

A Study of Investment Preferences and Risk Capacity of Salaried Households in Rajasthan

Jyoti Tanwani

Ph.D scholar, DSEP, Central University of Gujarat. Vadodara, 391107

Dr. Pranav Saraswat

Associate Professor, Institute of Commerce and Management, Nirma University, Ahmedabad, 382481

Abstract

This study investigates the investment preferences and risk-bearing capacity of salaried individuals in Rajasthan, with particular attention to the influence of socio-economic factors and financial literacy. Utilizing a simple random sampling technique, primary data were collected from 250 salaried households through a structured questionnaire, while secondary data were sourced from peer-reviewed journals, government reports, and academic publications. A mixed-methods approach, combining both quantitative and qualitative analysis was employed to ensure comprehensive insight into the behavioral and structural dimensions of investment decision-making. Descriptive statistics, including arithmetic mean and standard deviation, were used to summarize financial literacy and risk capacity levels across the sample. Pearson correlation and multiple linear regression analysis were conducted using SPSS and Microsoft Excel to test the proposed hypotheses. The results revealed that socio-economic factors, specifically economic status, social influence, and risk appetite, significantly influenced investment preferences ($R^2 = 0.357$, $p < 0.001$), with risk appetite emerging as the most influential predictor. Furthermore, the study identified a moderate and statistically significant positive correlation between financial literacy and risk capacity ($r = 0.512$, $p < 0.001$), indicating that individuals with higher financial knowledge are more capable of managing investment-related risks. The findings underscore the critical role of both financial literacy and risk orientation in shaping investment behavior, with implications for financial education policies and investor advisory services targeting the salaried demographic.

Keywords: Investment Preferences, Risk Capacity, Socio-economic Factors, Financial Literacy, Salaried households

Introduction

The study of household financial behaviour is pivotal to understanding how individuals and families involve in decision making related to income allocation, savings, investment, borrowing, consumption, and financial risk management. As the complexities in their financial lives arise, the choices they make among different investment opportunities and the risk tolerance they build is a crucial variable that dictates their destiny in the context of the economy (Parikh, 2015). Factors such as income levels, educational backgrounds, knowledge about finance, cultural acceptance, determine what influences an investment choice. As the market consists of financial instruments that range from the most conventional ones, such as fixed deposits and gold, to newer avenues like mutual funds, stocks, and real estate, it becomes extremely important to understand the investment preferences and the risk appetite of households (Mohapatra, 2015). Such households, in which the investment choices vary with respect to salaries, comprise a large share of population. Hence, such households need to balance the security of their financial resources along with the desire to grow wealth.

Traditionally, investment decisions have been framed by primary needs relating to stability, future financial planning, and retirement security (Kumar, 2019). Thus, investment and risk capacity, referring to the willingness as well as the capability to take financial risk respectively, do not threaten long-term financial goals for salaried households. The two factors-confounding investment preferences and risk tolerance-form the bedrock on which effective financial planning for salaried households is built. Understanding these factors can help one see how such families cope with financial insecurity and improve resilience in the financial portfolios (Singh and Mittal, 2021). Over the past decade, rapid technological advancements and the rise of digital financial platforms have significantly transformed household investment patterns worldwide, leading to greater awareness of diverse investment avenues among individuals (Chhillar & Arora, 2020). Additionally, major economic disruptions like the COVID-19 pandemic have prompted families to prioritize financial security and reevaluate their investment strategies. These developments have heightened interest in investment behaviour, especially among salaried households, who typically have stable incomes and long-term financial goals (Pandey & Kathavarayan, 2017).

The salaried households of Rajasthan mirror those of other states in the country as such households are quite diversified in their investments. While as studied in West Bengal by Metia (2019), the traditional investment options like gold and fixed deposits continue to offer a sense of security, there is a noticeable shift in attitudes as more individuals explore newer investment avenues such as mutual funds, insurance plans, and stocks. This change is driven by growing awareness and easier access to financial markets, reflecting a broader transformation in investment preferences among salaried people. Purnima and Lalitha (2021), investigated investment patterns among 100 salaried employees in Visakhapatnam, revealing that safety and return on investment were top priorities. The study highlighted that income level significantly influenced investment awareness, while gender did not. Bank deposits and mutual funds emerged as the most preferred investment avenues (Purnima & Lalitha, 2021).

