Analyzing Investor Behavior and Satisfaction in the Stock Market: A Study of Hyderabad's Financial Ecosystem

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Abstract: *Understanding investor behavior towards the stock market is essential for financial institutions, policymakers, and market analysts to gauge sentiment and enhance decision-making processes. This study aims to investigate investor behavior, investment patterns, and preferences in the stock market among investors in Hyderabad. By examining factors such as demographic elements, investment strategies, risk tolerance, and satisfaction levels with various investment options, this research seeks to uncover key insights into investor decision-making processes and market dynamics. The study employs both primary and secondary data sources, including structured questionnaires and face-to-face interviews, to gather comprehensive information on investor behavior. Convenience sampling was used to select participants, including employees from Hyderabad-based companies and students from local universities. Data analysis involves percentage analysis, pie charts, bar graphs, and Chi-square tests to provide a detailed understanding of investment trends and preferences. The findings aim to aid in improving market practices, developing targeted marketing strategies, and enhancing financial product offerings, ultimately contributing to greater market stability and investor satisfaction.*

Keywords: Investor Behavior, Stock Market, Investment Patterns, Hyderabad, Risk Tolerance, Satisfaction Levels, Financial Institutions, Data Analysis.

I. INTRODUCTION

Investor behavior and satisfaction in the stock market have emerged as crucial areas of study in financial and behavioral economics. Understanding how investors make decisions, react to market changes, and evaluate their satisfaction can provide significant insights into market dynamics and the effectiveness of financial markets.

The stock market is a complex environment influenced by a variety of factors, including market trends, economic indicators, investor sentiment, and individual psychological biases. Recent research has highlighted that investor behavior is not always rational and is often influenced by cognitive biases such as overconfidence, loss aversion, and herding behavior (Barberis & Thaler, 2023). These biases can lead to deviations from rational decision-making, impacting market efficiency and investor satisfaction.

Investor satisfaction is closely linked to their perceptions of market performance, investment returns, and the quality of financial services. Studies have shown that satisfaction is influenced by both financial outcomes and the emotional experience of investors. High returns are generally associated with higher satisfaction, but other factors such as trust in financial advisors and the perceived fairness of market practices also play a significant role (Menkhoff et al., 2022). For instance, investors who experience consistent, transparent communication from their financial advisors are more likely to report higher levels of satisfaction, even if their investment performance is moderate.

Recent advancements in behavioral finance have introduced new dimensions to understanding investor behavior. The integration of digital technologies and online trading platforms has transformed how investors interact with the market. Online platforms provide unprecedented access to information and trading opportunities, but they also introduce new challenges such as increased exposure to market volatility and the potential for information overload (Guiso & Sodini, 2024). These factors can affect investor satisfaction and decision-making processes in significant ways.

Furthermore, the impact of socio-economic factors on investor behavior cannot be overlooked. Research indicates that demographic variables such as age, income, and educational background influence investment choices and satisfaction levels (Lusardi et al., 2023). For example, younger investors may exhibit higher risk tolerance and react differently to market fluctuations compared to older, more risk-averse investors.

In light of these developments, this study aims to explore the intricacies of investor behavior and satisfaction in the modern stock market. By analyzing recent trends, behavioral patterns, and satisfaction metrics, the study seeks to provide a comprehensive understanding of how investors navigate the complexities of the stock market and how their experiences and perceptions influence their overall satisfaction.

