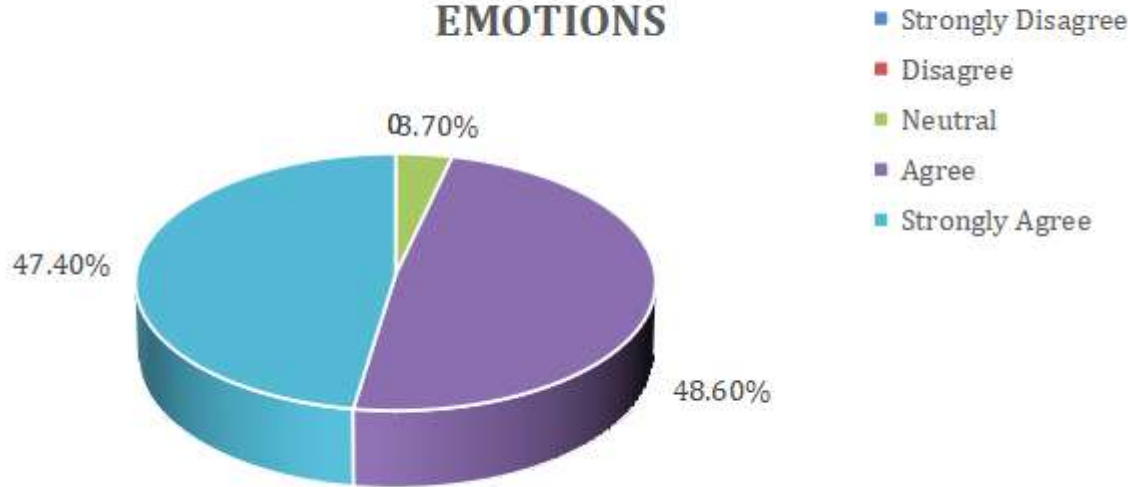
INTERPRETATION: The respondents' behaviour of routinely monitoring their investments before making additional financial decisions is shown in the above table and graph. The results show that while 44.40% strongly agreed with the statement, the majority of respondents (50.40%) acknowledged that they evaluate their investments on a regular basis. None of the respondents chose the strongly disagree or disagree alternatives, while a tiny percentage (5.20%) remained neutral. The findings show that the majority of young investors in Bengaluru Urban periodically assess the performance of their investments before making further financial decisions, demonstrating a proactive and disciplined approach to long-term financial planning and investment management.

20. I MAKE INVESTMENT DECISIONS BASED ON MY FINANCIAL CAPACITY RATHER THAN EMOTIONS

I make investment decisions based on my financial capacity rather than emotions.	
Strongly Disagree	0
Disagree	0
Neutral	3.70%
Agree	48.60%
Strongly Agree	47.40%



I MAKE INVESTMENT DECISIONS BASED ON MY FINANCIAL CAPACITY RATHER THAN EMOTIONS

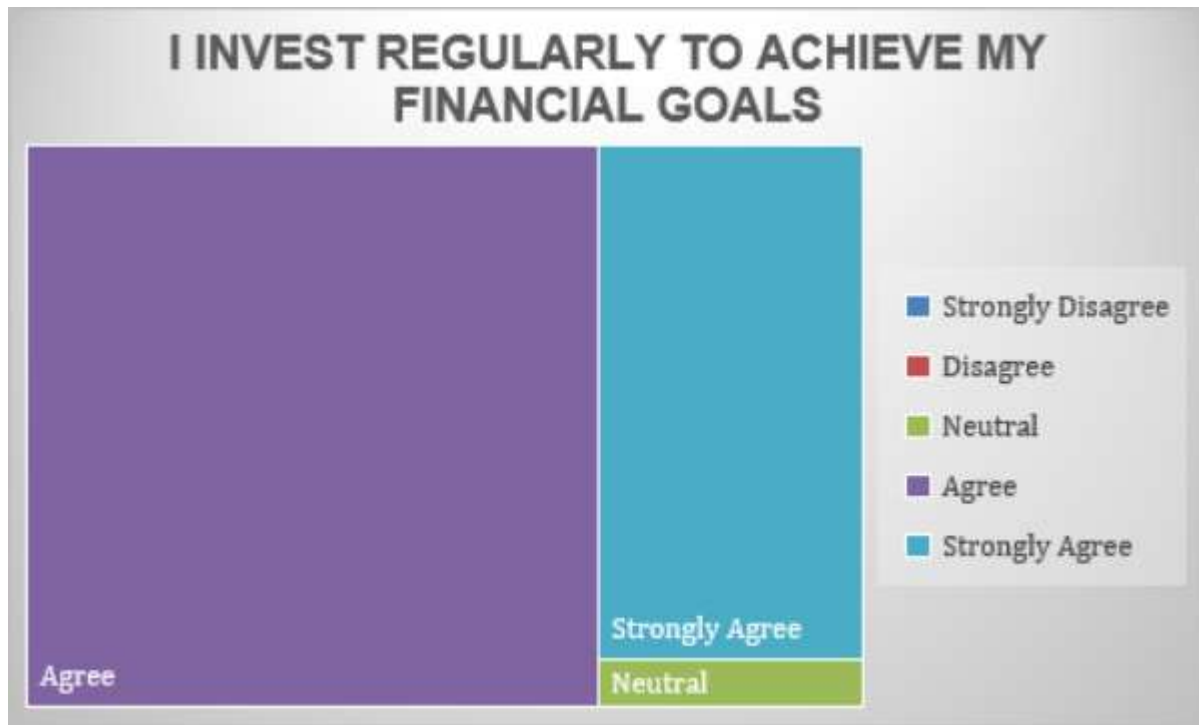


INTERPRETATION: The respondents' investment choices are shown in the above table and graph according to their financial ability rather than their feelings. The results show that 47.40% of respondents strongly agreed with the assertion that they base their investment decisions on their financial capacity, while 48.60% of respondents agreed. None of the respondents chose the strongly disagree or disagree alternatives, while a tiny percentage (3.70%) remained neutral. The findings show that the majority of young investors in Bengaluru Urban make logical investment choices by taking into account their financial capability rather than being swayed by feelings, which reflects competent financial planning and disciplined investment behaviour.

INVESTMENT BEHAVIOR

21. I INVEST REGULARLY TO ACHIEVE MY FINANCIAL GOALS

I invest regularly to achieve my financial goals.	
Strongly Disagree	0
Disagree	0
Neutral	2.70%
Agree	68.30%
Strongly Agree	28.90%



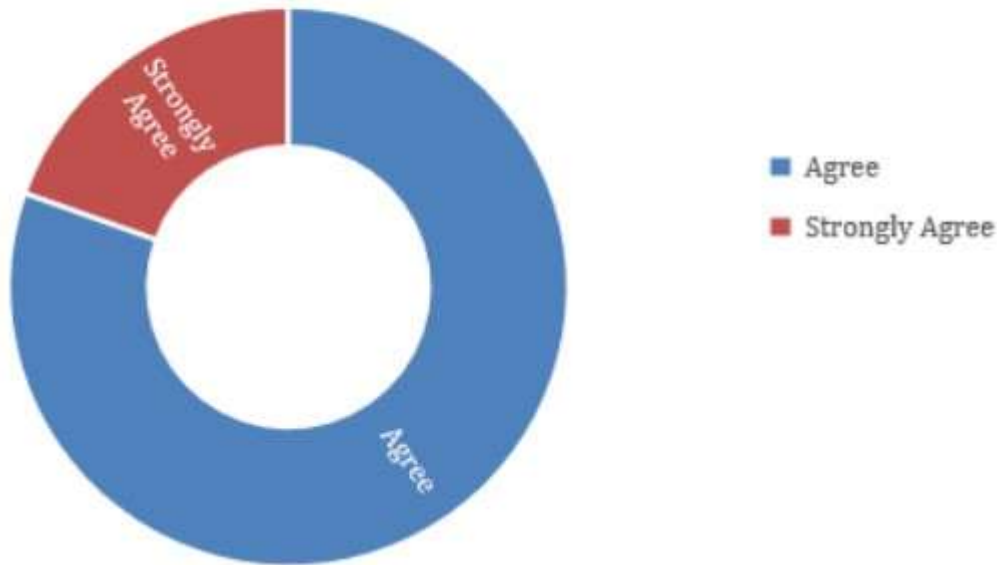
INTERPRETATION: The respondents' frequency of investing to meet their financial objectives is displayed in the above table and graph. The results show that while 28.90% strongly agreed with the statement, the majority of respondents (68.30%) stated that they consistently invest to reach their financial goals. None of the respondents chose the strongly disagree or disagree alternatives, while a tiny percentage (2.70%) remained neutral. The findings show that the majority of young investors in Bengaluru Urban have a consistent and disciplined investing habit, indicating a strong commitment to using regular investing to reach their long-term financial goals.

