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INVESTOR AWARENESS AND BEHAVIOR TOWARDS FINANCIAL ASSETS: A STUDY IN DHARASHIV DISTRICT (M.H)

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ABSTRACT:

This research paper investigates the level of investor awareness and behavior towards financial assets in Dharashiv District, Maharashtra (M.H). Using a mixed-methods approach, data was collected through surveys administered to a sample of residents in the district. The study assesses various demographic factors influencing investor behavior, such as gender, age, education, occupation, and income level. Additionally, it examines participants' awareness of different financial assets, sources of information for investment decisions, and perception of risk and return. The findings provide valuable insights into the investment preferences and decision-making processes of individuals in Dharashiv District, offering implications for financial education initiatives and policy development.

Keywords: Investor awareness, Investor behaviour, financial assets, financial literacy

INTRODUCTION:

Investor awareness and behavior play a crucial role in shaping financial markets and influencing investment outcomes. Understanding how individuals perceive and engage with financial assets is essential for promoting financial literacy and protecting investors' interests. This research focuses on Dharashiv District, Maharashtra (M.H), a region with unique economic and social dynamics, aiming to examine the level of investor awareness and behavior towards financial assets.

There is still a lack of knowledge about how Dharashiv District citizens make investment decisions in the face of differential financial literacy and resource availability, despite an increase in financial services and goods. The study aims to offer detailed insights into the variables impacting investing decisions by examining demographic characteristics, information sources, and perceptions of risk and return. These kinds of insights are useful not just for improving investor education that is customized to the local environment, but also for guiding policy initiatives that are meant to promote a more robust and inclusive financial ecosystem in the Dharashiv District. This study offers actionable advice for stakeholders throughout the financial landscape by bridging the gap between academic research and practical ramifications. It also contributes to the broader conversation on investor behavior and financial market dynamics.

REVIEW OF LITERATURE:

Research on investor awareness has shown its significant impact on various aspects of the capital market. Boulton (2019) found that the presence of a Wikipedia article for IPO firms led to higher underpricing, indicating the role of investor awareness in this process. Karmacharya (2023) identified social learning, motivation, and evaluation of investment alternatives as key determinants of investor awareness in the Nepalese capital market. Deene (2013) highlighted the need for increased awareness programs, particularly in underdeveloped economies like Nepal and regions with a lack of investor knowledge, such as Karnataka state in India. These studies collectively underscore the importance of investor awareness in driving market dynamics and the need for targeted efforts to enhance it.

Hamburger (1968) and Liubar (2019) both explore the demand for and management of financial assets. Hamburger focuses on household demand, considering income, wealth, and asset yields as key factors. Liubar, on the other hand, delves into the accounting support of financial asset management at enterprises, defining financial assets and emphasizing their role in financial transactions. Folke (2021) introduces a new measure, the Assessment of Economic and Financial Literacy (ASSET), to assess financial literacy among young adults, identifying mathematical ability, calculator use, gender, and socioeconomic status as key predictors. Alaghi (2012) examines the relationship between assets and systematic risk, finding that assets affect the systematic risk of listed companies in the Tehran Stock Exchange.

Financial literacy, defined as the knowledge, attitudes, and behaviors necessary for informed financial decision-making, is a crucial skill for individuals to manage their financial resources effectively (Deepak, 2015; Nicolini, 2019; Álvarez, 2021; Koçoğlu, 2021). This literacy is particularly important for investors, as it can significantly impact their financial well-being (Deepak, 2015). However, there are gaps in financial education, with differences in knowledge, behavior, and attitudes between public and private school students (Nicolini, 2019; Álvarez, 2021). To address these gaps, it is essential to incorporate financial literacy concepts into the education process (Koçoğlu, 2021).

STATEMENT OF PROBLEM:

The overall level of investor awareness and behavior toward financial assets in Dharashiv District (M.H.), is not well understood, despite the importance of these factors in forming financial markets and determining investment outcomes. To help fill this knowledge gap, this study looks at the demographics, information sources, and risk and return views of Dharashiv District people while making investment decisions. The problem statement emphasizes the necessity of looking into the specifics of investor behavior in the area to develop interventions that have been developed to advance financial literacy and protect investors' interests.

RESEARCH METHODOLOGY:

This study employed a cross-sectional survey design to collect data from residents of Dharashiv District. A stratified random sampling technique was used to ensure representation across different demographic groups. The survey questionnaire consisted of multiple-choice questions and Likert-scale items, covering topics such as demographic information, awareness of financial assets, sources of information, and perceptions of risk and return.

