

Sole proprietor's awareness and preference towards investment avenues with special reference to Delhi/ NCR

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Abstract - In today's financial institution there are many ways to invest and it is difficult for everyone to choose from these options. Some of the roads offer great benefits with great risk and several offer little return and risk. The main objectives after investment are capital security, debt, revenue, stability and value. The study discusses investment awareness and the preferences of home owners who are looking at a variety of investment options. Key data is collected through a structured questionnaire. Only 100 Delhi / National capital provincial owners were taking from the survey in which 98 respondents completed the questionnaire. All investors invest a lot of their money in the above-mentioned strategies depending on their risk profile. "No pain no gain" is the golden rule of financial management. In this fast-moving world, we can earn more money. More risks lead to more profits. Investors cannot avoid the risk but can reduce the risk by investing in a variety of investment strategies in order to make a profit. The researcher therefore concluded that most investors prefer a bank account followed by a gold investment in the Area Study.

Keywords: investors towards, amount, liquidity, income stability, appreciation and easy transferability.

I. INTRODUCTION

In our country, various investment avenues are present somewhere various are marketable and liquid, whereas some are non-marketable and several of them are extremely unsafe although others are almost risk free. The financier has to select suitable avenues based on his particular necessity, risk preference, and returns expected. So decision making method of savers is more precious and difficult. Investment behavior is definite as in what way the investors justice, anticipate, examine and analysis decision making processes, including investment thinking, information collecting, defining and understanding. The whole process is called "Investment Behavior". Every saver prioritizes investing for a fixed time period according to their personal financial goals. The investment behavior of various investors suggests that the presented investment requires them to assign additional financial assets to multiple instruments. Why they want to invest in investment practice, exactly how much of their not reusable income they want to capitalize, how many years/months they want to invest and most vitally the timing of such investment.

In many realist researches, it has been concludes that information about investment decision plays a vital role at the time of making decision for an investment choice, general

awareness can affect investors decision and their performance towards investment (Kasilingam & Jayabal, 2008). After acquiring the behavior of the investor, an investment strategy should be formulated. An investment policy is ideas designed to guide an investor to select the suitable investment selection that will support them attain their financial aims within a specific time. By growing own wealth, investing can contribute to higher, general financial evolution and wealth. In each life cycle phase, the saving objective by an individual continuously changes. Such changes are not only because of the age of respondents but due to the category of job and salary level somewhere they fall.

Investment in India

India is among the top five economies in the world in terms of market opportunities and is ranked above the countries such as France, Italy, Russia and the United Kingdom. India is also ranked as the third largest economy in Asia in terms of GDP. All of this is an attractive option for investors from all over the world in India. The investment market in India offers many opportunities to save as purchasing control refines over time. Funders will benefit from all partnerships in India. Although, the reaction from foreign investors was closely related to other nations such as China. Investors in Europe portray the Indian investment market as a good option to

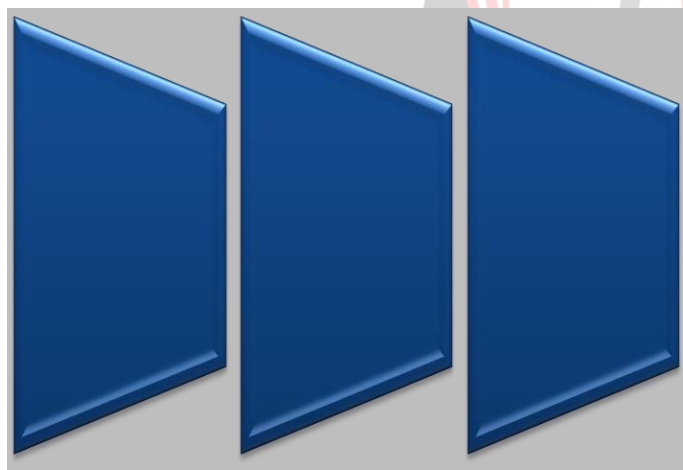
address the ongoing political turmoil in this part of the world. Other factors serve as a deterrent to foreign investors in India, such as legal problems, power cuts and lack of organization. It is predicted that India will soon rank among the top three economies in the world and this suggests that there will be a large influx of foreign currency into the Indian investment market. New prosperity in the IT sector has played an important role in expanding India's investment market space. Improving welfares from investments in India has the authority that potential investors may not consider short-term profits as any financial profits can only accumulate from long-term investments. The organization wants to invest in India the need to do more research to know the performance of the Indian investment market. Prospective investors should have a real understanding of the difficulties and the possibility that the Indian market is likely to succeed over time.