22. I PREFER TO DIVERSIFY MY INVESTMENTS ACROSS DIFFERENT INVESTMENT AVENUES

I prefer to diversify my investments across different investment avenues.	
Strongly Disagree	0
Disagree	0
Neutral	4.20%
Agree	76.80%
Strongly Agree	18.70%



I PREFER TO DIVERSIFY MY INVESTMENTS ACROSS DIFFERENT INVESTMENT AVENUES



INTERPRETATION: The respondents' preference for diversifying their investments among several investment opportunities is shown in the table and graph above. The results show that while 18.70% of respondents strongly agreed with the statement, the majority of respondents (76.80%) agreed that they prefer to diversify their investments. None of the respondents chose the strongly disagree or disagree alternatives, and a tiny percentage (4.20%) remained neutral. The findings show that the majority of young investors in Bengaluru Urban understand the value of diversification and would rather spread their money over a number of different investment avenues in order to reduce risk and maximise potential returns. This reflects prudent investment behaviour and sound financial decision-making.

23. I AM WILLING TO TAKE CALCULATED RISKS TO EARN HIGHER RETURNS

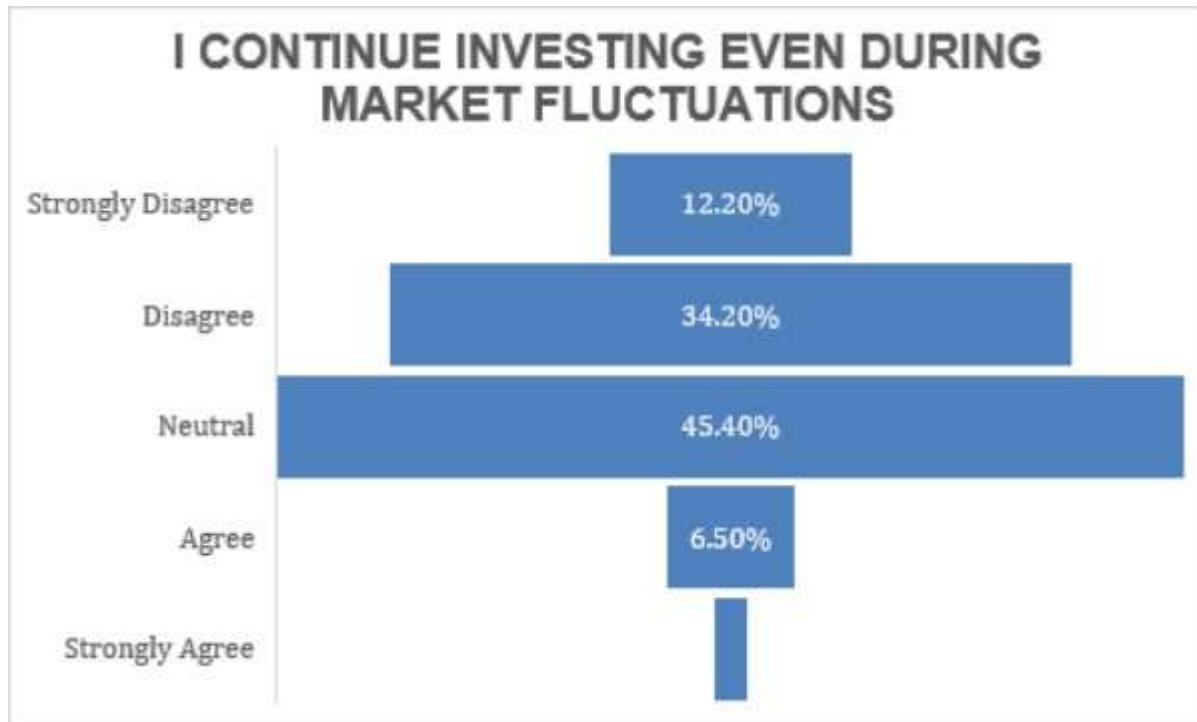
I am willing to take calculated risks to earn higher returns.	
Strongly Disagree	0
Disagree	7.50%
Neutral	64.40%
Agree	22.70%
Strongly Agree	5%



INTERPRETATION: The respondents' readiness to take calculated risks in order to increase profits is seen in the table and graph above. According to the results, the majority of respondents (64.40%) expressed no opinion, suggesting a cautious approach to taking financial risks. 7.50% of respondents disagreed with the statement, but 22.70% agreed and 5.00% strongly agreed that they are willing to take measured risks for larger rewards. The strongly disagree option was not chosen by any of the respondents. According to the findings, the majority of young investors in Bengaluru Urban take a measured and cautious approach to risk-taking, preferring to thoroughly assess investment opportunities before taking on larger levels of risk in an effort to increase profits.

24. I CONTINUE INVESTING EVEN DURING MARKET FLUCTUATIONS

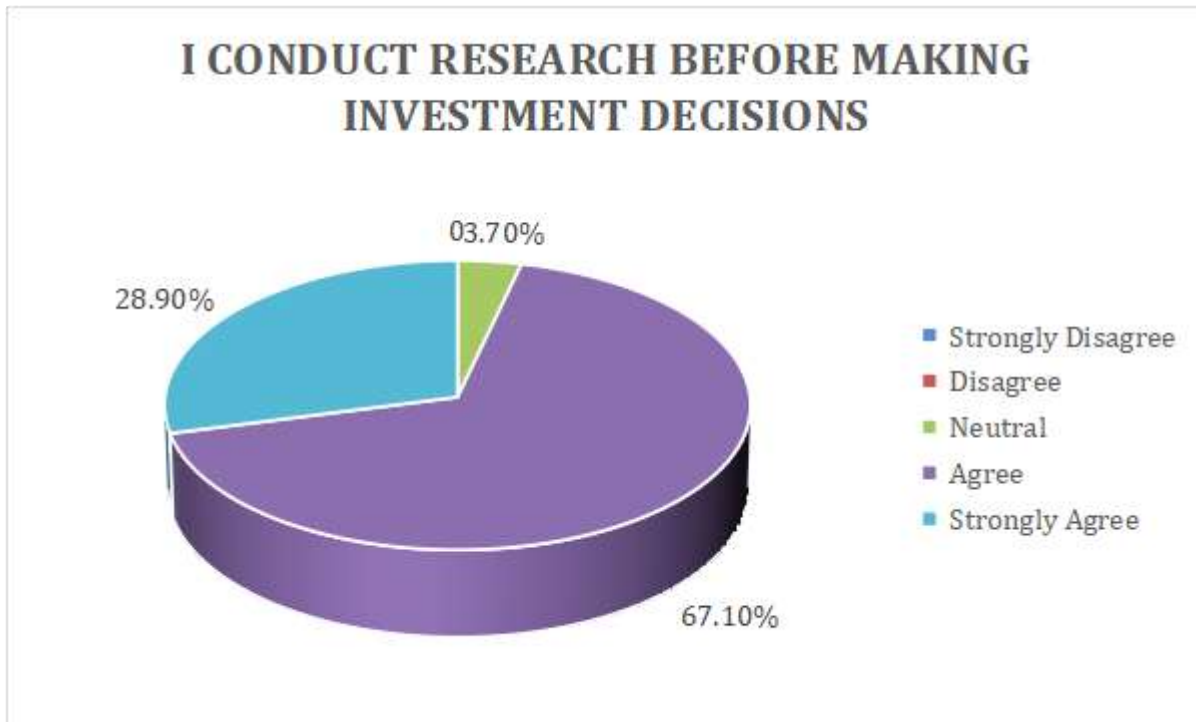
I continue investing even during market fluctuations.	
Strongly Disagree	12.20%
Disagree	34.20%
Neutral	45.40%
Agree	6.50%
Strongly Agree	1.70%



