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The effect of demographics on investment choice: an empirical study of investors in rajasthan

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ABSTRACT: Different investors have different choices at different stages This paper examines the association of demographic factors on investment choices. The differences among the different genders were found to be significant for post office schemes, real estate, gold/commodities and shares/equity. The chi-square test shows that investors with higher income group prefer to invest in real estate and females prefer to invest in gold/commodities. The study also reveals that females were conservative while investing and males were aggressive. Most of the investors consult their family members for taking investing decision and invest for the period of 3-5 years. Most of the investors invested their money for the safety and growth of money. There is no association of income, age, gender, occupation on the percentage of income and investors wants to save for the future requirements, but there is significant relationship between qualification and percentage of income save for future requirements. But demographic factors does not effect the investment period. This study shows that there is association of demographic profiles and personality type of the investors with investment choice.

Key words: Determinants, Investment avenues, investment, savings, portfolio management.

I. Introduction

Investments form an important part of the economy of any nation. With the savings invested in various options available to the people, the money acts as the driver for growth of the country. Indian financial scene too presents a plethora of avenues to the investors. Though certainly not the best or deepest of markets in the world, it has reasonable options for an ordinary man to invest his savings.

One needs to invest and earn return on their idle resources and generate a specified sum of money for a specific goal in life and make a provision for an uncertain future. One of the important reasons why one needs to invest wisely is to meet the cost of inflation. Inflation is the rate at which the cost of living increases.

The cost of living is simply what it cost to buy goods and services you need to live. Inflation causes money to lose value because it will not buy the same amount of a good or services in the future as it does now or did in the past. The sooner one starts investing the better. By investing early you allow your investments more time to grow whereby the concept of compounding increases your income, by accumulating the principal and the interest or dividend earned on it, year after year.

Researchers have emphasized that when investors become aware of their own unique psychology and demographic features; they can adapt it to market conditions and can make investment decisions. Some evidence also suggests that factors such as age, income, education and marital status affect an individual's investment decision. So, it is important to study the relationship between various demographic factors, and the investment personality exhibited by the investors.

II. Literature Review

Grable and Lytton (1999) highlighted the role of financial education in determining risk taking, with the more financially educated participants more likely to take risk. **Bajtelsmit and Bernasek (1996)** summarized that women make more conservative decisions with respect to investments. **Barber & Odean (1999)** found that the potential for overconfidence in the valuation of securities may push men to choose riskier strategies or make them more likely to rebalance away from default investments. **Agnew (2003)** studied that men are more likely to own a higher percentage of company stock, generally considered a riskier strategy because of the lack of diversification with wage variability. **Hinz, McCarthy and Turner (1997)** found that the female effect persists after demographic controls showing that men are more likely to invest in risky assets. **Agnew (2003)** noted that human capital can and should play a role in investment decisions, especially when considering company stock as an option. **Croson & Gneezy (2009)** studied the gender differences in investments and argued that it is women's level of risk aversion that pushes them to choose the less risky portfolios. Mitchell, **Mottola, Utkus, & Yamaguchi(2006)** studied the lack of attention that investors pay to their investments. They examined, by demographic characteristics, what groups are more or less likely to rebalance their portfolios. They found that most participants are inattentive in the oversight of their accounts and that men are more likely to trade. **Papke (1998)** examined investment choices using the 1992 NLS of Mature Women showing that there is not a significant gender effect on the choice of stock allocation. **Lusardi & Mitchell (2007)** studied using the 2004 HRS about the responses of men and women to gauge the relationship between financial literacy and preparedness. Their study shows that women are less likely than men to be able to answer financial knowledge questions correctly and that the ability to answer those questions was correlated with a propensity to plan for retirement.

III. Objective

The main objective of the study is to find out the needs of the current and future investors. For this analysis, customer perception and awareness level will be measured in important areas such as:

- To find out how investors get information about the various financial instruments.
- The type of financial instruments, they would prefer to invest.
- The duration for which they would prefer to keep their money invested.
- To study the dependence/ independence of the demographic factors of the investors and his/her risk tolerance level.