1. Literature Review

In order to understand where the field stands at the moment, this part of the study reviews and evaluates prior research. The following section has been separated into three separate parts for better understanding:

1.1 Socio-Economic Factors and Investment Preferences

A Tanzanian study examined how demographic and socio-economic variables influence household investment choices in Tanzania. The study found that factors such as income, education, age, and employment type significantly affect investment decisions, with financial knowledge acting as a key enabler of risk-taking and portfolio diversification (Lotto, 2023). Another study explored how demographic and socio-economic variables influence investors' motives rather than just preferences or behaviours. Using data from 753 investors and multivariate analysis, it identified six investment motives and revealed significant effects of employment, marital status, location, and demographic interactions on these motives. (Riyazahmed, K., 2021). Contrarily, Yildiz and Aksoy (2020), applied the k-mode clustering algorithm to categorize 332 investors based on socio-demographic data and investment preferences (gold, interest, stocks). Findings show most investors are risk-averse, favouring non-stock options. Gender and marital status significantly influence investment preferences, highlighting clustering's utility in tailoring investment advice to individual profiles. The impact of socio-economic and psychological factors on stock investment decisions among millennials were investigated and the study found that income, financial literacy, and

psychological traits such as risk tolerance and overconfidence significantly influenced investment behaviour, highlighting the multidimensional nature of investment decision-making in younger demographics (Ratnadi, 2023). A study by Elfahmi and Solikin (2020) developed a model examining student investment intentions, identifying financial knowledge as a key predictor. The study revealed that financial self-efficacy and perceived risk significantly moderated the relationship between financial knowledge and investment intention, emphasizing the role of psychological and cognitive factors in shaping early investment behaviour. While, Kharkar and Pandurang (2024), examined the saving and investing behaviour of the salaried class in Wardha via a survey-based methodology, analysing financial behaviour and preferences while considering the impact of demographic factors.

1.2 Financial Literacy and Risk Capacity.

The connection between financial literacy and risk capacity has been examined extensively in research on investment behavior, focusing on salaried households. Financial literacy, defined as the ability to understand and make efficient use of financial resources, plays a significant role in the impact of investment decision-making and risk-taking behavior. Research suggests that individuals who are more financially literate tend to invest across different asset classes, including equities and mutual funds, rather than relying on traditional savings tools (Ahmed et al., 2021). Indian studies, point out middle class households' in Nagaon district of Assam have a preference for riskier investments varying proportionately with the income and financial literacy levels (Das, 2012). Similarly, another study reveals risk capacity or one's financial and psychological capacity to absorb investment risk, is influenced by stability of income, knowledge of finance, and investment experience (Klapper and Lusardi, 2020). While empirical findings of a study indicate that there is a moderate positive correlation between risk-taking ability and financial literacy because financially literate people possess a better understanding of the market conditions and hold the potential to make sounder investment choices (Buchdadi et al., 2020).

1.3 Research Gap

Previous studies on household investment preferences and risk tolerance have mostly focused on isolated factors, such as income, gender role, education and the like, lacking a comprehensive view that integrates multiple dimensions. Moreover, the majority of the research lacks region-specific information, especially concerning salaried families in culturally unique areas such as Rajasthan. Numerous studies have neglected to examine how financial literacy enhances an individual's capacity for risk-taking. This paper investigates salaried households in Rajasthan to understand their financial management within a state renowned for its rich cultural heritage and rapidly evolving economic landscape, emphasizing socioeconomic factors. Furthermore, it examines the direct correlation between financial literacy and risk capacity, providing a comprehensive understanding of investing behaviour within this specific demographic. The variables affecting investment choices will significantly enhance the comprehension of financial behaviour in a context where tradition and modernity intersect.

The paper is divided into seven sections. Section 1 comprises the introduction of the document. A literature review on the investment preferences and risk capacity of salaried households is presented in section 2. Section 3 delineates the objectives and hypothesis of the investigation. Section 4 provides an examination of the variables, data, & methods used in the

study. The empirical findings have been provided in detail in section 5. It has been succeeded by a discussion of the results in section 6. Section 7 contains conclusion, policy implications, limitations, and recommendations for future research. References have finally been included.

2. Objectives and Hypotheses

2.1 Objective of the study

The research intends to examine the impact of socio-economic determinants on salaried households' investment choice in Rajasthan as well as the role of financial literacy in influencing the risk-taking ability of salaried households in Rajasthan.