INTERPRETATION: The respondents' willingness to keep investing throughout market swings is seen in the table and graph above. According to the results, the majority of respondents (45.40%) had no opinion, suggesting that they were unsure whether to keep making investments while the market was volatile. This is followed by 34.20% who disagreed and 12.20% who strongly disagreed, indicating that a sizable percentage of respondents are reluctant to make investments when the market is volatile. While 1.70% of respondents strongly agreed that they continue to invest despite market changes, just 6.50% of respondents agreed. The findings show that during times of market uncertainty, the majority of young investors in Bengaluru Urban take a cautious approach to investing, with comparatively few respondents showing a readiness to keep making investments despite market swings.

25. I CONDUCT RESEARCH BEFORE MAKING INVESTMENT DECISIONS

I conduct research before making investment decisions.	
Strongly Disagree	0
Disagree	0
Neutral	3.70%
Agree	67.10%
Strongly Agree	28.90%



INTERPRETATION: The respondents' practice of doing research before making financial decisions is seen in the table and graph above. The results show that while 28.90% strongly agreed with the statement, the majority of respondents (67.10%) stated that they do research before making an investment. None of the respondents chose the strongly disagree or disagree alternatives, while a tiny percentage (3.70%) remained neutral. The findings show that the majority of young investors in Bengaluru Urban conduct sufficient study before to making investment decisions, demonstrating an informed, analytical, and responsible attitude to financial decision-making and investment behaviour.

4B. HYPOTHESIS TESTING HYPOTHESIS

A hypothesis is an assumption or tentative assertion regarding the link between two or more variables made by the researcher that can be verified by statistical analysis and study results.

It is a prediction statement that gives the study direction and aids in determining whether a certain link or impact exists between variables.

To put it simply, a hypothesis is an assumption that is established prior to study and then tested using data that has been gathered.

HYPOTHESIS TESTING

A statistical technique for examining presumptions or predictions about a population based on sample data is hypothesis testing. It assists the researcher in figuring out whether the variables in a study have a significant link or difference.

A tentative statement that can be statistically tested is called a hypothesis in research. Based on the data analysis, hypothesis testing allows the researcher to accept or reject the assumption.

There are primarily two categories of hypotheses:



Null Hypothesis (H_0):

It states that there is no significant relationship or difference between the variables.

Alternative Hypothesis (H_1):

It states that there is a significant relationship or difference between the variables. HYPOTHESIS

H_0 : Age, occupation, earnings and educational qualification do not have a significant influence on the investment behavior and financial decision making patterns among young investors in Bengaluru Urban.

H_1 : Age, occupation, earnings and educational qualification have a significant influence on the investment behavior and financial decision making patterns among young investors in Bengaluru Urban.

H_0 : There is no significant difference in the investment preference of young investors across different investments avenues in Bengaluru Urban.

H_1 : There is significant difference in the investment preference of young investors across different investments avenues in Bengaluru Urban.

H_0 : Young investors in Bengaluru do not possess a high level of awareness regarding investment behavior and financial decision making.

H_1 : Young investors in Bengaluru possess a high level of awareness regarding investment behavior and financial decision making.

RELIABILITY TEST

A **Reliability Test** is a statistical technique used to determine the **consistency, stability, and dependability** of a research instrument, such as a questionnaire or survey. It assesses whether the items in the questionnaire consistently measure the same underlying concept or construct.

The most commonly used method for measuring reliability is **Cronbach's Alpha (α)**. It evaluates the **internal consistency** of multiple questionnaire items by indicating how closely related they are. A higher Cronbach's Alpha value indicates that the questionnaire items are more consistent and reliable in measuring the intended construct.

CRONBACH'S ALPHA

A statistical metric called Cronbach's Alpha (α) is used to assess the reliability or internal consistency of a scale or questionnaire. It assesses the degree to which a group of items measure the same underlying notion or construct. Put otherwise, it shows whether every question in a survey consistently evaluates the desired variable.

Greater reliability is indicated by higher Cronbach's Alpha values, which range from 0 to 1. While scores above 0.80 show good reliability, values of 0.70 or more are typically regarded as adequate for research. A extremely low Cronbach's Alpha value indicates that the questionnaire items might not assess the same concept consistently and would need to be revised.

The reliability of the 13-item questionnaire used in this study to gauge young investors' awareness of investment



behaviour and financial decision-making in Bengaluru Urban was evaluated using Cronbach's Alpha. Good internal consistency was indicated by the obtained Cronbach's Alpha value of 0.837. As a result, the survey is regarded as trustworthy and appropriate for additional statistical examination.

Interpretation of Cronbach's Alpha

Cronbach's Alpha (α)	Interpretation
≥ 0.90	Excellent Reliability
0.80 – 0.89	Good Reliability
0.70 – 0.79	Acceptable Reliability
0.60 – 0.69	Questionable Reliability
0.50 – 0.59	Poor Reliability
< 0.50	Unacceptable Reliability

CRONBACH'S ALPHA- STATISTICAL TESTING

Reliability Statistics

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.837	.870	13

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.861	0.859	12

INTERPRETATION

With a Cronbach's Alpha value of 0.837 for the 13 items on the scale, the reliability analysis demonstrates that the questionnaire has strong internal consistency. The instrument is regarded as reliable for measuring the construct since the alpha value is higher than 0.70. This shows that the same underlying concept is consistently measured by the items.



A little higher than the initial alpha, the Cronbach's Alpha Based on Standardised Items is 0.870. This implies that the internal consistency increases even more after the items are standardised (to account for variations). The scale is steady and the items have comparatively equal variances, as indicated by the minor difference between the two values.

NORMALITY TEST

To ascertain whether the gathered data has a normal distribution, a normality test is performed. It assists the researcher in determining whether parametric or non-parametric statistical tests are appropriate for study and whether the data is symmetrically distributed around the mean.

Because many statistical methods depend on the data being regularly distributed for precise interpretation and hypothesis testing, the normality test is crucial.

The Normalcy Test's Objective

The test for normalcy is carried out:

- To determine if the gathered data has a normal distribution
- To ascertain whether statistical methods are appropriate
- To determine whether to employ parametric or non-parametric testing
- To increase statistical analysis's validity and accuracy

Methods Used for Normality Test

The normality of data is commonly tested using:

- **Kolmogorov–Smirnov Test**
- **Shapiro–Wilk Test**

These tests are performed in SPSS to examine the distribution of collected data.

