

## **Dynamics of Investor's Behaviour: An Analytical Survey Study in Indian Securities Market**

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**Abstract :** This paper attempts to formalise the effect of demographic variables like marital status, gender, occupation and age on the source of investment advice which, in turn, affect the herd behaviour of investors and probability of investment in near future. Further, postulations have been made for most preferred investment option and purpose of saving and source of investment. Impact of theoretical analysis on choice among investment alternatives has also been investigated. The analysis contributes to understanding the different investment choices made by households in India. The insights offered in the paper indirectly contribute in uncovering the various unexplained asset pricing puzzles.

**Keywords :** portfolio choice, investment decisions, investor's behaviour, Indian securities market

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