IV. Data and Methodology

The study is based on the primary data collected from various respondents through a questionnaire. Care was taken that only those respondents were interacted who were interested in investments. The questionnaire contained all closed-ended questions. The sampling technique used for selecting the sample was convenient sampling. A sample of 100 respondents was taken. Chi-square test had been used as the test for association or non-association of variables. The data has been analyzed using the statistical softwares and Microsoft Excel.

V. Hypothesis framed for the study :

H_{01}: There is no association between the demographic determinants and the investment choices made by the investors.

H_{02}: There is no association between the demographic determinants and the percentage (%) of income saved for the future requirements.

H_{03}: There is no association between the demographic determinants and the appropriate investment period.

VI. Data Analysis and interpretation

Table I

Demographic Determinants of Respondent In Rajasthan

S.No.	Status	No. of Respondent	Percentage
Gender			
1	Male	66	66.0
2	Female	33	33.0
	Total	100	100.0
Age			
1	< 30 years	35	35.0
2	30-40 years	20	20.0
3	40-50 years	31	31.0
4	50-60 years	13	13.0
5	> 60 years	1	1.0
	Total	100	100.0
Qualification			
1	Post graduate	60	60.0
2	Graduate	32	32.0
3	Non-graduate	8	8.0
	Total	100	100.0

Occupation			
1	Professional	19	19.0
2	Service	31	31.0
3	Business	29	29.0
4	Student	20	20.0
5	Others	1	1.0
	Total	100	100.0

The demographic profile of the respondents influences the investment choices of the people. Therefore the researcher analyses the demographic profile of the respondents.

Table 1 exhibits the demographic profile of the respondents. It is clear from Table 1 that out of 100 respondents, 66% respondents were male, 33% respondents were female and 1% respondent has not mention its gender. 35% of respondents belonged to the age of below 30 years, 1 percent of the respondent were above 60 years, 13% of the respondents were in the age group of 50-60 years, 31% of the respondents were in the age group of 40-50 years and 20% of the respondents were in the age group of 30-40 years. 60% of the respondents were post graduate. Those who were graduate and non graduate were 32% and 8% respectively. It can also be inferred that 19% of the respondents were professional, 31% were of service sector, 29% of the respondents were businessman, 20% were students and 1% of respondent were in the category of others.

Association between demographics and the investment in various investment avenues

H_o: The is no significant association between demographics (Income , Occupation , Qualification , Gender & age) and the various Investment Avenues .

Table II(a)

Association of Income with Different Investment Avenues

		Average income					Total
		Less Than Rs 150000	**Rs 150000-300000**	**Rs 300000-450000**	**Rs450000-600000**	**More Than Rs600000**	
Fixed Deposits	Yes	10	19	11	7	2	49
	No	13	12	18	5	3	51
Total		23	31	29	12	5	100
Post Office	Yes	5	10	5	2	0	22

	No	18	21	24	10	5	78
Total		23	31	29	12	5	100
Real Estate	Yes	1	4	14	7	2	28
	No	22	27	15	5	3	72
Total		23	31	29	12	5	100
Gold/Commodities	Yes	7	5	13	4	3	32
	No	16	26	16	8	2	68
Total		23	31	29	12	5	100
Shares/Equity	Yes	4	7	18	6	3	38
	No	19	24	11	6	2	62
Total		23	31	29	12	5	100
Others	Yes	2	1	2	2	2	9
	No	21	30	27	10	3	91
Total		23	31	29	12	5	100

Chi - square test for income						
	Fixed Deposits	**Post Office**	**Real Estate**	**Gold/Commodity**	**Shares/Equity**	**Others**
Chi Square Value(calculated)	4.157	3.890	21.64	7.619	16.17	8.149
Df	4	4	4	4	4	4
Tabulated value	9.488	9.488	9.488	9.488	9.488	9.488
Accepted/ Rejected	Accepted	Accepted	Rejected	Accepted	Rejected	Accepted

