1. REVIEW OF LITERATURE

Agarwal S. (2014) described that in light of the 2008 meltdown in the subprime mortgage market and the subsequent financial crisis, there is a growing concern that consumers are ill-prepared to make sound decisions in an increasingly complex financial environment. Numerous examples from around the globe come to mind – social security privatization, under-participation in retirement plans, lack of sufficient portfolio diversification, choosing the right mortgage, subprime mortgages and optimal refinancing timing. Let me focus on one particular example. Banks routinely advertise that they have hundreds of different types of credit cards with varying interest rates, fee rates, and reward options – food & beverage, travel, auto, gas, and hotel rewards. To choose the right card that best suits a consumer’s needs seems like a daunting task.

Brahmabhatt (2012) revealed that the purpose of the analysis is to determine the investment behavior of investors and investment preferences for the same. Investor’s perception will provide a way to accurately measure how the investors think about the products and services provided by the company. Today’s trying economic conditions have forced difficult decisions for companies. Most are making conservative decisions that reflect a survival mode in the business operation. During these difficult times, understanding what investors on an ongoing basis is critical for survival. Executives need a third party understanding on where investor’s loyalties stand.

Capuano A. (2011) stated that whether the product is sound. Financial products are all a combination of foundation principles in economics (i.e.: interest, risk, shares, credit, etc). While the specific details of the product may be a combination of factors, the factors themselves are existing and well known economic and financial principles; all that happens is that these principles are arranged in a new way. Willis does however make a useful point in relation to the market providing an overwhelming number of financial products,360 which contributes to a lack of motivation in applying financial knowledge.

Dharani N. (2014) studied in his research women may invest either in financial or non-financial investments; many women are willing to work. They have got independence in earnings, savings and investment. It is confined to factors influencing the investment behavior, their level of awareness their preference towards a particular mode of investment and difficulties faced by them. The main objective of this study, to analyze the level of awareness of the respondents, to analyze the factors influencing particular investment channel, to analyze the significant relationship between awareness about various investment avenues and level of benefit to the
investors. The area of study is extended to Dindigul district only. Data have been collected from 300 working women in Dindigul district. In this study most of the respondents save and invest to avail tax relief. Investors describe safety of funds as their priority for choosing an investment.

**Gupta N. (2005)** studied that male and female choices differ in many economic situations, e.g., on the labor market. This paper considers whether such differences are driven by different attitudes towards competition. In our experiment subjects choose between a tournament and a piece-rate pay scheme before performing a real task. Men choose the tournament significantly more often than women. Women are mainly influenced by their degree of risk aversion, but men are not. Men compete more against men than against women, but compete against women who are thought to compete. The behavior of men seems primarily to be influenced by social norms.

**Jain P (2012)** studied from this research parking of funds (current) to earn benefits or securing growth in future can be termed as Investments. It is a sacrifice from current income to gain returns at a later stage, date. Investment should be done to yield more return than rate of inflation. The current income of an individual can be put aside for two things either consumption or savings. The money once consumed is gone forever, whereas the savings bears fruit. Major element of any investment is time and risk. It purely depends upon individual capacity to give importance to either of the two elements, on the basis of one’s need. There are plenty of areas where money can be invested like- government bonds, equities, gold, real estate, stocks, fixed deposits, etc.

**Jain R. (2014)** The research study is based on the analysis of income and investment pattern of the respondents i.e. working women in the city of Ahmadabad. The objective of the study was to determine the relationship between the income and investments pattern among respondents. The study was conducted on working women across both government and private sectors in the city of Ahmadabad. The data was collected by distributing a structured questionnaire to 250 respondents. It has been found that majority of them preferred to invest their savings in fixed deposits with banks for the safety of a volatile future followed by investing in gold. The major impact on savings is due to the level of income which has considerably increased in the last decade.

