

Investor Behaviour Analysis

Total Investor

40

Average Investor Age

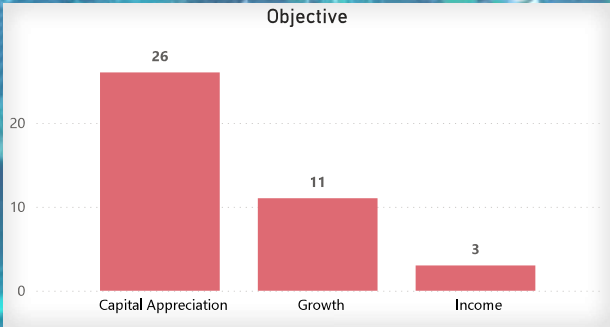
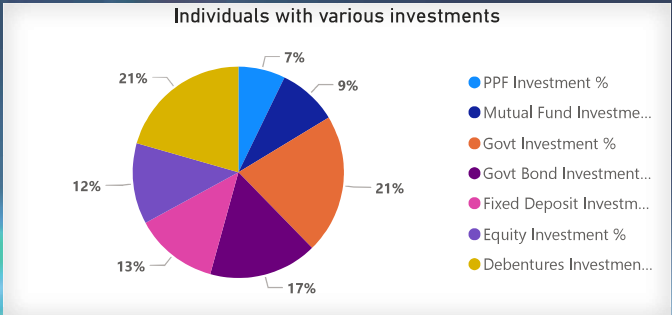
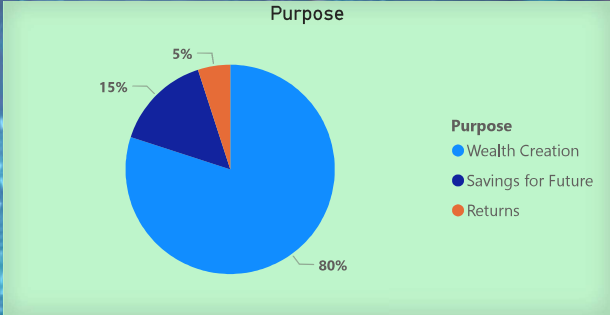
28

Max Investor Age

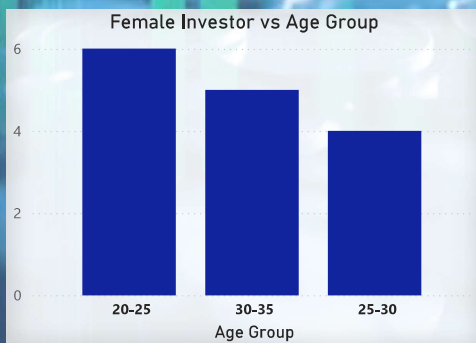
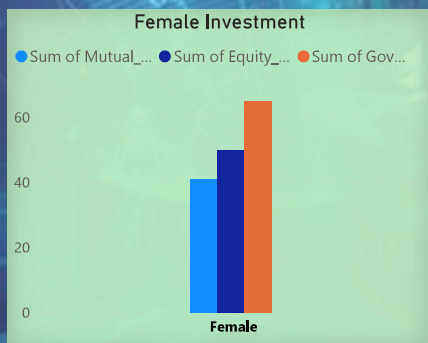
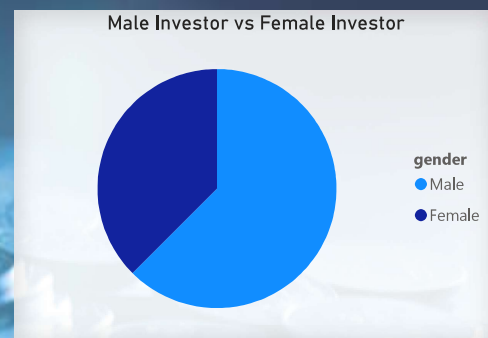
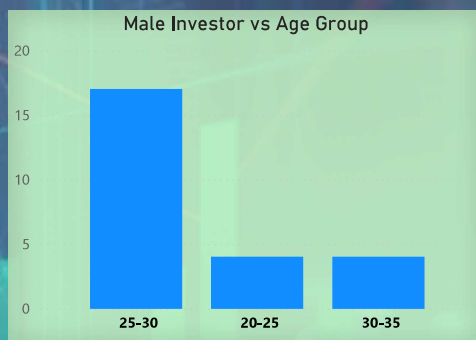
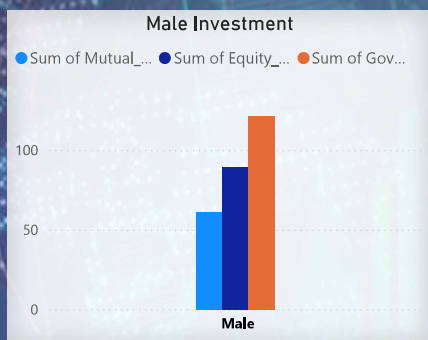
35