From the above Table II(a), the results reveal that the differences are not significant for fixed deposits, post office schemes, gold/commodities and others but were significant for real estate and shares/equity. 4.34% of the investors in the income group of less than Rs 1.5 lakh and 40% of the investors falling in the high

income bracket preferred real estate as the investment option. Also, 17.3% of the investors with less income do not prefer to invest in shares/equity, but 60% of the investors belonging to the high income brackets invest in the shares/equity.

The result from the Table II(b) shows that the differences is significant for the fixed deposits, post office schemes, gold/commodities and others, whereas, they are insignificant for real estate and shares/equity. We can infer that 58.1% of the investors belonging to the service class preferred fixed deposits as the investment option, whereas only 37.9% and 47.4% of investors belonging to the business and professional class respectively were preferring fixed deposits as the investment option. We can also infer that 31.5% of professional, 22.5% of service sector, 17.2% of business sector investors preferred post office schemes as investment option. Lastly, 36.8% of professional, 41.9% of service sector, 20.6% of business sector investors preferred gold/commodities as an investment option.

Table II(c) clearly shows that the difference is significant for the real estate, whereas, they are insignificant for fixed deposits, post office, gold/commodities, shares/equity and others. 20% of the people belonging to post graduate class, 46.9% of the people who came under the graduate category and 12.5% of the people belonging to non graduate category preferred real estate as investment option.

The Table II(d) reveals that the differences are not significant for fixed deposits and others category. However, differences were found to be significant for post office, real estate, gold/commodities and shares/equity. 15% of the males and 33% of the females preferred post office schemes. 41% of the male and none of the female preferred real estate. In case of gold/commodities, 22.7% of the male and 51.5% of the females preferred gold/commodities. Also,53% of males and only 9% of the females preferred shares/equity as investment options. This shows that males mostly like to invest in real estate and shares/equity, whereas females like to invest in post office schemes and gold/commodities because this are more conservative than other investment avenues.

Table II(b): Association of Occupation with Different Investment Avenues

Occupation							
		Professional	**Service**	**Business**	**Student**	**Others**	
Fixed Deposit	Yes	9	18	11	10	1	49
	No	10	13	18	10	0	51
Total		19	31	29	20	1	100
Post Office	Yes	6	7	5	4	0	22
	No	13	24	24	16	1	78
Total		19	31	29	20	1	100

Real Estate	Yes	1	8	19	0	0	28
	No	18	23	10	20	1	72
Total		19	31	29	20	1	100
Gold/Commodities	Yes	7	13	6	5	1	32
	No	12	18	23	15	0	68
Total		19	31	29	20	1	100
Shares/Equity	Yes	8	9	17	4	0	38
	No	11	22	12	16	1	62
Total		19	31	29	20	1	100
Others	Yes	2	3	2	2	0	9
	No	17	28	27	18	1	91
Total		19	31	29	20	1	100

Chi-square test for occupation						
	Fixed Deposits	**Post Office**	**Real Estate**	**Gold/ Commodities**	**Shares/Equity**	**Others**
Calculated value	3.51	1.733	33.360	5.891	9.791	0.351
Df	4	4	4	4	4	4
Tabulated Value	9.488	9.488	9.488	9.488	9.488	9.488
Accepted / Rejected	Accepted	Accepted	Rejected	Accepted	Rejected	Accepted

Level of significance : 5 %

Table II (c) Association of Qualification with Different Investment Avenues

		Qualification			**Total**
		Post graduate	**Graduate**	**Non-graduate**	
Fixed Deposit	Yes	30	15	4	49
	No	30	17	4	51
Total		60	32	8	100
Post Office	Yes	11	8	3	22