Interpretation of Normality Test

Significance Value (p-value)	Interpretation
Greater than 0.05	Data is normally distributed
Less than 0.05	Data is not normally distributed



Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Awareness_score	.085	108	.052	.976	108	.051

a. Lilliefors Significance Correction

Test	Statistic	df	Sig. (p-value)
Kolmogorov-Smirnov	0.085	108	0.052
Shapiro-Wilk	0.976	108	0.051

INTERPRETATION

The Kolmogorov-Smirnov and Shapiro-Wilk tests were used to determine whether the Awareness Score was normal. The significance value was 0.051 for the Shapiro-Wilk test and 0.052 for the Kolmogorov-Smirnov test. The null hypothesis of normalcy cannot be rejected because both p-values are higher than 0.05. As a result, the awareness score values roughly follow a normal distribution.

Parametric statistical tests like the independent sample t-test, one-way ANOVA, Pearson's correlation, and linear regression can be employed for additional analysis as the assumption of normality is satisfied, as long as other assumptions are also met.

In conclusion

The Kolmogorov-Smirnov p-value is 0.052 (> 0.05).

The data have a normal distribution with a Shapiro-Wilk p-value of 0.051 (> 0.05). The assumption of normalcy is met. It is possible to use parametric testing.

Note: The Kolmogorov-Smirnov test is typically the main test reported in SPSS-based research because your sample size is 108 (more than 50).

HYPOTHESIS AND TEST 1

H0: Young investors in Bengaluru do not possess a high level of awareness regarding investment behavior and financial decision making.

H1: Young investors in Bengaluru possess a high level of awareness regarding investment behavior and financial decision making.

STATISTICAL TESTING - CHI SQUARE TEST

The **Chi-Square (χ^2) Test** is a non-parametric statistical test used to determine whether there is a significant difference between the observed and expected frequencies of categorical variables. It helps to examine whether the distribution of responses differs significantly from what would be expected by chance. The test is widely used for analysing nominal or categorical data, such as Yes/No responses, gender, occupation, and other classification variables.



In the present study, the **Chi-Square Goodness-of-Fit Test** was employed to assess the awareness of young investors in Bengaluru regarding investment avenues and the risks associated with different investment options. The test was used to determine whether the observed frequencies of "Yes" and "No" responses significantly differed from the expected frequencies at the **5% level of significance ($\alpha = 0.05$)**. A **p-value less than 0.05** indicates a statistically significant difference, leading to the rejection of the null hypothesis, whereas a **p-value greater than 0.05** indicates that the null hypothesis cannot be rejected.

Chi-Square Test

Frequencies

VAR00001 Awareness of various investment avenues

	Observed N	Expected N	Residual
1	394	200.5	193.5
2	7	200.5	-193.5
Total	401		

VAR00002 Understand risks associated with invetsment options

	Observed N	Expected N	Residual
1	396	200.5	195.5
2	5	200.5	-195.5
Total	401		

Test Statistics

	VAR00001 Awareness of various investment avenues	VAR00002 Understand risks associated with invetsment options
Chi-Square	373.489 ^a	381.249 ^a
df	1	1
Asymp. Sig.	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 200.5.



Table 1: I AM AWARE OF THE VARIOUS INVESTMENT AVENUES AVAILABLE IN INDIA

Statistic	Value
Observed Yes	394
Observed No	7
Chi-Square	373.489
df	1
p-value (Asymp. Sig.)	0

Interpretation:

The Chi-Square Goodness-of-Fit test was conducted to examine whether young investors in Bengaluru possess awareness of various investment avenues. The results revealed a statistically significant difference between the observed and expected frequencies ($\chi^2 = 373.489$, $df = 1$, $p < 0.001$). Out of 401 respondents, 394 (98.3%) reported being aware of various investment avenues, while only 7 (1.7%) reported otherwise. Since the p-value is less than 0.05, the null hypothesis is rejected. Therefore, it is concluded that young investors in Bengaluru possess a high level of awareness regarding various investment avenues.

Table 2: I UNDERSTAND THE RISK ASSOCIATED WITH DIFFERENT INVESTMENT OPTIONS

Statistic	Value
Observed Yes	396
Observed No	5
Chi-Square	381.249
df	1
p-value (Asymp. Sig.)	0

Interpretation:

The Chi-Square Goodness-of-Fit test was performed to determine whether young investors understand the risks associated with different investment options. The findings indicated a statistically significant difference between the observed and expected frequencies ($\chi^2 = 381.249$, $df = 1$, $p < 0.001$). Among the 401 respondents, 396 (98.8%) indicated that they understand the risks associated with investment options, whereas only 5 (1.2%) responded negatively. Since the p-value is less than 0.05, the null hypothesis is rejected. Thus, it is concluded that young investors in Bengaluru possess a high level of awareness regarding the risks associated with different investment options.

Hypothesis Decision

H₀: Young investors in Bengaluru do not possess a high level of awareness regarding investment behavior and financial decision making.



H₁: Young investors in Bengaluru possess a high level of awareness regarding investment behavior and financial decision making.

Decision: Since the **p-value = 0.001 (< 0.05)** for both awareness questions, **H₀ is rejected and H₁ is accepted.**

Final Conclusion: The analysis provides significant evidence that **young investors in Bengaluru possess a high level of awareness regarding investment behavior and financial decision making.**

STATISTICAL TEST 2

HYPOTHESIS 2

H₀ - There is no significant difference in the investment preference of young investors across different avenues in Bengaluru Urban.

H₁ - There is significant difference in the investment preference of young investors across different avenues in Bengaluru Urban.

OBJECTIVE 2 - To analyse the investment preference of young investors in Bengaluru Urban across different avenues.

COCHRAN'S Q TEST

Cochran's Q Test is a non-parametric statistical test used to determine whether there are significant differences in the proportions of responses across three or more related dichotomous variables. It is an extension of the McNemar test and is appropriate when the same respondents are measured on multiple binary (Yes/No or 0/1) variables. Unlike parametric tests, Cochran's Q Test does not require the assumption of normality, making it suitable for categorical data.

Why Cochran's Q Test was used

In the present study, respondents were asked whether they currently invest in different investment avenues such as **Mutual Funds, Stocks, Fixed Deposits, Gold, Real Estate, Public Provident Fund (PPF), Systematic Investment Plan (SIP), and Post Office Savings Scheme**. Each investment avenue was coded as **1 = Invests** and **0 = Does Not Invest**. Since the same 401 respondents provided responses for all investment avenues, the observations are related, and the data are binary in nature.

Therefore, Cochran's Q Test was employed to examine whether the proportion of young investors choosing different investment avenues differs significantly.

Purpose of the Test

The purpose of Cochran's Q Test in this study was to determine whether there is a statistically significant difference in the investment preferences of young investors across the selected investment avenues in Bengaluru Urban.



Cochran Test

Frequencies

	Value	
	0	1
VAR00001 Mutual Funds	341	59
VAR00002 Stocks	282	118
VAR00003 Fixed Deposits	239	161
VAR00004 Gold	243	157
VAR00005 Real Estate	262	138
VAR00006 Public Provident Fund	241	159
VAR00007 Systematic Investment Plan	219	181
VAR00008 Post Office Savings Scheme	244	156

Test Statistics

N	400
Cochran's Q	101.557 ^a
df	7
Asymp. Sig.	.000

a. 0 is treated as a success.

INTERPRETATION : Cochran's Q Test was conducted to examine whether there is a significant difference in the investment preferences of young investors across eight investment avenues, namely Mutual Funds, Stocks, Fixed Deposits, Gold, Real Estate, Public Provident Fund (PPF), Systematic Investment Plan (SIP), and Post Office Savings Scheme.

The frequency table indicates that the number of respondents investing in each avenue varies considerably. Among the 400 respondents, **Systematic Investment Plan (SIP)** recorded the highest number of investors (181), followed by **Fixed Deposits (161)** and **Public Provident Fund (159)**. **Mutual Funds** recorded the lowest number of investors (59), while the remaining investment avenues showed varying levels of preference.