Min Investor Age

21



Gender Based Analysis



Objective Analysis

Gender

Female

Male

Avenues

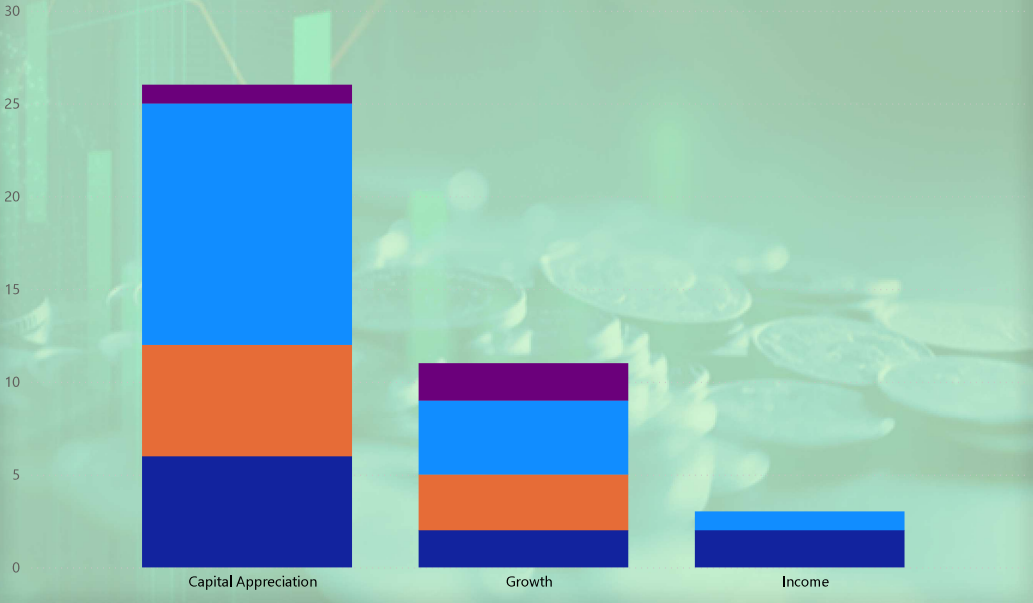
- ☐ Equity
- ☐ Fixed Deposits
- ☐ Mutual Fund
- ☐ Public Provident Fund

