To Study the investment awareness and preference for investment of Young Couple in Surat City

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ABSTRACT:

This study focuses on analysing the investment awareness and preferences of young couples in Surat City. It examines their level of financial knowledge, investment behaviour, risk appetite, and factors influencing their investment decisions. The research is based on primary data collected through a structured questionnaire from young couples, along with secondary data from journals and reports. The study evaluates awareness of various traditional and modern investment avenues such as fixed deposits, mutual funds, stocks, insurance, and real estate. The findings indicate that while young couples have good awareness of traditional investment options, their knowledge of modern financial instruments is comparatively limited. Most respondents prefer safe and stable investments, although there is a growing inclination towards higher-return options. Factors such as income level, financial goals, risk perception, and influence from family or informal sources significantly affect their investment choices. The study highlights the need for improved financial literacy and professional guidance to help young couples make informed and effective investment decisions, thereby ensuring long-term financial stability and growth.

KEYWORDS: - Investment Awareness, Young Couples, Investment Preferences, Financial Literacy, Risk Appetite, Financial Planning, Surat City.

INTRODUCTION: -

Investment plays a crucial role in achieving financial stability and long-term wealth creation. In today's dynamic economic environment, individuals are exposed to a wide range of financial products and investment opportunities. Among different groups, young couples represent an important segment as they are at a stage of life where financial planning becomes essential for achieving future goals such as home ownership, children's education, and retirement.

With increasing urbanization and rising income levels in cities like Surat, young couples are becoming more aware of the importance of investment. However, their level of financial literacy, understanding of risk, and awareness of various investment avenues greatly influence their decision-making process. While traditional investment options such as fixed deposits,

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gold, and real estate remain popular due to their safety, modern instruments like mutual funds and equities are gradually gaining attention.

Despite this, many young couples rely on informal sources of information such as friends, family, and social media, which may lead to unstructured financial planning. Limited knowledge about diversification, inflation, and long-term wealth management further affects their investment efficiency.

This study aims to assess the investment awareness and preferences of young couples in Surat City, identify the factors influencing their decisions, and highlight the gaps in financial knowledge. Understanding these aspects can help in designing better financial education programs and providing suitable investment guidance to improve their financial well-being and future security

LITERATURE REVIEW: -

Investment awareness and financial literacy have been widely studied across diverse contexts, with consistent evidence highlighting their critical role in shaping investor behavior. Zainal Azhar et al. (2017) established that financial literacy and personal interest significantly influence investment awareness among young adults, underscoring the importance of improving financial knowledge to enhance participation. Similarly, David Lee et al. (2019) found that financial knowledge, attitudes, and professional guidance positively impact financial planning, leading to better decision-making. Dipti Tulpule and Prashant Chougule (2020) further emphasized that low literacy among youth often results in reliance on others, suggesting the need for structured education.

Regional studies reveal strong preferences for safe and traditional investment avenues. Tyagi, Tiwari, and Garg (2018) observed that investors in NCR prefer bank deposits and gold, reflecting conservative attitudes driven by safety and liquidity. Sonu Sharma and Nisarg Shah (2019) reported similar findings in Surat, where insurance and fixed deposits dominate choices. Nidhi Modi (2021) and Deep Patel & Margi Shah (2024) confirmed that salaried individuals and investors in Surat remain more aware of traditional products than modern ones, highlighting a persistent knowledge gap. Mrs. Fatemabibi Abubaker Saleh Bhai (2020) and Chittibabu et al. (2023) also noted that diversification and family influence shape cautious investment decisions.

Demographic factors play a significant role in investment behavior. Apurva Chandra and Ankit Sharma (2019) demonstrated that age, gender, and income influence awareness and choices, while Ekta Tyagi and Sharma (2024) highlighted gender differences in risk-taking. Studies by Ajoy Kumar et al. (2019) and Rajdeep Manwani et al. (2025) revealed that college students and youth generally possess good awareness of traditional investments but limited knowledge of modern financial products, reinforcing the call for targeted financial education.

Risk attitudes remain central to investment preferences. Tamara Kaftandzieva and Violeta Cvetkoska (2021) found that young adults exhibit risk-averse behavior, prioritizing financial security. In contrast, Shinki K. Pandey and Vishwakarma (2020) observed a gradual shift toward modern options like mutual funds and equities, reflecting growing risk appetite among younger investors. Jyoti Yadav et al. (2022) noted moderate awareness with increasing reliance on internet sources for share market decisions, while Poornima et al. (2025) identified rising interest in cryptocurrency among students.