The Cochran's Q Test results show:

- Cochran's Q = 101.557
- Degrees of Freedom (df) = 7
- p-value (Asymp. Sig.) = 0.000

Since the p-value (0.000) is less than the 5% significance level (0.05), the null hypothesis is rejected.

There is a **statistically significant difference** in the investment preferences of young investors across different investment avenues in Bengaluru Urban. Therefore, **Hypothesis H₁ is accepted**, and **H₀ is rejected**.



This finding indicates that young investors do not invest equally across all available investment avenues. Instead, they exhibit distinct preferences, with some avenues being more popular than others. Hence, investment preferences vary significantly among the different investment options considered in the study.

Result for hypothesis table

Hypothesis	Test Used	p-value	Decision
H ₀ : There is no significant difference in the investment preference of young investors across different investment avenues in Bengaluru Urban.	Cochran's Q Test	0	Reject H ₀
H ₁ : There is a significant difference in the investment preference of young investors across different investment avenues in Bengaluru Urban.	Cochran's Q Test	0	Accept H ₁

STATISTICAL TEST 3

HYPOTHESIS 3

H₀ - Age, occupation, monthly income and educational qualification do not have a significant influence on the investment behavior and financial decision making patterns among young investors in Bengaluru Urban.

H₁ - Age, occupation, monthly income and educational qualification have a significant influence on the investment behavior and financial decision making patterns among young investors in Bengaluru Urban.

OBJECTIVE

To examine the influence on age, occupation, monthly income (earnings) and educational qualification on the investment behavior and financial decision making of young investors in Bengaluru Urban.

INDEPENDENT VARIABLES AND DEPENDENT VARIABLES

Variable Type	Variables
Independent Variables	Age
	Educational Qualification
	Occupation
	Monthly Income (Earnings)
Dependent Variables	Investment Behaviour
	Financial Decision-Making Pattern



KRUSKAL WALLIS TEST

The **Kruskal–Wallis H Test** is a non-parametric statistical test used to determine whether there are statistically significant differences between three or more independent groups with respect to a dependent variable measured on an ordinal scale or when the assumptions of normality required for one-way ANOVA are not satisfied. It is an extension of the Mann–Whitney U test and compares the median ranks of the groups rather than their means.

In the present study, the dependent variables, namely **investment behaviour** and **financial decision-making pattern**, were measured using five-point Likert scale responses, while the independent variables (age, educational qualification, occupation, and monthly income) consisted of multiple categorical groups. Therefore, the Kruskal–Wallis H Test was considered appropriate to examine whether significant differences exist in investment behaviour and financial decision-making patterns across the different demographic groups.

The test ranks all observations together and evaluates whether the distribution of ranks differs significantly among the independent groups. A **p-value less than 0.05** indicates a statistically significant difference between the groups, leading to the rejection of the null hypothesis, whereas a **p-value greater than 0.05** indicates that there is no statistically significant difference among the groups.

QUESTIONS CHOSEN FOR DEPENDENT VARIABLES

INVESTMENT BEHAVIOR - I invest regularly to achieve my financial goals

FINANCIAL DECISION MAKING PATTERN - I compare different investment alternatives before making an investment

A. INVESTMENT BEHAVIOR COMPARISON TO ALL INDEPENDENT VARIABLES

1. COMPARING AGE WITH INVESTMENT BEHAVIOR

The first analysis investigates whether **age** has a significant influence on the investment behaviour of young investors in Bengaluru Urban. The Kruskal–Wallis H test was conducted to compare the investment behaviour scores across the different age groups. The test evaluates whether the distribution of investment behaviour differs significantly among respondents belonging to different age categories.



Kruskal-Wallis Test

	Ranks		
	VAR00001 Age	N	Mean Rank
VAR00002 I invest regularly to achieve my financial goals	1	64	183.07
	2	186	200.72
	3	105	198.64
	4	46	232.47
	Total	401	

Test Statistics^{a,b}

VAR00002 I invest regularly to achieve my financial goals	
Kruskal-Wallis H	7.563
df	3
Asymp. Sig.	.056

a. Kruskal Wallis Test

b. Grouping Variable:
VAR00001 Age

P value = 0.056

Accept Null hypothesis Reject Alternative hypothesis

INTERPRETATION : The Kruskal–Wallis H test was conducted to determine whether investment behaviour, measured by the statement "**I invest regularly to achieve my financial goals,**" differs significantly across different age groups of young investors in Bengaluru Urban.

The **Ranks** table shows that the mean ranks of investment behaviour vary across the four age groups. Age Group 1 (N = 64) had a mean rank of **183.07**, Age Group 2 (N = 186) had a mean rank of **200.72**, Age Group 3 (N = 105) had a mean rank of **198.64**, and Age Group 4 (N = 46) had the highest mean rank of **232.47**. Although the oldest age group exhibited the highest mean rank, these differences were tested for statistical significance using the Kruskal–Wallis H test.

The **Test Statistics** table indicates a **Kruskal–Wallis H value of 7.563** with **3 degrees of freedom (df = 3)** and an **Asymptotic Significance (p-value) of 0.056**.

Since the **p-value (0.056)** is greater than the **0.05 level of significance**, the null hypothesis cannot be rejected. Therefore, there is **no statistically significant difference** in the investment behaviour of young investors across the different age groups in Bengaluru Urban.

CONCLUSION - The findings suggest that **age does not have a significant influence on the investment behaviour of young investors in Bengaluru Urban**. Hence, the **null hypothesis (H₀) is accepted** and the **alternative hypothesis (H₁) is rejected** for the relationship between age and investment behaviour. Although slight variations in mean ranks exist among the age groups, these differences are not statistically significant.



2. COMPARING OCCUPATION WITH INVESTMENT BEHAVIOR

The second analysis examines whether **occupation** has a significant influence on the investment behaviour of young investors in Bengaluru Urban. The **Kruskal–Wallis H test** was employed to compare the investment behaviour scores across different occupational groups. Since occupation consists of multiple independent categories and investment behaviour was measured using a five-point Likert scale, the Kruskal–Wallis H test was considered appropriate for determining whether statistically significant differences exist among the occupational groups.

Kruskal-Wallis Test

Ranks			
	VAR00001 Occupation	N	Mean Rank
VAR00002 I invest regularly to achieve my financial goals	1	11	188.73
	2	31	169.55
	3	313	200.42
	4	42	222.79
	5	4	294.75
	Total	401	

Test Statistics^{a,b}

VAR00002 I invest regularly to achieve my financial goals	
Kruskal-Wallis H	9.920
df	4
Asymp. Sig.	.042

a. Kruskal Wallis Test

b. Grouping Variable:
VAR00001 Occupation

P value is 0.042

Accept alternative hypothesis Reject null hypothesis

INTERPRETATION : The Kruskal–Wallis H test was conducted to determine whether **occupation** has a significant influence on the investment behaviour of young investors in Bengaluru Urban. Investment behaviour was measured using the statement "**I invest regularly to achieve my financial goals.**"

The **Ranks** table indicates that the mean ranks of investment behaviour differ across the five occupational groups. Occupation Group 1 (N = 11) recorded a mean rank of **188.73**, Group 2 (N = 31) recorded **169.55**, Group 3 (N = 313) recorded **200.42**, Group 4 (N = 42) recorded **222.79**, and Group 5 (N = 4) recorded the highest mean rank of **294.75**. These differences suggest some variation in investment behaviour among the occupational groups.

The **Test Statistics** table shows a **Kruskal–Wallis H value of 9.920** with **4 degrees of freedom (df = 4)** and an **Asymptotic Significance (p-value) of 0.042**.



Since the **p-value (0.042)** is less than the **0.05 level of significance**, the null hypothesis is rejected. Therefore, there is a **statistically significant difference** in the investment behaviour of young investors across different occupational groups in Bengaluru Urban.