II. REVIEW OF LITERATURE

Sikidar and Singh (2016) Survey of investors in northeastern India revealed tax benefits as the primary motivator for mutual fund investments among employed and self-employed individuals. Kumar Singh (2017) Survey in Bhubaneswar and Bangalore found Bangalore investors have better investment knowledge and risk tolerance, while Bhubaneswar investors prefer low-risk savings options. Chandra (2016) Cross-sectional survey identified conservatism, underconfidence, informational asymmetry, financial literacy, prudence, and precautionary attitude as key psychological factors in Indian stock market behavior. Ajmijy A. (2018) Survey of 1500 individuals showed age, gender, education, and wealth significantly affect risk-taking behavior, with younger, male, wealthier, and more educated investors exhibiting higher risk tolerance. Tamimi, H. A. H. (2015) Questionnaire identified six key factors influencing UAE investors' behavior, including business earnings, company wealth generation, stock marketability, past performance, government ownership, and structured financial markets. Paul Slavie (2015) Observed investors prioritize high returns from prominent stock indexes and firms, despite historical returns not guaranteeing future performance. Diacon, S. (2016) Found that investors prefer equities for long-term goals and fixed income products for short-term investments (less than three years). Lakshmi C. (2014) Indian investors avoid stocks due to perceived risks and lack of knowledge on risk mitigation, despite recognizing good investment opportunities. Koundinya, C. (2010) Noted some Indian investors avoid stocks due to market fluctuations and the 2007-2008 global economic slump's impact on the Indian stock market. Elankumaran and Ananth (2011) Survey in Trichy District showed risk, sector knowledge, and information gaps significantly influence Indian commodity market investors' decisions. Dr. K Ravichandran (2013) Survey in Chennai identified brokers as primary influencers for capital market investors, who prefer short-term investment products. Society for Research and Development in Capital Markets (2018) Survey identified fluctuating prices, business malpractice, and fraud as top concerns for Indian household investors.

III. NEED OF THE STUDY

Understanding investor behaviour towards the stock market is crucial for several reasons. First, it helps financial institutions, policymakers, and market analysts to gauge investor sentiment and make informed decisions. By studying investors' perceptions, the study aims to uncover the factors influencing their confidence and decision-making processes. Evaluating investment patterns provides insights into the popular investment strategies and the risk appetite of different investor groups. Additionally, knowing the satisfaction levels of investors with results from different investment strategies can point out areas that need work and innovation in financial products and services. Finally, analysing investor preferences towards the stock market helps in understanding the attractiveness of stock investments compared to other financial instruments, thereby assisting in the development of targeted marketing and educational initiatives.

OBJECTIVES OF THE STUDY

The study's objective is to achieve the following objectives:
- To examine investor behaviour towards stock market.
- To assess the investment patterns among investors.
- To analyse investor preferences in the stock market.
- To know the satisfaction levels of investors regarding returns from various investment options.

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SCOPE OF THE STUDY:

This study analyses investors' behaviour towards the stock market across Hyderabad, considering demographic elements such as age, income, and education, and profession. It evaluates investment patterns, including short-term trading and long-term holding, and examines investor perceptions of market volatility, risk, and returns. The study also measures investor satisfaction with different investment avenues such as equities, bonds, and mutual funds, and explores the psychological and emotional factors influencing investment decisions. Additionally, it tracks changes in investor behaviour over time to understand the impact of market conditions, economic factors, and global events. The goal is to provide a holistic view of investor behaviour, aiding in the enhancement of market practices, investor relations, and financial market stability.

IV. RESEARCH METHODOLOGY

Such an approach is one way to hop to the research challenge systematically The research approach speaks of the many techniques employed in conducting the research. Researching or research is a systematic study that is effectively aimed at discovering new knowledge. In other words, research characterized as a systematic, scientific approach that involves identifying the relevant information on a particular subject. One aspect that should be looked at in detail is how the research technique can give an understanding on the approaches and methods that were used in order to bring about the aims of the project.

V. DATA COLLECTION AND ANALYSIS

Data Collection

The Sources both primary and secondary have been utilised. in preparing this information.

• Secondary data the information that has been gathered, counted and have already been analysed by some other people are known as Secondary data.

Such secondary information could be gathered from the internet, books, and journals.

• They include First-hand information-These sources are also unique in nature as it covers first-hand information that was initially gathered in the present project. There are semi-structured and structured questionnaires, additionally face-to-face interviews.

- **Sampling unit:** There is need to define in advance the population for sampling purpose in case there is an intended audience that needs to be sampled. The subject of the study was the employees of some companies in Hyderabad as well as the students of some universities of this city.
- **Sampling Size:** Total number of participants Amount quantity of participants in the sample. Subjects in the group of people that are most likely to be used to form a sample in a study. The investors selected sample and out of the 150 investors, the interventions were as follows.
- **Sampling Method:** Since the target population was large, convenience sampling was used in the selection process for this research. Sampling is actually one of the techniques of sampling that falls under non-probability sampling. Convenience sampling entails involving the interviewer in selecting the sample as this may require him or her to make a judgment.
- **Instrument for Data Collection:** In the project data was collected by using the method of the questionnaire. This technique was employed in a trial survey to collect data in the second process, the research problem was defined and formulated.

