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(57) Abstract :

An investigation and analysis of factors influencing investment decisions in the banking sector ABSTRACT: Deposits are not only a part of the money supply, they also affect it in important ways. Government create and spread money throughout the economy in response to key movers like investment. Investment is largely possible because people can move large sums of money by saving, transferring and withdrawing funds from bank accounts. Bank deposits are a primary tool for investment, and without them businesses would not be able to access funds from individuals at all. This study aim at determining the basic driving force of investment of customer in banking sector and their perception towards their investment in banking sector Deposits are not only a part of the money supply, they also affect it in important ways. Government create and spread money throughout the economy in response to key movers like investment. Investment is largely possible because people can move large sums of money by saving, transferring and withdrawing funds from bank accounts. Bank deposits are a primary tool for investment, and without them businesses would not be able to access funds from individuals at all. This study aim at determining the basic driving force of investment of customer in banking sector and their perception towards their investment in banking sector Not only do deposits add to the money supply, but they also have a considerable influence on the total amount of money in circulation. The government generates new money and disperses it across the economy as a direct response to significant economic drivers such as investment. Investment is essentially conceivable, as is the practise of withdrawing money from bank accounts, because individuals are able to save, move, and invest significant sums of money. The objective of the study is to ascertain how customers feel about bank investments, how knowledgeable they are about many other sorts of investments, such as shares, gold, and real estate, and, secondly, how frequently they invest and how satisfied they are with their investments. The fundamental objective of this research is to identify the elements that influence investors' decisions regarding their involvement in the banking industry. The goal of this research is to gain a deeper understanding of the primary factors that influence the choices made by customers and their level of comfort with taking risks when it comes to investing in the financial sector. Even if the people are neighbours and are identical in every aspect, the requirements that they have for their financial plans are rather different from one another. In light of this, the purpose of the current study is to make an effort to find the variables that impact individual investment decisions in the banking sector as well as the variances in investor views of the choice to invest in banks. Specifically, this is being done in an effort to identify the variables that influence individual investment decisions in the banking sector.

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