

PREFERRED INVESTMENT AVENUES AMONGST VARIOUS INVESTORS– A STUDY

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ABSTRACT

Investment is a very important activity for the financial well-being of the individual. It is an arrangement of finances in such a manner that optimum utilization of sources of funds and wealth accumulation is achieved. Every individual has financial goals and these goals will remain so, until and unless an individual takes a step forward for making investments. There are plenty of investment opportunities and being aware of that and choosing the preferred investment avenues is very essential to achieve the financial goals. Many a time, we see that there is a huge gap between financial goals, a time frame to achieve that and preferred investment avenues. This research paper is based on the primary data collected through a structured questionnaire administered to individual investors. A sample size of 104 is considered for the study. Descriptive statistics and Chi-Square tests have been done to analyze the results. Results show that some of the demographic factors have an influence on the preferred investment avenues.

KEYWORDS: *Preferred Investment Avenues, Investor, Financial Goals, Awareness*