

# **SIES Journal of Applied Finance and Accounting**

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**An empirical study in volatility between spot  
and of nifty using Garch (1,1) model**

Anita Nandi Baurman, Abhijit Dutta

**A comparative study of financial performance  
of Bank of Baroda with State Bank of India**

K.C. Pandey, Aftab Shaikh

**A study on non interest income and its significance towards employee  
cost with special reference to co-operative banks in India**

Eknath Kundlik Zhrekar, Elizabeth Mathews

**An assessment of gap between expectations and  
experiences of mutual fund investors**

Manoj Yashwant Muley, Jaymin Arvind Shah

**Accounting in grantable colleges: Need separate  
accounting system**

Patil Vilas Anna

**Urban Investors' Life Cycle Stage and Investment Pattern**

Vrushali B. Shah, Sarang S. Bhola

**Mergers and Shareholder Return**

M. S. Devi

**Financing Infrastructure Projects in India: Recent experience,  
Evaluation models and Emerging challenges**

C. S. Balasubramaniam



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# Urban Investors' Life Cycle Stage and Investment Pattern

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**Abstract:** Study has been undertaken to examine relationship between Life Cycle Stage and Investment Pattern of Urban Investors. Eight Life Cycle Stages and twenty two investment instruments has been handled. Investment pattern of 973 samples were taken for analysis using ANOVA, Correspondence Analysis, Friedman Test and K-S-Z Test. Structured Schedule was used for collection of data and reliability was tested using Cronbach's Alpha which was found to range from 0.796 to 0.895 for all structures. Study focused on objectives; to know the investment pattern at different Life Cycle Stages of urban investors and to find the preference of investors for safer and risky avenues. Outcome reflected that Traditional avenues and safer avenues have been reflected as preferential choice of urban investors. And Life Cycle Stage of the respondents does not influence the choice of investment avenues totally but samples in Bachelor Stage and Post Retirement Stage are found to have different investment pattern as compared to respondents in Other Life Cycle Stages.

**Keywords:** Investment, Investment Avenues, Life Cycle Stage, Investor Urban Investors' Life Cycle Stage and Investment Pattern

## Introduction

Savings from current income and its investment in search of better return is an old habit of mankind. Traditionally the investment avenues like Gold, Real Estate, Silver are known avenues and preferred avenues of masses. As the new

era has brought changes in life styles, it has also provided umpteen opportunities to investors by offering bunch of different investment avenues where the surplus can be invested. These investment avenues are characterized by different features as risk, returns, lock in period, investment



amount, frequency of investment and the like. Various demographic factors akin to investors like Gender, Age, Income, Education, Investible surplus, dependent obligations also influence the choice of investment avenue. Numerous studies have taken place to find the impact of these demographic factors on choice of investment avenues by investors. Studies focusing on age and investment pattern have considered different age groups but without considering any benchmark basis. In this study, the age groups have been alienated accordingly to the life cycle stage of the investors acceptable in other management disciplines.

Thus this research is an effort to decipher whether there exists a relationship between the life cycle stage of urban investors and their choice for different investment avenues.

## Review of Literature

Research conducted in Indian scenario with respect to impact of Age on choice of investment was reviewed. It was found that some research findings are in favour of Age of an investor being influential factor in choice of an investment avenue like (Mittal Manish, 2007), (Verma, 2008), (J. Chandra Prasad, 2009). Life Cycle Stage influences investment in Risky Assets was opined by (Rajarajan, 1999). Health insurance increases as age increases was opined by (Ashok Shanubhogue, 2010).

Some researchers have opined that there is insignificant relationship between age and percentage of income saved and purpose of savings (Srinivasan Sakthi K., 2006) and investors are categorised into informed investors, casual investors & Cautious investors on the basis of Age (Manish Mittal R., 2008).

## Methodology

Research is descriptive in nature and inferential approach has been used. Sample unit for the research is an urban investor, investing surplus in various investment avenues. Universe being infinite, respondents are selected using convenience sampling. Pilot testing was carried out with the help of structured schedule on 30 sample investors. Reliability was tested with the help of Cronbach's Alpha. After deleting some parameters where response was poor, Final schedule was prepared. In total 1212 respondents were collected out of which 973 respondents are used for final data analysis after deleting stereotype responses and outliers with the help of box plot diagram.