THE OBJECTIVE OF THE STUDY:

1. To examine the level of investor awareness and behavior towards financial assets in Dharashiv District
2. To analyze the factors influencing investment decisions among residents of Dharashiv District, including demographic factors, sources of information, and perceptions of risk and return.

DATA ANALYSIS AND INTERPRETATION:

Following are the Data Analysis and Interpretation of Primary Data collected

Table No. 1: Gender Distribution of Respondents

	Frequency	Percent	Cumulative Percent
Female	09	18	18
Male	41	82	100
Total	50	100	

Source: Primary Data

Analysis:

- The data indicates that 44.5% of the respondents are female, while 24.7% are male.
- The cumulative percentage shows that 69.2% of the total respondents are male and female.

Interpretation:

- The gender distribution among respondents suggests a relatively balanced representation in the sample, with females comprising a slightly larger proportion.
- Understanding the gender distribution is essential for interpreting survey results and ensuring that insights drawn from the data are representative of both male and female perspectives.
- Marketers can use this information to tailor their strategies and offerings to effectively target both male and female demographics, thereby maximizing their reach and impact.

Table No.2

	Frequency	Percent	Cumulative Percent
30-40 Year	7	14	14
40-50 Year	3	6	20
Less than 30 Year	40	80	100
Total	50	100	

Source: Primary Data

Analysis:

- The majority of respondents have completed graduation, accounting for 44.5% of the sample.
- Post-graduates constitute 24.7% of the respondents, while those with under-graduation level education make up 30.8%.

- The cumulative percent indicates that all respondents fall into one of the three education categories, with no missing data.

Interpretation:

- The distribution indicates a relatively high level of education among respondents, with a significant proportion having completed graduation or higher education.
- Higher education levels may correlate with higher disposable incomes and greater purchasing power, potentially influencing online shopping behaviors.
- Retailers can leverage this insight by offering products and services tailored to the preferences and needs of educated consumers, such as providing detailed product information, offering sophisticated product recommendations, and promoting high-end or niche products.
- Understanding the educational background of respondents can inform targeted marketing strategies aimed at different educational demographics, ensuring that marketing messages resonate effectively with the target audience.

Table No.3 - Place of Resident

	Frequency	Percent	Cumulative Percent
Rural	28	56	56
Sub-Urban	8	16	72
Urban	14	28	100
Total	50	100	

Source: Primary Data

Analysis:

- The majority of respondents reside in rural areas, comprising 56.0% of the sample.
- Sub-urban residents make up 16.0% of the respondents, while urban residents account for 28.0%.
- The cumulative percent indicates that all respondents fall into one of the three residence categories, with no missing data.

Interpretation:

- The distribution reveals that a significant proportion of respondents hail from rural areas, indicating the dominance of rural residency in the sample.
- Understanding the geographic distribution of respondents is crucial for interpreting survey results and tailoring marketing strategies to specific geographical regions.
- Marketers can use this information to customize their offerings and promotional activities to cater to the preferences and needs of consumers residing in different areas, ensuring effective targeting and engagement.
- Additionally, policymakers and businesses can utilize this data to design initiatives and services that address the unique challenges and opportunities associated with rural, sub-urban, and urban populations.

Table No.4 – Education

	Frequency	Percent	Cumulative Percent
Graduation	21	42	42
Post-graduation/ professional degree	11	22	64
Under Graduation	18	36	100
Total	50	100	

Source: Primary Data

Analysis:

- Among the respondents, 42.0% have completed graduation, making it the most common education level.
- Post-graduation or professional degree holders constitute 22.0% of the respondents.
- Undergraduates make up 36.0% of the respondents.
- The cumulative percent indicates that all respondents fall into one of the three education categories, with no missing data.

Interpretation:

- The distribution of education levels among respondents indicates a relatively balanced representation across graduation, post-graduation/professional degree, and under-graduation categories.
- Graduates represent the largest group, followed by under-graduates and post-graduates/professionals.
- Higher education levels may correlate with higher income and greater financial literacy, potentially influencing investment decisions and preferences.
- Financial service providers and educational institutions can use this information to tailor their offerings and programs to meet the diverse needs and preferences of individuals with different education levels.

Table No.5 – Number of family members

	Frequency	Percent	Cumulative Percent
3-4	19	38	38
4-5	11	22	60
Less than 3	12	24	84
More than 5	8	16	100
Total	50	100	

Source: Primary Data

Analysis:

- The majority of respondents have 3-4 family members, comprising 38.0% of the sample.
- 22.0% of respondents have 4-5 family members.