Investment Definition

An investment is an asset or commodity that is developed for the purpose of making revenue or gratitude. In an economic intelligence, an asset is the acquisition of properties that are not spent currently but are used to create wealth in the future. In finance, an investment is a fiscal asset that is bought with the knowledge that the asset will offer future income or future be sold at a greater price for an income.

Various Investments

Fig 1. Types of investments



Types of Investments

Listed below are some popular ways to invest among investors:

Prices - investments are a long-term investment option, in which the risk of instability and losses, if given long enough, slows down economic growth. They can be sold or replaced. Income is earned as a share and growth.

Bonds - Bonds are instruments of fixed income (debt) issued

over a period of one year for the purpose of obtaining income. They usually promise to pay the principal on a fixed date and a major rate known as the maturity date.

Fixed Currency - FD is a type of investment offered by a bank. Return rate is much higher than account savings. Many banks can offer additional services to FD owners such as loans against FD certificates at competitive interest rates.

Mutual Fund - These are open and end-funded funds run by Asset Management companies that grow the fund in the community and invest in assets. It is a way for those who can not invest directly in money or debt because of resources, time or information. The benefits include diversity and proper resource management. The standard rate of return on all joint funds held is not adjusted, but usually exceeds the amount earned on a fixed deposit.

Real Estate - Investments in real estate are invested in real estate and can be invested in agricultural and urban areas and commercial real estate. There are also investment opportunities in Trust Investment Investment.

Valuable projects - Valuable projects are usually small but of great financial value. There are even more precious metals like gold, silver, precious stones, and craftsmanship. Prices for these valuable projects vary.

Life insurance - life insurance is a type of investment in which investors call the insurer to pay the premium and he or she will face personal risk.

Funding through a variety of resources is an exciting movement that invites communities from all walks of life in terms of their work, financial position, education and family background. When a person has more money than is needed to invest, he will be built as a potential savior. An overweight investor can use it on securities or other assets such as gold or wealth or simply deposit it in his or her bank account.

Currently, most investment options are open to meeting the needs and nature of investors. Knowledge of the various methods enables nominees to make informed financial decisions. The critical level of return and acceptance of the risk controls the applicant's choice. Investment options include NSCs, Indira VikasPatra, KisanVikasPatra, PPF's, MFs, LICs, Chits, FDs, Bonds/ Debentures, Schemes Government savings subsidiaries, savings office and real estate etc. Investor preferences in new savings are changing. Various types of investment plans began and were adopted during the 80s and 90s. It has been found that during all this time the fundraising community has moved from traditional debt to new systems and loans, the most significant change in people's investment performance flows into stocks and loans from traditional savings tools such as NSC, LIC policies, Banking and Post Office etc.

Investment Objectives

Significant investment objectives increase rates and reduce risk. Additionally, objectives are protection, liquidity and hedge against growth can be measured as auxiliary objectives.

Return: Every time savers predict high interest from their funds. The rate of return can be fixed as the total revenue that investors receive throughout the holding period definite as a ratio of the purchase price.

Return = $\frac{\text{End period value} - \text{beginning period value} - \text{dividend}}{\text{beginning period value}} \times 100$ **Cash flow:** Investment savings provide investment reliability. Liquidity depends on the marketing and use of the trade.

Hedge against inflation: As there is inflation in all economies, the recovery rate should ensure cover against inflation. The rate of return should be higher than the rate of inflation; then the investor will really lose. Improved stocks will increase their prices over time and provide protection against inflation. Therefore the refund received should declare capitalization, general income inflows and volatility compared to inflation.

Security: A consistent investment approach must be subject to legal and regulatory conditions. If it is not under the legal framework, it is difficult to state complaints, if any. The legalization itself adds to the taste for safety.

Importance of Investment for Sole Proprietors:

(a) **Family safety:** Family safety and security is an important investment objective. Investment achieves the main objectives of providing family files for education and

children's marriages.

(b) **High returns:** Investors regularly finance their savings to earn a normal and high profit. The return on investment is a reward for investors. Monetization can be done on both financial and non-financial assets.