Reliability of the data thus obtained was tested with Cronbach's Alpha and it was found to range from 0.796 to 0.895 for all structures. Data has been analyzed with the help of Frequency, Mean, S.D., ANOVA, Correspondence Analysis, Friedman Test and K-S-Z Test.

**Table 1:** Life Cycle Stages

Sr	Stages	Lauden	Suja Nair	Linguist	Leon & Kanuk
1	Bachelor	1	1	1	1
2	Newly Married	2		2	2
				3 (married couple without children)	
3	Full Nest 1	3	2 (parenthood)	4 (Married couple with children)	3 (parenthood)
4	Full Nest 2	4			
5	Full Nest 3	5			
6	Empty Nest 1	6	3 (post parenthood)	5(household with teen agars)	4 (post Parenthood)
7	Empty Nest 2	7		6(mature couples)	
8	Solitary	8	4 (dissolution)		5 (dissolution)

Source: (Compiled by Researcher)

Primary Data required was demographic details and choice of investment avenues of respondents. Secondary Data relating to previous researches on similar subjects and some concepts has been collected from research journals and books.

Study was undertaken to test the Hypothesis,

$H_0$  : There is no significant difference between Life Cycle Stage and Investment Pattern of Urban Investors

The study purports objectives to know the investment pattern at different Life Cycle Stages of urban investors and to find the preference of investors for safer and risky avenues

## Concept used in Research

### Life Cycle Stage

Considerable effort has not been seen to find out exact life cycle stages applicable to Indian scenario. The effort has been made to comprehend the life cycle stages on the basis of available theory.

Table 1 narrates life cycle stage given by different experts.

To comprehend the life cycle stage, four authors are referred as mentioned in aforesaid table.

1. The Bachelor Stage: (18-23): At this Stage of life cycle earnings are reasonable.



**Table 2:** Descriptive Statistics of All Respondents

Following table depicts profile of respondents taken for study. The tabulation is given with an objective to have overview of respondents profile.

Table 2 Profile of Respondents (n = 973)

Sr.	Profile Particulars	Variables	Number of Respondents	Percentage (%)
		Respondents	973	
1	Gender			
		Male	870	89.41%
		Female	103	10.59%
2	Age			
		18-23	99	10.17%
		23-29	254	26.10%
		29-35	180	18.50%
		35-41	135	13.87%
		41-47	103	10.59%
		47-53	122	12.54%
		53-59	63	6.47%
		59-65	15	1.54%
		Above 65	2	0.21%
3	Educational Qualification			
		Illiterate	33	3.39%
		Literate, but no formal schooling	0	0.00%
		Up to Std. IV	55	5.65%
		Std. V – IX	128	13.16%
		SSC/HSC	279	28.67%
		Some college but not graduate	91	9.35%
		Graduate/post graduate-general	289	29.70%
		Professional	98	10.07%
4	Occupation			
		Unskilled Workers	184	18.91%
		Skilled Workers	150	15.42%
		Petty Traders	26	2.67%
		Shop Owners	63	6.47%
		Business No Employee	37	3.80%
		Business <9	80	8.22%
		Business 10+	10	1.03%
		Self employed professional	32	3.29%
		Clerical/Salesman	111	11.41%
		Supervisory level	100	10.28%
		Junior Officer/Executive	97	9.97%
		Middle/Semi Officer/Executive	83	8.53%
5	Savings and Investment			
		0-10	306	31.45%
		10-20	249	25.59%
		20-30	198	20.35%
		Above 30	119	12.23%
		Not Disclosed	101	10.38%

Source: (Compiled by Researcher)



There are few financial burdens. This group is generally recreation oriented and high on fashion opinion leadership.

2. Newly Married Couples: (23-29): At this stage people are financially better than the Bachelor. Because both individual and spouse are likely to be working. This stage has the higher purchase rate than the general adult population.
3. Full Nest 1: (29-35): This stage is married couple with first child. At this stage, in some cases wives have traditionally stopped working. Therefore, people are dissatisfied with their financial position. They are not able to save more.
4. Full Nest 2: (35 -41): At this stage, the family's financial position improves with the wife return in working.

