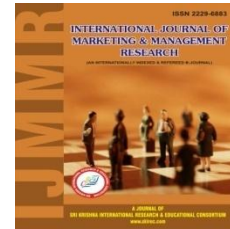




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## **INVESTMENT BEHAVIOUR STUDY - DESIGN AND TESTING (RELIABILITY AND VALIDITY) OF QUESTIONNAIRE**

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### **ABSTRACT**

*Validity and Reliability testing of data collection instrument is very much essential to ensure accuracy, consistency and practicability of data. This article gives information about the procedure adopted to test the questionnaire used to collect information about the investment behaviour of Government college teachers. Validity includes content, criteria and construct-validity and Reliability test meant to measure stability, equivalence and internal consistency. This article also defines the term investment behaviour and identifies the investment behaviour variables which will act as a scope for the investment behaviour study.*

**KEYWORDS:** *Investment behaviour, investment behaviour variables, Validity test, Reliability test, Questionnaire design.*