(c) **Tax benefits:** when choosing an investment alternative, care must be taken that the investment should not lead to an increase in taxable income. Most investors make an investment in tax returns in the form of tax exemptions it is important to consider the investor as proper taxation will help improve investment efficiency.

(d) **Money:** Investors generally prefer those funds that offer higher returns. It is considered one of the most important things to consider before making an investment. Debt refers to an investment potential that is converted into cash if required.

(e) **Retirement schemes:** Investors, while investing their hard-earned money, look at those investment plans that help them retire in order to meet their future needs such as old age and illness, housing and maintenance.

(f) **Business Expansion:** Involves the opening of new stores in various physical locations while maintaining current business locations. To grow the business owners alone need to invest their money in an investment way where they can easily earn more money to grow their business.

(g) **Planning sequence:** the process of identifying and developing new leaders who can replace the old leader when they leave, retire or die.

II. REVIEW OF LITERATURE

Authors	Year	Findings
DR. APARNA MUDRA, DR. M.A. BURGHATE	2012	The result shows that most of the investor stake their investment decision on the basis of self-awareness. It was found that the assets choice of all the age group doesn't differ much as all respondents favored bank deposits and insurance as the preferred instruments of investment. It is also concluded that tax advantage in any investment takes the last place in the mind of the respondents.
Dr. Anantha padhmanabha Achar	2012	The study determines that teacher community prefers NSC, LIC, PPF, Real Estate, Gold and bank deposits. There is an important association between the teachers and proportion of monthly income for savings & investment.
Dhiraj jain & Nakul dashora	2012	The researcher pointed out that savers prefer both investment markets. Most of the conclusions are common and discriminated against by the vast amount of evidence available in the markets. It has likewise been observed that financial backers lean toward pausing and survey strategy by settling on their own choices, and are more wary and their choices are impacted by numerous mental variables and conduct aspects.
Hon	2012	The review investigated the conduct of small investors working in business sectors situated in Hong Kong. Their conduct has consistently shown the developing significance of the return related with speculation.
Sanjay kanti Das	2012	It is observed that insurance policy, bank deposits remain most favorite investment avenue among the families due to safety and security. It was found that majority of the investors invest their income for tax saving and higher return.
Puneet Bhushan Sood	2014	Researcher analyzed that man's select Mutual funds and Life insurance Products while women choose Recurring Deposits and Market Investments. Marital investors choose safe investment avenues however single respondents select Mutual Funds and Market Investments which offer higher returns and risky. It is

		also concluded that an investment decision never affected by demographic factors.
Joseph, Al, and Prakash, M	2014	Researcher concludes that some investors are unaware of various investment avenues, while some investors are not conscious about investing in stock markets; equity etc. investors of all age group prefer bank deposits, life insurance, small funding and post office plans. Study shows that the income affects the behavior of the respondents.
Vasagadekar, P.	2014	The researcher concludes that most investors are aware of the investment; they only choose those investments that offer security and security such as, FDs, SIPs, bonds, Post office plans. Simply 20% of investor's need more wary and their choices are impacted by numerous mental variables and conduct aspects.
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Vasagadekar, P.	2014	The researcher concludes that most investors are aware of the investment; they only choose those investments that offer security and security such as, FDs, SIPs, bonds, Post office plans. Simply 20% of investor's need to put resources into values/stocks where high danger is implied. It is generally accepted that 90% of ladies depend on their accomplices to settle on speculation choices.
Patil, S. &Nandawar, K.	2014	It is determined that respondents were aware about investment avenues existing in India but still savers are favored to finance in bank deposit, real estate, metals(Gold) due to safety and security. The investigators have decided that most of the respondents favorsafe daily income on investment.
Mane, S., &Bhandari, R.	2014	Researcher concludes that family and friends are the source that affects investment decision of the investors. Investment decision totally depends on the income of the investors. Maximum investors choose to invest their fund in avenues like Banks deposits, LIC, Mutual Fund's and Gold while females are concernedtofinancing in gold rather than any other investment avenue. It was found that there exist a positive connectionamong Age and Income.
Mugdhashailendrakulkarni	2014	It is found that almost 54% of the investors depend on financial advisors opinion whereas 29% take their own decisions. It is also disclosed that 22% investors belongs to beginner, knowledgeable and experienced. It is found that a high percentage of investors across all martial statuses prefer to invest once-a-month 58% of married person and 60% of unmarried person fall in the regular investment category.
Lokhande, M. A.	2015	The study disclosed that rural investor has more trust in products and services provided by the government banks. Naturally rural investors really like to put their cash in bank stores, saving authentications, government securities. They like to put resources into extra security strategies gave by LIC. While investing money, rural investors emphasize more on safety and liquidity rather than returns. It was inferred that there was no variance among the investment alertness level of men and women investors under the research. Also no significant difference of investment awareness was observed between male and female investors having different educational qualifications.
Puneet Bhushan Sood&Yajulu Medury	2015	Results shows that the investors preferences never affect by the demographic factors like age, gender, income, marital status and employment status. It is also determines that marital investorschoose safe investment whilesingle respondents favor mutual funds & market investment which gives more return and are more risky.
Dr. (Mrs). T. TAMIL SELVI	2015	The conclusion of the study states that respondents prefer only those investments that provide security. Family culture plays a major role in investment decisions. Banking and gold are the most popular methods, while insurance and postal services are gaining more attention. The majority of respondents did not choose to invest in the UTI and Mutual fund, which are the latest investment programs.
Sathiyamoorthy, M.	2015	The research disclosedthat majority of the savers are investing their money in Bank deposits due to low risk and safety. The keydrive of investor'sspeculation is for youngsters schooling, marriage, and security after retirement.The results also focus that some specific demographic factors like training level,

