

IMPACT OF DEMOGRAPHIC VARIABLES ON RETAIL INVESTOR'S BEHAVIOR IN FUTURES MARKET IN INDIA: AN EMPIRICAL ANALYSIS

MR. ASAD REHMAN

Astt. Professor, Department Business Administration
Aligarh Muslim University, Aligarh, Uttar Pradesh
E-mail: asadrehman73@rediffmail.com

MR. ASIF AKHTAR

Astt. Professor, Department Business Administration
Aligarh Muslim University, Aligarh, Uttar Pradesh
E-mail: asifakh@gmail.com

MR. AGHA NURUZZAMAN

Research Scholar, Department Business Administration
Aligarh Muslim University, Aligarh, Uttar Pradesh
E-mail: aghanuruzzaman@gmail.com

Abstract

The Behavioral finance experts have proved it quite well that investment decision making is not a completely rational process. Individuals' investment decisions are guided by not only their intellectual aspects but also the emotions, desires, prejudices one has. They are some of the essential factors which weave out their goals. Gender, age, income, education, wealth and marital status of individuals also influence the investment decision. This paper investigates how gender, age and experience of retail investors affect their investment decisions in futures market in India. The study employs primary data collected from a sample of 411 retail investors who trade in futures and options with the help of a structured questionnaire. The survey was carried out in Delhi and NCR during March- November 2010. SPSS tools were used to analyze the data. The results indicate that gender, age and experience were found to be significant factors impacting the trading behavior of retail investor in Indian futures market.

Key Words: Behavioral Finance, Futures, Options