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INVESTMENT STUDY AND TRADING PATTERN OF INDIVIDUALS DEALING

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Abstract- The present study aims to review the research studies to gain knowledge about investment study and trading pattern of individuals dealing which influence the investment behavior in different countries. The study shows these factors impact investment risk tolerance and decision making process among men and women and among different age groups. The individual investor plays the important role in the stock market because of their good savings. The stock market cannot ignore the behavior of individual investors. Number of individuals find investments to be fascinating because they can participate in the decision making process.

Keywords- Decision making, Stock Market, Investment Study, Trading Pattern

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Introduction

The money plays a very important role in every individual's life. Every individual saved from current earnings for the benefits of future requirements. Saving of individual is invested in various assets for fulfilling future requirements. Investment is the commitment of money which have been saved from current consumption with the hope that some benefits in future and will be received in the future. Thus, it is a reward waiting for money. The saving of the individual money are invested in assets depending on their market risk and return demands, liquidity, safety money, the available avenue for investment, various financial companies.

Investment and utilization

According to economics study, investment is the utilization of resources in order to increase income or production output in the future. Investment means putting your money to work to earn more money. Done wisely, it can help you to meet your financial goals. If you invest regularly, even a small amount can produce considerable rewards over the long period [1]. You need to take decision about how much you want to invest and where to invest it. To choose wisely, you need to know the investment options thoroughly and there relative risk exposures. Financial planning is the process of meeting your life's achievement through proper management of your amount. An amount deposited into a bank or machinery that is purchased in anticipation of earning income in the long period, both are examples of investments [2-4]. There are general, broad definitions to the term investment; it carries slightly different meanings to different industrial areas. When investment planning is done in fixed income avenues it means that the investment is done in post office deposit, term deposit in bank, pension funds, insurance saving plan, provident funds etc. There are certain problems in investing, planning this type of ways. The major problem is that these types of the investment are Low Returns, Risk of Repayment or Credit Risk and Non-transparency [5-8]. These types of investment yield very low returns so investor gets lower interest rates for the long period you have invested it. As far as investing in equity markets or related investments are concerned, the investment is done in shares and stocks, index futures and forwards. Investing in equity funds also has its own drawbacks. The major drawback is it highly risky and volatile market, operative expenses are too high because of investment of lot of intermediates. The equity Investments do not have access to technical and fundamental reports [9-10].

Investment is the flow of money, which is used for productive purposes. There is a great emphasis on investment for being the primary instrument of economic growth and development for a country. Investment means an increase in capital spending and it helps in creating a robust economy. Individual investment is a component of aggregate demand; also there are a large number of investment instruments available now days. Many of them are marketable and liquid while some others are non-marketable and liquid. There are instruments which are highly risky while others instruments are almost riskless. The investors choose the path of investment depending upon their specific need, risk appetite, and long-term return expected. Investment can broadly be categorized into two spheres, 1. Economic Investment 2. Financial Investment. The purchasing of a physical asset such as a houses or equipment is an economic investment. Economic investments contribute to the net additions to the capital stock of a society. Financial investments refer to investment in financial instruments like shares, debentures, insurance policies, mutual fund units etc. Financial investments help in creating the more capital stock of the country. In the long period investment is important for improving productivity and increasing the competitiveness of an our economy. Without investment, an economy could enjoy high levels of consumption, but this creates an unbalanced economy in society. The many states having more commitments to investment are more progressive. In India, few states have created a niche for economic development, the main reason being that they attracted large Investments planning. New investments have a multiplier effect, they generate income, new employment also create demand and consumption [11-13].

Conclusion

Many investors are very sensitive about safety of their future investment. They want more safety and reliability of their returns. Current trend and easy access is not affected the investor as much as safety and reliability. Most of the earning people in society invest their income up to different level and in any sector, so investment company have also very much scope of gaining business. Equity market is also most popular among investors due to higher return, but due to uncertainty of returns and lack of proper knowledge investors do not invest in this sector. Many investors have proper knowledge and willingness to take risk up to some extent is investing in equity market. Because of change in Bank's interest since last few years, investors move towards other avenues like bond, equity market, mutual fund. They also attracted others like gold, land, building etc. In conclusion, the investors are investing their money with the balance of safety, reliability and return on investment.

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