Tools and Techniques Used for Analysing the Data

Percentage analysis,

Pie charts

Bar graphs

Chi Square Test

VI. DATA ANALYSIS AND INTERPRETATION

TABLE 1. Occupation of the respondent.

Row Labels	Count of Occupation	Percentage
Student	6	4%
self employed	55	37%
Service	83	55%
Others	6	4%
Grand Total	150	100%

Interpretation

Out of 150 respondents, 55% are employed in services, 37% self-employed, 4% employees, and 4% each are learners and others, marking services as the predominant employment sector.

TABLE 2. Age of the respondents.

Row Labels	Count of Age of the respondent	Percentage
Below 25	21	14%
26-30	78	52%
31-36	39	26%
More than 36	12	8%
Grand Total	150	100%

Interpretation

Among 150 respondents, 52% are aged 26-30, 26% are 31-36, 14% are below 25, and 8% are over 36, indicating a majority are 26-30 years old.

TABLE 3- Gender of the respondents

Row Labels	Count of Gender	Percentage
Female	62	41%
Male	88	59%
Grand Total	150	100%

Interpretation

Among 150 patients, 59% are male and 41% are female, indicating male dominance in the program and an uneven gender ratio.

TABLE 4- Annual income of the respondents

Row Labels	Count of Annual income of the respondent	Percentage
Less than 1 lakh	5	3%
1 lakh-3 lakh	3	2%
3 lakh-5 lakhs	67	45%
more than 5 lakhs	75	50%
Grand Total	150	100%

Interpretation

Among 150 respondents, 50% earn over 5 lakhs, 45% earn 3-5 lakhs, 3% earn below 1 lakh, and 2% earn 1-3 lakhs, indicating most earn over 3 lakhs annually.

TABLE 5- Duration of investment in no of years.

Row Labels	Duration of investments	Percentage
Less than 1 year	30	20%
1-2 year	61	41%
2-5 year	48	32%

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More than 5 years	11	7%
Grand Total	**150**	100%

Interpretation

Among 150 respondents, 41% invest for 1-2 years, 32% for 2-5 years, 79% for less than a year, and only 7% for over 5 years, indicating a preference for short to mid-term investments.

TABLE 6- Source of information about investment.

Row Labels	Source of information about market	Percentage
Brokers	99	66%
Internet ads	20	13%
Newspapers	24	16%
Others	7	5%
Grand Total	**150**	**100%**

Interpretation

Among 150 respondents, 66% rely on brokers for market information, 16% on newspapers, 13% on internet ads, and 5% on other sources, highlighting brokers as the primary information providers.

TABLE 7- Awareness about investment options available in the market.

Row Labels	Awareness about stock market	Percentage
No	76	51%
Yes	74	49%
Grand Total	**150**	100%

Interpretation:

Among 150 respondents, 51% lack stock market awareness while 49% are aware, indicating a near 50-50 split and suggesting many could benefit from improved stock market knowledge.

TABLE 8- Factors affecting investment decision.

Row Labels	Factors affecting your investment decision	Percentage
Family members	25	17%
Financial consultants	74	49%
Friends	45	30%
Others	6	4%
Grand Total	**150**	100%

Interpretation:

Among 150 respondents, 49% rely on financial consultants, 30% on friends, 17% on family, and 4% on other sources, highlighting financial consultants and friends as the primary investment influencers.

TABLE 9- Investment options available in the market.

Row Labels	Investment options you prefer the most	Percentage
Commodity market	38	25%
monetary market	24	16%
Others	10	7%
Stock market	78	52%
Grand Total	**150**	100%

Interpretation:

Among 150 respondents, 52% prefer the stock market, 25% prefer commodities, 7% prefer other investments, and 93% prefer the monetary market, showing a strong inclination towards stocks and commodities.

TABLE 10. Type of trading prefer the most in the market

Row Labels	Type of trading prefer in stock market	Percentage
Offline trading	40	27%
Online trading	110	73%
Grand Total	**150**	100%

Interpretation:

Out of 150 respondents, 73% prefer online trading while 27% prefer offline trading, indicating a clear preference for online platforms due to their convenience and modern trading methods.