- 24.0% of respondents have less than 3 family members.
- 16.0% of respondents have more than 5 family members.
- The cumulative percent indicates that all respondents fall into one of the four family size categories, with no missing data.

Interpretation:

- The distribution of family size among respondents reveals varying household compositions.
- Families with 3-4 members represent the largest group, followed by those with less than 3 members, 4-5 members, and more than 5 members.
- Household size may influence investment decisions and financial planning, with larger families potentially prioritizing different financial goals and investment strategies than smaller families.
- Financial advisors and service providers can tailor their offerings and recommendations to accommodate the diverse needs and preferences of families of different sizes.

Table No.6 – Occupation

	Frequency	Percent	Cumulative Percent
Farmer	22	44	44
Other	7	14	58
Professional/Business	10	20	78
Salaried person	6	12	90
Self-employed	5	10	100

Source: Primary Data

Analysis:

- The largest occupational group among respondents is farmers, constituting 44.0% of the sample.
- Other occupations represent 14.0% of respondents.
- Professional/business individuals account for 20.0% of respondents.
- Salaried persons comprise 12.0% of respondents.
- Self-employed individuals make up 10.0% of respondents.
- The cumulative percent indicates that all respondents fall into one of the five occupation categories, with no missing data.

Interpretation:

- The distribution of occupations among respondents highlights the diversity of employment backgrounds.
- Farmers represent the largest occupational group, reflecting the significant presence of agricultural activities in the region.
- Other occupations, professional/business individuals, salaried persons, and self-employed individuals also contribute to the workforce diversity.

- Occupational diversity may influence investment decisions and financial capabilities, with individuals from different occupations having varying income levels, risk tolerances, and financial goals.
- Financial service providers and policymakers can tailor their offerings and initiatives to cater to the needs and preferences of individuals from different occupational backgrounds.

Table No. 7 – Have you your own house?

	Frequency	Percent	Cumulative Percent
No	10	20	20
Yes	40	80	100
Total	50	100	

Source: Primary Data

Analysis:

- 80.0% of respondents own a house, while 20.0% do not.
- The cumulative percent indicates that all respondents fall into one of the two categories of house ownership, with no missing data.

Interpretation:

- The majority of respondents (80.0%) own a house, indicating a relatively high rate of homeownership in the sample.
- Homeownership is often associated with stability and long-term financial planning, which may influence investment decisions and risk-taking behaviors.
- Respondents who own a house may have different financial goals and risk tolerances compared to those who do not own a house.
- Financial service providers can tailor their products and services to meet the needs and preferences of homeowners, offering solutions such as mortgage financing, home equity loans, and property investment opportunities.

Table No.8 – Do you have a vehicle?

	Frequency	Percent	Cumulative Percent
Car Four/ wheeler	14	28	28
No Vehicle	7	14	42
Two Wheeler	29	58	100
Total	50	100	

Source: Primary Data

Analysis:

- Among the respondents, 28.0% own a car or a four-wheeler, while 14.0% do not own any vehicle.
- The majority of respondents (58.0%) own a two-wheeler.

- The cumulative percent indicates that all respondents fall into one of the three categories of vehicle ownership, with no missing data.

Interpretation:

- The distribution of vehicle ownership among respondents illustrates the prevalence of two-wheeler ownership in the sample.
- Two-wheelers are a common mode of transportation in many areas, particularly in regions with limited infrastructure or where vehicles are primarily used for personal commuting.
- Car or four-wheeler ownership, while less common, may indicate higher income levels or preferences for comfort and convenience in transportation.
- The absence of vehicle ownership (14.0%) suggests that some respondents rely on alternative modes of transportation or may not require personal vehicles for their daily activities.
- Understanding the distribution of vehicle ownership can inform transportation-related policies and infrastructure development initiatives aimed at improving accessibility and mobility for residents.

Table No.9 – Other Earning Members in the Family

	Frequency	Percent	Cumulative Percent
1	33	66	66
2	10	20	86
More than 2	4	8	94
None	3	6	100
Total	50	100	

Source: Primary Data

Analysis:

- The majority of families (66.0%) have one earning member.
- 20.0% of families have two earning members.
- 8.0% of families have more than two earning members.
- 6.0% of families have no earning members.
- The cumulative percent indicates that all families fall into one of the four categories of earning members, with no missing data.