		period of financial investors, and number of relatives and so on have huge effect on the financial backer's venture choice.
Parimalakanthi, K. & Kumar, M. A.	2015	The study shows that most of the respondents favor to invest in savings account, Gold & Silver, FD's. The researcher analyzed that education is more important for the investors. The main source of information among Investors is internet, friends & relatives, peers and financial advisors.
Thulasipriya, B.	2015	The researcher approves that Indian investors choose to play safe. They invest their money only on those investment avenues which gives safety and security of the amount.
Bhusansingh & dr. Mohindersingh	2015	The researcher analyzed that the saving and investment behavior of kangra people is not good. Age & no. of dependents is a main factor of the savings and investment behavior of the people.
Dr. J. J. JEYA KUMARI S.V. SUNDARAVALLI	2015	It is determined that most of the people are more knowledgeable about several investment avenues like LIC, Public provident funds, FD's, post office savings but they are not much aware about new investment avenues such as, stock market, equity, bond and debentures. Majority of the people prefer to invest in LIC, FD's and post office as compared to other investment avenues. The main aim of investors to invest their money is tax benefit, house building, future requirements, children education and marriage. Stock Brokering firms has to conduct more awareness program as most of the respondents unaware about the new services and about stock market.
Kapil Kapoor	2016	Researcher examines that rural respondents are not attentive towards investment avenues like, shares, bonds, derivatives, mutual funds and public provident fund. Real estate is the most preferred avenue among rural and urban respondents. The main motive of investment is tax saving for urban investors while safety and security is the motive of rural area investors.
Mr. Ankit Goel, Dr. Rajendra K. Khatik	2017	The researcher concluded that majority of the investors are able to save between 20 to 35% out of their total earning. The main reason to investment money is tax saving and increase their wealth. Bank and insurance is the maximum favored investment avenues between the respondents. SIP mode is the preferred mode among respondents. Investment through offline is still adopted by most of the mutual funds investors.
Chaurasia, P.	2017	The researcher concludes that the most popular investment methods by investors are random deposits. There is a lack of awareness among investors regarding investment strategies. Age is closely linked to liking a small government savings program, financial market debt and gold / silver while gender has an important relationship with preference to keep an account, a small savings scheme, a mutual fund, stocks, wealth and gold / silver.
Jain, A.	2017	Researchers have found that only 24% of investors are unaware of the way of investment. While choosing the way of investment most respondents choose only those avenues that meet the needs of the family in the future. Most respondents prefer fixed deposits investment. Through chi-square test, the researcher has analyzed that there is no relation between gender and investment and there is a significant link among income and investment avenues.
Muthumeenakshi, M.	2017	The researcher examined that depositors are not much responsive about the MF's and other investment avenues; they still prefer bank deposits due to safety and liquidity.
Dr. Rajkumar Giridharisingh & Ms. saizampuisailo	2017	The study concludes that saving and investment are mutually interconnected economic variable. Majority of the bank employees still opted for saving bank account. Demographic factors such as no. of independents members, marital status and salary of the investors affects their investment. No significant difference was found between the average age of the investors and non-investors however, in terms of average family size there was a significant difference between investors & non-investors.
Ganga Bhavani & Khyati Shetty	2017	The result shows that the life insurance policy followed by bank deposits is the most favorite for investment among the investors. It is found that bank deposits preferred by female investors more than the male investors. Further, it is analyzed that educational background affects the investment decision. There is no association among investors perception based on sex, age, education, profession and salary on different avenues investment.
Dr. P. Amaraveni	2017	Majority of the respondents (40 percent) prefer insurance products as their first priority, followed by 32 percent bank deposits, 27 percent of the investors invest for short term profit seeking and 40 percent of the respondents know the investment avenues by self-awareness and family members and websites. 32 percent prefer investment for safety and security and 26 percent prefer for high rate of returns. 36 percent of investors choose to spend for long term period. There is an important correlation among annual income and their preferences for investment avenues and there is no significance connection between age and their preferences for investment avenues. The study finds that there is a significant relationship between the income of the respondents and the objectives of investment.
Mutha, M. R.	2018	It determines that male respondents are much attentive about investment. The study also inferred that there is no relation between education and investment choice but here is important relation among income and

