



## A STUDY ON INVESTMENT BEHAVIOUR OF INDIVIDUAL INVESTOR IN VARIOUS INVESTMENT AVENUES

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### ABSTRACT

**“No Pain No Gain”** it is the golden principle of investment management. Investment is one of the foremost concerns of every individual investor as their small savings of today are to meet the expenses of tomorrow. The Expected utility theory views the individual investment decision as a trade off between immediate Consumption and deferred consumption. Recent studies on individual investor behaviour have shown that they do not act in a rational manner, rather several factors influences their investment decisions. The present study has been carried out to measure the investment behaviour of individual investor in various investment avenues. Sample of 295 investors were collected for the study. Data ware analysed using the statistical tools namely Simple percentage and Chi-square. The result of the study reveals that, Most of the individual are prefer to invest their money in traditional financial products like Deposit & Savings a/c.

**Keywords-** Investment behaviour, Investment avenues

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