	No	49	24	5	78
Total		60	32	8	100
Real Estate	Yes	12	15	1	28
	No	48	17	7	72
Total		60	32	8	100
Gold/Commodities	Yes	23	9	0	32
	No	37	23	8	68
Total		60	32	8	100
Shares/Equity	Yes	26	12	0	38
	No	34	20	8	62
Total		60	32	8	100
Others	Yes	6	3	0	9
	No	54	29	8	91
Total		60	32	8	100

Chi-Square test

	Fixed Deposits	**Post Office**	**Real estate**	**Gold/ Commodities**	**Shares/ Equity**	**Others**
Calculated value	0.85	1.758	8.513	5.092	5.631	0.870
Df	2	2	2	2	2	2
Tabulated value	5.991	5.991	5.991	5.991	5.991	5.991
Accepted/ Rejected	Accepted	Accepted	Rejected	Accepted	Accepted	Accepted

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Table II (d) : Association of Gender with Different Investment Avenues

		Gender		Total
		Male	**Female**	
Fixed Deposit	Yes	31	18	49
	No	35	15	51
Total		66	33	100
Post Office	Yes	10	11	22
	No	56	22	78
Total		66	33	100
Real Estate	Yes	27	0	28
	No	39	33	72
Total		66	33	100
Gold/Commodities	Yes	15	17	32
	No	51	16	68
Total		66	33	100
Shares/Equity	Yes	35	3	38
	No	31	30	62
Total		66	33	100
Others	Yes	6	3	9
	No	60	30	91
Total		66	33	100

Chi-square for gender

	Fixed Deposits	**Post Office**	**Real Estate**	**Gold/ Commodities**	**Shares/Equity**	**Others**
Calculated value	1.476	7.819	20.860	8.854	18.647	0.870
Df	2	2	2	2	2	2
Tabulated value	5.991	5.991	5.991	5.991	5.991	5.991
Accepted/ rejected	Accepted	Rejected	Rejected	Rejected	Rejected	Accepted

Table II(e)

Association of Age with Different Investment Avenues

		Age					
		< 30 years	**30-40 years**	**40-50 years**	**50-60 years**	**> 60 years**	**Total**
Fixed Deposit	Yes	16	6	19	7	1	49
	No	19	14	12	6	0	51
Total		35	20	31	13	1	100
Post Office	Yes	8	4	7	3	0	22
	No	27	16	24	10	1	78
Total		35	20	31	13	1	100
Real Estate	Yes	1	7	12	8	0	28
	No	34	13	19	5	1	72
Total		35	20	31	13	1	100
Gold/Commodities	Yes	12	4	11	5	0	32
	No	23	16	20	8	1	68
Total		35	20	31	13	1	100
Shares/Equity	Yes	10	12	10	5	1	38
	No	25	8	21	8	0	62
Total		35	20	31	13	1	100
Others	Yes	2	2	4	1	0	9
	No	33	18	27	12	1	91
Total		35	20	31	13	1	100

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Chi-square for Age

	Fixed Deposits	**Post Office**	**Real Estate**	**Gold/Commodities**	**Shares/Equity**	**Others**
Calculated Value	6.077	0.359	20.867	2.300	7.496	1.188
Df	4	4	4	4	4	4
Tabulated value	9.488	9.488	9.488	9.488	9.488	9.488
Accepted/ Rejected	Rejected	Accepted	Rejected	Accepted	Accepted	Accepted

The Table II (e) brings out the result that the differences are not significant for fixed deposits, post office, gold/commodities, shares/equity and others. However, differences were found to be significant only for real estate. With the increase in age, the inclination towards real estate as an investment option increases. As it can be seen from the table, that only 3% of the investors in the age of below 30 years invested in real estate and as the age increased from 40-50 years to 50 years and above, the percentage increased from 38.7% to 61.5%.

Table III

While Taking the Investment Decision, Who Does the Investor Consult the Most?

