ABSTRACT

Financial market providing ample opportunities for investors to invest. The individual investor plays an important role in the financial market because of their big share of gross savings in the country. The study attempts not only to understand the behavior of individual investor in financial market but also it is conducted to attain the objectives of the paper. The researcher has studied the published work. The individual investors buying behavior is influenced by various factors such as social, economic, psychological and demographic. Individual investor’s investments are backed by benefits and money. Individual investor still prefers to invest in financial products which give risk free returns. The study also confirmed that Indian investors even if they are of high income, well-educated, salaried, and independent are conservative investors who prefer to play safe in the market. Financial regulators have to organize seminars, programs and sessions for creating awareness in individual investors as well as to boost confidence level among them.

KEY WORDS: Behaviour of individual Investor’s, financial market, Investments, Financial Regulators.

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