2.2 Hypotheses of the study

H1: Socio-economic factors have a significant influence on the investment preferences of salaried households in Rajasthan.

H2: Financial literacy significantly correlates with the risk capacity of salaried households in Rajasthan.

3. Data and Methods

To evaluate the investment behavior of salaried individuals in Rajasthan, with specific attention to investment preferences and risk-bearing capacity, both primary and secondary sources of data were systematically employed. A simple random sampling technique was adopted to ensure a representative and unbiased selection of salaried households across the state. This approach was particularly suitable for capturing relevant sample within the population and enhancing the robustness of the data collection process. Primary data were gathered using a structured questionnaire, meticulously designed to align with the study's objectives and demographic profiles of the respondents. The questionnaire incorporated variables spanning several thematic dimensions concluding with the selection of following main variables to be studied for fulfilling the established objectives:

1. Independent Variables: Socio-Economic Factors (including economic status, social influence, and individual risk appetite) and Financial Literacy (encompassing familiarity with financial products, understanding of diversification principles, and awareness of risk-return trade-offs);

2. Dependent Variables: Investment Preferences (the choice of investment instruments) and Risk Capacity (measured primarily through indicators of risk tolerance).

A total of 250 valid responses were collected through offline survey administration among salaried households residing in Rajasthan. Secondary data were sourced from a comprehensive range of credible references, including academic journals, official publications, government reports, institutional records, books, and reputable databases. The study employed a mixed-method approach, integrating both qualitative insights and quantitative analysis to provide a well-rounded perspective. Quantitative data analysis was conducted using IBM SPSS Statistics Version 26 and Microsoft Excel, with the application of various statistical techniques, including descriptive statistics (mean, standard deviation), correlation, and regression analysis to test the research hypotheses. To enhance clarity and coherence, the results are supported by tabular representations, which not only summarize the empirical data but also provide a basis for analytical interpretation. Each objective and corresponding hypothesis is addressed through detailed explanations of the findings, thereby facilitating a comprehensive understanding of the study's implications.

4. Results

The outcomes have been systematically categorized in alignment with the demographic characteristics, research objectives, and formulated hypotheses.

Table 1: Demographic Profile of the Respondents

Sr. No.	Demographic Variables	Characteristics	N	%
1	Gender	Male	129	51.60%
		Female	121	48.40%
2	Age	18- 25 years	48	19.20%
		25-34 years	41	16.40%
		35-44 years	52	20.80%
		45-54 years	59	23.60%
		55 years and above	50	20.00%
3	Educational Qualification	High School	59	23.60%
		Undergraduate Degree	58	23.20%
		Postgraduate Degree	70	28.00%
		Professional Qualification	61	24.40%
		Doctorate	2	0.80%
4	Marital Status	Married	136	54.40%
		Unmarried	114	45.60%
5	Household Size	1-2 members	58	23.20%

		3-4 members	65	26.00%
		5-6 members	65	26.00%
		More than 6 members	62	24.80%
6	Monthly Income	Less than 30,000	48	19.20%
		30,001 – 50,000	58	23.20%
		50,001 – 75,000	44	17.60%
		75,001 – 1,00,000	52	20.80%
		More than 1,00,000	48	19.20%
7	Occupation Sector	Public Sector	46	18.40%
		Private Sector	46	18.40%
		Semi-Government	56	22.40%
		Education Sector	47	18.80%
		Other	55	22.00%

Source: Author's calculation based on primary data

The demographic profile of the respondents, as presented in Table 1, reflects a balanced representation across key socio-demographic variables. Gender distribution of respondents (one from each household) indicates near parity, with 51.6% identifying as male and 48.4% as female, suggesting gender-balanced participation in the study. In terms of age distribution, respondents are fairly well spread across categories, with the largest proportion belonging to the 45-54 years age group (23.6%), followed by those aged 35-44 years (20.8%) and 55 years and above (20%) while 19.2% and 16.4% belonging to the group of 18-25 years and 25-34 years respectively—indicating a diverse age representation. With regard to educational attainment, the majority of respondents possess a postgraduate degree (28%), followed by 24.4% with professional qualifications, 23.6% with high school education, and undergraduate degrees (23.2%). A smaller segment of 0.8%, holds doctoral degrees, suggesting the sample includes individuals with substantial academic backgrounds. The marital status shows that 54.4% of participants are married, while 45.6% are unmarried, highlighting a predominance