Age Group

- ☐ 20-25
- ☐ 25-30
- ☐ 30-35

Investment Objective

Avenue ● Equity ● Fixed Deposits ● Mutual Fund ● Public Provident Fund



Investment Duration And Frequency

Gender

Female

Male

Avenues

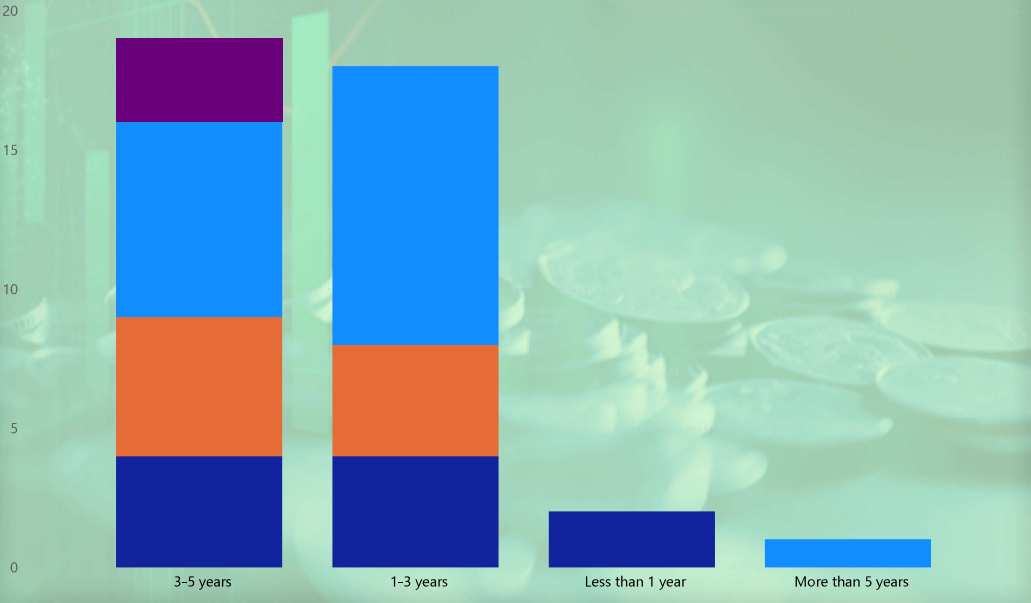
- ☐ Equity
- ☐ Fixed Deposits
- ☐ Mutual Fund
- ☐ Public Provident Fund

