

Present work is the work submitted for the award of M.Phil, degree in Business Management to Shivaji University, Kolhapur. The research mainly focuses on the impact of demographic profile and personality of investors in understanding investment pattern. The study was approached at macro level. The broad parameters of demographic and psychographic variables were bring in use to collect data from samples and data analysis has been worked out using advanced statistical tools.

Psychographic Segmentation-A Case Study

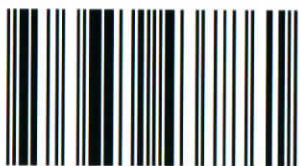


Priyanka Dhoot
Sarang Bhola

Priyanka Dhoot

Ms. Priyanka Dhoot, M.Phil, a research scholar working in the domain of Behavioral finance. Presently working as an Asst. Prof. in Institute of Industrial and Computer Management and Research (IICMR) Nigdi, Pune, dealing Financial Management Subjects. Dr. Sarang Bhola, Associate Prof. in KBPIMSR, Satara research guide, 3Ph.D., 9 M.Phil associates.

Psychographic Segmentation of Investors – a Case Study



978-3-659-43786-1

Dhoot, Bhola

LAP
LAMBERT
Academic Publishing

**Priyanka Dhoot
Sarang Bhola**

**Psychographic Segmentation of
Investors – a Case Study**

LAP LAMBERT Academic Publishing

Priyanka Dhoot
Sarang Bholā

Psychographic Segmentation of Investors – a Case Study

Impressum / Imprint

Bibliografische Information der Deutschen Nationalbibliothek: Die Deutsche Nationalbibliothek verzeichnet diese Publikation in der Deutschen Nationalbibliografie; detaillierte bibliografische Daten sind im Internet über <http://dnb.d-nb.de> abrufbar.

Alle in diesem Buch genannten Marken und Produktnamen unterliegen warenzeichen-, marken- oder patentrechtlichem Schutz bzw. sind Warenzeichen oder eingetragene Warenzeichen der jeweiligen Inhaber. Die Wiedergabe von Marken, Produktnamen, Gebrauchsnamen, Handelsnamen, Warenbezeichnungen u.s.w. in diesem Werk berechtigt auch ohne besondere Kennzeichnung nicht zu der Annahme, dass solche Namen im Sinne der Warenzeichen- und Markenschutzgesetzgebung als frei zu betrachten wären und daher von jedermann benutzt werden dürften.

Bibliographic information published by the Deutsche Nationalbibliothek: The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available in the Internet at <http://dnb.d-nb.de>.

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Coverbild / Cover image: www.ingimage.com

Verlag / Publisher:

LAP LAMBERT Academic Publishing

ist ein Imprint der / is a trademark of

AV Akademikerverlag GmbH & Co. KG

Heinrich-Böcking-Str. 6-8, 66121 Saarbrücken, Deutschland / Germany

Email: info@lap-publishing.com

Herstellung: siehe letzte Seite /

Printed at: see last page

ISBN: 978-3-659-43786-1

Zugl. / Approved by: Satara, Shivaji University Kolhapur, Dissertation, December 2011

Copyright © 2013 AV Akademikerverlag GmbH & Co. KG

Alle Rechte vorbehalten. / All rights reserved. Saarbrücken 2013

**Psychographic Segmentation of Investors - a Case
Study**

Priyanka Raunak Dhoot.
Dr. Sarang Shankar Bhola.