**Table 3:** Investment Made in various Instruments by Urban Respondents (n=973)

Sr.	Investment	Frequency	Percentage	Mean	Rank	S.D.
1	Gold/Bullion	782	80.37%	19.43	3	15.54
2	Bank Deposits	771	79.24%	22.76	1	16.36
3	NSC	174	17.88%	10.14	15	7.33
4	Provident Fund (PF/PPF)	414	42.55%	17.77	5	13.61
5	PO Schemes	488	50.15%	16.16	8	13.52
6	Insurance	706	72.56%	16.66	7	11.70
7	Debentures	41	4.21%	9.15	18	6.34
8	Mutual Funds/ SIP	158	16.24%	10.68	13	6.56
9	ELSS/ULIP	74	7.61%	10.84	12	7.23
10	Annuity & Pension Plans	183	18.81%	10.07	16	5.24
11	Bonds	51	5.24%	7.61	22	4.69
12	Credit Society deposit	257	26.41%	13.92	10	13.84
13	Company Deposits	47	4.83%	10.49	14	11.56
14	NBFC Schemes	70	7.19%	15.99	9	18.12
15	Livestock	172	17.68%	17.38	6	16.02
16	Shares	235	24.15%	13.61	11	9.71
17	Real Estate	499	51.28%	21.45	2	13.91
18	Life Style items	63	6.47%	9.03	19	8.07
19	Commodities	32	3.29%	8.47	20	4.88
20	Derivatives	12	1.23%	8.33	21	6.84
21	Farm/ Farm House	387	39.77%	18.58	4	12.07
22	Natural Resources	50	5.14%	9.48	17	6.59

Source: (Field Data)



Families in this stage are still new product oriented but tend to be less influenced by advertising.

5. Full Nest 3: (41- 47): At this stage, Children are grown up. They may be employed. Therefore the financial position of group is better. They tend to invest money in financial products.
6. Empty Nest 1 (47-53): At this stage, family is most satisfied with its financial position and saving accumulation. The people in this stage are not more interested to spend money on home appliances, furniture etc.
7. Empty Nest 2 (53-59): At this stage, the income of couples is drastically cut. They spend more money for medical treatment. They tend to save their money for their retirement.
8. Solitary (59 – 65): at this stage salaried person gets pension, transformation of economic transactions to successors. It is characterized by Economic dependence.

Against this backdrop, researcher has attempted analysis of investment pattern as per life cycle stage to check the variability into investment.

## Data analysis and Discussion

Table 2 depicts profile of respondents taken for this study. Total sample size is

973 respondents from Urban area Majority of respondents to the schedule were male. Entire ranges of age groups were given representation in research. The age groups between 29 – 47 were found to participate in research in more numbers. Educational Qualification of Majority of sample is SSC/ HSC ( 28.67%) and Graduation/ PG (29.70%). According to occupation Skilled & unskilled workers have participated in study in more numbers i.e 18.91% and 15.42% respectively

Also the portion of amount from the income is saved by the investors has been sought in the form of saving percentage from their income. Around 11% respondents have not disclosed their savings percentage. Almost all respondents save some amount from their income ranging from 1% to 30%. It can be said from the table that while selecting respondents due consideration is given to the set demographic factors.

Table 3 reveals that 80.37% respondents have invested in Gold followed by 79.24% in Bank Deposits, 72.56% in Insurance, 51.28% in Real Estate and 50.15% in Post Office Schemes. Amount wise average 22.76 percent investment of respondents have invested in Bank Deposits received rank 1 followed by 21.45% investment in Real Estate, 19.43% in Gold/Bullion, 18.58% in Farm House and 17.77% in PF/PPF. Standard Deviation is found to be more than 10% in all these average investments. Least preferred investment instruments



on the basis of average percentage of investment are Bonds 7.61%, Derivatives 8.33%, Commodities 8.47% and Life Style Items 9.03%.

Friedman Test has been used to test the consistency in investment as per age group.