		investment decisions of the investors.
Rohit Raman Subedi	2018	The result shows that salaried people believe that share market is the best option for investment. Most of the investors consult family before taking any investment decision. Main motive for saving by the individuals is security for family. Majority of the individuals consider Workshop & Seminar are the best way for Investment Awareness.
Rekha, G., & Vishnupriya, R	2019	Awareness and selection are high and which is a key factor in working for working women to invest in gold. The main purpose of the respondent is to save the education of their children and working women are well aware of this type of investment. Most investors are satisfied with the gold.
Radha Sharma & Dr.	2019	The result disclosed that most of the investors choose only safe and low risk investment avenues such as insurance policy and fixed deposits but they neither have knowledge and awareness towards new financial instruments nor and other high risk/ moderate risk investment avenues. Friends and relatives are the major reasons which can affect the investment choice of the financiers.

educational qualification and level of awareness of the investments.

III. RESEARCH GAP

The savings and investment pattern plays vital role for the development of any country. India is not an exception to that. It means that the savings and investment of people of India are playing important role for India's development. The awareness has in current years gained the interest of several collections with managements, financiers, proprietors, employees, teachers etc. The significance of improving financial knowledge, education, and awareness has advanced due to factors with the growth of new financial products, the difficulty of financial markets and the differences in economic, political and demographic factors. Financial awareness has assumed greater importance in recent years because of complex financial markets and as there is info asymmetry among markets and common people, leading to the latter finding it is increasingly difficult to make informed choices. The present study aims at analyzing the sole proprietor's awareness, preferences and the sources of motivation which influence investment decision of investors. More exactly, an attempt has been made to measure the level of awareness of sole proprietors about various investment avenues.

Objectives of the study

- 1) To examine the demographic details of respondents.
- 2) To understand the awareness of sole proprietors towards various investment avenues.
- 3) To understand objectives behind investment decision making.
- 4) To study the source of information influencing the investors and to examine the preferred mode of communication.

Hypothesis

The following hypotheses have been framed for the study:

- 1) There is a significant relationship between the

- 2) There is a significant relationship between the income and awareness of the investments.

- 3) There is a significant relationship between sex and the investment awareness level.

IV. RESEARCH METHODOLOGY

The research project taken up is an exploratory research. Both primary data as well as secondary data needs to be collected from the respondents. For collecting the Primary data, we would be using purposive sampling method. The sample size for research is 150 in which only 98 sole proprietors has filled the questionnaire.

Sample

The sample taken here for the purpose of research study consists of 98 respondents who are working as a sole proprietor. By using the stratified random sampling method, we have divided the sample into four different segments on the basis of shop category (garments, jewelry, medical and grocery shops). 25 respondents were selected from each category of the shop.

Tools

The tool used here is a questionnaire which consists of 31 open ends as well as closed end questions which covers the personal as well as demographic information; the knowledge related to financial instruments, motives of saving, saving methods and other similar information was collected.