TABLE 11 - Brokerage charged by dealers in the stock market.

Row Labels	Brokerage charged by investors in stock market	Percentage
10-20 paisa	42	28%
20-30 paisa	100	67%
more than 30 paisa	8	5%
Grand Total	**150**	100%

Interpretation:

Among 150 investors, 28% pay 10-20 paisa, 67% pay 20-30 paisa, and 5% pay over 30 paisa in brokerage charges, with 20-30 paisa being the most common fee bracket.

TABLE 12 - Is it a good option to investment in the market.

Row Labels	Is it a good option to invest in stock market	Percentage
1	30	20%
2	87	58%
3	24	16%
4	9	6%
Grand Total	**150**	100%

Interpretation:

Opinions on stock market investing vary among 150 respondents: 20% rate it as 'good' (rating 1), 58% as 'fair' (rating 2), 16% are indifferent (rating 3), and 6% are skeptical (rating 4). Overall, 78% view it positively or moderately.

TABLE 13 - Recommend anyone to invest in the stock market.

Row Labels	Recommend anyone to invest in stock market	Percentage
No	46	31%
Yes	104	69%
Grand Total	**150**	100%

Interpretation:

Opinions on stock market investment are split: 69% recommend it, while 31% oppose. The majority's positive view suggests confidence in potential returns and market performance, reflecting a generally high willingness to engage in stock market investments.

TABLE 14. Shows Respondent's Investment Amount

Investment Amount	No. Of Respondent's	Percentage (%)
Less Than Rs 10,000	72	48
Rs 10,000- Rs 50,000	36	24
Rs 50,000- Rs 1,00,000	22	14.7
Rs 1,00,000 – Rs 2,00,000	15	10
Above Rs 2,00,000	5	3.3
Total	150	100

Interpretation

Investment preferences show that 48% invest less than Rs 10,000, 24% between Rs 10,000 and Rs 50,000, 14.7% between Rs 50,000 and Rs 1,00,000, 10% between Rs 1,00,000 and Rs 2,00,000, and 3% above Rs 2,00,000, indicating a trend toward smaller investments.

TABLE 15 Shows Respondent's Stock Exchange

Stock Exchange	No. Of Respondents	Percentage (%)
NSE	80	53.3
BSE	33	22
Both NSE or BSE	37	24.7
Total	150	100

Interpretation

Respondents show a clear preference for stock exchanges: 53% favor NSE, 22% prefer BSE, and 24% use both. This indicates NSE is the preferred choice, with a significant portion engaging in diversified trading strategies across both exchanges.

TABLE 16 Shows Respondent's Brokering Site.

Brokering Site	No. Of Respondents	Percentage (%)
Zerodha	28	18.7
Upstox	38	25.3
Iifl Securities	28	18.7
HDFC Securities	19	12.7
Alice Blue	6	4
5 Paise	5	3.3
Others	26	17.3
Total	150	100

Interpretation

Respondents prefer Upstox (25.3%), followed by Zerodha and IIFL Securities (18% each). HDFC Securities has 16%, while Fidelity International, Alice Blue, and 5 Paisa have lower shares. This suggests a competitive market with varying preferences for trading platforms.

TABLE 17 Shows How Respondent's Believe That Their Brokers Is Very Successful In Online Trading

Online Trading Brokers is Very Successful	No. Of Respondent's	Percentage (%)
Strongly Agree	40	26.6
Agree	61	40.7
Strongly Disagree	11	7.3
Disagree	7	4.7
Neutral	31	20.7
Total	150	100

Interpretation

Respondents' views on online trading brokers show 67% either strongly agree or agree on their effectiveness, while 12% express negative attitudes and 20.7% are neutral. This highlights a general confidence in brokers' efficiency, with some skepticism remaining.

TABLE 18 Shows Respondent's Experience In Online Trading

Experience	No. Of Respondent's	Percentage (%)
Beginner	58	38.8
Less Than 1 Year	32	21.3
1-2 Years	21	14

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2-3 Years	17	11.3
3-4 Years	11	7.3
More Than 4 Years	11	7.3
Total	150	100

Interpretation

The data reveals that 38.8% of respondents are beginners, 21.3% have less than a year of experience, 14% have 1-2 years, and 11.3% have 2-3 years. This indicates a growing interest among novice investors, with most having less than a year's experience.