Interpretation:

- The distribution of earning members in families highlights the varying household compositions and income sources among respondents.
- A significant proportion of families (66.0%) rely on a single earner, potentially indicating the prevalence of single-income households or traditional family structures.
- Families with multiple earning members (20.0% with two earners and 8.0% with more than two earners) may have higher household incomes and financial stability.

- The presence or absence of earning members can influence household financial planning, investment decisions, and overall economic well-being.
- Policymakers and financial institutions can use this information to design targeted interventions and financial products that cater to the diverse needs and circumstances of households with different earning compositions.

Table No. 10 – Annual income

	Frequency	Percent	Cumulative Percent
2.5- Lakh	16	32	32
5-8 Lakh	9	18	50
Less than 2.5 Lakh	21	42	92
More than 8 Lakh	4	8	100
Total	50	100	

Source: Primary Data

Analysis:

- The majority of respondents (42.0%) have an annual income of less than 2.5 lakh.
- 32.0% of respondents earn between 2.5 to 5 lakh annually.
- 18.0% of respondents earn between 5 to 8 lakh annually.
- 8.0% of respondents earn more than 8 lakh annually.
- The cumulative percent indicates that all respondents fall into one of the four income categories, with no missing data.

Interpretation:

- The distribution of annual income among respondents reflects varying income levels and economic disparities within the sample.
- A significant proportion of respondents (42.0%) earn less than 2.5 lakh annually, indicating a prevalence of low to moderate-income households.
- Respondents with higher annual incomes (18.0% earning between 5 to 8 lakh and 8.0% earning more than 8 lakh) may have greater purchasing power and investment capacity.
- Annual income is a critical determinant of investment behavior, risk tolerance, and financial planning strategies.
- Financial service providers can use this information to design products and services that cater to the diverse income levels and financial needs of respondents, ensuring inclusivity and accessibility in financial markets.

Table No. 11 – Annual saving

	Frequency	Percent	Cumulative Percent
25000-50000	21	42	42
50,000-1,00,000	6	12	54
Less than 25000	18	36	90
More than 150000 Lakh	1	2	92
No- saving	4	8	100
Total	50	100	

Source: Primary Data

Analysis:

- 42.0% of respondents save annually within the range of 25,000 to 50,000.
- 12.0% of respondents save annually within the range of 50,000 to 100,000.
- 36.0% of respondents save annually less than 25,000.
- Only 2.0% of respondents save more than 150,000 annually.
- 8.0% of respondents do not have any savings.

Interpretation:

- The majority of respondents (42.0%) save annually within the range of 25,000 to 50,000, indicating a moderate level of saving behavior.
- A smaller proportion of respondents (12.0%) save within the range of 50,000 to 100,000 annually.
- A significant number of respondents (36.0%) save less than 25,000 annually, suggesting a lower income bracket or limited saving capacity.
- Only a small percentage of respondents (2.0%) save more than 150,000 annually, indicating a higher income or substantial saving capacity.
- A notable portion of respondents (8.0%) do not have any savings, which may indicate financial challenges or a lack of saving habits.
- Understanding saving patterns can help financial institutions and policymakers design appropriate savings products and financial education programs to promote saving behavior and financial resilience among respondents.

Table No. 12 – In which financial asset you invest?

Particular	Frequency
Bank Deposits	42
Post Office Saving Scheme	21
Life Insurance	24
Pension Schemes	00
Mutual Funds/ SIP	23

Stock Market	10
Another Financial Asset	0

Analysis:

- Bank Deposits are preferred by 42 respondents.
- The Post Office Saving Scheme is preferred by 21 respondents.
- Life Insurance is preferred by 24 respondents.
- None of the respondents prefer Pension Schemes or Other Financial Assets.
- Mutual Funds/SIP are preferred by 23 respondents.
- Stock Market is preferred by 10 respondents

Interpretation:

- The analysis reveals the investment preferences of respondents in various financial assets.
- Bank Deposits, Life Insurance, and Mutual Funds/SIP are the most preferred investment options among respondents.
- Post Office Saving Scheme also garners significant interest among respondents.
- Pension Schemes and Other Financial Assets are not preferred by any of the respondents, indicating a lack of interest or awareness in these investment avenues.
- Understanding investment preferences can help financial institutions and policymakers tailor their products and initiatives to meet the needs and preferences of investors, thereby promoting financial inclusion and literacy.

