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## Investment Pattern of Didwana - Kuchaman District Investors

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**Abstract:** Worldwide economic prosperity, with impressive growth rates being witnessed across the globe. Rising incomes and robust stock markets have attracted more investors, leading to a larger amount of money available for investment. Because of their traditional Indian perspective, these investors prefer to consider familiar investment choices when diversifying their portfolio. Consequently, investors have numerous choices available including debt markets, stocks, equities, mutual funds, insurance, real estate, and bank fixed deposits. The primary objectives of this study are to assess the different options available to investors and analyze how they interact with diverse financial assets. The main emphasis of the research is on the primary investigation conducted in the District of Didwana-Kuchaman in Rajasthan. It shows that investors typically think that purchasing assets with a long-term perspective is more advantageous for building wealth. Additionally, this study found that demographic factors play a vital role in determining which investment option is selected. This study assists novice investors in understanding previous errors, enabling them to make improved choices and prevent repeating the same mistakes, ultimately leading to their benefit.

**Keywords:** Savings, Investors Attitude, Investment Options, Awareness Level

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### Introduction

There has been a notable rise in global wealth with much talk about the fast expansion of economies in today's world economy. Investors are drawn to thriving stock markets and increased income levels, resulting in a surplus of investment funds. Investors are looking for low-risk opportunities and stability in their investments to avoid unpredictability in their portfolios. As a result of this pattern, various new options resembling current asset categories have emerged, providing a wider range of investment choices in areas such as property, Public Provident Fund (P.P.F), mutual funds, equities, bonds, gold sovereign fund and bank savings, enhancing overall trust in products. Investors typically think it is better to steer clear of long-term investments. They would rather postpone making their investment decisions until the market stabilizes. The purpose of this study is to shed light on the patterns and actions of investors in the financial markets. It recognizes that the market is driven by individuals, with investors' choices reflecting their combined behaviors and assessments.

### Investment Alternatives Available to Investors

Investors may decide to invest in the finest investment choices based on factors such as age, income, and dependents. Due to the fact that investments with low risk typically result in minimal or no return, all investments involve some level of risk. Engaging in popular investments to achieve growth in value, earnings, and returns is the conventional method in the financial sector. Classic investments are those with a long history and are relied upon by investors.

- **Gold:** Gold is considered a one of the favorite and faithful investment of all ages in India, Which makes India world's largest consumer of gold.



- **Fixed Deposits:** Bank and post office offer fixed returns over a specified period, typically ranging between 4% to 9% annually. These schemes are trusted by many Investors and offer decent returns.
- **Equity:** Direct investment in equities involves participating in primary markets through IPOs or purchasing securities from secondary markets like stock exchanges. Equities carry the highest risk but may also yield the highest returns and dividend.
- **Mutual Funds:** These are financial tools formed with combined funds from various investors with similar goals, and are overseen by professionals. Investors put money into different assets like stocks, bonds, gold, and international stocks to create a varied portfolio
- **Bonds/Debenture:** Bonds issued by the Central or State government in India are seen as the safest investment choice because they are backed by the Government of India, minimizing credit risk. On the other hand, corporates issue debentures with specific terms and coupon payments to generate funds. Despite being riskier compared to government bonds, these debentures provide higher yields.
- **Real Estate:** Investing in real estate is highly demanded in India, following gold, due to its past performance and social status.
- **Public Provident Fund (PPF):** A long-term investment plan with favorable interest rates and tax advantages.

### Research Methodology

For data analysis, primary data have been used. Primary data have been collected by using field visit from samples of 126 respondents. In this research the data was collected with the help of a well-designed structured questionnaire. The respondents were resident of Didwana-Kuchaman District which are belongs to various field of employment including men and women.

### Research Objective

The objective of this study is to investigate Didwana-Kuchaman residents' investment behavior patterns. The current study addresses the degree of knowledge regarding different investment options, variables impacting decision-making, investment portfolio.

- To study the impact of factors affecting investment decision.
- To study the various investment options available in market.

### Literature Review

(Makwana & Ayre, 2020) In this study researcher examined investor behavior towards various investment opportunities available in Bardoli Region of Gujarat. The study's findings illustrate how different age groups of investors perceive different investment opportunities that offer high returns at low risk while prioritizing growth prospects. (Subathra & Regi, 2019) This study explored several fascinating aspects of salaried personalities has significant implications for financial management. The person nevertheless favors investing in several financial schemes that promise secure returns without taking on any danger. This study further demonstrates that persons belongs to the upper class, having significant income and high qualification are self-reliant yet cautious to be safe. (Bhavani & Shetty 2017) Examine the impact of perceptions and demography on investing decisions. The study emphasized how perceptions and demographic factors influence investing decisions. The findings of Mann Whiteny U test and the Kruskal-Wallis used to test the hypothesis show that age, education, occupation, and gender have a substantial impact on the choice of investment alternatives. (Kothari, 2012) examined clear that people's savings were allocated to assets based on a variety of factors, including their assessment for risk and return, financial stability, liquidity, and the availability of investment opportunities and financial institutions. Using a sample size of 100, a descriptive study approach is used to characterize the phenomenon. Data were gathered from the respondent in Indore City using a practical judgmental sample technique. The researcher concluded that younger generations will be able to save more money for the future if they begin investing regularly and at a young age. (Jain & Mandot, 2012) According to the study, the market has changed from being static to dynamic, which also constantly modifies risk exposure. More and more money is being stuck among various demographics as the risk increases profile. This study examined the connection between risk and Rajasthani investor demographics. The amount invested in bank deposits, various bonds, shares, real