of family-oriented individuals in the sample. Analysis of household size reveals that most respondents belong to medium-sized families, with 3–4 and 5–6 member households each accounting for 26% of the sample. This is followed by households with more than six members (24.8%) and smaller households with 1–2 members (23.2%). In terms of monthly income, the largest income group falls within the ₹30,001 – ₹50,000 range (23.2%), followed by those earning ₹75,001 – ₹1,00,000 (20.8%) and above ₹1,00,000 (19.2%). Lower income brackets such as below ₹30,000 (19.2%) and ₹50,001 – ₹75,000 (17.6%) are also represented, reflecting income diversity within the salaried segment. The occupational sector distribution demonstrates considerable diversity. The semi-government sector (22.4%) and the 'other' category (22%) constitute the largest occupational groups. These are followed by respondents employed in the education sector (18.8%), public sector (18.4%), and private sector (18.4%), indicating broad occupational coverage.

H1: Socio-economic factors have a significant influence on the investment preferences of salaried households in Rajasthan.

Table 2: Summary of Multiple Regression Model

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	0.598	0.357	0.348	0.778

Source: Author's calculation based on primary data

Table 2, in a multiple linear regression model provides values (R, R², and Adjusted R²) for the entire model, where R (multiple correlation coefficient) represents the correlation between the observed and predicted values of the dependent variable from all predictors combined. R² observes the proportion of variance in the dependent variable explained by all predictors together. Adjusted R² adjusts the R² based on the number of predictors, penalizing for overfitting. Table 1 provides insights into the explanatory power of the regression model. The multiple correlation coefficient (R = 0.598) indicates a moderately strong linear relationship between the set of predictors and the outcome variable. The coefficient of determination (R² = 0.357) suggests that approximately 35.7% of the variance in investment preferences is explained by the linear combination of the three socio-economic factors under consideration. Importantly, the Adjusted R² = 0.348 accounts for the number of predictors and the sample size, offering a more reliable measure of model fit. This value confirms that the model retains substantial explanatory power, even after adjusting for potential overfitting. The standard error of the estimate (0.778) indicates the average deviation of the observed values from the predicted values of, suggesting a reasonable level of prediction accuracy.

Table 3: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Regression	80.785	3	26.928	44.456	0.000
Residual	145.215	246	0.590		
Total	226.000	249			

Source: Author's calculation based on primary data

Table 3 provides a test of the model's overall significance. The F-statistic of 44.456 is

associated with a $p\text{-value} < 0.001$, indicating that the regression model as a whole is statistically significant. This implies that the set of predictors—economic status, social influence, and risk appetite—collectively provides a meaningful explanation for the variability in investment preferences. In essence, the model performs significantly better than a model with no predictors, affirming the empirical strength of the socio-economic framework adopted in this study.

Table 4: Coefficients statistics of association in socioeconomics factors and investment preferences of salaried households in Rajasthan

Model		Unstandardized Coefficients		Standardized Coefficients		
	Predictor	Beta	Std. Error	Beta	t	Sig. (p-value)
1	(Constant)	1.742	0.310	—	5.615	0.000
	Economic Status	0.288	0.062	0.312	4.645	0.000
	Social Influence	0.168	0.058	0.181	2.896	0.004
	Risk Appetite	0.316	0.054	0.346	5.852	0.000

Source: Author's calculation based on primary data

Table 4 provides detailed insight into the individual impact of each socio-economic predictor on investment preferences:

Economic Status ($B = 0.288$, $p = 0.000$) emerged as a strong and statistically significant predictor. The standardized beta coefficient ($\beta = 0.312$) suggests that economic well-being is positively associated with more diverse or proactive investment behaviour. As individuals perceive higher levels of financial stability or income, they tend to engage more confidently in investment decisions. Social Influence ($B = 0.168$, $p = 0.004$) also demonstrated a statistically significant positive effect, though its influence was comparatively moderate ($\beta = 0.181$). This underscores the role of external social factors—such as family, peer groups, colleagues, and informal networks—in shaping investment attitudes and behaviour among salaried individuals.

