

## **A Study on Buying Behaviour of Individuals for Financial Products- with Special Reference to Delhi-NCR**

**Dr. Ashish Pathak,**

Professor of Commerce  
Sh. A.B.V.G.A.C.C.,  
Davv university, Indore, India.

**Tripta Rani,**

Research Scholar,  
Sh. A.B.V.G.A.C.C.,  
Davv university, Indore, India.

### **ABSTRACT**

*Customer is the king of business; we have been studying this since the evolution of marketing. The marketing activities start from customer and ends with customer. Customers make purchases so that they can satisfy their needs and a marketer's job is to identify those needs and satisfy them by studying and identifying the factors which influences the behaviour of consumer. In general sense, Consumer behaviour implies the study of consumers in relation to their process of select, buy, consume and dispose of products and services. As we have entered the twenty-first century, The Financial Industry in India has opened up like never before. There are number of financial institutions offering various types of financial products and services. This paper will cover the consumer decision making regarding financial products, the factors which influence the decision making and preferences of consumers for the various financial products in Delhi-NCR.*

**Keywords:** Consumer behaviour matrix, Consumer decision making, Financial products.

### **INTRODUCTION:**

In the current scenario there are lots of financial products being offered by various financial institutions operating in the Indian financial market. But Banks deposits, Post office schemes, Pension funds, Life insurance policies, gold and real estate are considered to be the safest investments by the consumers. On the other hand shares, debentures and mutual funds are not considered to be safe investment due to involvement of high risk factor and dynamic market conditions.

As per the latest data, the bank fixed deposits use to attract the consumer, because it is comparatively safest investment avenue with the fixed rate of interest. Also the network of public sector banks is widely spread across India including the rural areas. Which makes bank fixed deposits more accessible to the common man of rural areas as well.

Consumers are traditionally investing in Gold as it is safe and it is a part of traditions and culture. Gold is being gifted to relatives on the occasions of wedding, birth of a child or on any festival. It is considered to be safe investment, as it protects you from inflation. There is a high demand in India for gold which leads it to be the largest importer of gold in the world. Consumer also invests in real estate but the difference between earlier investments and now is that earlier only upper class people used to invest in real estate. But now, with the increased income levels and availability of easy funds (Housing loan and finance), it has become affordable to the middle class as well. The other popular investment avenue like Life insurance is emerging as the most preferable financial product. As it is safe and provides tax benefits to the investors.

As per the latest savings data by RBI, the composition of (changes in) gross financial savings (in percent) is as follows:

Item	(Per cent of GNDI)					
	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17*
1	2	3	4	5	6	7
A. Gross financial saving	10.4	10.5	10.4	10.1	10.9	11.8
Of which:						
1. Currency	1.2	1.1	0.9	1.1	1.4	-2.1
2. Deposits	6.0	6.0	5.8	5.0	4.8	7.3
3. Shares and debentures	0.2	0.2	0.2	0.2	0.3	1.2
4. Claims on government	-0.2	-0.1	0.2	0.0	0.5	0.5
5. Insurance funds	2.2	1.8	1.8	2.4	1.9	2.9
6. Provident and pension funds	1.1	1.5	1.5	1.5	2.0	1.9
B. Financial liabilities	3.2	3.2	3.1	2.9	3.1	3.7
C. Net financial saving (A-B)	7.2	7.2	7.2	7.2	7.8	8.1

\*: As per the latest estimates of the Reserve Bank; GNDI: Gross national disposable income.  
 Note: Figures may not add up to total due to rounding off.  
 Source: CSO.