Consultant	**No. of preferences**	**Percent**
Agent/Broker	18	10.1%
Family Members	60	33.5%
Friends	14	7.8%
Financial Magazines/Newspapers	33	18.4%
Chartered Accountant	15	8.4%
Electronic Media	37	20.7%
Other	2	1.1%
Total	**179**	**100.0%**

The Table 3 infers that 33.5% of the investors preferred to consult their family members and only 7.8% of the investors consulted their friends. The investors who preferred the agent/brokers, chartered accountant and electronic media were 10.1%, 8.4% and 20.7% respectively. This type of information can be useful to the wealth manager. By this, the wealth manager comes to know about the contact person, who can be used to introduce their investment products to the investors. They also come to know about the effects of the advertisements of their products on the investors.

Table IV

Preference of the Investors with Regard To Time Horizon

Time Horizon Of Investment	**No. of Preferences**	**Percent**
Less than 1year	4	4.0
1-3 years	35	35.0
3-5 years	51	51.0
5-10 years	9	9.0
More than 10 years	1	1.0
Total	**100**	**100.0**

The Table 4 clearly shows the importance the investors attach to the time horizon of the investment. About 51% of the people agreed to invest for 3 to 5 years and only 35% and 4% of the investors wanted to invest for 1 to 3 years and less than 1 year respectively. These investors wanted to take short term gains from the market. Also only 9% and 1% of the investors wanted to invest for 5 to 10 years and more than 10 years respectively. So, it is quite clear that the risk appetite of the investors in the Rajasthan region is less for the longer time horizon investment. This information can be used by the portfolio managers for knowing the preference of the investors with regard to the time horizon.

Table V

Preference of the Investors With Regard To Their Reason for Investment

Reason Of Investment	**No. of Preferences**	**Percent**
Safety Of Money	63	37.3%
Growth	56	33.1%
Liquidity	7	4.2%
Tax Advantage	33	19.5%
Constant Income	10	5.9%
Total	**169**	**100.0%**

Table 5 shows the reason of investing by the investors. Results reveal that about 37.3% and 33.1% : of the investors invest for safekeeping and growth of money respectively, whereas only 4.2% and 5.9% of the investors invest for liquidity and constant income. So, the people in Rajasthan region are conservative in nature and want that their money to be safe. They are not much concerned for the liquidity and constant income. Also, 19.5% of the investors invest their money for tax advantage. This information can be used by the portfolio managers for knowing the preferences of the investors in regard to their reason of saving or investment.

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Table VI

Preference of the investors with regard to the percentage of income they feel is sufficient to save for future requirements

% of Income to be Saved	No. of preferences	Percent
0-15%	20	20.0
15-30%	41	41.0
30-40%	35	35.0
More than 40 %	4	4.0
Total	**100**	**100.0**

From the results revealed in the Table VI, it is clear that most of the investors want to save 15-30% or 30-40% of their income for future requirements.

From the Table VII, it is revealed that there is a significant difference between the investors of different income groups in regard to the percentage of savings they think is appropriate. As the investors whose income is less than Rs 150000 prefer to save only up to 15%, whereas as the income level of the investors goes from Rs 150000 to Rs 300000 and Rs 300000 to Rs 450000 their preference for percentage of income saved increases from 15-30% to 30-40%. So, it is clear that investors falling in the higher income bracket preferred to save more for future requirement.

H_{02} : There is no significant association between various demographic factors of the respondents and the percentage of income saved

Table VII

Association of income with the respect to the percentage of income they saved

		Average income					**Total**
		Less Than Rs 150000	**Rs 150000-300000**	**Rs 300000-450000**	**Rs450000-600000**	**More Than Rs600000**	
Percentage of income saved	**0-15%**	14	4	2	0	0	20
	15-30%	4	19	11	7	0	41
	30-40%	3	8	16	4	4	35
	More than 40 %	2	0	0	1	1	4
Total		**23**	**31**	**29**	**12**	**5**	**100**
Chi-square Test							
Chi Square Value		52.736					
Df		12					
Tabulated value		21.026					

