



INVESTMENT PSHYCOLOGY OF PHYSICIANS' AT UDUMALPET TALUK

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ABSTRACT

Savings and investment are twins for any financial growth. Savings are for shorter period and used for ay contingencies in a short run like a general reserve. On the other hand, investment are meant for long run and for specified purpose like specific reserve. Developing country like India have vibrant opportunities and avenues for all type of investors. Since there are many, the attitude and behavior on choice and opinion of investment varies from person to person. The study finds the behavior of physicians on investment decision and choice of the best portfolios for them. The study used a structured questionnaire through which physicians were asked for their responses. The results shows that, the demographic factor like income of the family, educational qualification and number of dependents in their family affects in decision making. Also factors like savings pattern, investment awareness, investment decision and other influencing factor plays a major role in their investment behavior.

Key Words: Physician, Investment, Investment- decision, Savings Habit, Behavior, Investment- awareness