**Source:** Reserve Bank of India - Annual Report (Aug 30, 2017)

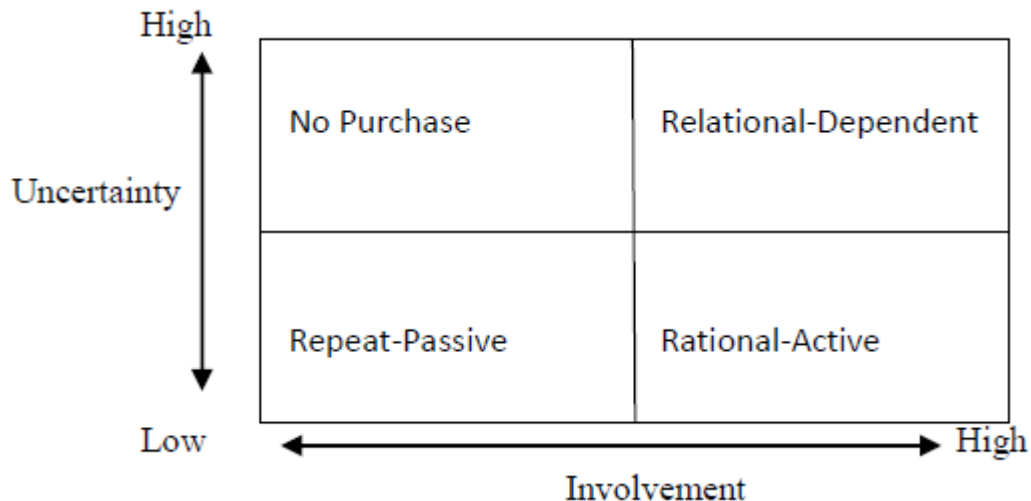
As per the latest data, the bank deposits were consistently highly invested product among the other financial products throughout six years (2011-2017) forms 7.3% of GNDI. The second highest investment is made into insurance funds followed by the provident and pension funds. Pension and provident funds increased sharply till 2016 to 2% but it declined at 1.9% in 2017. The share of share and debentures is constant till 2015 at 0.2% and then it started increasing and stood at 1.2% in 2017. So the table predicts than bank deposits are the highly invested product and share and debentures are the least invested product consistently. But what would be the reason of low investment in shares and debentures? Indian Financial market has developed so much; there are SEBI, RBI and other regulatory bodies which protect the interest of consumer. Then what is the reason of individuals are not investing in equity markets?

Delhi or the National Capital Territory (NCT) of India is a city and a union territory of India. It is a large metropolitan area in India. Delhi is the fifth most populous city in the world. Delhi’s population has increased from 16.78 million (Govt of India, 2016-17) in 2011 to 18.6 million in 2016 (world population review, 2018). Delhi has the 8th place in literacy rate among all states/UTs with the literacy rate of 86.2 % as per census 2011. Delhi being the second-wealthiest city after Mumbai in India, with a total wealth of \$450 billion, there is a great demand and supply of financial services. There is a huge market for financial buyers including ultimate and institutional consumers. Delhi is the largest commercial centre in northern India which creates a huge market of buyers and sellers of financial products. (Wikipedia, 2019) It covers many districts of Haryana, Uttar Pradesh and Rajasthan and adjoining states of Delhi. The NCR planning board was formed in 1985 to plan the infrastructure development of the area and make harmonious policies for the control of land uses. The national capital region includes cities of Haryana, Uttar Pradesh and Rajasthan like Noida, Gurugram, Ghaziabad, Faridabad and Delhi.

**CONSUMER DECISION MAKING PROCESS:**

Consumer behaviour is the study of how individuals spend their resources (time, Money, effort) to make decisions on consumption related items. It is the study of answering some questions which can be why they buy, what they buy, when they buy, from where they buy, how often they buy, and how often they use the items. (singh, 2014)The consumer buying process is not a simple process, it involves a complex understanding. There are a number of decision options a consumer has to take in today’s market economy out of which five major decisions are: “What to buy? How much to buy?, Where to buy?, When to buy?, and How to buy?”

Consumer Behaviour Matrix developed by Antony Beckett in his paper an exposition of consumer behaviour in the financial services industry, he identified two principal factors that determine individual choices which are Uncertainty and Involvement. A two dimensional matrix of consumer behaviour has been developed by Antony Beckett by placing uncertainty and involvement on to a simple continuum running from high to low. Uncertainty includes the elements like perceptions of risk, complexity of product and certainty of return. On the other hand, involvement represents the customer control, customer participation and level of contact.



**Figure 1: Consumer Behaviour Matrix, Source: (Antony Beckett, 2000)**

A marketer must pay attention to each and every facet of consumer decision process, as it helps them in deciding and forming the marketing strategies they should use. The consumer decision making process contains a number of stages. Generally, a consumer passes through five stages- problem recognition, information search, evaluation of alternatives, purchase decision and post purchase behaviour. Thus it is pretty clear that the process of buying starts long before the actual purchase is made. The consumer behaviour can be different for different kind of goods for example: buyer or consumer takes his buying decision for daily use items much easily while for luxurious and durable products he thinks much before taking a purchase decision it. The five steps of consumer decision making process are:



So this paper will look into the matter of consumer buying behaviour and the preferences of consumers for the given financial products namely shares, debentures, bank fixed deposits, corporate fixed deposits, mutual funds and life insurance particularly in the region of Delhi- NCR.