Data

The primary data for our research is obtained from the sole proprietors using the survey where we asked our respondents to fill up the questionnaire to the best of their knowledge. Personal Interview of few known respondents was also taken which helped further in the research. Other source of information was from Internet which forms the secondary data.

V. DATA ANALYSIS AND INTERPRETATION

TABLE: 1 ANALYSIS OF DEMOGRAPHIC FACTORS OF INVESTORS

S.no	Investors particulars		No. Of respondents	Percentage
1	Gender	Male	91	92.9
		Female	7	7.1
2	Age	20- 30	13	13.3
		31- 40	39	39.8
		41-50	31	31.6
		51-60	11	11.2
		Above 60	4	4.1
3	Marital status	Unmarried	6	6.1
		Married	92	93.9
4	Qualification	HSC	27	27.6
		Graduate	52	53.1
		Post graduate	15	15.3
		Professional	4	4.1
5	Income	Less than 20000	1	1.0
		21000-40000	4	4.1
		41000-60000	34	34.7
		61000-80000	57	58.2
		Above 81000	2	2.0
6	Percentage of investment	Less than 5%	26	26.5
		6%- 10%	44	44.9
		11- 15%	21	21.4
		More than 16%	7	7.1

Table 1 above shows that 92.9% of respondents were male and some of them 7.1% were female. When it comes to age, it is found that 13 investors (13.3%) are under the age of 30. 50 are 31 in number, and Investors aged 51 to 60 are 11 in number. Interestingly, 4.1% of investors are over the age of 60. Among the respondents, 27 respondents (27.6%) with Higher Secondary respondents, 52 respondents (53.1%) graduated, and the majority of investors are students with a higher number of respondents (53.1%). Graduates making up

15.3% of respondents and 4 (4.1%) are experts. In terms of investment percentage, 26.5% of investors have invested less than 5% in investment income; 44.9% of investors have invested in a salary of 6-10%, 21.4% of investors invest their money; 7.1% have invested more than 16% of their income.

AWARENESS ABOUT THE INVESTMENT AVENUES

A survey was conducted among respondents with their knowledge of the various investment methods and the consequences of what is presented in the following table.

Table2. AWARENESS ABOUT THE INVESTMENT AVENUES

S. No	Awareness about the investment avenues	No. of Respondents	Percentage
1	Yes	38	38.77
2	No	60	61.23
Total		98	100

(Source: primary data)

According to the table above, we know that of the 98 respondents 38.77 percent were knowledgeable about the various investment methods and the remaining 61.23 percent were unaware of the various investment options. The table above shows that most respondents are unaware of the various investment options.

Table3. PREFERENCE OF ALTERNATIVE INVESTMENTS

S.NO	Options	No. of respondents	Percentage
1	Bank fixed deposits	33	33.67
2	Stock market	7	7.14
3	Gold	20	20.40
4	Real estate	10	10.20
5	Post office savings	8	8.16
6	Insurance	15	15.30
7	Others	5	5.10
Total		98	100

(Source: primary data)

The table above shows that of the 98 respondents 33.67 percent of investors prefer to invest in Bank deposits; 20.40 investors have invested in gold; 5.10 percent of investors have invested their money in others. 10.20 per cent of investors have invested in Real Estate and 15.30 per cent of investors have invested in insurance; 8.16 percent of respondents invested in postal savings and the remaining 7.14 percent of

investors invested in the stock market. Most investors have invested in Bank Deposits, because they only want security in their investment value.