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Table VIII

Association of Age with respect to the percentage of income they saved

		Age					
		Less Than 30 years	**30-40 years**	**40-50 years**	**50-60 years**	**More than 60 years**	**Total**
Percentage of income saved	0-15%	16	1	3	0	0	20
	15-30%	10	8	16	7	0	41
	30-40%	7	10	11	6	1	35
	> 40 %	2	1	1	0	0	4
Total		**35**	**20**	**31**	**13**	**1**	**100**
Chi-square Test For Age							
Chi-Square Value		27.502					
Df		12					
Tabulated value		21.026					

Interpretation : The Table 8 brings out that there is a significant difference between the age of the investors of different age group in regard to the percentage of savings they think is appropriate. With the increase in age, the inclination towards percentage of income saved also increases. It is revealed from the table that the 45.7% of the investors in the age of less than 30 years saved their income up to 15%, whereas 40% and 51.6% of the investors in the age group of 30-40 years and 40-50 years respectively saved their income between 15-30%. As the investors of the age group of 30-40 years were active to earn more income so they save more income as compared to investors of other age group. From table it is clear that 50% of the investors in the age group of 30-40 years prefer to save 30-40% of their income for future requirement.

Table IX

Association of Gender with respect to the percentage of income they saved

		Gender		
		Male	**Female**	**Total**
Percentage of income saved	**0-15%**	6	14	20
	15-30%	28	12	41
	30-40%	29	6	35

	More than 40 %	3	1	4
Total		**66**	**33**	**100**
Chi-square Test				
Chi-Square Value		18.169		
Df		6		
Tabulated value		12.592		

The Table 9 shows that there is significant difference between the investors of different gender in regard to the percentage of savings they think is appropriate. It is revealed that the 42.4% and 43.9% of the male investors prefer to save 15-30% and 30-40% respectively for future requirement, whereas 42.4% and 36.3% of the female investors prefer to save up to 15% and 15-30% respectively for future requirement.

Table X

Association of Occupation With Respect To the Percentage of Income They Saved

		Occupation					**Total**
		Professional	**Service**	**Business**	**Student**	**Others**	
Percentage of Income saved	**0-15%**	5	4	0	10	1	20
	15-30%	9	16	12	4	0	41
	30-40%	5	11	14	5	0	35
	More than 40 %	0	0	3	1	0	4
Total		**19**	**31**	**29**	**20**	**1**	**100**
Chi-square For Occupation							
Chi-Square Value		30.563					
Df		12					
Tabulated value		21.026					

Table X reveals that there is a significant difference between the investors of different occupation in regard to the percentage of savings they think is appropriate. As it is clear from the table that the most of the professional and service sector investor prefer to save 15-30% of income, whereas, most of the businessman prefers to save 30-40% of income for future requirement. Most of the students, as they do not earn much save only up to 15% of their income.

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Table XI

Association of Qualification with respect to the percentage of income they saved

		Qualification			
		Post graduate	**Graduate**	**Non-graduate**	**Total**
Percentage of Income Saved	**0-15%**	15	5	0	20
	15-30%	24	13	4	41
	30-40%	19	12	4	35
	More than 40 %	2	2	0	4
Total		**60**	**32**	**8**	**100**
Chi-square test for Qualification					
Chi-Square Value		4.384			
Df		6			
Tabulated value		12.592			

The Chi-square test in the Table 11 reveals that there is no significant difference between the investors of different qualification in regard to the percentage of savings they think is appropriate.