**Jani D. (2013)** suggested that The Investor behavior is the process by which Investor tends to satisfy his/her needs by showing their choices. The behavior of the Investor can be affected by many of internal as well as external environment. The demographical factors play critical role in...
determining individual buying behavior for any goods or even service. Many researchers have been conducted to identify Investor buying behavior to identify how Investors are making financial planning to satisfy their future financial need. After initialization of reforms in 1991, Indian economy had seen dramatic changes in almost each and every sector of the country. The financial sector is one of them, since reforms, many new private (domestic and foreign) players have had come up to influence the buying behavioral pattern of Indian Investors specifically for financial assets.

Joseph A (2014) studied that Investment is putting money into an asset with the expectation of capital appreciation, dividends, or interest earnings. Most or all forms of investment involve some form of risk, such as investment in equities, property, and even fixed interest securities which are subject, among other things, to inflation risk. A good investment strategy will diversify the portfolio according to the specified needs. The most famous and successful investor of all time is Warren Buffett. In March 2013 Forbes magazine had Warren Buffett ranked as number 2 in their Forbes 400 list. Buffett has advised in numerous articles and interviews that a good investment strategy is long term and choosing the right assets to invest in requires due diligence. Investment usually involves diversification of assets in order to avoid unnecessary and unproductive risk. Investment has been classified as traditional investments and alternative investments.

Juwairiya (2014), This paper demonstrates widespread the concept of financial literacy. The objective of the study was to find out the financial literacy among the working women’s in Kerala and their investment behavior, investment experience towards various investment avenues with special reference to Kerala state. The study was conducted in descriptive style by using both primary and secondary data. The result found that investment behaviors of working women are conservative in nature. According to their opinion „playing safe” is the suitable to their savings and investment. Nowadays women are educated and there are breadwinners and many of them lack the knowledge needed to make proper decision about their finance.

Kaur D. (2012) stated that the investing in various types of assets is an interesting activity that attracts people from all walks of life. It is the employment of funds with the aim of earning income or capital appreciation.

Kothai Nayaki M (2012) stated that the study that the investors are monitoring their investments on a weekly basis. The prime most important objective of the sample investors is return factor.
The investors are making their investments on a medium term basis. The sample investors are considering liquidity as the important factor before making their investments. The front runner for the investors to make their investment is friends.

Kothari H. studied that investment is a purchase of a financial product or other item of value with an expectation of favorable future returns. Investing is a serious subject that can have a major impact on investor’s future well-being. Virtually everyone makes investments. Investors have a lot of investment avenues to park their savings. The risk and returns available from each of these investment avenues differ from one avenue to another. Even if the individual does not select specific assets such as stock, investments are still made through participation in pension plan, and employee saving programmed or through purchase of life insurance or a home.

Employee behavior deals with analyzing the behavior of an employee based on his psychographic and demographic factors like age, gender, education and income groups. The respondents of this study will consist of only the banking employees working in private and public sector as they are having knowledge of financial products available at large. They have unique features of safety, security, regular income, retirement benefit than the other occupation people like business man.

Kumar S. (2012) stated that financial literacy around the world is found to be low as measured by various studies including the OECD1 survey study carried out across 13 countries. In India, the levels of financial literacy are poor even by the low global standards, according to some studies such as the VISA International Financial Literacy Barometer. There is therefore a need for comprehensive research on financial literacy in India. This study is a modest beginning in this direction.

Kumar V. (2014) worked out the mutual fund sectors are one of the fastest growing sectors in Indian Economy and have awesome potential for sustained future growth. Mutual funds make saving and investing simple, accessible, and affordable. The advantages of mutual funds include professional management, diversification, variety, liquidity, affordability, convenience, and ease of recordkeeping as well as strict government regulation and full disclosure. Financial markets are becoming more extensive with wide-ranging financial products trying innovations in designing mutual funds portfolio but these changes need unification in correspondence with investor’s expectations. Thus, it has become imperative to study mutual funds from a different angle, which is to focus on investor’s perception and expectations. This research paper focused
attention on number of factors that highlights investors’ perception about mutual funds. It was found that mutual funds were not that much known to investors, still investor rely upon bank and post office deposits, most of the investor used to invest in mutual fund for not more than 3 years and they used to quit from the fund which were not giving desired results.