CONCLUSION - The findings indicate that **occupation has a significant influence on the investment behaviour of young investors in Bengaluru Urban**. Hence, the **null hypothesis (H_0) is rejected**, and the **alternative hypothesis (H_1) is accepted** for the relationship between occupation and investment behaviour. This suggests that respondents from different occupational backgrounds exhibit significantly different investment behaviour.

3. COMPARING MONTHLY INCOME (EARNINGS) WITH INVESTMENT BEHAVIOR

The third analysis examines whether **monthly income (earnings)** has a significant influence on the investment behaviour of young investors in Bengaluru Urban. The **Kruskal–Wallis H test** was employed to compare the investment behaviour scores across different monthly income groups. Since monthly income consists of multiple independent categories and investment behaviour was measured using a five-point Likert scale, the Kruskal–Wallis H test was considered appropriate to determine whether statistically significant differences exist in investment behaviour among respondents with different income levels.

Kruskal-Wallis Test

Ranks			
	VAR00001 Monthly Income (Earnings)	N	Mean Rank
VAR00002 I invest regularly to achieve my financial goals	1	109	181.46
	2	196	190.55
	3	63	232.07
	4	25	267.60
	5	8	270.38
	Total	401	

Test Statistics^{a,b}

VAR00002 I invest regularly to achieve my financial goals	
Kruskal-Wallis H	30.969
df	4
Asymp. Sig.	.000

a. Kruskal Wallis Test

b. Grouping Variable:
VAR00001 Monthly Income (Earnings)

P value 0.01

Accept Alternative hypothesis Reject null hypothesis

INTERPRETATION : The Kruskal–Wallis H test was conducted to examine whether **monthly income (earnings)** has a significant influence on the investment behaviour of young investors in Bengaluru Urban. Investment behaviour was measured using the statement **"I invest regularly to achieve my financial goals."**



The **Ranks** table shows that the mean ranks of investment behaviour vary across the five monthly income groups. Respondents in Income Group 1 (N = 109) recorded a mean rank of **181.46**, followed by Income Group 2 (N = 196) with **190.55**, Income Group 3 (N = 63) with **232.07**, Income Group 4 (N = 25) with **267.60**, and Income Group 5 (N = 8) with the highest mean rank of **270.38**. These results indicate an increasing trend in investment behaviour as monthly income increases.

The **Test Statistics** table indicates a **Kruskal–Wallis H value of 30.969** with **4 degrees of freedom (df = 4)** and an **Asymptotic Significance (p-value) of 0.000**.

Since the **p-value (0.000)** is less than the **0.05 level of significance**, the null hypothesis is rejected. Therefore, there is a **statistically significant difference** in the investment behaviour of young investors across different monthly income groups in Bengaluru Urban.

CONCLUSION - The findings reveal that **monthly income (earnings)** has a **significant influence on the investment behaviour of young investors in Bengaluru Urban**. Hence, the **null hypothesis (H₀) is rejected**, and the **alternative hypothesis (H₁) is accepted** for the relationship between monthly income and investment behaviour. This suggests that investment behaviour differs significantly across income groups, with respondents in the higher income categories exhibiting relatively higher levels of investment behaviour.

4. COMPARING EDUCATIONAL QUALIFICATION WITH INVESTMENT BEHAVIOR

The fourth analysis examines whether **educational qualification** has a significant influence on the investment behaviour of young investors in Bengaluru Urban. The **Kruskal–Wallis H test** was employed to compare the investment behaviour scores across different educational qualification groups. Since educational qualification consists of multiple independent categories and investment behaviour was measured using a five-point Likert scale, the Kruskal–Wallis H test was considered appropriate to determine whether statistically significant differences exist in investment behaviour among respondents with different educational qualifications.



Kruskal-Wallis Test

Ranks			
	VAR00001 Educational Qualification	N	Mean Rank
VAR00002 I invest regularly to achieve my financial goals	1	5	187.50
	2	7	204.21
	3	48	195.38
	4	242	190.25
	5	84	219.57
	6	15	291.50
	Total	401	

Test Statistics^{a,b}

	VAR00002 I invest regularly to achieve my financial goals
Kruskal-Wallis H	20.665
df	5
Asymp. Sig.	.001

a. Kruskal Wallis Test

b. Grouping Variable:
VAR00001 Educational Qualification

P value is 0.00

Accept Alternative hypothesis Reject Null hypothesis

INTERPRETATION : The Kruskal–Wallis H test was conducted to determine whether **educational qualification** has a significant influence on the investment behaviour of young investors in Bengaluru Urban. Investment behaviour was measured using the statement **"I invest regularly to achieve my financial goals."**

The **Ranks** table indicates that the mean ranks of investment behaviour vary across the six educational qualification groups. Educational Qualification Group 1 (N = 5) recorded a mean rank of **187.50**, Group 2 (N = 7) recorded **204.21**, Group 3 (N = 48) recorded **195.38**, Group 4

(N = 242) recorded **190.25**, Group 5 (N = 84) recorded **219.57**, and Group 6 (N = 15) recorded the highest mean rank of **291.50**. These differences indicate variations in investment behaviour among respondents with different educational qualifications.

The **Test Statistics** table shows a **Kruskal–Wallis H value of 20.665** with **5 degrees of freedom (df = 5)** and an **Asymptotic Significance (p-value) of 0.001**.



Since the **p-value (0.001) is less than the 0.05 level of significance**, the null hypothesis is rejected. Therefore, there is a **statistically significant difference** in the investment behaviour of young investors across different educational qualification groups in Bengaluru Urban.

CONCLUSION - The findings indicate that **educational qualification has a significant influence on the investment behaviour of young investors in Bengaluru Urban**. Hence, the **null hypothesis (H_0) is rejected**, and the **alternative hypothesis (H_1) is accepted** for the relationship between educational qualification and investment behaviour. This suggests that respondents with different educational qualifications exhibit significantly different investment behaviour.

B. FINANCIAL DECISION MAKING PATTERN COMPARING TO ALL INDEPENDENT VARIABLES

To examine whether demographic characteristics influence the **financial decision-making pattern** of young investors, the financial decision-making pattern was compared across the selected independent variables, namely **age, educational qualification, occupation, and monthly income (earnings)**. Since financial decision-making was measured using a five-point Likert scale and the independent variables consisted of multiple categorical groups, the **Kruskal–Wallis H test** was employed. This non-parametric test was used to determine whether statistically significant differences exist in financial decision-making patterns among the various demographic groups.

1. COMPARING AGE WITH FINANCIAL DECISION MAKING PATTERN

The first analysis investigates whether **age** has a significant influence on the **financial decision-making pattern** of young investors in Bengaluru Urban. The **Kruskal–Wallis H test** was conducted to compare the financial decision-making pattern scores across the different age groups. The test examines whether the distribution of financial decision-making pattern differs significantly among respondents belonging to different age categories.



Kruskal-Wallis Test

	Ranks		
	VAR00001 Age	N	Mean Rank
VAR00002 I compare different investment alternatives before making an invetsment	1	64	189.09
	2	186	197.78
	3	105	205.88
	4	46	219.46
	Total	401	

Test Statistics^{a,b}

VAR00002 I compare different investment alternatives before making an invetsment	
Kruskal-Wallis H	2.965
df	3
Asymp. Sig.	.397

a. Kruskal Wallis Test

b. Grouping Variable:
VAR00001 Age

P value is 0.397

Accept Null hypothesis Reject Alternative hypothesis

INTERPRETATION : The Kruskal–Wallis H test was conducted to determine whether there is a significant difference in the **financial decision-making pattern** of young investors across different age groups in Bengaluru Urban.

