

INDIVIDUAL INVESTMENT BEHAVIOR TOWARDS FINANCIAL MARKET

A dissertation submitted to the Office of the Dean, Faculty of Management in partial
fulfilment of the requirements for the Master's Degree

By

Narayan Dhakal

Roll No. 1181/17

Registration No.7-3-28-192-2017

Campus: Central Department of Management

Kathmandu, Nepal

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Certification of Authorship

I certify that the work in this thesis has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree except as fully acknowledged within the text.

I also certify that the thesis entitled “**INDIVIDUAL INVESTMENT BEHAVIOR TOWARDS FINANCIAL MARKET**” has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the reference section of the thesis.

(Signature.....)

Narayan Dhakal

Date: March, 2021

Report of Research Committee

Mr. Narayan Dhakal has defended research proposal entitled “**INDIVIDUAL INVESTMENT BEHAVIOR TOWARDS FINANCIAL MARKET**” Successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestions and guidance of supervisor. Asst. Prof. Santosh Pokhrel and submits the thesis for evaluation and viva voce examination.

Asst. Prof. Santosh Pokhrel
Signature:
Position: Lecturer

Dissertation Proposal Defended Date:
17th September, 2019

Asst. Prof. Santosh Pokhrel
Signature:
Position: Lecturer

Dissertation Submitted Date:
14 January 2021

Prof. Dr. Sanjay Kumar Shrestha
Signature.....

Dissertation Viva Voce Date:
23 January 2021

Position: Research Committee Head

APPROVAL-SHEET

We have examined the dissertation entitled “**INDIVIDUAL INVESTMENT BEHAVIOR TOWARDS FINANCIAL MARKET**” presented by Narayan Dhakal for the degree of Master of Business Studies (MBS Semester) and conducted the viva voce examination of the candidate. We hereby certify that the dissertation is acceptable for the award of degree.

.....
Asst. Prof. Santosh Pokhrel
Supervisor

.....
Asso. Prof. Dr. Manoj Chaudhari
Internal Examiner

.....
Dr. Bal Ram Duwal
External Examiner

.....
Prof. Dr. Sanjay Kumar Shrestha
Chairperson, Research Committee

.....
Prof. Dr. Ramji Gautam
Head of Department
Date: March, 2021

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ABSTRACT

The study was conducted with the aim of studying individual investment behavior in financial market in Nepal. The main focus of study was to analyze the factors which have major effects in investment behavior of individuals in financial market. This research entitled Individual investment behavior towards financial market is an attempt to discuss the impact of factors (psychological, information, regulatory policies and firms image) on investment behavior of investors. The theoretical framework related to this issue has been mentioned and a relevant literature is reviewed. The literature review consists of some theoretical studies, as well as other practical ones. The methodology of the research is the quantitative one where a questionnaire was designed, distributed to a sample of 125 individual investors in Kathmandu valley. In addition, findings of the research are discussed in relation to research hypotheses and conclusions are drawn.

ABBERRIATIONS

AM	Arithmetic Mean
CV	Coefficient of Variation
Demat	Dematerialized
FI	Firms image
i.e	That is
INF	Information
IPO	initial public offering
Ltd.	Limited
NEPSE	Nepal stock exchange
No.	Number
NRB	Nepal Rastra Bank
PF	Psychological factors
r	Correlation Coefficient
RP	Regulatory policies
Rs.	Rupees
S.N	Serial Number
SD	Standard Deviation
SEBON	Security board of Nepal
SI	Social interaction
SPSS	Statistical Package for Social Science
T.U.	Tribhuvan University