The COVID-19 pandemic reshaped financial priorities. Yakymchuk et al. (2021) highlighted how financial stress improved adaptability and communication among couples, while Rakesh Swami (2023) reported a shift toward savings and health-related investments. Novi Yanti et al. (2025) emphasized that financial planning and budgeting strengthened the economic well-being of young families during uncertain times.

RESEARCH METHODOLOGY

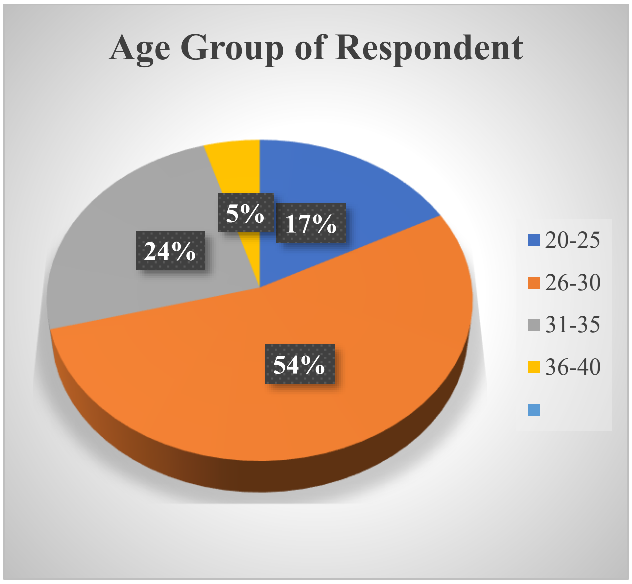
The present study adopts a descriptive research design to investigate investment awareness and financial planning among young couples in Surat city. The specific objectives are: (1) to study investment awareness among young couples in Surat city, and (2) to examine the factors influencing financial planning for young couples. These objectives directly address existing research gaps, as prior studies have rarely explored digital finance tools such as UPI, online banking, and mobile applications, nor have they adequately compared rural and urban women or examined how emotions and fear affect women's financial decisions. Furthermore, limited attention has been given to homemakers, older women, and members of self-help groups, and few studies provide culturally specific solutions for enhancing financial literacy.

Both primary and secondary data were employed. Secondary data were collected from journals, research papers, reports, and online sources, while primary data were gathered through a structured and undisguised questionnaire. The instrument included open-ended, close-ended, and dichotomous questions to capture investment awareness, preferences, and financial decision-making behavior. The study population comprised young couples residing in Surat city, including working professionals and business-class households actively engaged in financial planning. A sample of 151 respondents was selected using a convenience sampling technique, based on accessibility and willingness to participate.

The collected data were analyzed using frequency analysis, percentage method, cross tabulation, and chi-square tests to identify patterns and associations. While the study is geographically limited to Surat city and focuses on investment awareness and preferences rather than actual financial outcomes, it provides valuable insights into the financial behavior of young couples. The findings are expected to contribute to future research and inform practical approaches to financial literacy and culturally relevant financial planning practices.