Following table depicts Friedman Test used on average actual investment by Urban samples

**Table 4:** Friedman Test on average actual investment by Urban Sample

Test Statistics	
N	22
Chi-Square	150.444
df	8
Asymp. Sig.	.000

Source: (Compiled by Researcher)

It can be inferred that the difference in average mean investment as per age with urban respondents is significant.

To check the uniformity into investment pattern by respective age groups by Urban samples Kolmogorov Smirnov Z test is used.

Table 5 reveals that the investment by respondents in age groups 18-23, 23-29, 29-35, 35-41, 41-47, 47-53, 53-59 have uniformity in investment pattern. To some extent the uniformity is also noticed with the age group 59-65 but the significant difference can be observed in investment pattern of age group Above 65.

Table 6 reveals significant difference into present mean investment in gold and shares, gold and derivatives, bank FD and shares and bank FD and derivatives. The insignificant relation found in gold and bank FD. This reveals that age determines investment pattern. The significant difference found in safer investment avenue and riskier investment avenue.

Correspondence analysis is used to probe into depth to find out investment pattern

**Table 5:** Investment Pattern and Age Groups for Urban Respondents - One sample K-S-Z Test

One-Sample Kolmogorov-Smirnov Test										
		18-23	23-29	29-35	35-41	41-47	47-53	53-59	59-65	Above 65
N		22	22	22	22	22	22	22	22	22
Normal Parameters	Mean	23.18	70.14	49.45	33.86	27.59	34.32	15.64	2.82	.55
	S.D.	23.643	67.007	48.347	34.637	26.750	32.799	15.873	3.850	.800
Most Extreme Differences	Absolute	.211	.220	.194	.215	.248	.197	.206	.273	.389
	Positive	.211	.220	.194	.215	.248	.197	.206	.273	.389
	Negative	-.163	-.158	-.158	-.171	-.160	-.155	-.162	-.232	-.248
Kolmogorov-Smirnov Z		.992	1.031	.910	1.008	1.164	.923	.965	1.278	1.823
Asymp. Sig. (2-tailed)		.279	.238	.378	.262	.133	.362	.309	.076	.003

Source: (Compiled by Researcher)



**Table 6:** A Comparison of Secured and Risky Investment Avenues as per Age Category

Tukey HSD						
		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Gold	Shares	6.94111*	2.19032	.017	1.0067	12.8755
	Bank FD	-3.15889	2.19032	.483	-9.0933	2.7755
	Derivatives	15.67333*	2.19032	.000	9.7390	21.6077
Shares	Gold	-6.94111*	2.19032	.017	-12.8755	-1.0067
	Bank FD	-10.10000*	2.19032	.000	-16.0344	-4.1656
	Derivatives	8.73222*	2.19032	.002	2.7979	14.6666
Bank FD	Gold	3.15889	2.19032	.483	-2.7755	9.0933
	Shares	10.10000*	2.19032	.000	4.1656	16.0344
	Derivatives	18.83222*	2.19032	.000	12.8979	24.7666
Derivatives	Gold	-15.67333*	2.19032	.000	-21.6077	-9.7390
	Shares	-8.73222*	2.19032	.002	-14.6666	-2.7979
	Bank FD	-18.83222*	2.19032	.000	-24.7666	-12.8979

\*. The mean difference is significant at the 0.05 level.

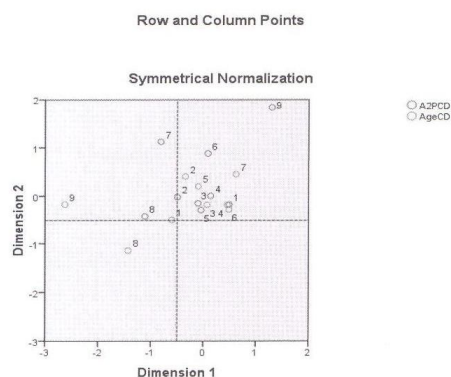
Source: (Compiled by Researcher)

in safer and riskier investment avenues. Box Plot has been used for normalization of data to get more accuracy in results.