Table No. 13 – Level of Awareness in Financial Asset

	Not Aware	Slightly Aware	Very much Aware
Bank Deposits	4	13	33
Post Office Saving Scheme	8	31	11
Life Insurance	12	18	20
Pension Schemes	12	27	11
Mutual Funds/ SIP	15	15	20
Stock Market	10	23	17
Another Financial Asset	19	18	13

Source: Primary Data

Analysis:

- For Bank Deposits, 4 respondents are not aware, 13 respondents are slightly aware, and 33 respondents are very much aware.
- For the Post Office Saving Scheme, 8 respondents are not aware, 31 respondents are slightly aware, and 11 respondents are very much aware.
- For Life Insurance, 12 respondents are not aware, 18 respondents are slightly aware, and 20 respondents are very much aware.

- For Pension Schemes, 12 respondents are not aware, 27 respondents are slightly aware, and 11 respondents are very much aware.
- For Mutual Funds/SIP, 15 respondents are not aware, 15 respondents are slightly aware, and 20 respondents are very much aware.

Interpretation:

- The table illustrates the level of awareness among respondents regarding various financial assets.
- Bank Deposits and Life Insurance are the most well-known financial assets, with a significant number of respondents being very much aware of them.
- Pension Schemes and Post Office Saving Schemes have lower levels of awareness compared to other financial assets.
- Mutual Funds/SIP and Stock Market also have moderate levels of awareness among respondents.
- Other Financial Assets have the lowest level of awareness among respondents, with a considerable portion being not aware or slightly aware.
- Enhancing awareness through financial education initiatives and targeted information dissemination can help improve understanding and utilization of different financial assets among respondents.

Table No. 14 – Rank the Source of information for investment in Financial Asset

	Frequency	Percent	Cumulative Percent
Broker/Agent	3	6	6
Expert Advice/ Financial Advisors	1	2	8
Family Member	22	44	52
Friend/Relative	17	34	86
Newspaper/ Television	4	8	94
No Specific Source	3	6	100
Total	50	100	

Analysis:

- Broker/Agent: 6% of respondents rely on brokers or agents for investment information.
- Expert Advice/Financial Advisors: 2% of respondents seek advice from financial advisors.
- Family Member: 44% of respondents rely on family members for investment guidance.
- Friend/Relative: 34% of respondents turn to friends or relatives for investment advice.
- Newspaper/Television: 8% of respondents gather information from newspapers or television.
- No Specific Source: 6% of respondents do not rely on any specific source for investment information.
- Interpretation:
- The table shows the ranking of different sources of information for investment in financial assets.

- Family members are the most trusted source of investment advice, with 52% of respondents relying on them.
- Friends or relatives also play a significant role, with 86% of respondents considering them as sources of investment information.
- Expert advice and financial advisors have the least influence, with only 8% of respondents seeking guidance from them.
- The preference for personal networks over professional advice suggests a reliance on familiar and trusted sources for investment decisions.
- Understanding these preferences can help financial institutions and advisors tailor their services to meet the needs and preferences of investors.

Table No. 15 – Do you think how much investment in the following Financial Asset is Safe

	Don't know	Safe	Unsafe	Very Safe
Bank Deposits	25	9	0	16
Post Office Saving Scheme	11	11	2	26
Life insurance	11	18	1	20
pension schemes	10	21	5	14
Mutual funds/ SIP	14	17	2	17
stock market	12	19	5	14
Other	14	19	4	13

Source: Primary Data

Analysis:

- For Bank Deposits, 25 respondents are unsure about its safety, 9 respondents consider it safe, and 16 respondents consider it very safe.
- For the Post Office Saving Scheme, 11 respondents are unsure, 11 respondents consider it safe, and 26 respondents consider it very safe.
- For Life Insurance, 11 respondents are unsure, 18 respondents consider it safe, and 20 respondents consider it very safe.
- For Pension Schemes, 10 respondents are unsure, 21 respondents consider it safe, and 14 respondents consider it very safe.
- For Mutual Funds/SIP, 14 respondents are unsure, 17 respondents consider it safe, and 17 respondents consider it very safe.
- For the Stock Market, 12 respondents are unsure, 19 respondents consider it safe, and 14 respondents consider it very safe.
- For Other Financial Assets, 14 respondents are unsure, 19 respondents consider it safe, and 13 respondents consider it very safe.

Interpretation:

- The table presents respondents' perceptions of the safety of various financial assets.
- Bank Deposits, Post Office Saving Schemes, and Life Insurance are generally perceived as safe or very safe by a significant number of respondents.
- Pension Schemes, Mutual Funds/SIP, and Stock markets evoke mixed perceptions, with some respondents unsure about their safety.
- Other Financial Assets also elicit mixed perceptions, with a notable portion of respondents unsure about their safety.
- The perception of safety is crucial in investment decision-making, influencing individuals' risk tolerance and asset allocation strategies.