### REVIEW OF LITERATURE:

(Manoj Kumar, 2018) concluded in his study on Study of Customers' Preference Towards Investment in Mutual Funds and Equity Shares with Special Reference to Lucknow, that consumers prefer Mutual funds in comparison to equity share in Lucknow. He also found that return is the most important factor consumers consider while making purchase decision and the purpose of buying a financial product is saving for securing future rather than wealth maximization and tax saving. He took sample size of 100 for the study and on the basis of primary data he has observed that the age of respondents influences the behaviour of their investment, which reveals that the young individuals are ready to take more risk, in comparison to middle age or senior citizens and invest in equity shares. Where, Middle age individuals are more inclined towards those financial products which are safe and secure investments, like Atal Pension Scheme, NPS, PPF and children's education plan. He suggested giving more power to SEBI on investor's protection will attract the capital market investments and more transparency in investment operations.

(N. Geetha, 2011) has analysed in her research paper a Study on People's Preferences in Investment Behaviour that individuals preferred insurance, NSC, PPF and bank deposit in comparison to other investment avenues. The author concluded that in Kurumbalur city the individuals are aware about the different financial products available in the market but are not aware about stock market, equity, bond and debentures. Also he stated in his study that income is the important factor which affects the portfolio of the investors and Lower income level groups investors preferred to invest in Insurance, NSC, PPF and bank deposits rather than any other financial instrument. The author suggests to conducting more awareness programmes to increase the financial literacy of people, so that they can increase their knowledge about stock market workings and various financial products available in the financial market.

(Shalini Gautam, 2013) advised in her research paper Indian Consumer Buying Behaviour in Financial Services to allocate the savings in various asset classes to meet the objectives of the customer and consumers should know the benefits of the asset allocation so that they can meet their needs. She emphasized on the regulation of financial markets and the financial literacy of retail investor. She says that growth in the Indian economy is only sustainable, if retail consumers invest in productive financial assets, rather than unproductive physical assets. The author suggests that the individuals should be more financially literate so that they are aware about the financial markets in order to make investment decisions.

(Periasamy, 2018) Studied in his research paper Perception of Investors towards Indian Commodity Derivative Market with Inferential Analysis in Chennai City, the various expectations of the investors, the level of awareness of commodity derivatives market, investment pattern of investors, factors influencing the spot and futures market (derivatives) and suggestions to improve the commodity derivatives market from its present position. He suggests that people should understand the expectations of investors that will help the people associated with commodity derivatives market, could create some sort of awareness among the investors. The author advised to create awareness which will increase the good investment pattern among the investors.

(Dr. Rajeshwary G.) Founded in her research, A Study of Consumers Behaviour for Financial Services that consumers' behaviour for financial services in Mumbai is not stable and uniform. Consumers consult their friends and relatives for while buying any investments and they prefer to choose that financial institution, which has a good image in the market. The investors prefer high returns from their investment and at the same time, they expect company to give security for their money.

(Mitran Paula Cornelia, 2009) conducted a study on 'The Study of Clients' Buying And Consumption Behaviour Of Financial-Banking Products And Services' and in this paper author has said that consumer's behaviour is structured, in two components: buying and consumption behaviour. He said being all other advantages are equal, the customer will choose that financial instruments which will offer him the greatest gain. Apart from this, fear of regret is another factor that affects the behaviour of the consumer. This factor prevails when the investor does not trust the information he has or does not believe that he can process them. Author also mentioned that the demographic, culture and economic factors affects the consumer behaviour.

(Daniela, 2011) carried research on The Saving and Investing Consumer Behavior Analyses On The Romanian Financial Market. The results showed that Romanians are averagely financial literate as they roughly know about the savings and investments.

The research carried out showed that Romanians have a financial education on average. Roughly know the concepts of saving and investing. More than 60% people chose to invest in bank deposits. The study reveals that generally Romanians invest in daily consumable products, and if they want to save for an investment, probably that would be for a house or car in the future. The author finally concluded that investors have a very low appetite for risk.

#### **OBJECTIVE OF THE STUDY:**

1. To study the consumer decision making for various financial products.
2. To find the factors influencing consumer decision making towards financial products.
3. To study the preferences of consumer for different financial products.

#### **HYPOTHESIS OF THE STUDY:**

H1: There is no significant relationship exists between age and purchase of financial product.

H2: There is no significant relationship exists between gender and purchase of financial product.