TABLE 19 Shows Respondents Trading Plan

Trading Plan	No. of Respondent's	Percentage (%)
Daily	28	18.7
Weekly	43	28.7
Monthly	50	33.3
Yearly	29	19.3
Total	**150**	**100**

INTERPRETATION

The research shows 33.3% of respondents trade monthly, 28.7% weekly, 19.3% daily, and 7.7% annually. This suggests a preference for less frequent trading, with over half opting for monthly or yearly schedules, reflecting a diverse trading pattern among 150 participants.

TABLE 20 Shows Respondent's Investment.

Investment	No. Of Respondent's	Percentage (%)
Equity	37	24.7
Mutual Funds	51	34
Derivatives	15	10
Both Equity And Mutual Funds	47	31.3
Total	150	100

INTERPRETATION

The survey shows 34% of respondents favor mutual funds, 31.3% invest in both stocks and mutual funds, 24% prefer equity, 7% favor sweeping, and 10% prefer derivatives. This indicates a preference for moderate and diversified investment options.

TABLE 21 Shows Online Trading Is User Friendly Compared To Offline Trading

User Friendly	No. Of Respondent's	Percentage (%)
Strongly Agree	38	25.3
Agree	53	35.3
Strongly Disagree	21	14
Disagree	7	4.7
Neutral	31	20.7
Total	150	100

INTERPRETATION

The survey shows 60% of respondents find the user-friendliness of the product satisfactory, with 6% strongly agreeing, 18.7% disagreeing, and 20.7% neutral. This reflects a generally positive perception and highlights the importance of easy-to-use designs.

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TABLE 22 Shows Online Trading Consumes Less Time Comparing Tool Trading And Offline

Less Time Consuming	No. Of Respondents	Percentage (%)
Strongly Agree	47	31.2
Agree	52	34.7
Strongly Disagree	16	10.7
Disagree	4	2.7
Neutral	31	20.7
Total	150	100

Interpretation

The survey reveals 65% of respondents desire more efficient processes, with 69% agreeing that activities should be quicker. However, 13.4% disagree and 20.7% are neutral. This indicates a majority favor shorter working hours, while some are indifferent or negative.

TABLE 23 Shows Chisquare Test Investor's Investment and Occupation

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Occupation * Investment	150	100.00%	0	0.00%	150	100.00%

Cross Tabulation On Occupation*Investment							
			Investment				Total
			Both equity and mutual Funds	Derivatives	Equity	Mutual funds	
Occupation	Business	Count	12	5	12	16	45
		Expected Count	14.1	4.5	11.1	15.3	45.0
	Government employee	Count	4	1	3	3	11
		Expected Count	3.4	1.1	2.7	3.7	11.0
	Private employee	Count	19	6	18	19	62
		Expected Count	19.4	6.2	15.3	21.1	62.0
	Professional	Count	9	2	3	10	24
		Expected Count	7.5	2.4	5.9	8.2	24.0
	Retired	Count	3	1	1	3	8
		Expected Count	2.5	.8	2.0	2.7	8.0
Total		Count	47	15	37	51	150
		Expected Count	47.0	15.0	37.0	51.0	150.0

Chi SquareTests			
	Value	Df	Asymptotic Sign (2-sided)
Pearson Chi Square	4.317[a]	12	.977
Likelihood Ratio	4.693	12	.967
Valid Cases of n	150		
a.10 cells (50.0%) have expected count less than 5. The minimum expected count is .80			

Interpretation:

The Chi-Square test for the association between occupation and investment choices of investors shows a Pearson Chi-Square value of 4.317 with 12 degrees of freedom and a p-value of 0.977. This high p-value indicates that there is no statistically significant relationship between an investor's occupation and their choice of investment (equity, mutual funds, derivatives). Hence, occupation does not significantly influence investment decisions in this sample.

TABLE 24   CHISQUARE TEST FOR AGE AND EXPERIENCE OF INVESTOR'S.

