CONSEQUENCES OF FINANCIAL CRISIS ON INVESTOR’S RISK TOLERANCE WITH SPECIAL REFERENCE TO IIFL IN TIRUNELVELI CITY

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ABSTRACT

Financial crisis was a global phenomenon that every nation was giving war - priorities. It was applied broadly to a variety of situations in which some financial institutions and assets were suddenly lost their large part of asset value. The cruelty of crisis which rocked the American investors, citizen, financial institutions, and banks also put Indian people, financial investors, and banks into peril as the radius of the crisis spread throughout the world. The main objective of the present study is to study the consequences of the financial crisis 2008 and how it affected the investors’ risk tolerance on financial investment especially shares and mutual fund.
Both the primary and secondary data has been used in this study for analysis and interpretation.

**KEYWORDS**: Risk, Return.