H3: There is no significant relationship exists between Income and purchase of financial product.

#### **RESEARCH METHODOLOGY:**

The first segment of the study aimed at studying consumer decision making for different financial products through secondary research for understanding the consumer decision making process for different financial products. Second and third segments are related to determining the factors influencing consumer decision making for financial products and the preferences for given financial products through primary research through structured questionnaire. The questionnaire included demographic questions are measured on nominal scale and

other statements regarding factors influencing consumer decision making for financial product are measured on five point Likert scale where strongly agree is coded as 1 while strongly disagree is coded as 5.

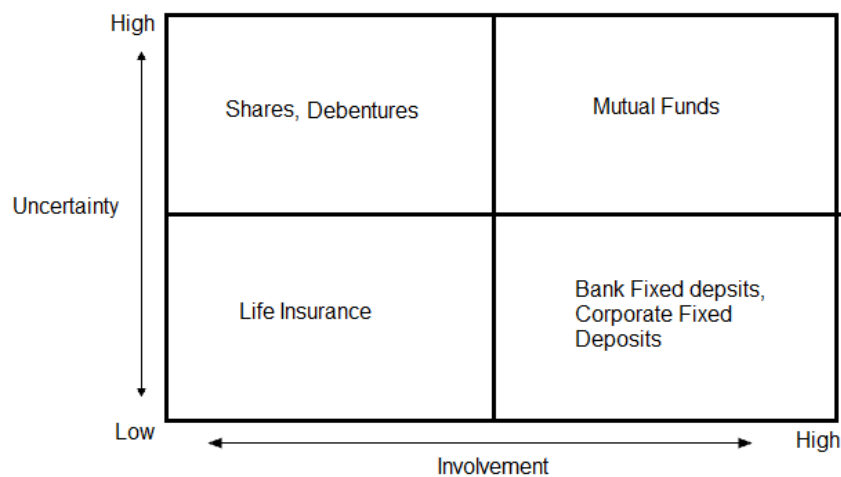
**Sample and Sampling method:** The sample is drawn from the areas of Delhi and NCR using snowball sampling method. In all 128 questionnaires were received.

Statistical tools used for analysis of data are frequency, percentage, Mean, chi-square test and factor analysis.

**FINDINGS AND DISCUSSION:**

From the findings of the survey, Shares and debentures are uncertain in nature with high perception of risk, uncertain rate of return and highly complex to understand. People who do not know how to make purchase and how to perform the trade for these financial products will not purchase any of these products. Also it is very difficult to understand the working of stock exchange and financial market which is the main reason of not purchasing shares and debentures. Therefore, with high uncertainty and low involvement, most of the customers are in the first quadrant of ‘No Purchase’ in the Consumer Behaviour Matrix.

The given Financial products are plotted in the Consumer Behaviour Matrix as follows:



**Figure 2: Consumer Behaviour Matrix developed by the authors**

Mutual funds are high in involvement and high in uncertainty because the schemes are managed by the financial institutions offering mutual funds. There is also uncertainty of outcome in terms of return, and schemes are little complex which are difficult to understand for a common investor resultant they need to seek advice of agent/broker or any third party for purchasing any mutual fund scheme. So the customers who have high involvement and high uncertainty fall in the ‘Relational Dependent’ in this matrix.

**Repeat-Passive** represents the customers who prefer low perception of uncertainty and low involvement. Generally individuals buy Life insurance, to save their taxes. The consumers are supposed to be aware about the features of the insurance policy. Also there is assured amount of return with life insurance.

**Rational-Active** represents the financial products, which offers high involvement and low uncertainty. Bank Fixed deposits and Corporate Fixed Deposits are in this quadrant. There is low level of uncertainty as fixed deposits are considered to be safe investment avenue. But the returns in these products are low.

**Data Analysis :**

**Table: 1 Demographic profile of respondents**

Variable	Frequency	Percent of respondents (n=128)
<b>Age Group</b>		
<b>20-30</b>	<b>81</b>	<b>63.3</b>
31-40	23	18.0
41-50	15	11.7
51-60	6	4.7
61 above	3	2.3