**Kym Irving (2012)** studied from this research As the financial planning industry undergoes a series of reforms aimed at increased professionalism and improved quality of advice, financial planner training in Australia and elsewhere has begun to acknowledge the importance of interdisciplinary knowledge bases in informing both curriculum design and professional practice (e.g. FPA 2009). This paper underscores the importance of the process of financial planning by providing a conceptual analysis of the six step financial planning process using key mechanisms derived from theory and research in cognate disciplines, such as psychology and well-being. The paper identifies how these mechanisms may operate to impact client well-being in the financial planning context. The conceptual mapping of the mechanisms to process elements of financial planning is a unique contribution to the financial planning literature and offers a further framework in the armamentarium of researchers interested in pursuing questions around the value of financial planning. The conceptual framework derived from the analysis also adds to the growing body of literature aimed at developing an integrated model of financial planning.

**Mahdzan N. (2013)** examined the relationship between financial literacy and individual saving. It is posited that higher level of financial literacy and individual saving. It is posited that highest level of financial literacy have a positive impact on savings among individual, because increased literacy implies that individual who have better understanding of their financial circumstances, would be able to plan their future finances better, hence make more informed financial decision.

**Mirchandani A.(2014)** stated that Saving is abstaining from present consumption for a future use. Savings are sometimes autonomous coming from household as a matter of habit, but bulk of savings come from specific objectives, like interest income, future needs, contingencies, precautionary purposes or growth in future wealth leading to rise in standard of living. Saving is the excess income over expenditure for any economic unit.

**Moorthy K. (2012)** studied in his research that two research questions are addressed: (1) Is the retirement planning behavior of working individuals affected by different age groups? (2) What are the factors influencing retirement planning behavior? The objectives of this study are: (1) To examine the retirement planning behavior of working individuals from different age groups. (2)
To examine whether other demographic variables are relatively important for retirement planning. (3) To determine the role of psychological variables in retirement planning behavior. (4) To determine the characteristics of the demographic variables.

Patil S. (2015) stated from this research work Financial market providing ample opportunities for investors to invest. The individual investor plays an important role in the financial market because of their big share of gross savings in the country. The study attempts not only to understand the behavior of individual investor in financial market but also it is conducted to attain the objectives of the paper. The researcher has studied the published work. The individual investors buying behavior is influenced by various factors such as social, economic, psychological and demographic. Individual investor’s investments are backed by benefits and money. Individual investor still prefers to invest in financial products which give risk free returns. The study also confirmed that Indian investors even if they are of high income, well-educated, salaried, and independent are conservative investors who prefer to play safe in the market. Financial regulators have to organize seminars, programs and sessions for creating awareness in individual investors as well as to boost confidence level among them.

Raheja S.(2013) studied that There is large number of investment avenues available in the market. The people have to choose proper investment avenue depending upon their need, risk preference and return expected. The plenty of investment avenues available for the investors make their decision making process more critical and complex. There are number of factors which influence the people to make their investment decisions such as income, age, gender and others. The different investors invest in different type of investment avenues. The professional investors like doctors, lawyers, academicians, bankers and others prefer to invest in very safe and secure type of investment avenues. Each professional investor has different investment strategy regarding their preferred investment avenues. The various investment avenues available in the market are equity, preference, debentures, precious metal, gold, silver, real state, life insurance, public provident fund, mutual fund, fixed deposits, post office savings & many more.

Rowley M.(2012) Stated that To identify ways to motivate women to change, this study focused on asking women who have improved their financial behavior to describe their motivation to change. The research question is: What are the major motivating factors for women who decide to make positive changes in their financial behavior? Identifying factors that motivate financial
behavior change among women could benefit financial counselors, educators, and advisors who can use the information to promote behavioral change for their clients.