The results show that the mean ranks for the four age groups are **189.09, 197.78, 205.88, and 219.46**, indicating only slight differences in financial decision-making patterns among the age categories. The test yielded a **Kruskal–Wallis H value of 2.965** with **3 degrees of freedom** and an **Asymp. Sig. (p-value) of 0.397**.

Since the **p-value (0.397) is greater than the 0.05 level of significance**, the null hypothesis is **accepted** (or equivalently, the alternative hypothesis is rejected). Therefore, there is **no statistically significant difference** in the financial decision-making pattern of young investors across different age groups.

CONCLUSION - Age does not have a significant influence on the financial decision-making pattern of young investors in Bengaluru Urban. The financial decision-making behaviour remains relatively similar across the different age groups considered in this study.



2. COMPARING OCCUPATION WITH FINANCIAL DECISION MAKING PATTERN

The second analysis investigates whether **occupation** has a significant influence on the **financial decision-making pattern** of young investors in Bengaluru Urban. The **Kruskal–Wallis H test** was conducted to compare the financial decision-making pattern scores across the different occupational groups. The test examines whether the distribution of financial decision-making patterns differs significantly among respondents belonging to different occupation categories.

Kruskal-Wallis Test

Ranks			
	VAR00001 Occupation	N	Mean Rank
VAR00002 I compare different investment alternatives before making an investment	1	11	196.82
	2	31	174.50
	3	313	199.17
	4	42	223.75
	5	4	322.50
	Total	401	

Test Statistics^{a,b}

VAR00002 I compare different investment alternatives before making an investment	
Kruskal-Wallis H	10.551
df	4
Asymp. Sig.	.032

a. Kruskal Wallis Test

b. Grouping Variable:
VAR00001 Occupation

P Value is 0.032

Accept Alternative hypothesis Reject Null hypothesis

INTERPRETATION : The Kruskal–Wallis H test was conducted to determine whether there is a significant difference in the **financial decision-making pattern** of young investors across different occupational groups in Bengaluru Urban.

The **Ranks** table indicates that the mean ranks of financial decision-making pattern vary across the occupational categories. The mean ranks are **196.82** for Occupation Group 1, **174.50** for Group 2, **199.17** for Group 3, **223.75** for Group 4, and **322.50** for Group 5. This suggests that respondents in Occupation Group 5 exhibit the highest financial decision-making pattern scores, whereas respondents in Occupation Group 2 have the lowest mean rank.

The **Test Statistics** table shows a **Kruskal–Wallis H value of 10.551** with **4 degrees of freedom** and an **Asymp. Sig.**



(p-value) of 0.032.

Since the **p-value (0.032)** is less than the **0.05 level of significance**, the **null hypothesis (H_0)** is rejected and the **alternative hypothesis (H_1)** is accepted. Therefore, there is a **statistically significant difference** in the financial decision-making pattern of young investors across different occupational groups.

CONCLUSION - The findings indicate that **occupation has a significant influence on the financial decision-making pattern of young investors in Bengaluru Urban**. Financial decision-making patterns differ significantly among respondents belonging to different occupations, suggesting that occupation plays an important role in shaping their investment-related financial decisions.

3. COMPARING MONTHLY INCOME (EARNINGS) WITH FINANCIAL DECISION MAKING

The third analysis investigates whether **monthly income (earnings)** has a significant influence on the **financial decision-making pattern** of young investors in Bengaluru Urban. The **Kruskal–Wallis H test** was conducted to compare the financial decision-making pattern scores across the different income groups. The test examines whether the distribution of financial decision-making patterns differs significantly among respondents belonging to different monthly income categories.

Kruskal-Wallis Test

	Ranks		
	VAR00001 Monthly income - earnings	N	Mean Rank
VAR00002 I compare different investment alternatives before making an investment	1	109	196.64
	2	196	188.25
	3	63	215.91
	4	25	259.30
	5	8	273.13
	Total	401	

Test Statistics^{a,b}

VAR00002 I compare different investment alternatives before making an investment	
Kruskal-Wallis H	17.740
df	4
Asymp. Sig.	.001

a. Kruskal Wallis Test

b. Grouping Variable:
VAR00001 Monthly income
- earnings

P value is 0.001



Accept Alternative hypothesis Reject Null hypothesis

INTERPRETATION : The Kruskal–Wallis H test was conducted to determine whether there is a significant difference in the **financial decision-making pattern** of young investors across different monthly income (earnings) groups in Bengaluru Urban.

The **Ranks** table indicates that the mean ranks of financial decision-making pattern vary across the monthly income groups. The mean ranks are **196.64** for Income Group 1, **188.25** for Group 2, **215.91** for Group 3, **259.30** for Group 4, and **273.13** for Group 5. This indicates that respondents in the higher monthly income groups generally exhibit higher financial decision-making pattern scores than those in the lower income groups.

The **Test Statistics** table shows a **Kruskal–Wallis H value of 17.740** with **4 degrees of freedom** and an **Asymp. Sig. (p-value) of 0.001**.

Since the **p-value (0.001)** is less than the **0.05 level of significance**, the **null hypothesis (H_0)** is rejected and the **alternative hypothesis (H_1)** is accepted. Therefore, there is a **statistically significant difference** in the financial decision-making pattern of young investors across different monthly income groups.

CONCLUSION - The findings indicate that **monthly income (earnings)** has a **significant influence on the financial decision-making pattern of young investors in Bengaluru Urban**. Financial decision-making patterns differ significantly across income groups, suggesting that respondents with different earning levels exhibit different approaches to making investment-related financial decisions.

4. COMPARING EDUCATIONAL QUALIFICATION WITH FINANCIAL DECISION MAKING PATTERN

The fourth analysis investigates whether **educational qualification** has a significant influence on the **financial decision-making pattern** of young investors in Bengaluru Urban. The **Kruskal–Wallis H test** was conducted to compare the financial decision-making pattern scores across the different educational qualification groups. The test examines whether the distribution of financial decision-making patterns differs significantly among respondents belonging to different educational qualification categories.



Kruskal-Wallis Test

Ranks

	VAR00001 Educational Qualification	N	Mean Rank
VAR00002 I compare different investment alternatives before making an investment	1	5	204.00
	2	7	266.07
	3	48	219.64
	4	242	188.97
	5	84	207.11
	6	15	269.83
	Total	401	

Test Statistics^{a,b}

	VAR00002 I compare different investment alternatives before making an investment
Kruskal-Wallis H	15.813
df	5
Asymp. Sig.	.007

a. Kruskal Wallis Test

b. Grouping Variable:
VAR00001 Educational Qualification

P value is 0.007

Accept Alternative hypothesis Reject Null hypothesis

INTERPRETATION : The Kruskal–Wallis H test was conducted to determine whether there is a significant difference in the **financial decision-making pattern** of young investors across different educational qualification groups in Bengaluru Urban.

The **Ranks** table indicates that the mean ranks of financial decision-making pattern vary across the educational qualification categories. The mean ranks are **204.00** for Qualification Group 1, **266.07** for Group 2, **219.64** for Group 3, **188.97** for Group 4, **207.11** for Group 5, and **269.83** for Group 6. This suggests that respondents in Qualification Groups 2 and 6 exhibit comparatively higher financial decision-making pattern scores, whereas respondents in Qualification Group 4 have the lowest mean rank.

The **Test Statistics** table shows a **Kruskal–Wallis H value of 15.813** with **5 degrees of freedom** and an **Asymp. Sig.**



(p-value) of 0.007.

Since the **p-value (0.007)** is less than the **0.05 level of significance**, the **null hypothesis (H_0)** is rejected and the **alternative hypothesis (H_1)** is accepted. Therefore, there is a **statistically significant difference** in the financial decision-making pattern of young investors across different educational qualification groups.