<b>Gender</b>		
Male	<b>67</b>	<b>52.3</b>
Female	61	47.7
Transgender	0	0
<b>Marital Status</b>		
Unmarried	62	48.4
<b>Married</b>	<b>63</b>	<b>49.2</b>
Separated	3	2.3
<b>Area</b>		
<b>Delhi</b>	<b>95</b>	<b>74.2</b>
Noida	8	6.3
Gurugram	9	7.0
Ghaziabad	8	6.3
Faridabad	8	6.3
<b>Education Qualification</b>		
<b>Graduate</b>	<b>61</b>	<b>47.7</b>
Post Graduate	48	37.5
Master of philosophy	2	1.6
Doctor of philosophy	4	3.1
Other	13	10.2
<b>Occupation</b>		
Student	20	15.6
Self Employed	14	10.9
<b>Service</b>	<b>57</b>	<b>44.5</b>
Professional	29	22.7
Home maker	8	6.3
<b>Monthly Income</b>		
<b>below Rs. 25,000</b>	<b>40</b>	<b>31.3</b>
Rs. 25,001- 50,000	35	27.3
Rs. 50,001- 75,000	22	17.2
Rs. 75,001- 1,00,000	15	11.7
Above Rs. 1,00,000	16	12.5

From Table no. 1 we can understand the demographic profile of this study which concludes that majority of age group falls between 20-30 years, there are 52.3% are males and 47.7% are female, 48.4% are unmarried, 49.2% are married and 2.3% are separated. Majorly the respondents belong to Delhi with 74.2%. 47.7% are Graduate, 37.5% are Post graduate, 1.6% and 3.1% are masters and doctors of philosophy and 10.2% falls in other category. 15.6% are students, 10.9% are self employed, 44.5% respondents do service, 22.7% are professionals, and rests of 6.3% are home makers. Majorly respondents fall in the category of income below Rs. 25000.

**Table 2: Purchase of financial product by respondents**

Have you ever invested in any Financial product?		
<b>Category</b>	<b>Frequency</b>	<b>Percent</b>
Yes	84	65.6
No	44	34.4
<b>Total</b>	<b>128</b>	<b>100</b>

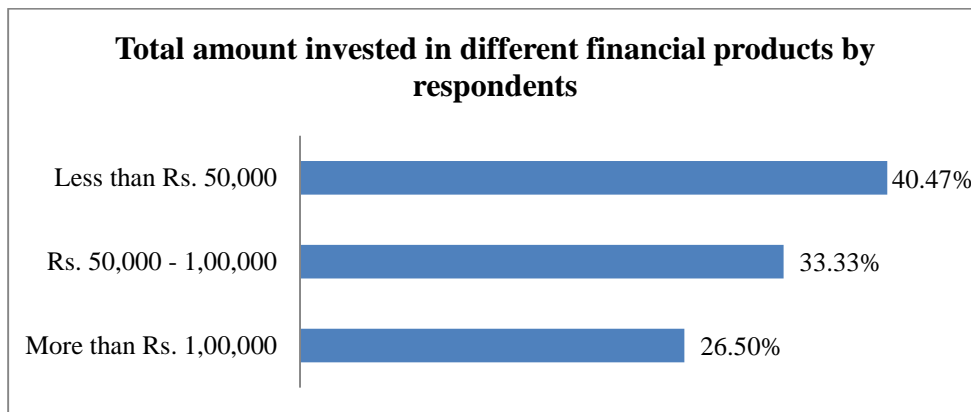
From table 2 we can clearly conclude that 65.5% of respondents have invested in financial product. And the rest of the respondents did not have bought any single financial product; the reason for not buying any financial product could be lack of awareness, financially illiteracy, lack of savings etc.

**Table: 3 Total amounts invested in different Financial products by respondents**

Total amount invested in Financial products		
Category	Frequency	Percent
Less than Rs. 50,000	34	40.47
Rs. 50,000 - 1,00,000	28	33.33
More than Rs. 1,00,000	22	26.2
<b>Total</b>	<b>84</b>	<b>100</b>

\*n= 84

Here the sample size was 84 because out of 128 respondents only 84 respondents have bought financial products. Table 3 shows us out of 84 respondents, 40.47% respondents have made investments worth less than Rs. 50,000. 33.33% respondents falls under the category of investments worth Rs. 50,000-1,00,000. And 26.2% respondents have made investments worth Rs. More than 1,00,000. From the table 3 we can conclude that, most likely the respondents have made investments under Rs.50,000, the reason of low investments could be low level incomes and low level of savings. Despite of having high income and saving levels individuals do not invest in financial products rather they prefer to buy non financial products like gold and real estate.



