

“A STUDY ON THE INFLUENCE OF DEMOGRAPHICAL VARIABLES ON THE FACTORS OF INVESTMENT- A PERSPECTIVE ON THE GUWAHATI REGION”

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ABSTRACT

The behavioral aspect of investors plays an important role in financial decision making which has attracted a huge financial literature. Among other objectives, demographic variables are one of the important objectives which influence financial decision making of investors. This paper focuses on the relationship between the four demographic variables i.e., age, gender, education and occupation with the four most important objectives of investment such as risk, return, retirement and tax which influences the buying behavior of the investors. A sample of 150 respondents was interviewed and analysis was done through SPSS. The study emphasizes the fact that demographic variables indeed play a role on the mindset of the investor community which is driven by age and educational qualification.

KEYWORDS: Investment, Investment Avenues, Demographic Variables, Risk, Return