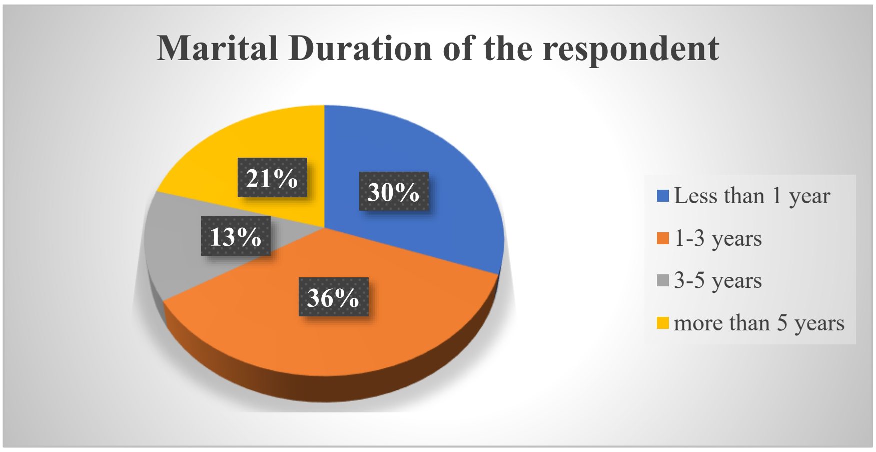
DATA ANALYSIS AND INTERPRETATION

Response profile Analysis



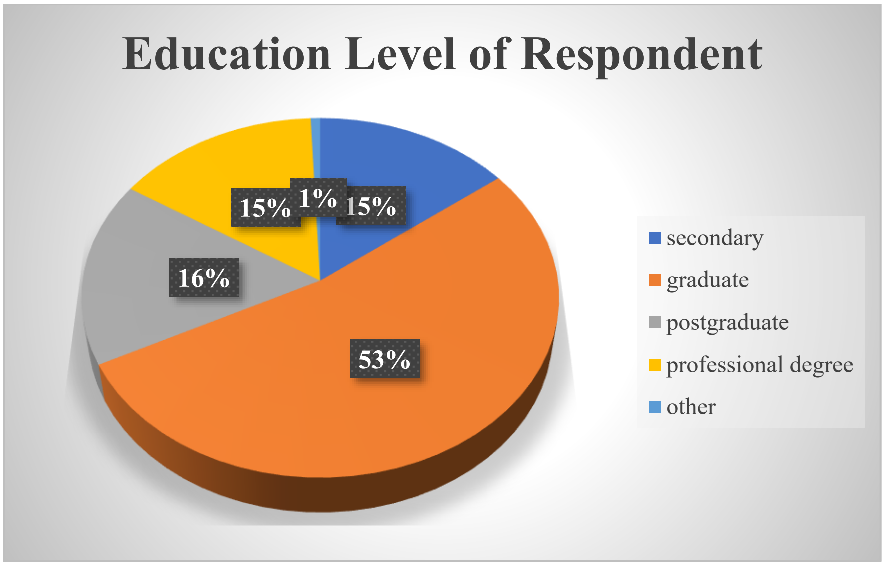
Interpretation: Most of the respondents belong to the 26–30 age group (53.6%), followed by 31–35 years (24.5%) and 20–25 years (17.2%), while only 4.6% of respondents are in the 36–40 age group. This shows that the majority of participants are young adults aged 26–30 years.

Marital Duration:



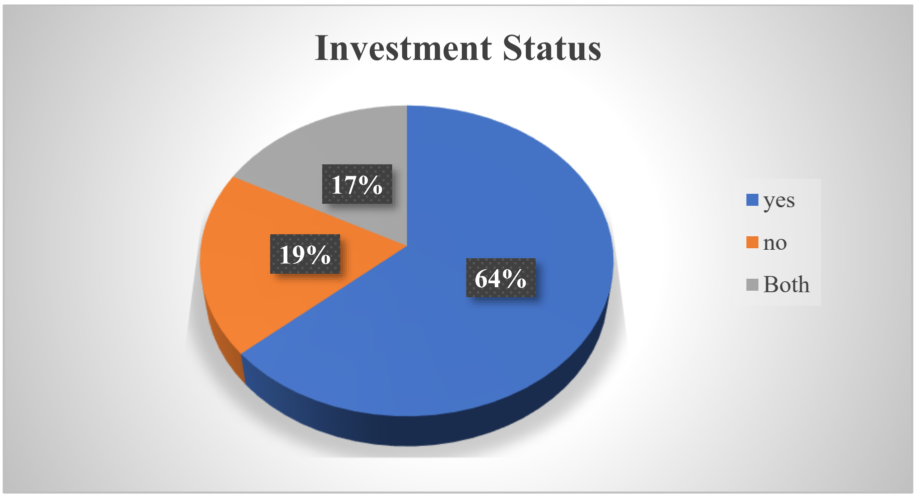
Interpretation: Most of the respondents have a marital duration of 1–3 years (35.8%), followed by less than 1 year (30.5%) and more than 5 years (20.5%), while 13.2% of respondents have been married for 3–5 years.

Education Level:



Interpretation: Most of the respondents are graduates (53.0%), followed by postgraduates (16.6%), professional degree holders (15.2%), and secondary education (14.6%), while 0.7% fall under other education levels.

Do you currently invest your money?



Interpretation: The table shows that 63.6% of respondents currently invest their money, while 19.2% do not invest, and 17.2% fall under both categories.

