

A Study on Investor's Behaviour and Investor's Decision Making:

In Jaffna District.

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ABSTRACT

Now a day, Investors are king in investment market around the world. They have the ability to invest anywhere but investment patterns are changed day to day. However, this research surveys on the influence of investor's behaviour on investor's decision making. The aim of this study is to investigate the impact of investor's behaviour on investor's decision making in Jaffna district. There are so many investors in Jaffna peninsula. But most of them don't have the proper investment decision making. Therefore this research analyzed the investor's behaviour and investor's decision making. For this purpose, 100 investors were selected as sample in Jaffna district based on simple random sampling method and primary data was collected by using questionnaire form the investors. Correlation and multiple Regression analysis were performed through SPSS software (16.0 version).The result reveals that there is a positive relationship between investor's behavior and investor's decision making and perceived behaviour and awareness significantly impact on investor's decision making. Further this Research shows that investors are more likely to invest in assets where performance is over long periods due to a lower risk perception than when presented with a succession of short period returns. This Study gives suggestions for the development of beneficiaries individually for the organizations to develop excellent beneficiaries and for the improvement of future researchers. Furthermore, this study provides platform to young investors to make investment decision in Jaffna district

Keywords-awareness, investor's behavior, investor's decision making, perceived behaviour