Risk Appetite ($B = 0.316$, $p = 0.000$) was found to be the most influential predictor in the model, with the highest standardized beta coefficient ($\beta = 0.346$). This indicates that respondents with a greater willingness to accept financial risk are more likely to adopt a broader range of investment instruments, including those with higher risk-return profiles. This finding aligns with existing behavioural finance literature, which posits risk tolerance as a key determinant in individual investment strategies.

The constant term ($B = 1.742$) represents the baseline level of investment preference when all predictors are held at zero; while statistically significant, its substantive interpretability is limited given the constructed nature of the scale.

H2: Financial literacy significantly correlates with the risk capacity of salaried households in Rajasthan.

Table 5: Descriptive Statistics for the responses of salaried households in Rajasthan

Scale Statistics			
	Mean	Std. Deviation	N
Financial Literacy	3.84	0.67	250
Risk Capacity	3.67	0.72	250

Source: Author's calculation based on primary data

Descriptive statistics were computed to understand the central tendency and dispersion of the two key variables under investigation: Financial Literacy and Risk Capacity. Both variables were measured using multi-item Likert scales and subsequently averaged to yield interpretable scores on a standardized 1–5 scale. As shown in Table 5, the mean score for Financial Literacy among salaried households in Rajasthan was 3.84 with a standard deviation of 0.67, indicating a moderately high level of financial awareness and understanding within the sample. The values ranged from 2.10 to 5.00, suggesting that while a majority of respondents reported a strong grasp of financial concepts—such as knowledge of financial products, diversification, and risk-return relationships—there remained a subset of participants exhibiting relatively lower levels of financial competence. Similarly, the mean score for Risk Capacity was recorded at 3.67 with a standard deviation of 0.72, reflecting a moderate risk tolerance among respondents. The observed range for this variable (1.90 to 5.00) indicates that while some individuals exhibited high willingness to undertake financial risk, a proportion of the sample displayed more conservative investment behaviour. This distribution is consistent with typical behavioural patterns observed in salaried populations, who often balance long-term financial security with moderate risk exposure. The relatively narrow standard deviations for both variables (less than 1.0) suggest a concentration of responses around the mean, implying limited outlier influence and a relatively homogenous perception of both financial literacy and risk-bearing capacity within the sampled group. Overall, these findings indicate that salaried individuals in Rajasthan possess a reasonable level of financial awareness and a balanced risk orientation, making them a pertinent demographic for targeted financial education and investment advisory interventions.

Table 6: Correlation Table

Variables	Financial Literacy	Risk Capacity	Sig. (2-tailed)
Financial Literacy	1.000	0.512	0.000
Risk Capacity	0.512	1.000	0.000

Source: Author's calculation based on primary data

Pearson correlation analysis was conducted to examine the relationship between financial literacy and risk capacity among salaried households in Rajasthan. As presented in Table 6, the analysis reveals a statistically significant positive correlation between the two variables ($r = 0.512$, $p < 0.001$), indicating a moderate to strong linear association. This suggests that

individuals who exhibit higher levels of financial literacy—characterized by a deeper understanding of financial products, diversification strategies, and risk-return trade-offs—are also more likely to demonstrate a greater capacity to bear financial risk. In behavioral finance terms, enhanced financial knowledge appears to reduce perceived uncertainty, thereby enabling more confident engagement with risk-bearing investment instruments. The statistical significance at the 0.01 level (2-tailed) confirms the robustness of the relationship across the sample of 250 respondents. These findings support Hypothesis H2, which posited that financial literacy is positively correlated with risk capacity. Overall, the result underscores the importance of financial education in empowering individuals to make informed investment decisions and manage financial risk effectively in dynamic economic environments.

5. Discussion

The findings of the present study validate the key hypotheses that socio-economic variables significantly influence investment preferences (H1), and that financial literacy is positively correlated with risk-bearing capacity (H2), among salaried households in Rajasthan. These results are broadly consistent with and, in some respects, extend the empirical conclusions of prior research in investment decision-making.