Investment Experience

Status	Frequency	Percent
Less than 1 year	71	47.0
1-3 years	44	29.1
3-5 years	19	12.6
More than 5 years	17	11.3

Total	151	100.0

Interpretation: The table shows that 47.0% of respondents have been investing for less than 1 year, followed by 29.1% who have been investing for 1–3 years. A smaller proportion includes 12.6% investing for 3–5 years and 11.3% investing for more than 5 years.

Need for financial education

Status	Frequency	Percent
Yes	145	96.0
No	3	2.0
Not sure	3	2.0
Total	151	100.0

Interpretation: The table shows that 96.0% of respondents feel that young couples need more financial education, while 2.0% disagree and 2.0% are not sure.

Cross tab Analysis between Education, Gender and Marital duration

H0: There is no signification difference in Education & Gender.

Cross tab between gender, marital duration & Education level.

		Yes	No	Partially	Total	Chi - square
Gender	Male	59	1	9	69	Value:3.172[a] Df: 2 Asymps:.205
	Female	68	6	8	82	
	Total	127	7	17	151	
Marital Duration	Less Than 1 Year	39	3	4	46	Value:7.298[a] Df: 6 Asymps:.294
	1-3 Year	46	2	6	54	
	3-5 Year	19	1	0	20	
	More Than 5 Year	23	1	7	31	
	Total	127	7	17	151	
Education level	Secondary	15	7	6	22	Value:30.770[a] Df: 8 Asymps:000
	Graduate	68	4	8	80	
	Postgraduate	21	1	3	25	
	Professional Degree	23	0	0	23	

	Others	0	1	0	1	
	Total	127	7	17	151	

Interpretation:

The cross-tabulation between gender and investment awareness shows no significant difference ($\chi^2 = 3.172$, df = 2, p = 0.205). This indicates that both male and female respondents exhibit similar levels of awareness, suggesting that gender does not play a decisive role in shaping investment knowledge among young couples in Surat city.

Similarly, the analysis of marital duration and investment awareness reveals no significant association ($\chi^2 = 7.298$, df = 6, p = 0.294). Couples across different marital durations—whether less than one year or more than five years—demonstrate comparable levels of awareness, implying that the length of marital experience does not substantially influence financial planning behavior.

In contrast, the cross-tabulation between education level and investment awareness shows a highly significant difference ($\chi^2 = 30.770$, df = 8, $p < 0.001$). Respondents with graduate, postgraduate, and professional degrees display higher levels of awareness compared to those with only secondary education. This finding highlights education as a critical factor influencing financial literacy and investment decision-making.

Overall, the results suggest that while gender and marital duration do not significantly affect investment awareness, education emerges as the most influential factor, reinforcing the importance of financial education initiatives to improve awareness and planning among young couples.

H0: There is no signification occupation & Investment Avenue.

Cross tab between occupation.

Investment Avenue		**Salaried**	**Self employed**	**Business**	**Home Maker**	**other**	**Total**	**Chi – square**
Mutual fund	Yes	56	5	46	14	13	134	Value:6.770[a] Df: 4 Asymps:.149
	No	5	1	3	4	4	17	
	Total	61	6	49	18	17	151	
Stock	Yes	52	5	44	14	14	129	Value:1.749[a] Df: 4 Asymps:.782
	No	9	1	5	4	3	22	
	Total	61	6	4	18	17	151	

Investment Avenue		Salaried	Self employed	Business	Home Maker	other	Total	Chi – square
Real Estate	Yes	29	1	38	6	6	80	Value:20.699[a] Df: 4 Asymps:.000
	No	32	5	11	12	11	71	
	Total	61	6	49	18	17	151	
Gold	Yes	54	6	46	17	16	139	Value:2.019[a] Df: 4 Asymps:.732
	No	7	0	3	1	1	12	
	Total	6	6	49	18	17	151	
Insurance	Yes	45	4	42	11	11	113	Value:6.055[a] Df: 4 Asymps:.195
	No	16	2	7	7	6	38	
	Total	61	6	49	18	17	151	
Crypto	Yes	11	0	18	1	5	35	Value:11.285[a] Df: 4 Asymps:.024
	No	50	6	31	17	12	116	
	Total	61	6	49	18	17	151	
Not planning To invest	Yes	14	1	13	4	6	38	Value:1.446[a] Df: 4 Asymps:.836
	No	47	5	36	14	11	113	
	Total	61	6	49	18	17	151	

Interpretation:

The results indicate that occupation has varying influence on investment preferences among young couples in Surat city. For mutual funds, stocks, gold, and insurance, the chi-square values are not significant ($p > 0.05$), suggesting that awareness and participation in these avenues are relatively consistent across salaried, self-employed, business-class, homemakers, and others. This implies that these investment options are widely accepted regardless of occupational background.

