

## LIST OF CONTENTS

Candidate's Declaration	ii
Abstract	iii-iv
Acknowledgements	v
List of Contents	vi-ix
List of Figures	x-xi
List of Tables	xii-xiii
List of Publications	xiv-xv
<b>CHAPTER-1: INTRODUCTION</b>	<b>1-21</b>
1.1 Concept of Investment: An Overview	1
1.1.1 Objectives of Investment	2
1.1.2 Investment: An Integral Pillar of a Financial System	3
1.2 Investment Decisions Making	4
1.2.1 Theories of Investment Decision Making	7
(i) Traditional Finance/Efficient Market Hypothesis (EMH)	7
(ii) Behavioral Finance	8
1.3 Investor's Behavior	9
1.3.1 Approaches of Investor's Behavior	9
(i) Traditional Approach to Investor Behavioral	9
(ii) Behavioral Finance Approach	10
1.4 The Behavioral Biases of Investors	10
1.4.1 Theoretical framework of Behavioral Biases	11
(i) Prospect Theory	11
(ii) The heuristic	12
1.4.2 Other Biases	12
1.5 Need and purpose of the research	16
1.5.1 Why does the investment behavior of the farmers need to be studied?	16
1.5.2 Why is the problem important?	17

1.5.3	Why the problem needs to be studied in the Indian context?	17
1.5.4	What is the problem statement?	18
1.6	Conclusion	19
<b>CHAPTER-2: REVIEW OF LITERATURE</b>		22-48
2.1	Introduction	22
2.2	Research Gap	41
<b>CHAPTER-3: RESEARCH OBJECTIVES AND METHODOLOGY</b>		49-74
3.1	Introduction	49
3.2.	Statement of Problem as per research gaps	49
3.3	Objectives of the Study	50
3.4	Research Data and Sample Selection	51
3.5	Research Variables under Study	52
3.6	Research Hypothesis	54
3.7	Research Model	55
3.8	Statistical Techniques	56
3.8.1	Structural Equation Modelling (SEM)	56
3.8.2	Covariance–Based Structural Equation Modelling (CB-SEM)	58
3.8.3	Partial Least Square Structural Equation Modelling (PLS-SEM)	59
3.8.4	Justification for PLS SEM	60
3.8.5	PLS-SEM Characteristics	61
3.8.6	Measurement Model Assessment	62
3.8.7	Composite Reliability	62
3.8.8	Convergent Validity	63
3.8.9	Average Variance Extracted (AVE)	63
3.8.10	Discriminant Validity	64
3.8.11	Bootstrapping	64
3.9	Statistical Software	65
3.10	Data Description	65
<b>CHAPTER-4: CAUSAL ANALYSIS AMONG INVESTMENT INTENTION AND ITS DETERMINANTS</b>		75-128

4 Introduction	75
4.1 Demographic Profile	76
4.2 Objective-1	79
4.2.1 Financial Knowledge	81
4.2.2 Financial Self Efficacy	83
4.2.3 Social Influence	84
4.2.4 Personal Traits	86
4.2.5 Attitude	88
4.2.6 Financial Risk Propensity	90
4.2.7 Financial Planning	91
4.2.8 Investment Intention	93
4.2.9 Investment Behavior	94
4.3 Evaluation of Measurement Model	96
4.3.1 Reliability and Validity	97
4.3.2 Discriminant Validity	103
4.4 Evaluation of Structural Model	107
4.4.1 Variance Inflation Factor (VIF)	107
4.4.2 Predictive Validity using Coefficient of determination, $R^2$	111
4.4.3 Effect Size (F square)	114
4.4.4 Stone Giesser's $Q^2$	116
4.4.5 Bootstrapping	117
4.5 Objective-2	119
4.6 Objective-3	121
4.7 Objective-4	122
<b>CHAPTER-5: MODERATION EFFECT OF DEMOGRAPHICS ON INVESTMENT INTENTION OF AGRARIAN CLASS</b>	130-165
5.1 Introduction	130
5.2 Analyzing Moderation effects of Demographics by Multi Group Analysis	130
5.2.1 Age	130
5.2.2 Gender	136
5.2.3 Educational Qualification	141

5.2.4 Status of Marriage	147
5.2.5 Income – Agricultural and Non-Agricultural Income	153
<b>CHAPTER-6: FINDINGS, SUMMARY AND CONCLUSION</b>	<b>166-185</b>
6.1 Introduction	166
6.2 Literature Review	167
6.3 Research Gap	169
6.4 Problem Statement	170
6.5 Objectives of the study	171
6.6 Research Methodology	172
6.7 Key Findings	174
6.7.1 Determinants of attitude of investors towards intention to invest	175
6.7.2 Impact of attitude of viewers towards intention to Invest	176
6.7.3 Moderating Effect	177
6.8 Suggestions and Implications of the Study	178
6.9 Limitations of the Study	179
6.10 Scope of Further Research	180
6.11 Conclusion	181
<b>ANNEXURE-I: Questionnaire</b>	