The multiple regression analyses of H1 established that economic status, social influence, and risk appetite contributed strongly to predicting investment preferences, together accounting for around 35.7% of the variance. This is consistent with Geetha and Ramesh (2011), who cited income, age, educational attainment, and gender as principal determinants of Indian investor behaviour. However, Geetha and Ramesh presented a descriptive analysis of investor choice, the present study builds further on empirical determination through the use of a prediction regression model, thereby quantifying the degree of influence of each socio-economic factor. Notably, risk appetite emerged as the strongest predictor in the current study—which was not explicitly addressed in their study. Concurrently, Sreepriya and Gurusamy (2013), analysed the investment pattern of salaried individuals in Coimbatore and found that investors tended to opt for secure and low-risk investments based on risk aversion and income limitation. While their study reinforces the role of economic security in shaping conservative investment choices, it lacked a formal examination of psychological or behavioural variables like risk appetite. The current study, by integrating both socio-economic and behavioural predictors into the model, provides a more holistic view and illustrates that risk appetite can moderate the influence of economic status, encouraging more diversified investment even among those with modest incomes.

Regarding H2, the observed moderate and significant correlation between financial literacy and risk capacity ($r = 0.512$, $p < 0.001$) complements the findings of Al-Ajmi (2011), who investigated risk tolerance in an emerging market and found education and financial awareness to be positively affecting individuals' willingness to engage with risk. Al-Ajmi's research emphasized that financially literate investors are more inclined to invest in volatile instruments such as equities and mutual funds. The current study substantiates this relationship within the Indian context, suggesting that greater financial knowledge not only enhances understanding but also improves investors' psychological readiness to tolerate risk. Taken together, the results suggest a consistent thematic convergence across geographies and time: investment behaviour is not merely a function of income or demographics, but also deeply shaped by behavioural and cognitive dimensions such as financial literacy and risk

perception. Particularly, the findings emphasize the importance of designing financial literacy interventions that address not only knowledge gaps but also investor confidence and psychological preparedness for risk, especially within salaried segments in emerging economies.

6. Conclusion

The study sought to explore the determinants of investment behaviour among salaried households in Rajasthan, with particular emphasis on the influence of socio-economic factors and the role of financial literacy in shaping risk capacity. The findings contribute meaningfully to the growing body of literature on personal finance and behavioural economics in the Indian context. The first hypothesis (H1) was supported by a statistically significant regression model, demonstrating that economic status, social influence, and risk appetite collectively account for a substantial proportion of the variance in investment preferences. Notably, risk appetite emerged as the most influential predictor, highlighting the importance of psychological readiness to take on financial risk as a critical determinant of investment decisions. Economic status also showed a strong positive association, indicating that individuals with greater financial security are more likely to pursue diversified or higher-risk investment strategies. Social influence, while comparatively weaker, were nonetheless statistically significant, reinforcing the role of interpersonal and societal cues in shaping financial behaviour. The second hypothesis (H2) was also confirmed, with financial literacy showing a moderate and statistically significant positive correlation with risk capacity. This finding underscores the importance of financial knowledge in enhancing individuals' confidence and capability to undertake investment-related risks. A more financially literate individual is better positioned to assess financial products, understand market dynamics, and make informed decisions aligned with their risk profile. Conclusively, the study highlights that investment behaviour is a multifaceted construct, influenced not only by socio-economic conditions but also by cognitive factors and behavioural traits. Although geographical and sample constraints can limit wider generalization, the study provides a firm empirical foundation for policy action and future research. Increasing financial literacy continues to be vital to facilitating informed investment choices and long-term economic well-being.

7. Policy Implications

The findings of this study posit significant implications for policy formulation in the domains of financial inclusion, investment choices, and economic empowerment. Given that risk appetite and financial literacy were identified as critical determinants of investment behaviour, there is a compelling case for the development of targeted financial literacy initiatives that can address not only knowledge gaps but also behavioural and psychological barriers to investment. Public financial institutions, regulatory bodies such as SEBI and RBI, and state governments should collaborate to design context-sensitive investment education programs tailored to the socio-economic realities of salaried individuals in semi-urban and urban regions. These programs should emphasize practical risk-assessment tools, awareness of diversified investment options, and strategies for long-term financial planning. Moreover, employer-led financial wellness programs in both public and private sectors can serve as effective delivery mechanisms for such interventions. Parallely, policy efforts should focus on enhancing access to low-risk, high-transparency investment instruments for middle-income households, thereby aligning financial behaviour with national goals of inclusive financial growth. By enabling salaried individuals to make informed, confident investment decisions, such policies can contribute meaningfully to broader economic stability and

household wealth creation.