However, a significant association is observed in the case of real estate ($\chi^2 = 20.699$, df = 4, $p < 0.001$), where business-class respondents show higher participation compared to salaried and homemaker groups. This highlights that occupation strongly influences real estate investment, with business-class couples viewing property as a preferred avenue for wealth creation.

Similarly, cryptocurrency shows a significant difference ($\chi^2 = 11.285$, df = 4, $p = 0.024$). Business-class respondents and salaried individuals demonstrate greater interest compared to homemakers and self-employed groups, indicating that modern, high-risk investments are more appealing to financially active and risk-taking occupations.

For respondents who reported no plans to invest, the chi-square test shows no significant difference ($p > 0.05$), suggesting that reluctance to invest is evenly distributed across occupations.

Overall, the findings reveal that while traditional avenues such as gold, insurance, and mutual funds are uniformly preferred across occupations, real estate and cryptocurrency investments are significantly influenced by occupational background, reflecting differences in risk appetite, financial capacity, and investment priorities.

Findings:

The study reveals that the majority of respondents belong to the age group of 26–30 years, indicating that young couples in this stage are more actively involved in investment decisions. It is observed that female respondents slightly outnumber male respondents, and most of the participants are graduates and salaried employees, reflecting a relatively educated and financially aware sample. The findings indicate that while most respondents are aware of various investment options, their level of financial knowledge remains moderate. Social media, friends, and family are identified as the major sources of investment information, showing a strong dependence on informal channels rather than professional guidance.

The cross-tab results show that gender and marital duration do not significantly influence investment awareness, as p-values are above 0.05. However, education level has a highly significant impact ($p < 0.001$), with graduates, postgraduates, and professionals demonstrating greater awareness compared to those with only secondary education. This highlights education as the most critical factor shaping financial literacy and investment decisions among young couples.

The study further shows that traditional investment options such as fixed deposits and gold are the most preferred among respondents, highlighting their inclination toward safety and stability. However, modern investment avenues like mutual funds and stock markets are gradually gaining popularity among young couples. It is also found that factors such as safety, returns, risk level, and tax benefits significantly influence investment decisions, with safety and returns being the most important considerations. Most respondents exhibit a moderate risk appetite and prefer short-term investments, while a majority invest only a small portion of their income, generally between 5% to 10%.

The cross-tab analysis shows that occupation does not significantly influence investments in mutual funds, stocks, gold, insurance, or reluctance to invest ($p > 0.05$), indicating uniform preferences across groups. However, real estate ($p < 0.001$) and cryptocurrency ($p = 0.024$)

exhibit significant differences, with business-class and salaried respondents showing higher participation. This suggests that while traditional avenues are widely accepted, occupation strongly shapes interest in property and modern, high-risk investments.

Additionally, the findings indicate that investment decisions are mostly taken jointly by couples, although husbands tend to have a slightly dominant role. The study identifies key barriers to investment, including fear of risk, lack of knowledge, trust issues, and complicated procedures, which discourage respondents from making effective investment decisions. It is also observed that most respondents are new investors with limited experience, generally less than one year. Despite these challenges, a positive trend is seen as a large number of respondents express their willingness to increase their investments in the future, particularly in options such as gold, mutual funds, and stocks. Furthermore, the study highlights that education level has a significant impact on investment awareness, while gender does not show a significant difference. Overall, there is a strong agreement among respondents regarding the need for financial education and awareness.

Conclusion:

The study shows that young couples in Surat have basic awareness about investment options, but their financial knowledge is still moderate. They prefer safe investment options like fixed deposits and gold, while modern options are slowly gaining interest. Investment decisions are mainly influenced by safety, returns, and risk.

Additionally, the study highlights that most young couples are new investors and invest a small portion of their income with a short-term focus. Barriers such as lack of knowledge, fear of risk, and complex procedures affect their investment decisions. Therefore, improving financial literacy and providing proper guidance can help them make better investment choices and achieve long-term financial stability

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