## Correspondence Analysis

Following is the description of correspondence analysis of bank deposits by Urban respondents as per age category.

It can be deciphered from above table that age group 65 and above has focused investment in bank FD up to 5-10% of savings. Age group 18-23, 23-29 and 59-65 has investment in Bank FD of 5-10% average per annum. Age group 29-35, 35-41, 41-47, 47-53 and 53-59 has investment up to 5% in bank FD's.



**Graph 1:** Investment in Bank FD and Age groups –Urban Respondents

From above graph it has seen that older age groups and younger age group has close proximity to the investment group 35-40% average investment. The group investment

**Table 7:** Correspondence Analysis of Bank FD Row Profiling of Urban Investors as per Age Groups

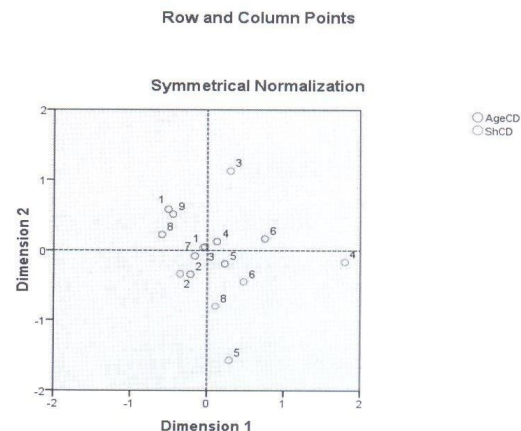
Sr.	Age	0-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40	40-45	Active Margin
		1	2	3	4	5	6	7	8	9	
1	18-23	.228	.316	.114	.165	.063	.038	.013	.063	.000	1.000
2	23-29	.205	.240	.100	.210	.052	.109	.031	.048	.004	1.000
3	29-35	.275	.180	.126	.228	.060	.078	.012	.042	.000	1.000
4	35-41	.323	.161	.129	.226	.065	.065	.008	.016	.008	1.000
5	41-47	.265	.194	.102	.173	.071	.122	.020	.051	.000	1.000
6	47-53	.378	.171	.063	.216	.063	.072	.009	.027	.000	1.000
7	53-59	.316	.193	.053	.228	.070	.123	.000	.000	.018	1.000
8	59-65	.077	.308	.077	.231	.154	.000	.000	.154	.000	1.000
9	65	.000	1.000	.000	.000	.000	.000	.000	.000	.000	1.000
	Mass	.271	.209	.102	.209	.063	.086	.016	.040	.003	

Source: (Compiled by Researcher)

40-45% is alinated. It can be inferred that younger age group and older age group have more inclination to invest in Bank FD's.

Following is the description of correspondence analysis of shares row profiling by urban respondents as per age category.

Table 8 reveals that sample from age group Above 65 invest up to 5% only in shares. Respondents from Age group 23-29,29-35,35-41 and 41-47 are having presence in higher investment percentage in shares but investment is concentrated in group up to 5%. The youger age group 18-23 and older age group 59-65 and above 65 refect some similarity.



**Graph 2:** Investment in Shares and Age groups – Urban Respondents

From the graph it is seen that age group 1, 8 and 9 have proximity to average investment 0-5%. Average investment group 3, 4 and 5 are alienated and age group 5 and 6 have



**Table 8 :** Correspondence Analysis of Shares Row Profiling of Urban Investors as per Age Groups

Sr.		0-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40	40-45	Active Margin
		1	2	3	4	5	6	7	8	9	
1	18-23	.857	.092	.041	.000	.000	.010	.000	.000	.000	1.000
2	23-29	.819	.105	.016	.020	.016	.020	.000	.004	.000	1.000
3	29-35	.823	.083	.028	.028	.006	.022	.000	.011	.000	1.000
4	35-41	.794	.088	.044	.037	.015	.015	.000	.007	.000	1.000
5	41-47	.810	.086	.019	.048	.010	.019	.000	.010	.000	1.000
6	47-53	.800	.058	.033	.075	.008	.025	.000	.000	.000	1.000
7	53-59	.806	.129	.016	.032	.000	.016	.000	.000	.000	1.000
8	59-65	.941	.059	.000	.000	.000	.000	.000	.000	.000	1.000
9	65	1.000	.000	.000	.000	.000	.000	.000	.000	.000	1.000
	Mass	.818	.090	.027	.032	.009	.019	.000	.005	.000	

Source: (Compiled by Researcher)

proximity to investment group 25-30% investment in share.