**Figure 3: Total amount invested in different financial products by respondents**

**Table 4: Respondents' perceptions about different factors taken into consideration while buying given financial product- Mean scores**

Factors	Aggregative results					
	Shares	Debentures	Bank Fixed Deposits	Corporate Fixed Deposits	Mutual Funds	Life Insurance
Risk	<b>1.95</b>	2.8	<b>3.5</b>	2.82	2.58	3.33
Return	<b>2.30</b>	<b>2.71</b>	2.67	2.58	<b>2.30</b>	2.60
Liquidity	<b>2.36</b>	2.77	2.44	2.64	2.43	<b>2.82</b>
Growth	<b>2.30</b>	2.65	<b>2.81</b>	2.55	2.33	2.68
Tax saving	2.81	<b>2.87</b>	2.56	2.75	2.49	<b>2.10</b>

**Scale:** five point scale was used to measure the perception, where: 1 = Very High; 2= High;

3= Moderate; 4= Low and 5= Very Low

- Risk From the above table we can conclude that the respondents perceive investment in shares is highly risky venture. On the other hand, Bank fixed deposits seems to be least risky. Life insurance also falls in the category of less risky product where, debentures, corporate fixed deposits and mutual funds appear to be moderately risky.
- Returns The respondents have opined that shares and mutual funds give high return and greater capital gains. On the other hand, investment in debentures gives least return. Bank fixed deposits, corporate fixed deposits and life insurance gives moderate returns.
- Liquidity according to the respondents, shares are highly liquid. Life insurance and debentures are least liquid, where, Bank fixed deposits and mutual funds are the moderately liquid for investing.



- d) Growth Respondents feel that shares are the best suited financial product if investor wants growth in the investment. There is high growth in shares and mutual funds followed by corporate fixed deposits. The growth in debentures and life insurance is moderate. The growth in life insurance is most likely to be low according to the respondents.
- e) Tax Saving Only Life insurance has been reported as the high tax saviour investment avenue. On the other hand, Debentures and shares are considered to be very low in terms of tax savings. Also, bank fixed deposits, corporate fixed deposits and mutual funds falls in the category of moderately to low which offers tax savings.

**Reliability test:**

Cronbach’s alpha test is used to test the reliability of items in the questionnaire and was found to be 0.892. The value of cronbach alpha is high, which indicates that the questionnaire is reliable for further analysis.

Reliability Statistics	
Cronbach's Alpha	N of Items
.892	25

**Table 5: Kaiser-Meyer-Olkin and Bartlett's Test of Sphericity test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.845
Bartlett's Test of Sphericity	Approx. Chi-Square	1349.531
	df	276
	Sig.	.000

As per KMO, the value of it should be greater than 0.5 for satisfactory factor analysis and in our study its value came out to be 0.845, which is good. Bartlett’s Test of sphericity and chi square with degree of freedom 276 was 1349.531 and was found significant. The results indicated that there were sufficient correlations between the variables. The data was found suitable for Principle Component Analysis.

Eigen values more than 1 was taken to consideration and it could explain 55.795 % of variance. Four factors were emerged and were grouped based on factor loadings above 0.4.

**Table 6: Total variance explained by factors**

Component	Total Variance Explained								
	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Factor 1	7.688	32.035	32.035	7.688	32.035	32.035	5.955	24.811	24.811
Factor 2	2.328	9.701	41.736	2.328	9.701	41.736	3.365	14.021	38.832
Factor 3	1.956	8.152	49.887	1.956	8.152	49.887	2.235	9.313	48.145
Factor 4	1.418	5.907	55.795	1.418	5.907	55.795	1.836	7.650	55.795

Extraction Method: Principal Component Analysis.

\*Factors are fixed to 4

**Table 7: Rotated component with factor loading, variance and Eigen value**

Factors	Items	Item loads	Factor load	% of Variance	Eigen Value
	My investment depends upon my saving	.809			
	I prefer those products which will give me high returns	.752			
	I prefer to invest only when I am aware about the current market conditions	.732			
	I prefer to buy the product which is safe (protected by law)	.696			



