

(54) Title of the invention : EFFECT OF INVESTMENT CONSCIOUSNESS IN FINANCIAL ASSET AND PREFERENCE OF FINANCIAL MEDIATORS IN EQUITIES TRADING

(51) International classification :G06Q0040060000, G06Q0030020000, G06Q0040040000, G06Q0040000000, G06N0005000000

(86) International Application No :NA
 Filing Date :NA

(87) International Publication No : NA
 Filing Date :NA

(61) Patent of Addition to Application Number :NA
 Filing Date :NA

(62) Divisional to Application Number :NA
 Filing Date :NA

(71)Name of Applicant :
1)Dr. B.NAVANEETHA
 Address of Applicant :Assistant Professor, PSG College of Arts & Science, Coimbatore. Pincode - 641014 State - Tamil Nadu Country - India -----

2)Dr.V.Sundara Prasad
3)M.Mohamed Ishaq
4)Dr. A. Sulthan Mohideen
5)Mrs. B. Lakshmi
6)Kumar
7)Andrea Varghese
8)Dr. V. Dheenadhayalan
9)Dr.C.Vilvijayan
10)Dr.D .D.Paul Dhinakarn
 Name of Applicant : NA
 Address of Applicant : NA

(72)Name of Inventor :
1)Dr. B.NAVANEETHA
 Address of Applicant :Assistant Professor, PSG College of Arts & Science, Coimbatore. Pincode - 641014 State - Tamil Nadu Country - India -----

2)Dr.V.Sundara Prasad
 Address of Applicant :Assistant Professor, PSG College of arts and science (Autonomous), Coimbatore Pin: 64104 State: Tamil Nadu Country: India -----

3)M.Mohamed Ishaq
 Address of Applicant :Assistant Professor of Commerce, Hajee Karutha Rowther Howdia College Autonomous, Uthamapalayam, Theni District Pincode - 625 533 State - Tamil Nadu Country - India -----

4)Dr. A. Sulthan Mohideen
 Address of Applicant :Assistant Professor of Commerce, Hajee Karutha Rowther Howdia College Autonomous, Uthamapalayam Theni District Pincode - 625 533 State - Tamil Nadu Country - India -----

5)Mrs. B. Lakshmi
 Address of Applicant :Assistant Professor, Panimalar Engineering College, Chennai – Bengaluru Highway, Nazarethpettai, Poonamallee, Chennai Pin: – 600123 State: Tamilnadu Country: India -----

6)Kumar
 Address of Applicant :Assistant Professor, PGDAV COLLEGE EVE University of Delhi Nehru Nagar, New Delhi Pin: 131001 State: Delhi Country: India -----

7)Andrea Varghese
 Address of Applicant :Assistant Professor, St.Joseph's College(Autonomous),Irinjalakuda Pin:680307 State: Kerala Country: India -----

8)Dr. V. Dheenadhayalan
 Address of Applicant :Associate Professor (on Deputation from Annamalai University), PG Department of Commerce College Name with address: Sri Subramaniaswamy Government Arts College. Tiruttani. Tamilnadu, India Pin: 631209 -----

9)Dr.C.Vilvijayan
 Address of Applicant :Assistant professor of commerce. College Name with address:Thiru kollanjiappar government arts college, Virudhachalam, Pin:606001 State: Tamilnadu Country: India -----

10)Dr.D .D.Paul Dhinakarn
 Address of Applicant :Asst. Professor Commerce Department JHA Agarsen College City: Chennai State: Tamilnadu Country: India Pin code: 600 060 -----

(57) Abstract :
 Effect of Investment consciousness in financial asset and preference of financial mediators in equities trading Abstract: The goal of this study, according to the experts, is to determine investors' current level of awareness about various financial assets. Furthermore, we investigate the various factors that may influence the participants' investment choices and investment style. A questionnaire is used to collect information from 152 investors. The survey instrument included two sections. The first section of the questionnaire collects demographic information from the respondent. The second half of the questionnaire assesses participants' level of knowledge, the factors that influence their investment decisions, and their investing style. To analyse the data, we will use the Statistical Package for the Social Sciences. Statistics are used to analyses data in order to determine the relationships between variables that are expected to have an impact on investors' investment decisions. During our investigation, we discovered differences in investor preferences based on their gender, academic credentials (including age), occupation, and annual income.

No. of Pages : 10 No. of Claims : 5