It reveals that younger and older age groups are deviated from investment in shares and majority of them have investment up to 5% in shares.

### Hypothesis Testing

Data Analysis depicts the investment pattern of Urban investors as per the Life Cycle Stage.

The Hypothesis set for study is,

$H_0$  : There is no significant difference between Life Cycle Stage and Investment

### Pattern of Urban Investors

ANOVA has been used to test the hypothesis i.e. to find the relationship between two groups in Life Cycle Stage. Mean Investment made by 9 different age groups in different investment avenues has been considered,

Following table depicts the investment pattern of Urban sample investors as per the Life Cycle Stage.

Table 9 reveals that the model is significant hence the ANOVA is used to find out relationship between investments preferred by different age groups as follows.

**Table 9:** Urban Investors' Life Cycle Stage and Investment Pattern

Sr.	Contents	Sum of Squares	df	Mean Square	F	Sig.
1	Between Groups	1444.554	8	180.569	2.663	.009
2	Within Groups	12817.478	189	67.817		
	Total	14262.032	197			



Tukey HSD						
Age Groups	Life Cycle Age Groups	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-23	23-29	1.3646	2.483	1	-6.427	9.1564
Bachelor Stage	29-35	1.0541	2.483	1	-6.738	8.846
	35-41	-0.415	2.483	1	-8.206	7.3773
	41-47	0.6218	2.483	1	-7.17	8.4137
	47-53	1.3632	2.483	1	-6.429	9.155
	53-59	0.0032	2.483	1	-7.789	7.795
	59-65	-1.167	2.483	1	-8.959	6.625
	Above 65	8.56273*	2.483	0.02	0.7709	16.355
23-29	18-23	-1.365	2.483	1	-9.156	6.4273
Newly Married Stage	29-35	-0.31	2.483	1	-8.102	7.4814
	35-41	-1.779	2.483	0.999	-9.571	6.0128
	41-47	-0.743	2.483	1	-8.535	7.0491
	47-53	-0.001	2.483	1	-7.793	7.7905
	53-59	-1.361	2.483	1	-9.153	6.4305
	59-65	-2.531	2.483	0.984	-10.32	5.2605
	Above 65	7.1982	2.483	0.096	-0.594	14.99
29-35	18-23	-1.054	2.483	1	-8.846	6.7378
Full Nest 1 Stage	23-29	0.3105	2.483	1	-7.481	8.1023
	35-41	-1.469	2.483	1	-9.261	6.3232
	41-47	-0.432	2.483	1	-8.224	7.3596
	47-53	0.3091	2.483	1	-7.483	8.101
	53-59	-1.051	2.483	1	-8.843	6.741
	59-65	-2.221	2.483	0.993	-10.01	5.571
	Above 65	7.5086	2.483	0.069	-0.283	15.301
35-41	18-23	0.4146	2.483	1	-7.377	8.2064
Full Nest 2 Stage	23-29	1.7791	2.483	0.999	-6.013	9.571
	29-35	1.4686	2.483	1	-6.323	9.2605
	41-47	1.0364	2.483	1	-6.756	8.8282
	47-53	1.7777	2.483	0.999	-6.014	9.5696
	53-59	0.4177	2.483	1	-7.374	8.2096
	59-65	-0.752	2.483	1	-8.544	7.0396
	Above 65	8.97727*	2.483	0.011	1.1854	16.769
41-47	18-23	-0.622	2.483	1	-8.414	7.17
Full Nest 3 Stage	23-29	0.7427	2.483	1	-7.049	8.5346
	29-35	0.4323	2.483	1	-7.36	8.2241