Factors	Items	Item loads	Factor load	% of Variance	Eigen Value				
<b>Economic</b>	I prefer those products which are liquid (easily converted into cash)	.690	8.407	24.811	5.95				
	I generally prefer that broker/agent/executive must be informative and cooperative	.681							
	I give preference to the product which involves great services	.649							
	I prefer a financial product which is not complex	.617							
	I try to collect every information regarding financial product offered by institutions	.610							
	For me relationship management is important	.575							
	I prefer those products which are great tax saver	.570							
	Applications (Mobile Apps) offered by institutions to make trade/ transactions easy is important for me	.561							
<b>Social</b>	I find it complicated to read and understand the terms and conditions while buying a financial product	.467	3.479	3.365	14.02				
	I prefer the product my colleagues/seniors have already bought	.773							
	I consider the opinions of my friends while making the purchase decision	.754							
	I give consideration to group opinion	.738							
	I consult my family while buying any financial product	.632							
<b>Marketing</b>	I prefer those products which will increase my prestige	.582	2.370	9.313	48.14				
	Promotion strategies adopted by the institution influences me to buy the product	.695							
	Advertisement draws my attention towards the product	.638							
	I give special consideration to the image of financial institution	.608							
	I know and understand how the financial market works	.429							
	<b>Psychological</b>	I am attracted to the new and innovative financial products				.723	1.400	7.650	55.79
		I would like to take high risk in order to get the high return				.677			

Four components were factor analyzed by Principal Component analysis using Varimax rotation. The analysis yields four components i.e. Marketing, Economic, Social and Psychological. Out of 25 statements, 1 statement was deleted as its value extracted in communalities as .286 which was less than 0.4.

**Factors emerged from the analysis are:**

First factor is labelled as Economic. The factor is loaded with 13 items. It is clear from these items that they are related to the Economic factors which are important for consumers and these items should be considered by Financial institutions to formulate strategies. These items include the saving and investment, current market condition, safe by law, liquidity, relationship management, tax saving, non complex products, applications offered by the companies etc.

Second factor is labelled as Social. It is loaded with 5 items. The table shows that these items are related with the Social factors need to be consider. This factor includes the items that increase the prestige, opinion of friends, family and colleagues, group opinion etc.

Third factor is labelled as marketing. It is loaded with 4 items. The items shown in the table are related with the marketing and promotional strategies which include advertisements, image of the institution, promotional strategies etc.

Fourth factor is labelled as Psychological. It is loaded with 2. The items shown in the table are related with the perception of the consumers which include new innovative products and the products which gives high return.

**Table 7: Preferences of consumers for given financial products**

Preference order	Financial Products
I	Bank fixed deposits
II	Life insurance
III	Mutual funds
IV	Corporate fixed deposits
V	Debentures
VI	Shares

**Note:** responses are not mutually exclusive

The third objective of this research paper was to study the preferences of customers for given financial products, the respondents were asked to give preference to each one of the financial products under study (viz., Shares, Debentures, Bank fixed deposits, Corporate fixed deposits, Mutual funds and Life Insurance), Which they will prefer to buy, where 1 was coded for “highly preferred” and 6 was coded for “least preferred”.. From the responses received of consumers on preference for given financial product, we can conclude that bank fixed deposits are highly preferred, then Life insurance took second place in the order of preference, mutual funds and corporate fixed deposit took third and fourth place in order of preference, where Debentures and shares took the fifth and sixth place. The reason of being the first preference of individuals for bank fixed deposits could be less risky and moderately liquid, on the other hand shares and debentures are least preferable financial product because they are highly risky.

**HYPOTHESIS TESTING:**

H<sub>01</sub>: There is no significant relationship exists between age and purchase of financial product.

H<sub>A1</sub>: There is significant relationship exists between age and purchase of financial product.

**Table 8: Cross tabulation between Age and Purchase of financial product.**

Age group * Have you ever invested in any Financial product? Cross tabulation					
			Have you ever invested in any Financial product?		Total
			Yes	No	
Age Group	20-30	Count	44	37	81
		Expected Count	52.5	28.5	81.0
	31-40	Count	19	4	23
		Expected Count	14.9	8.1	23.0
	41 above	Count	20	4	24
		Expected Count	15.6	8.4	24.0
<b>Total</b>		<b>Count</b>	<b>83</b>	<b>45</b>	<b>128</b>
		<b>Expected Count</b>	<b>83.0</b>	<b>45.0</b>	<b>128.0</b>

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.718 <sup>a</sup>	2	.005
Likelihood Ratio	11.428	2	.003
Linear-by-Linear Association	9.183	1	.002
N of Valid Cases	128		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.09.

Chi square test results shows the statistics of 10.178, degree of freedom is 2 and p value came out to be .005 (p value <0.05) which indicates that the null hypothesis is rejected and there is significant relation exists between age of respondents and purchase of Financial product by accepting alternate hypothesis.

H<sub>02</sub>: There is no significant relationship exists between gender and purchase of financial product.

