A DESCRIPTIVE STUDY ON SAVING AND INVESTMENT BEHAVIOUR OF INVESTORS: EVIDENCE FROM UTTARAKHAND

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ABSTRACT

In heavily-indebted developing countries like India, revival in private investment is a necessary component of economic growth. Over the past decade, it has been experienced growth regarding the increasing awareness of investors' behavior through research. India being a geographically, culturally and economically diverse country, many differences in savings across the regions and overtime periods can be explained by economic and demographic factors, but there still remains a role to be played for behavioural research. The present study is an analysis of behaviour of investors of Uttarakhand state with respect to their demographic diversities. This study is also an endeavor in the area of Behavioural Finance to understand the intricacies of aggression in investment by different clusters of investors. The study finds although in Uttarakhand the women are relatively more involved in earning for the family, the male are more aggressive than female in their investment. Women choose safer investment and men choose aggressive investment. It is seen that business and retired categories respondents are more aggressive investor than service categories respondents. Cluster analysis reveals that majority of the respondents in the sample are of aggressive investors.

KEYWORDS: Cluster Analysis, Behavioural Research, Saving and Investment Behaviour Etc.