PREFACE

Every Study is incomplete without having a well plan and concrete exposure to the student. Management studies are not exception. Scope of the project at this level is very wide ranging. On the other hand it gives opportunities for exposure to real situation.

Student of management are successively processed and refined through the means of Ph.D. work, so that they may have complete exposure to effectiveness of field force. This Ph.D. research work has been taken as a part of the School of Studies, Department of Management, Jiwaji University, Gwalior.

The purpose of the study is to use and apply our academic knowledge gained during the curriculum, in getting valuable insight of stock market trend before making suitable decisions of investment and to know the judgmental criteria chosen by investors in investment pattern This would help investors in decision making process through which investment performance of individual investor can be raised.

The study was entirely based on Stock Market. This might help stock market and investors to achieve good investments results.

The thesis is composed of five chapters, each of them dealing with different aspects of behavioural finance and its factors, decision making on investors.
Chapter I is an introductory in nature. It provides an introduction to behavioural finance, stock market, behavioural factors, investors’ decision making and investment performance.

The chapter is subdivided into three, part one defines the rationale of the study in which the research gap have been discussed, part two deals with objectives of the study in which research objective is established to come at a conclusion. part three discusses the limitation of the study, where the scope of further research has been proposed for the new researcher in the background of the stock market.

Chapter II discusses the extensive review of literature which is done with the purpose to get a concrete idea how to move toward the further research. It will also help to develop the concept and understand what had been done earlier. Approximately 140 review of literature had been done but about 70 review are discussed in the chapter.

Chapter III describes the research methodology which is adopted with the purpose to achieve the objective which has been proposed in the first chapter.

This chapter focuses on the research philosophy as well as the research type, research approach, and research strategy.

In order to execute the study and attain its aims, this chapter sets out to discuss the various steps that have been taken in the study. The chapter starts with research design (approaches and methods), adopted for study. This chapter also deals with scope of the
study, research approach (flowchart of research process), methodology adopted for the study, sampling plan, development of instrument and statistical tools utilised for data analysis, interpretation and making significant inferences at the end of the chapter.

**Chapter IV** focuses on results from statistical analysis and outcomes of hypotheses testing. This chapter presents the results of the analysis performed with the aim of describing the sample and testing the hypothesis formulated in chapter III. The chapter is divided into various sections. It starts with reliability measures, profile of sample; and towards the end hypotheses, related to study were tested.

**Chapter V** focuses on the findings which have been formulated on the basis of the analysis and Interpretation. Finding states the outcome of the hypothesis and present what originally we have proposed to find out.

**Chapter VI** attempts to provide the suggestions or implications of these syntheses with respect to the research question. Aim of this chapter is to briefly argue how this research could influence further understanding or application knowledge in the subject.

**Chapter VII** draws the conclusion of the study; the objective of the thesis is to test the assumed hypothesis. This portion of thesis summarizes is the key point of the thesis.