IMPACT OF DEMOGRAPHIC PROFILE ON INVESTOR BIASES IN INDIA USING OLAP AND ANOVA

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Abstract:

There are ample evidences of existence of investment biases among Indian investors. Banerjee, De, and Bandyopadhyay (2017), identified eight clusters of investor biases prevalent among Indian investors. The objective of this paper is to explore the impact of demographic profile on investor biases. In this paper, six demographic parameters, e.g. gender, education, occupation, investment, age, and income are being considered. The effect of these demographic parameters is explored on eight behavioural clusters. We used online analytical processing (OLAP) and ANOVA as statistical tools for analysing the data.

Key Words:

Demographic Profile, Investor Biases, Online Analytical Processing (OLAP), ANOVA