CONCLUSION - The findings indicate that **educational qualification has a significant influence on the financial decision-making pattern of young investors in Bengaluru Urban**. Financial decision-making patterns differ significantly across educational qualification groups, suggesting that respondents with different levels of education exhibit different approaches to making investment-related financial decisions.

Table: Summary of Statistical Test Results and Conclusions

Sl. No.	Independent Variable	Dependent Variable	Statistical Test	Test Statistic	p-value (Asymp. Sig.)	Decision	Conclusion
1	Age	Investment Behaviour	Kruskal–Wallis H Test	H = 7.563	0.056	Accept H_0	Age does not have a significant influence on the investment behaviour of young investors in Bengaluru Urban.
2	Occupation	Investment Behaviour	Kruskal–Wallis H Test	H = 9.920	0.042	Reject H_0	Occupation has a significant influence on the investment behaviour of young investors in Bengaluru Urban.
3	Monthly Income (Earnings)	Investment Behaviour	Kruskal–Wallis H Test	H = 30.969	0	Reject H_0	Monthly income has a significant influence on the investment behaviour of young investors in Bengaluru Urban.
4	Educational Qualification	Investment Behaviour	Kruskal–Wallis H Test	H = 20.665	0.001	Reject H_0	Educational qualification has a significant influence on the investment behaviour of young investors in Bengaluru Urban.



5	Age	Financial Decision-Making Pattern	Kruskal–Wallis H Test	H = 2.965	0.397	Accept H ₀	Age does not have a significant influence on the financial decision-making pattern of young investors in Bengaluru Urban.
6	Occupation	Financial Decision-Making Pattern	Kruskal–Wallis H Test	H = 10.551	0.032	Reject H ₀	Occupation has a significant influence on the financial decision-making pattern of young investors in Bengaluru Urban.
7	Monthly Income (Earnings)	Financial Decision-Making Pattern	Kruskal–Wallis H Test	H = 17.740	0.001	Reject H ₀	Monthly income has a significant influence on the financial decision-making pattern of young investors in Bengaluru Urban.
8	Educational Qualification	Financial Decision-Making Pattern	Kruskal–Wallis H Test	H = 15.813	0.007	Reject H ₀	Educational qualification has a significant influence on the financial decision-making pattern of young investors in Bengaluru Urban.

Overall Findings

- **Age** does **not** significantly influence either investment behaviour or financial decision-making pattern.
- **Occupation** significantly influences both investment behaviour and financial decision-making pattern.
- **Monthly Income (Earnings)** significantly influences both investment behaviour and financial decision-making pattern.
- **Educational Qualification** significantly influences both investment behaviour and financial decision-making pattern.
- **Investment preferences differ significantly** across the various investment avenues considered, as confirmed by Cochran's Q test.

CHAPTER 5 SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1. INTRODUCTION

This chapter summarises the study's key findings, offers recommendations based on the results, and concludes the investigation. The study looked at young investors' financial decision-making habits, investment choices, and investment behaviour in Bengaluru Urban. The data gathered from 401 respondents was analysed using statistical methods such the



Kruskal–Wallis H Test and Cochran's Q Test.

5.2. SUMMARY OF FINDINGS

Objective 1

To understand the awareness of investment behavior and financial decision making patterns among young investors in Bengaluru urban.

The descriptive analysis indicates that the majority of respondents possess a good level of awareness regarding investment behaviour and financial decision-making. Most respondents agreed that they invest regularly to achieve financial goals, diversify their investments across different investment avenues, conduct research before making investment decisions, compare various investment alternatives, assess risk before investing, and make investment decisions based on long-term financial goals rather than emotions. These findings suggest that young investors in Bengaluru Urban demonstrate a positive level of awareness and adopt informed investment practices.

Objective 2

To analyse the investment preference of young investors across different investment avenues in Bengaluru Urban.

Cochran's Q Test was employed to compare the investment preferences across eight investment avenues.

Findings:

- Cochran's Q = **101.557**
- p-value = **0.000 (< 0.05)**

Since the p-value is less than 0.05, the null hypothesis was rejected. The results indicate that there is a significant difference in the investment preferences of young investors across different investment avenues in Bengaluru Urban.

Objective 3

To examine whether age, occupation, monthly income, and educational qualification significantly influence investment behaviour and financial decision-making patterns among young investors in Bengaluru Urban.

A. Investment Behaviour

Independent Variable	p-value	Result
Age	0.056	Not Significant
Occupation	0.042	Significant
Monthly Income	0	Significant
Educational Qualification	0.001	Significant

Findings:

- Age does not significantly influence investment behaviour.



- Occupation significantly influences investment behaviour.
- Monthly income significantly influences investment behaviour.
- Educational qualification significantly influences investment behaviour.

B. Financial Decision-Making Pattern

Independent Variable	p-value	Result
Age	0.397	Not Significant
Occupation	0.032	Significant
Monthly Income	0.001	Significant
Educational Qualification	0.007	Significant

Findings:

- Age does not significantly influence financial decision-making patterns.
- Occupation significantly influences financial decision-making patterns.
- Monthly income significantly influences financial decision-making patterns.
- Educational qualification significantly influences financial decision-making patterns.

5.3. SUGGESTIONS

Based on the findings of the study, the following suggestions are proposed to enhance the investment behaviour and financial decision-making patterns of young investors in Bengaluru Urban:

1. **Strengthen financial literacy programmes:** Educational institutions, financial institutions, and government agencies should organise regular financial literacy programmes to improve young investors' knowledge of investment avenues, risk management, and wealth creation.
2. **Promote diversified investments:** Young investors should be encouraged to diversify their investment portfolios across different investment avenues to minimise risk and maximise long-term returns.
3. **Design income-based investment products:** Financial institutions should introduce investment products that cater to different income groups, enabling investors with varying earning capacities to participate effectively in wealth creation.
4. **Provide occupation-specific financial guidance:** As occupation significantly influences investment behaviour and financial decision-making, investment advisory services should offer customised financial planning based on the occupational profile of investors.
5. **Improve investor awareness through digital platforms:** Banks, mutual fund companies, brokerage firms, and regulatory bodies should utilise digital platforms and social media to create awareness regarding investment opportunities, financial planning, and informed decision-making.
6. **Encourage long-term investment planning:** Young investors should be motivated to adopt long-term financial goals rather than focusing on short-term gains, thereby promoting disciplined and sustainable investment practices.
7. **Enhance financial education:** Educational institutions should incorporate personal finance and investment management courses into academic programmes to equip young individuals with practical financial skills.
8. **Promote periodic portfolio review:** Investors should regularly review and rebalance their investment portfolios based on changes in financial goals, income levels, market conditions, and risk tolerance.



5.4. CONCLUSIONS

The present study examined the awareness of investment behaviour and financial decision-making, the investment preferences across different investment avenues, and the influence of demographic factors on investment behaviour and financial decision-making patterns among young investors in Bengaluru Urban.

The findings reveal that young investors possess a satisfactory level of awareness regarding investment behaviour and financial decision-making. The study further establishes that investment preferences differ significantly across various investment avenues, indicating that young investors do not exhibit uniform preferences when selecting investment options.

The analysis also demonstrates that **occupation, monthly income, and educational qualification** significantly influence both investment behaviour and financial decision-making patterns. In contrast, **age** does not have a statistically significant influence on either investment behaviour or financial decision-making patterns among the respondents.

Overall, the study highlights that demographic and socio-economic characteristics play an important role in shaping the investment decisions of young investors. These findings provide valuable insights for financial institutions, policymakers, educators, and investment advisors in developing targeted financial literacy initiatives, customised investment products, and advisory services that cater to the diverse needs of young investors. The study contributes to the understanding of investment behaviour and financial decision-making among young investors and may serve as a useful reference for future research in the field of behavioural finance and personal investment.

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