Age Group

- ☐ 20-25
- ☐ 25-30
- ☐ 30-35

Investment Duration

Avenue ● Equity ● Fixed Deposits ● Mutual Fund ● Public Provident Fund



Reason For Investment

Gender

Female

Male

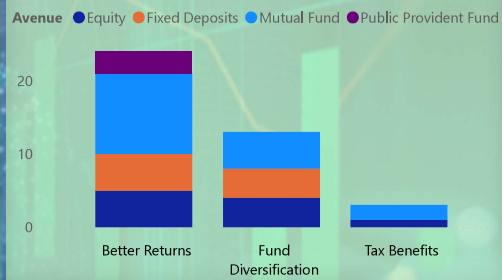
Avenues

- ☐ Equity
- ☐ Fixed Deposits
- ☐ Mutual Fund
- ☐ Public Provident Fund

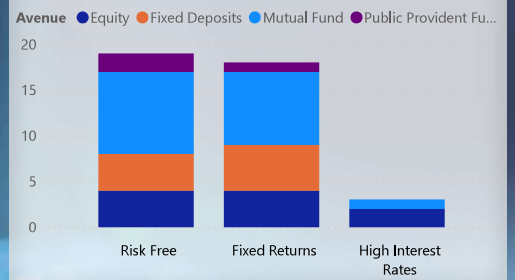
Age Group

- ☐ 20-25
- ☐ 25-30
- ☐ 30-35

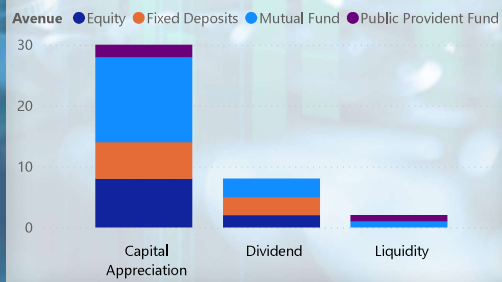
Mutual Investment



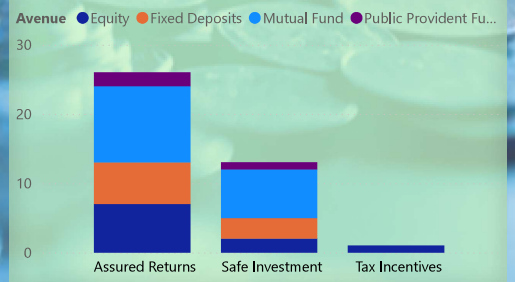
FD Investment



Equity Investment



Bonds Investment



Source of Information

Gender

Female

Male

Avenues

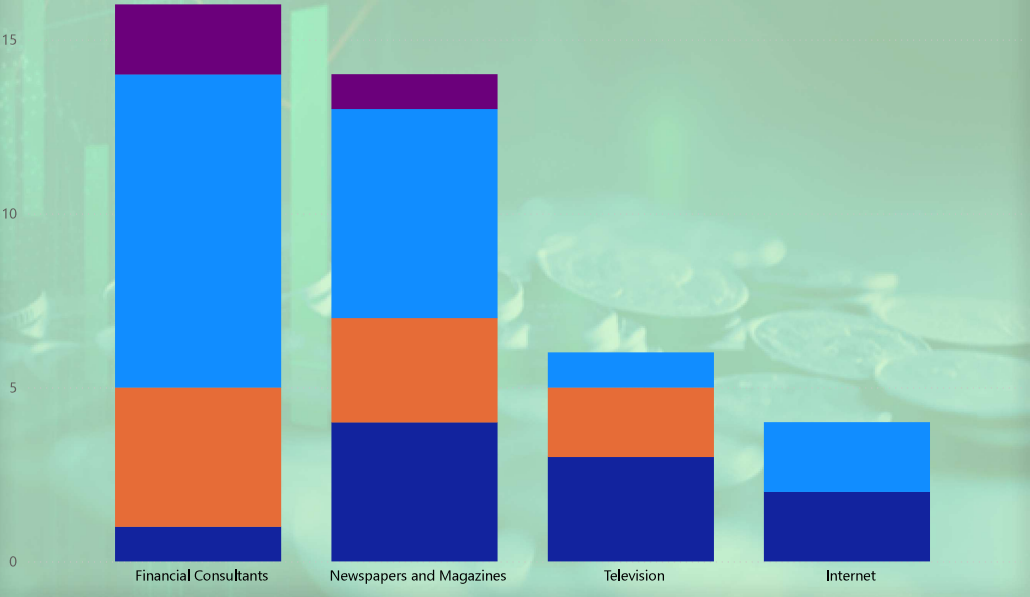
- ☐ Equity
- ☐ Fixed Deposits
- ☐ Mutual Fund
- ☐ Public Provident Fund

Age Group

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- ☐ 25-30
- ☐ 30-35

Investment Duration

Avenue ● Equity ● Fixed Deposits ● Mutual Fund ● Public Provident Fund



Executive Insights

- 1 The investor base is **young and growth-oriented**, with an average age of 28 years and most investors between 21–35 years.
- 2 **Wealth creation is the primary purpose of investment**, chosen by nearly 80% of investors, indicating a long-term financial mindset.
- 3 Investors show a **strong preference for capital appreciation**, with very limited focus on income-based investments.
- 4 Portfolios are **well diversified across Equity, Mutual Funds, Fixed Deposits, Bonds, and PPF**, reducing dependency on any single instrument.
- 5 **Male investors dominate participation**, but female investors demonstrate stable and security-focused investment behaviour.
- 6 Most investments are held for **medium-term durations (1–5 years)**, showing balanced risk and return expectations.
- 7 Different investment instruments are chosen for **distinct financial goals**, proving that investor decisions are objective-driven.
- 8 **Professional and traditional sources** like financial consultants and newspapers play a larger role than digital media in influencing investors.