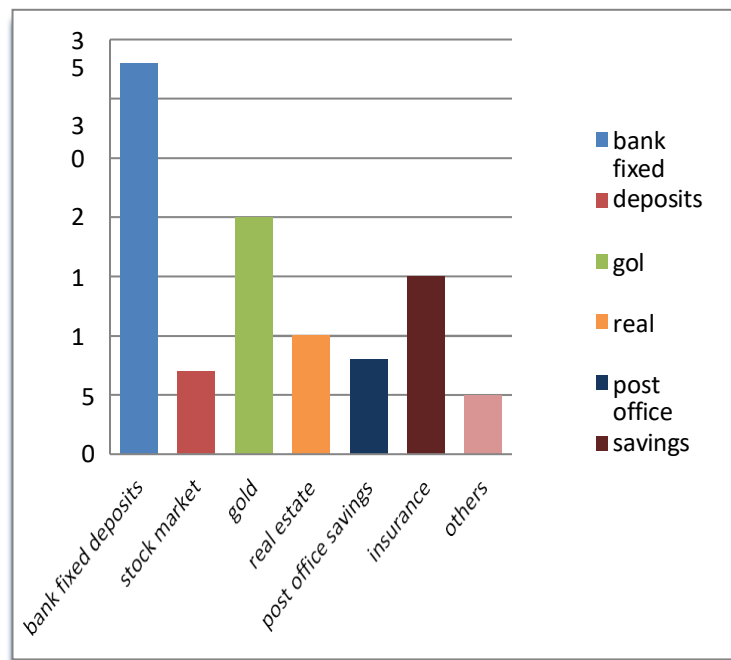


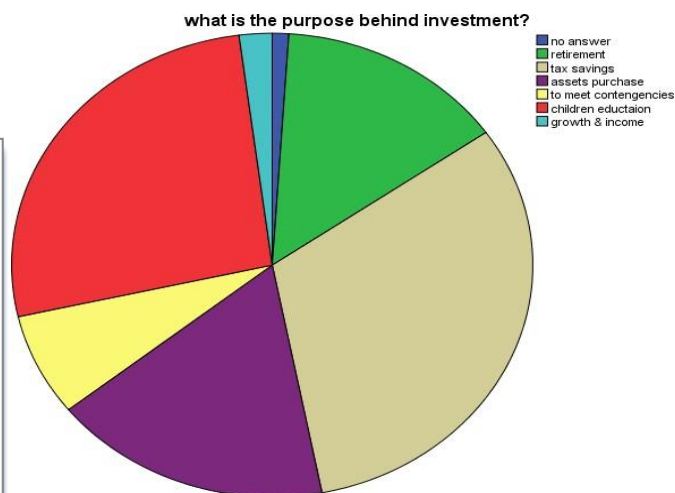
Figure2. Preference of investment avenues

PURPOSE BEHIND INVESTMENT & SOURCE OF INFORMATION TOWARDS INVESTMENT

TABLE4. PURPOSE BEHIND INVESTMENT

S.NO	Purpose behind investment	No. of Respondents	Percentage
1	No answer	1	1.0
2	retirement	14	14.3
3	Tax savings	31	31.6
4	Assets purchase	17	17.3
5	To meet contingencies	7	7.1
6	Children education	26	26.5
7	Growth & income	22	22.0
	Total	98	100

Fig. 3 Purpose Behind Investment



The above table shows that the maximum number (31.6%) invest their money for tax saving, 26.5% sole proprietors invest their money for children education, 17.3% investors invest their money for assets purchase, 14.3% people invest their money for retirement purpose only and rest of the sole proprietors invest their money in others.

SOURCE OF INFORMATION

TABLE5. FRIEDMAN TEST

Source of information	Mean rank	Rank
Print/ electronic media	3.10	3
Friends/ relatives	3.90	1
Financial advisor/ brokers	3.26	2
banks	2.26	5
Self- awareness	2.48	4

The result of Friedman rank test discloses that the majority of investors make use of friends/ relatives for mobilizing related information followed by financial advisor/ brokers etc.

TESTING OF HYPOTHESIS

Hypothesis 1:

“There is a significant relationship between sex and the investment awareness level”.

To test the above hypothesis the researcher has used the “chi square test”

Table 6: Observed frequency

Gender	awareness	No awareness	Total
Male	51	40	91

Female	3	4	7
Total	54	44	98

(Source: primary data)

Table 7: Chi- square test

O	E	(O-E)	(O-E) ²	(O-E) ² /E
51	50.14	0.86	0.7396	0.014
40	40.85	-0.85	0.7225	0.017
3	3.85	-0.85	0.7225	0.017
4	3.14	0.86	0.7396	0.014
Total				0.062

Degree of freedom:

$$V = (r-1)(c-1)$$

$$V = (2-1)(2-1)$$

$$V = 1$$

1 degrees of freedom 5% level of significance is 3.841

The calculate value (0.062) is less than the table value. So hypothesis is accepted.

Conclusion:

Hence it is concluded that “there is significant relationship between the sex and the investor’s awareness level.

Testing Hypothesis:

“There is a significant relationship between income level and awareness of the investors”.

To test the above hypothesis the researcher has used the “chi square test”.