Table XII: Association of Age with respect to the appropriate investment period

		Age					
		Less Than 30 years	**30-40 years**	**40-50 years**	**50-60 years**	**More Than 60 years**	**Total**
Investment Period	**Less than 1 year**	3	0	1	0	0	4
	1-3 years	17	6	8	4	0	35
	3-5 years	15	9	18	8	1	51
	5-10 years	0	4	4	1	0	9
	More than 10 years	0	1	0	0	0	1
Total		**35**	**20**	**31**	**13**	**1**	**100**
Chi-square Test for Age							
Chi-Square Value		18.517					
Df		16					
Tabulated Value		26.296					

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From Table XII it is revealed that the relationship between age and appropriate investment period is insignificant or there is no relationship between them

Table 13

Association of Gender with respect to the appropriate investment period

		Gender		**Total**
		Male	**Female**	
Investment Period	**Less than 1year**	4	0	4
	1-3 years	21	14	35
	3-5 years	32	18	51
	5-10 years	8	1	9
	More Than 10 years	1	0	1
Total		**66**	**33**	**100**
Chi-square Test for Gender				
Chi-Square Value		6.381		
Df		8		
Tabulated value		15.507		

Table 13 shows that the relationship between gender and appropriate investment period is insignificant or there is no relationship between them.

Table XIV

Association of Income with respect to the appropriate investment period

		Average income					
		Less Than Rs 150000	**Rs 150000-300000**	**Rs 300000-450000**	**Rs450000-600000**	**More Than Rs600000**	**Total**

Investment Period	Less Than 1year	2	1	1	0	0	4
	1-3 years	12	10	10	2	1	35
	3-5 years	9	18	15	7	2	51
	5-10 years	0	2	2	3	2	9
	More Than 10 years	0	0	1	0	0	1
Total		**23**	**31**	**29**	**12**	**5**	**100**
Chi-square Test For Income							
Calculated value		20.321					
Df		16					
Tabulated value		26.296					

Table XIV shows that there is no relationship between income and appropriate investment period.

Table XV

Association of Occupation with respect to the appropriate investment period

		Occupation					**Total**
		Professional	**Service**	**Business**	**Student**	**Others**	
Investment Period	Less than 1 year	1	0	0	3	0	4
	1-3 years	7	10	9	9	0	35
	3-5 years	8	19	15	8	1	51
	5-10 years	2	2	5	0	0	9
	More than 10 years	1	0	0	0	0	1
Total		**19**	**31**	**29**	**20**	**1**	**100**
Chi-square Test For Occupation							

Calculated Value	20.204
Df	16
Tabulated value	26.296

According to the result in the Table XV, the relationship between occupation and appropriate investment period is insignificant or there is no relationship between them.

Table XVI

Association of Qualification with respect to the appropriate investment period

		Qualification			**Total**
		Post graduate	**Graduate**	**Non-graduate**	
Investment Period	Less than 1year	2	1	1	4
	1-3 years	22	9	4	35
	3-5 years	30	18	3	51
	5-10 years	5	4	0	9
	More than 10 years	1	0	0	1
Total		**60**	**32**	**8**	**100**
Chi-square Test For Qualification					
Value		4.889			
Df		8			
Tabulated value		15.507			

Table XVI shows that the relationship between qualification and appropriate investment period is insignificant or there is no relationship between them.

VII. Conclusion

There is association of demographic profiles and personality type of the investors with investment choice. The differences among the different genders were found to be significant for post office schemes, real estate, gold/commodities and shares/equity. The females were conservative while investing, whereas males were aggressive. The investors in the lower income groups did not prefer real estate as an investment option, but the investors in higher income group preferred real estate as an investment avenue. Most of the investors preferred to consult their family members for taking investment decision and invest for 3-5 years. Most of the investors invested their money for the safety and growth of money. This shows that people in

Rajasthan region are conservative in nature and want that their money should be safe. They are not that concerned for the liquidity and constant income. There is no association of income, age, gender, occupation on the percentage of income an investors wants to save for the future requirements, but there is significant relationship between qualification and percentage of income save for future requirements. There is also no association of income, age, gender, occupation, qualification with the appropriate investment period.

The results of this study could help the wealth managers in the wealth management process and in building a successful wealth management relationship. The analysis of how an investment choice gets affected by the demographic variables could help the financial advisors to give better suggestions to their clients.

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