

A study on behavioural influence and factors determining investment pattern of investors with special reference to stock market investments

■ G. THAMIZHCHELVAN AND J. NITHYA

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ABSTRACT

In contrast to the conventional academic finance theories, the emerging field of behavioural finance investigates the cognitive factors and emotional issues that impact the decision-making process of individuals, groups, and organizations. This study is envisaged to find investors behavioural patterns and factors that investors consider including the psychology of their investments. Further more the implication of technical and fundamental analysis, market psychology and risk appetite of market participants and to identify and confirm the psychological biases prevailing among Indian investors. This study found that the adhere to the news, tips and research reports about the performance of the companies and broker firm's recommendations rather than market psychology.

KEY WORDS : Behavioural finance, Prospect theory, Market psychology, Risk appetite

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MEMBERS OF THE RESEARCH FORUM

Correspondence to:

G. THAMIZHCHELVAN, Department of Commerce and International Business, DR.G.R.Damodaran College of Science, COIMBATORE (T.N.) INDIA
Email: selvathamizh@rediffmail.com

Authors' affiliations:

J. NITHYA, Department of Commerce and International Business, DR.G.R.Damodaran College of Science, COIMBATORE (T.N.) INDIA
Email: nithyathmika@gmail.com