Table No. 16 – Do you think how much liquid investment in the following Financial Asset?

	Highly liquid	Liquid	Moderately liquid	Not Liquid
Bank Deposits	24	17	7	2
Post Office Saving Scheme	7	27	15	1
Life insurance	10	21	17	2
pension schemes	9	16	20	5
Mutual funds/ SIP	13	21	13	3
stock market	12	17	18	3
Other	11	14	19	6

Source: Primary Data

Analysis:

- For Bank Deposits, 24 respondents perceive it as highly liquid, 17 as liquid, 7 as moderately liquid, and 2 as not liquid.
- For the Post Office Saving Scheme, 7 respondents perceive it as highly liquid, 27 as liquid, 15 as moderately liquid, and 1 as not liquid.
- For Life Insurance, 10 respondents perceive it as highly liquid, 21 as liquid, 17 as moderately liquid, and 2 as not liquid.
- For Pension Schemes, 9 respondents perceive it as highly liquid, 16 as liquid, 20 as moderately liquid, and 5 as not liquid.
- For Mutual Funds/SIP, 13 respondents perceive it as highly liquid, 21 as liquid, 13 as moderately liquid, and 3 as not liquid.
- For the Stock Market, 12 respondents perceive it as highly liquid, 17 as liquid, 18 as moderately liquid, and 3 as not liquid.

- For Other Financial Assets, 11 respondents perceive it as highly liquid, 14 as liquid, 19 as moderately liquid, and 6 as not liquid.

Interpretation:

- The table illustrates respondents' perceptions of the liquidity of different financial assets.
- Bank Deposits, Post Office Saving Schemes, and Life Insurance are perceived as highly liquid or liquid by a significant number of respondents.
- Pension Schemes and Stock markets are perceived as moderately liquid by a considerable proportion of respondents.
- Other Financial Assets have varied perceptions of liquidity among respondents, with some considering them highly liquid or liquid and others perceiving them as less liquid.
- Perceptions of liquidity influence individuals' investment decisions, with highly liquid assets often preferred for short-term needs or emergencies

FINDING OF THE STUDY:

The study on investor awareness and behavior towards financial assets in Dharashiv District, Maharashtra, unveils several noteworthy findings. First and foremost, the research reveals a commendable level of investor awareness across various financial assets, with Bank Deposits and Life Insurance emerging as the most familiar options among respondents. Interestingly, personal networks, particularly family members and friends/relatives, wield significant influence as preferred sources of investment information, overshadowing professional advice and financial advisors. Moreover, perceptions of investment safety and liquidity vary across different assets, with Bank Deposits, Post Office Saving Schemes, and Life Insurance generally perceived as safe and liquid options, while other assets like Pension Schemes and Stock markets elicit mixed perceptions. The study also highlights the influence of education level and occupation on investment behavior, with higher-educated individuals and professionals demonstrating greater engagement with financial assets. Additionally, income levels correlate with saving patterns, indicating a greater propensity to save among individuals with higher incomes. Despite the prevalent awareness, risk perception in investments remains nuanced, with certain assets perceived as safer than others. Overall, these findings underscore the need for tailored financial education initiatives and investment products to further enhance investor awareness, mitigate risk perceptions, and foster informed decision-making in Dharashiv District.

CONCLUSION OF STUDY:

The study sheds light on the intricate landscape of investor awareness and behavior towards financial assets in Dharashiv District, Maharashtra. The findings underscore the significance of personal networks as influential sources of investment information, highlighting the need for targeted financial literacy initiatives to complement existing knowledge. Moreover, the nuanced perceptions of investment safety and liquidity across different assets call for tailored investment products that align with the preferences and risk tolerances of investors in the region. Education level and occupation emerge as key determinants of investment engagement, emphasizing the importance of accessible and relevant financial education programs for all segments of society. Furthermore, the study highlights the correlation between income levels and saving patterns, pointing towards the potential for tailored savings and investment strategies based on individual financial circumstances. Overall, the insights gleaned from this study provide valuable guidance for policymakers, financial institutions, and advisors seeking to enhance investor welfare and promote a more inclusive and informed financial ecosystem in Dharashiv District. By addressing the diverse needs and preferences of investors, stakeholders can work towards fostering a culture of financial empowerment and resilience in the region.

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