Table8: Observed frequency

S.NO	Income level	Awareness	No Awareness	Total
1	Less than Rs.20,000	2	0	2
2	Rs.21,000- Rs.40,000	0	4	4
3	Rs.41,000- Rs.60,000	6	27	33
4	Rs.61,000- Rs.80,000	13	44	57
5	Above Rs.81,000	1	1	02
Total		22	76	98

Table9: CHI- SQUARE TEST:

O	E	(O-E)	(O-E) ²	(O-E) ² /E
2	0.44	1.56	2.4336	5.53
0	1.55	-1.55	2.4025	1.55
0	0.89	-0.89	0.7921	0.89
4	3.10	0.9	0.81	0.26
6	7.4	-1.4	1.96	0.26
27	25.59	1.41	1.9881	0.0776
13	12.79	0.21	0.0441	0.003
44	44.20	-0.2	0.04	0.0009
1	0.44	0.56	0.3136	0.7127
1	1.55	-0.55	0.3025	0.1951
Total				9.4797

Degrees of Freedom

$$V = (r - 1)(c - 1)$$

$$V = (5 - 1)(2 - 1)$$

$$V = 4$$

4 degrees of freedom 5% level of significance is 9.488

The calculated value (9.47) is less than the table value. So hypothesis is accepted.

Conclusion:

Hence it is determined that, “There is a significant relationship between income level and awareness of the investors”

Testing Hypothesis:

“There is a significant relationship between educational qualification and awareness of the investors”.

To test the above hypothesis the researcher has used the “chi square test”.

Table: 10 OBSERVED FREQUENCY

Education	Awareness	Not awareness	Total
HSC	20	7	27
Graduate	45	7	52
Post Graduate	10	5	15

professional	22	2	4
Total	77	21	98

Table: 11 CHI – SQUARE TEST

O	E	(O-E)	(O-E) ²	(O-E) ² /E
20	21.21	-1.21	1.4641	0.069
7	5.78	1.52	2.3104	13.35
45	40.85	4.15	17.2225	0.42
7	11.14	4.14	17.1396	1.53
10	11.78	1.78	3.1684	0.26
5	3.21	1.79	3.2041	0.998
2	3.14	1.14	1.2996	0.4138
2	0.85	1.15	1.3225	1.555
TOTAL				18.5958

Degrees of Freedom

$$V = (r - 1) (c - 1)$$

$$V = (5 - 1) (2 - 1)$$

$$V = 4$$

4 degrees of freedom 5% level of significance is 9.488

The calculated value (23.27) is more than the table value. So hypothesis is rejected.

VI. FINDINGS

In the study it surveyed 98 Delhi / NCR respondents and revealed that 38.7% of respondents knew about investment strategies and 61.23% did not.

1. The vast majority of the financial backers are in the age gathering of 31 to 40 years
2. Between the examples financial backers, the heft of 53.1 percent of them are instructed up to the mark of graduation.
3. It is justifiable that most financial backers have a month to month pay of Rs. 61, 000 to Rs.80, 000.
4. Most financial backers have made their interests in banks followed by gold in the review region.

5. The scientist utilized the "chi-square test" to test the insight that there is a significant relationship among sex and the degree of mindfulness ". The speculation is acknowledged. There is an association among sex and the degree of sharpness.
6. The agent utilized the "chi-square test" to survey the discernment that there is a significant relationship among pay level and financial backer mindfulness level. Theory acknowledged. There is a connection between the degree of pay and the degree of mindfulness.
7. The analyst utilized the "chi-square test" to survey the discernment that there is a significant connection between the degree of training and the degree of mindfulness. The theory has been dismissed. There is no connection between the degree of training and the degree of mindfulness.

VII. CONCLUSION

It concludes that among the various investment options only Delhi / NCR property owners still prefer to invest in a bank. The main reason for choosing this investment is for safety and security. Only a handful of investors have chosen to invest in the stock market but do not know the market value of their assets. "No pain no gain" is the terrific rule of financial management. In this quick world, we can bring in more cash. More dangers lead to more benefits. Financial backers can't keep away from the danger however can decrease the danger by putting resources into an assortment of speculation procedures to create a gain. Research results show that investors prefer to invest only in safer ways. Among the various investment methods, banking and gold are the most popular, while insurance and postal systems are gaining attention. The researcher therefore concluded that most investors prefer a bank account followed by a gold investment in the Area Study.

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