### A Study on Investment Preference of Locals in Malikuchi, Nalbari

A Project Report Submitted To

**Gauhati University** 



#### Guwahati 14

In partial fulfillment of the requirement for the Award of the Degree of Bachelor of Commerce(B.Com)

Submitted by

PARTHA PRATIM MEDHI

Roll no: UC-211-200-0105

Year: 2021-22

GU Reg.No: 21025650

Under the supervision of

Assistant Professor

DR. RAJAT BHATTACHARJEE

Department of Finance

Nalbari Commerce College Nalbari, Assam 781335

#### **DECLARATION**

Preference of Locals in Malikuchi, Nalbari" submitted by me for partial fulfillment of bachelor of commerce under Gauhati University is my own original work and has not been submitted earlier to Gauhati university or to any other institution for the fulfillment of the requirement for any course of study. I also declare that no chapter of this manuscript in whole or in part is lifted and incorporated in this report from any earlier work done by me or others.

Date: 27/05/24

Place: Nalbari

Signature: Paretha Preatim Medhi

Name: Partha Pratim Medhi

Roll: UC-211-200 No: 0105

G.U. Registration No: 21025650

#### CERTIFICATE

This is to certify that Partha Pratim Medhi student of B.Com 6th semester 2024, Nalbari Commerce College, Nalbari under Gauhati university, Roll: UC-211-200 No.:0105 and G.U. Registration No.:21025650 was working under my supervision and guidance for his Project Work for the course Bachelor of Commerce under Gauhati University. His Project Work entitled A Study on Investment Preference of Locals in Malikuchi Nalbari" which he is submitting is his genuine and original work.

Place: Nalbari

Date: 27/05/24

Mary 3/2/

Signature

Name: Dr. Rajat Bhattacharjee

### **ACKNOWLEDGEMENT**

I would like to express my sincere gratitude to my supervisor Dr. Rajat Bhattacharjee Department of Finance, Nalbari Commerce College for their invaluable guidance and support throughout this research journey. Their insights and encouragement were instrumental in shaping this project.

Additionally, I extend my thanks to Gauhati University for giving this opportunity to conduct the study.

Finally, I am deeply grateful to my family and friends for their unwavering support and motivation throughout this endeavor. This research would not have been possible without the willingness of the study participants to share their experiences.

Place: Nalbari

Date: 27/05/24

Partha Proutin Medhi' Signature:

### TABLE OF CONTENTS

Chapter 1	1.1 Introduction	Page no.
	1.1.1 Meaning of Investor	1
	1.1.2 Understanding Investment Preferences	2 - 7
	1.1.3 Importance of Investment Preferences	7-10
	1.2 Importance of Study	10-14
	1.3 Objective of Study	15
	1.4 Methodology of the Study	15
	(i)Geographical Area	16-18
	(ii)Sample Size	18
	(iii)Tools of Data Collection	18
	(iv)Tools of Data Analysis	19
	(v)Nature of Data	19
Chapter 2	Review of Literature	21-25
Chapter 3	Data Analysis and Interpretation	26-39
Chapter 4	4.1 Findings	41-42
	4.2 Conclusion	43-49
	4.3 Bibliograohy	16-48
	4.4 Annexure	50-53

## List of Table

Table no.	Name of the Table	Page no.
3.1	Gender of the Customer	27
3. 2.	Age of the Customer	2.2
3.3	Occupation of the Customer	29
3.4	Income of the Customer	31
3.5	Primary Investment Goal	32-33
3.6	Prefered Investment Vehicles	34-35
3.7	Risk Toloerance	36
3.8	Factors Infuencing Investment Decisions	3 <b>3</b>

# List of Figure

Figure no.	Name of the Figure	Page no.
3.1	Showing Gender of the Customer	27
3.2	Showing Age of the Customer	28
3.3	Showing Occupation of the Customer	30
3.4	Showing Income of the Customer	31
3.5	Showing Primary Investment Goal	33
3.6	Showing Prefered Investment Vehicles	35
3.7	Showing Risk Toloerance	37
3.8	Showing Factors Infuencing Investment Decisions	39