estate, mutual funds, gold, etc. is increased based on the investor's preferred level of risk. (Jhanwar,2024) Researcher found that investors are always on the lookout for new ways to grow their money and has choice problem as market flooded with lot of investment option. Investor wants a low cost, simple, flexible, transparent and more control option for investment.

### Analysis and Interpretation

	Item	Frequency	Percentage
<b>Demographic Factors</b>			
<b>Gender</b>	Male	95	75.40
	Female	31	24.60
<b>Age Group</b>	Below 30	24	19.05
	31-45	41	32.54
	46-60	52	41.26
	Above 60	9	7.15
<b>Qualification</b>	Schooling	11	8.73
	Diploma	7	5.55
	Graduate	53	42.07
	Post Graduate	39	30.95
	Professional	16	12.70

Major portion of the respondents 75.40% are male and 24.6% are female. Besides most of the respondents are between the age of 46-60 years and married. Among the respondents 42.02% respondents are having graduation degree followed by post graduation 30.95% which indicate a good education level among respondent.

The analysis points out the fact that most of the respondents 53.97% prefer long-term period of investments followed by 28.57% medium term investment because they have a traditional mindset and prioritize safety above quick returns.

Income Level	Frequency	Percentage
<b>Below 3 Lakhs</b>	49	38.89
<b>3-5 Lakhs</b>	18	14.29
<b>5-10 Lakhs</b>	37	29.36
<b>10-20 Lakhs</b>	14	11.11
<b>20 Lakhs and above</b>	8	6.35

More than 50% of the respondents have annual income below 5 lakh. Nearly all investor source of investment is saved money and only a merge portion of investment is from borrowings of their family members. The analysis clearly points out the fact that saving habit is comparatively good among the respondents. Majority of the respondents have long term period of investments. The investment decision of the respondents are mainly depend on the their traditionally mindset as their risk level is low they prefer safety than risk. Majority of the respondents expect a rate of return more than the prevailing market rate for their investment.

<b>Investment Avenue</b>	Gold	43	34.12
	Fixed Deposit	28	22.23
	Equity	9	7.14
	Mutual Fund	16	12.71
	Bonds	4	3.17
	Real Estate	11	8.73
	P.P.F.	15	11.90

Investores were asked to select their preference from available investment option. Majority of the respondent 34.12% prefer to invest in gold followed by 22.23% in fixed deposit. it is also observed that very less people



3.17% invest in bond due to lack of knowledge. It is worth noting that people want to invest in real estate and P.P.F. but very less 8.73% in real estate and 11.9% invest in P.P.F. Because they have very less amount of investment at a same time they prefer liquid investment option.

	Up to 50000	55	43.65
	50000-100000	28	22.22
<b>Investment Amount</b>	100001-200000	21	16.67
	200001-500000	18	14.29
	500001 and Above	4	3.17

Investment depend on income and saving. majority of investor have very less amount to invest due to their low level of income. nearly 43.65% invest up to 50000 and only 3.17% are able to invest more than 5 lakh annually. it is required to uplift their income level for their better future.

### Limitations of the Study

- Time, Place and Size constraint
- This study expresses the respondent expression, which changes periodically.
- This study is limited to didwana- kuchaman district only.

### Conclusion

According to the results of this research, the majority of participants put a small amount of money into investments. Gold and fixed deposit are their top choices, with real estate coming in a close second in terms of priority. The research highlights that over 60% of the participants favor moderate risk for moderate returns in their investments. Respondents have a good understanding of all available options, with a particular focus on bank deposits and gold. Their inclination towards investing has been on the rise in recent years, as they recognize the significance of investment. Investors have a high perception of risk for equity and a low perception for bank deposits. They anticipate a high rate of return for equity and mutual funds, and a low return for bank and post office deposits. The ultimate aim of the investment is to grow wealth while ensuring the safety of the funds. Over half of the survey participants indicated a preference for long-term investments that carry a moderate level of risk and potential reward. As investors age, their preference for the safest investment options increases due to income being a key factor in influencing investment decisions. Although many are satisfied with the current yield, a significant number are expecting a higher return. The participants were informed through different channels almost all investors favor investing in gold because of its reliable profits and societal status.

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