Sabri M. (2014) stated that the awareness of retirement confidence has been found to be low in many people, especially in women. Much past research has revealed that women consistently perform a poor level of retirement confidence compared to men. This study aims to examine the influence of financial literacy, saving behavior, and financial management on retirement confidence among women working in the Malaysian public sector. Multi-stage random sampling technique was applied as the sampling technique in this study. 708 respondents participated in this study. This study applied Pearson Correlation analysis to determine the relationship between the variables. The findings reveal that retirement confidence is positively correlated with financial literacy, saving behavior, and financial management. Furthermore, multiple regression analysis was applied to determine the predictors of retirement confidence. This study concludes that financial literacy, saving behavior, financial management, and financial status are significant predictors of retirement confidence among working women, with financial management as the major factor contributing towards retirement confidence. The findings of this study have practical implications for financial advisors in helping working women to be more aware of their future retirement life financial needs and to prevent financial crisis in later years.

Scharfstein D. (1990) stated that Under certain circumstances, managers simply mimic the investment decisions of other managers, ignoring substantive private information. Although this behavior is inefficient from a social standpoint, it can be rational from the perspective of managers who are concerned about their reputations in the labor market. We discuss applications of the model to corporate investment, the stock market, and decision making within firms.

Sellappan R. (2013) studied that aims to gain knowledge about the marital status and age factors influencing the investment behavior of women towards financial instruments with special reference to Erode district. Through the existing literature can be known that there are certain age and marital differences occurs in the behavior of selecting the investment sources. younger and unmarried are usually risk takers. Older and married are avoiding taking risk. So the descriptive study is carried out to identify about these factors which are influencing the investment decision. Convenient sampling techniques are used to identify the respondents and it is limited to Erode District. The study will be helpful to the government or non-governmental organizations to
launch various saving schemes based on the age and marital status to the women to ensure their saving habits so as to promote economic development of the country.

SIREESHA P.(2013) studied from this research work In economics, investment is related to saving and deferring consumption. Investment is involved in many areas of the economy, such as business management and finance whether for households, firms, or governments. In finance, investment is the application of funds to hold assets over a longer term in the hope of achieving gains and/or receiving income from those assets. Saving is closely related to investment and in many instances the terms saving and investment are used interchangeably. Saving also includes reducing expenditures, such as recurring costs. In terms of personal finance, saving specifies low-risk preservation of money, as in a deposit account, versus investment, wherein risk is higher.

Smith K.(2014) stated by This paper tracks factors contributing to the ups and downs in women’s employment from 1970 to 2010 using regression decompositions focusing on whether changes are due to shifts in the means (composition of women) or due to shifts in coefficients (inclinations of women to work for pay). Compositional shifts in education exerted a positive effect on women’s employment across all decades, while shifts in the composition of other family income, particularly at the highest deciles, depressed married women’s employment over the 1990s contributing to the slowdown in this decade. A positive coefficient effect of education was found in all decades, except the 1990s, when the effect was negative, depressing women’s employment. Further, positive coefficient results for other family income at the highest deciles bolstered married women’s employment over the 1990s. Models are run separately for married and single women demonstrating the varying results of other family income by marital status. This research was supported in part by an Upjohn Institute Early Career Research Award whose nature and origin we discuss.

Wood A (2012) stated that Decision making was often instigated by a trigger, which caused one partner to identify the need to decide on a course of action. At this point, it was common for only one partner to have engaged seriously with the idea.

Zhao M. (2012) stated in the economic literature argues that increasing the pension eligibility age may not restore the financial viability of a social security system if it negatively affects the health outcomes of the affected population. This paper analyzes recent longitudinal data collected through four waves of Health and Retirement Survey in Japan and examines the causal
effects of retirement on three types of health investment behaviors: smoking, drinking and exercising.