Tukey HSD						
Age Groups	Life Cycle Age Groups	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Empty Nest 2 Stage	23-29	1.3614	2.483	1	-6.431	9.1532
	29-35	1.0509	2.483	1	-6.741	8.8428
	35-41	-0.418	2.483	1	-8.21	7.3741
	41-47	0.6186	2.483	1	-7.173	8.4105
	47-53	1.36	2.483	1	-6.432	9.1519
	59-65	-1.17	2.483	1	-8.962	6.6219
	Above 65	8.55955*	2.483	0.02	0.7677	16.351
	59-65	1.1668	2.483	1	-6.625	8.9587
Solitary 1 Stage	23-29	2.5314	2.483	0.984	-5.261	10.323
	29-35	2.2209	2.483	0.993	-5.571	10.013
	35-41	0.7523	2.483	1	-7.04	8.5441
	41-47	1.7886	2.483	0.998	-6.003	9.5805
	47-53	2.53	2.483	0.984	-5.262	10.322
	53-59	1.17	2.483	1	-6.622	8.9619
	Above 65	9.72955*	2.483	0.004	1.9377	17.521
	Above 65	-8.56273*	2.483	0.02	-16.35	-0.771
Solitary 2 Stage	23-29	-7.198	2.483	0.096	-14.99	0.5937
	29-35	-7.509	2.483	0.069	-15.3	0.2832
	35-41	-8.97727*	2.483	0.011	-16.77	-1.185
	41-47	-7.94091*	2.483	0.042	-15.73	-0.149
	47-53	-7.2	2.483	0.095	-14.99	0.5923
	53-59	-8.55955*	2.483	0.02	-16.35	-0.768
	59-65	-9.72955*	2.483	0.004	-17.52	-1.938
*. The mean difference is significant at the 0.05 level.						

It reveals from above table that the investment done by different age groups in Urban area is not significantly different. It is concluded that at different Life Cycle Stage the investment

in the instrument done is almost same. Only significant difference found into the investment in between the age group above 65 years and rest of the age groups. Hence

Null Hypothesis i.e There is no significant difference between Life Cycle Stage and Investment Pattern of Urban Investors is accepted.

## Findings

The age groups between 29 – 47 were found to participate in research in more numbers. Educational Qualification of Majority of respondents is SSC/ HSC ( 28.67%) and Graduation/ PG (29.70%). ( Table 2)

Majority of respondents i.e. 80.37% respondents have invested in Gold followed by 79.24% in Bank Deposits, 72.56% in Insurance, 51.28% in Real Estate and 50.15% in Post Office Schemes. Amount wise average 22.76 percent investment of respondents have invested in Bank Deposits received rank 1 followed by 21.45% investment in Real Estate. ( Table 3)

As far as Life Cycle Stage and investment by Urban samples is considered, Significant Difference in average mean investment as per age is found according to Fridmen Test. Further One sample K-S-Z Test reveals that significant difference can be observed in investment pattern of age group Above 65. And other Age Groups.( Table 4 & 5)

Comparison of Secured and Risky Investment Avenues as per Age Category reveals The significant difference found in safer investment avenue and riskier investment avenue. ( Table 6)

Further probing in detail, Correspondence analysis reveals that age group 65 and above has focused investment in bank FD up to 5-10% of savings and for share investment, The younger age group 18-23 and older age

group 59-65 and above 65 reflect some similarity which differs from other age groups. ( Table 7 & 8)

Since ANOVA of Age Groups and Mean Investment reveals significant difference found in the investment in between the age group above 65 years and rest of the age groups, Null Hypothesis, There is no significant difference between Life Cycle Stage and Investment Pattern of Urban Investors is accepted.

## Conclusion

Majority of the investment avenues i.e. 18 out of 22 selected for study have been used by urban investors for investment. Traditional avenues and safer avenues have been reflected as preferential choice of urban investors. Life Cycle Stage of the respondents does not influence the choice of investment avenues totally but samples in Bachelor Stage and Post Retirement Stage are found to have different investment pattern as compared to respondents in Other Life Cycle Stages.

It can be concluded that Life Cycle Stage of the respondent has some degree of impact on choice of Investment Avenue but it is not the only factor which impacts choice of investment avenues.

Further studies can be undertaken where other demographic and behavioural factors are also considered to find its impact on investment pattern of investors.



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