Cases Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE *EXPERIENCE	150	100.0%	0	0.0%	150	100.0%

Cross tabulation on Experience * Age							
			Age				Total
			18-25	26-40	41-60	ABOVE 60	
			Years	Years	Year S	Years	
Exp Erie Nce	Beginner	Count	21	27	10	0	58
		Expected Count	18.9	24.4	13.5	1.2	58
	Less Than 1 Year	Count	15	10	7	0	32
		Expected Count	10.5	13.4	7.5	0.6	32
	01-02 YEARS	Count	10	10	1	0	21
		Expected Count	6.9	8.8	4.9	0.4	21
	02-03 YEARS	Count	1	9	5	2	17
		Expected Count	5.6	7.1	4	0.3	17
	03-04 YEARS	Count	2	1	7	1	11
		Expected Count	3.6	4.6	2.6	0.2	11
	More Than 4 Years	Count	0	6	5	0	11
		Expected Count	3.6	4.6	2.6	0.2	11
Total		Count	49	63	35	3	150
		Expected Count	49	63	35	3	150

Chi Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	44.328[a]	15	.000098
Likelihood Ratio	46.330	15	.000047
N of Valid Cases	150		
a.14 cells (58.3%) have expected count less than 5. The minimum expected count is.22.			

Interpretation:

The Chi-Square test for the association between age and experience of investors shows a Pearson Chi-Square value of 44.328 with 15 degrees of freedom and a p-value of 0.000098. This low p-value indicates a statistically significant relationship between an investor's age and their investment experience. Thus, age significantly influences the investment experience in this sample.

VI. FINDINGS

- 55% are employed in services, 37% self-employed, with students and others each at 4%.
- 52% of respondents are aged 26-30, 26% are 31-36, 14% below 25, 8% over 36.
- 59% of respondents are male, and 41% are female, indicating male dominance.
- 50% earn over 5 lakhs annually, 45% earn between 3-5 lakhs, and a few earn less.
- 41% invest for 1-2 years, 32% for 2-5 years, 20% for less than a year, 7% over 5 years.
- 66% rely on brokers for investment information, 16% on newspapers, 13% on internet ads, and 5% on others.
- 51% are unaware of stock market options, 49% are aware, indicating a need for more education.
- 49% are influenced by financial consultants, 30% by friends, 17% by family, and 4% by others.
- 52% prefer the stock market, 25% prefer commodities, 7% other investments, showing strong stock market inclination.
- 73% prefer online trading, 27% prefer offline trading, reflecting a trend towards digital platforms.
- 67% pay 20-30 paisa brokerage, 28% pay 10-20 paisa, and 5% pay over 30 paisa.
- 20% rate stock market investing as 'good,' 58% as 'fair,' 16% indifferent, and 6% skeptical.
- 69% recommend investing in the stock market, while 31% do not, indicating overall positive sentiment.
- 48% invest less than Rs 10,000, 24% between Rs 10,000-50,000, 14.7% between Rs 50,000-1,00,000.
- 53% prefer NSE, 22% BSE, 24% use both, showing NSE as the preferred choice.
- Upstox leads at 25.3%, followed by Zerodha and IIFL Securities (18.7% each), with other platforms lower.
- 67% view online trading brokers positively, 12% negatively, and 20.7% are neutral about their effectiveness.
- 38.8% are beginners, 21.3% have less than a year's experience, 14% have 1-2 years, 11.3% 2-3 years.
- 33.3% trade monthly, 28.7% weekly, 19.3% daily, and 19.3% annually, indicating varied trading frequencies.
- 34% favor mutual funds, 31.3% invest in both stocks and mutual funds, 24% prefer equity, 10% derivatives.
- 60% find online trading user-friendly, with 6% strongly agreeing, 18.7% disagreeing, and 20.7% neutral.
- 65% agree online trading is efficient, 69% favor quicker processes, while 13.4% disagree and 20.7% are neutral.

No significant relationship between occupation and investment choices; occupation does not significantly impact investment decisions.

Significant relationship between age and investment experience; age significantly influences investment experience among respondents.

VIII. CONCLUSION

The survey analysis reveals key insights into investor demographics and preferences. A significant majority of respondents are service employees, aged 26-30, with a male dominance. Most earn over Rs 3 lakhs annually and prefer short to mid-term investments. Brokers are the primary source of investment information, while stock market investments are highly favored, with a notable preference for online trading. Despite varied opinions on broker efficiency, confidence in stock market investment remains high, though awareness and experience vary. The Chi-Square tests indicate no significant link between occupation and investment choice but show a significant relationship between age and investment experience.

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