

## ROLE OF MEDIA INFLUENCING INVESTOR'S INVESTMENT DECISION

*Harriet Persiya L<sup>1</sup> & P. Maria Doss<sup>2</sup>*

*<sup>1</sup>Research Scholar, Presidency College, Chennai, Tamil Nadu, India*

*<sup>2</sup>Assitant Professor, Department of Commerce, Presidency College, Chennai, Tamil Nadu, India*

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### **ABSTRACT**

*In order to assess how the role of media influence investors investment decisions, a survey was administered to N=567 to investors working in IT sector in Chennai city. The survey was administered through a questionnaire and with questions related to the influence of media towards individual investments in equity. Analysis confirmed that there is a difference between gender, age and income of investors and role of media, as well as the investment profile of amount invested by investors, their experience and average returns earned by them and role of media.*

**KEYWORDS:** *Investors, Investment, Media, Influence, Equity, Stock*