References

1. Ahmed, Z., Noreen, U., Ramakrishnan, S. A., & Abdullah, D. F. B. (2021). What explains the investment decision-making behaviour? The role of financial literacy and financial risk tolerance. *Afro-Asian Journal of Finance and Accounting*, 11(1), 1-19.
2. Al-Ajmi, J. Y. (2008). Risk tolerance of individual investors in an emerging market. *International Research Journal of Finance and Economics*, 17(1), 15-26.
3. Buchdadi, A. D., Sholeha, A., & Ahmad, G. N. (2020). The influence of financial literacy on SMEs performance through access to finance and financial risk attitude as mediation variables. *Academy of Accounting and Financial Studies Journal*, 24(5), 1-15.
4. Chhillar, N., & Arora, S. (2020). Basic Financial Literacy Level of Salaried People in Delhi NCR: A Comparative Study, *Prestige International Journal of Management & IT-Sanchayan*, 9(1), 36-50.
5. Das, S. K. (2012). Investment behaviour of middle class households: An empirical analysis. *Asian Journal of Management*, 3(3), 123–133.
6. Elfahmi, R., & Solikin, I. (2020). Model of student investment intention with financial knowledge as a predictor that moderated by financial selfefficacy and perceived risk. *Dinasti International Journal of Economics, Finance & Accounting*, 1(1), 165-175.
7. Geetha, N., & Ramesh, M. (2011). A study on people's preferences in investment behavior. *International Journal of Engineering and Management Research*, 1(6), 1–10.
8. Jaya, K. R., & Rathod, P. (2021). A review of investment behaviour and decisions. Recent trends in Management and Commerce, *Recent trends in Management and Commerce*, 2(1), 26-31.
9. Kharkar, M., & Pandurang, M. (2024). A Study on Saving and Investment Pattern of Salaried Peoples with Reference to Wardha City. *Int. J. of Aquatic Science*, 15(1), 393-403.
10. Klapper, L., & Lusardi, A. (2020). Financial literacy and financial resilience: Evidence from around the world. *Financial Management*, 49(3), 589-614.
11. Kumar, D. Y. (2019). Analysis of investment pattern of different class of people-A review. *Journal of Social Welfare and Management*, 11(2), 135-140.
12. Lotto, J. (2023). Demographic and Socio-economic factors influencing households & investment choices in Tanzania. *Cogent Business & Management*, 10(1), 2176276.
13. Metia, A. (2019). Perspectives on Investment Decision of salaried people in Private Sectors: A study with Special Reference to Jalpaiguri Town in West Bengal. *International journal of engineering development and research*, 7(3), 819-825.
14. Mohapatra, S. K. (2015). A study on investment pattern of salaried individuals in Odisha. *Splint International Journal of Professionals*, 2(1), 82-88.
15. Pandey, N. S., & Kathavarayan, P. (2017). Empirical analysis on savings and investment behaviour of college faculty members in Puducherry region. *Pacific Business Review International*, 9(7), 67-75.
16. Parikh, Y. I. (2015). An Analytical Study of Investment Preferences and Investment Behaviour of People Belongs to Specific Income Group in the City of Ahmedabad, *International Journal of Multidisciplinary Research*, 03(10), 2455-3085.
17. Purnima, M. D., & Lalitha, N. (2021). An analysis of Investment Pattern of Salaried Employees-A Case Study of Visakhapatnam, *The journal of contemporary issues in business and government*, 27(1), 3792-3803.
18. Ratnadi, N. M. D. (2023). The Influence of Socio-Economic and Psychological Factors

- on Millennial Generation's Stock Investment Decisions. *Accounting Analysis Journal*, 12(2), 123-133.
19. Riyazahmed, K. (2021). Does Demography & Socio-Economic Status Influence Investment Motives? *Empirical Economics Letters*, 20, 5(1), 1681-8997.
 20. Singh, S., & Mittal, I. (2021). Saving and investment behavior of rural households in the Bhiwani district of Haryana. *Indian Journal of Business Administration (IJBA)*, 14(1), 145-155.
 21. Sreepriya, R., & Gurusamy, P. (2013). Investment pattern of salaried persons – A study in Coimbatore district. *International Journal of Scientific Research*, 2(1), 85–88.
 22. Yildiz, A., & Aksoy, E. E. (2020). Investigation of Individual Investment Preferences with K- Mode Cluster Analysis Based on Socio-Demographic Characteristics, *International Journal of Academic Research in Business and Social Sciences*, 10(7), 280–295.