H<sub>A2</sub>: There is significant relationship exists between gender and purchase of financial product.

**Table 9: Cross tabulation between Gender and Purchase of financial product**

		Gender of respondent * Have you ever invested in any Financial product? cross tabulation			
		Have you ever invested in any Financial product?		Total	
		Yes	No		
Gender of respondent	Male	Count	47	20	67
		Expected Count	43.4	23.6	67.0
	Female	Count	36	25	61
		Expected Count	39.6	21.4	61.0
<b>Total</b>		<b>Count</b>	<b>83</b>	<b>45</b>	<b>128</b>
		<b>Expected Count</b>	<b>83.0</b>	<b>45.0</b>	<b>128.0</b>

Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.736 <sup>a</sup>	1	.188		
Continuity Correction <sup>b</sup>	1.282	1	.258		
Likelihood Ratio	1.737	1	.187		
Fisher's Exact Test				.200	.129
Linear-by-Linear Association	1.722	1	.189		
N of Valid Cases	128				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 21.45.					
b. Computed only for a 2x2 table					

Chi square test results for second hypothesis shows the statistics of 1.736, degree of freedom is 1 and p value came out to be .188 (p value >0.05) which indicates that the alternate hypothesis is rejected and there is significant relation exists between Gender of respondents and purchase of Financial product by accepting null hypothesis.

H<sub>03</sub>: There is no significant relationship exists between Income and purchase of financial product.

H<sub>A3</sub>: There is significant relationship exists between Income and purchase of financial product.

**Table 10: Cross tabulation between Income and Purchase of financial product.**

		Monthly Income * Have you ever invested in any Financial product? Cross tabulation			
		Have you ever invested in any Financial product?		Total	
		Yes	No		
Monthly Income	below rs. 25000	Count	16	24	40
		Expected Count	25.9	14.1	40.0
	Rs. 25,001- 50,000	Count	21	14	35
		Expected Count	22.7	12.3	35.0
	Rs. 50,001-75,000	Count	16	6	22
		Expected Count	14.3	7.7	22.0
	Rs. 75,001-1,00,000	Count	14	1	15
		Expected Count	9.7	5.3	15.0
	Above rs. 1,00,000	Count	16	0	16
		Expected Count	10.4	5.6	16.0

<b>Total</b>	<b>Count</b>	<b>83</b>	<b>45</b>	<b>128</b>
	<b>Expected Count</b>	<b>83.0</b>	<b>45.0</b>	<b>128.0</b>

<b>Chi-Square Tests</b>			
	<b>Value</b>	<b>Df</b>	<b>Asymp. Sig. (2-sided)</b>
Pearson Chi-Square	25.805 <sup>a</sup>	4	.000
Likelihood Ratio	31.911	4	.000
Linear-by-Linear Association	25.175	1	.000
N of Valid Cases	128		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.27.			

Chi square test results shows the statistics of 25.805, degree of freedom is 4 and p value came out to be .000 (p value <0.05) which indicates that the null hypothesis is rejected and there is significant relation exists between income of respondents and purchase of Financial product by accepting alternate hypothesis.

**CONCLUSION:**

This research aimed to study the consumer behaviour regarding given financial products (viz., Shares, Debentures, Bank fixed deposits, Corporate fixed deposits, Mutual funds and Life Insurance). The financial institutions need to understand in which quadrant of consumer behaviour matrix their target market falls. Equity shares are one of the important financial products, which can beat the inflation in long-run. But consumers are not pretty much aware about financial markets and their working, resultant they still hesitate to go for shares and debentures. To fill these gap regulatory authorities must run financially literacy programmes to aware consumers about financial markets, by which at least consumers will acquire minimum knowledge about financial markets.

Secondly this research aimed to extracting the factors that influence the buying behaviour of individuals for given financial products. The various factors were used and after factors analysis four components were extracted i.e. Economic that includes components like savings and investments, liquidity, tax saving, Social that includes the family, friends, colleagues and relatives also affect the buyer’s decision, Marketing includes promotional strategies, advertisements, relationship management and various services and psychological includes innovative products. The study will be beneficial for the marketers to prepare more marketing strategies considering consumer behaviour for that particular product. This study concludes that consumers prefer bank fixed deposits over other financial products in Delhi-NCR. Also it is found that bank fixed deposits are considered as low risky investment where shares are considered to be highly risky investment. This study will help marketers to know the consumer behaviour regarding given financial products and frame the marketing strategies considering factors extracted from factor analysis which will give them desired results.

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