

**AN EMPIRICAL STUDY OF GENDER DIFFERENCES IN RISK AVERSION AND
OVERCONFIDENCE IN INVESTMENT DECISION MAKING EVIDENCE FROM
PAKISTAN**

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CHAPTER 1
INTRODUCTION

Risk aversion basically link with economics finance and psychology studied on consumer behavior that an investor faced uncertainty. Some people depend upon low money they avoid from risky decisions. Even they know value of winning in their favor. Every time decision is not always same .Behavioral finance focuses on consumer behavior. Gender differences are existing across countries and culture. Therefore researchers pay attention on this and attempt to achieve a goal of human civilization. In behavioral Finance researcher studied on gender differences and their decision on investment and overconfidence on investment decision making. Many Studies conducted that females invest their Money conservatively then males. A number of research literature and decided to invest in other forms of gender differences is a relatively new avenue. Risk taking of gender and overconfidence fairly well establish in now a day's studies Information in the government and private policy makers is helpful for professionals and researchers to provide the most effective interventions to invest in the most important investment decisions results in designing a better understanding of the main differences can be the process is usually to have.

It had been studied that female almost 80 to 90 % responsible for their investment decision. Many financial consultants recommend that female choose the low risk investment or risk free investment than males. If two investment plans give same return, female choose lowest risk investment plan as compared to males. Some Studies shows that female are more interested in high risk for high return than males. Securities investment rules of the stock exchange, investor

interest in basic hypothesis of rational agents is expected to be concentrated in .Rationality want to achieve a permanent improvement. Investor lives with a subjective perception over risk incomplete information happen low understanding for risk calculation. Many investors proved that they are risk averse but every time investments decisions are not same at same investments.

Much economic interaction involves some risk. Therefore, it is not surprising. Including the risk of their decision-makers to understand how important the social sciences, the body of research. The expected benefits, and the current theory, risk estimates for experimental research. However, the actual level in the light of the expected benefits and individual differences, allowing the agent to take risk free parameter leaves behavior. In this, we organized a group, a significant difference between the studies of risk. In particular, we decided to take the risk of making the study of interaction with genders.

A common stereotype that Females are more likely to take risks than man. Risk fundamental problem of an experimental study of individual differences the methods used to study this phenomenon there is a difference between. Considering only experimental studies using the whole experience another solution (mostly psychologists) makes it difficult to compare the results of the problem.

Experimental studies of the economy favors the years have shown Individual economic behavior is not completely uniform. There's Literature depending on several factors, such as age, tried to explain this discrepancy, and education, and cultural differences, among other things, income and social status. One the most important factors that have been carefully analyzed gender roles Economic behavior. Differences between the sexes many empirical analyses and a lot of different environments in different areas of the economy. Evolutionary theory predict polygamous types of crossbreeding, young man Successful young women would be more willing to take risks and try to reproduce. Men may be bright feathers or Lekki where the most prominent Observable signs make them more susceptible to predation, as compared with the Women's. He threatened species, such as where people can be a form of Sex differences in many aspects and features may be exaggerated threat behavior.

Women are less well-paid jobs and high-level professional representation. We investigated to what extent this represents under experimental economics studies innate differences between

men and women to introduce indirectly to the thoughts can help you avoid risks to competition, feedback preferences or passion sex differences explain the gender differences observed. There is a risk that if, for example, there are more women than men, So, if the bonus is paid jobs and a company linked to from Performance, relatively fewer women will be selected due to the uncertainty of the jobs are well paid.

It determines the preferred risk policy is congenital or the environment is important to understand to what extent. The main risk preferences, in some areas, women represented only if the compensation mechanism can be solved by changing. But the educational or training context shaping attitudes to risk changing environment, if you can help represent less. Therefore, policies to deal with high-paying jobs represent less dependent women.

Economists have only recently started to determine why women and men risk is opposite. Roughly speaking, these differences may be due to maintenance. Nature or a combination of both. Therefore, children are pushed to take a risk on Participation in competitive sports, while girls tend to be encouraged to remain vigilant so. Options are at risk of men may be due to the nurturing parents or colleagues. Similarly, the reluctance of women to the risk of a parent or friend pressure not to do so.

Females are More risk averse than men, which is not really a woman? The characteristics and environmental factors It is also discussed the question of whether these factors have an impact on gender differences in financial risk. The process of decision is affected by two types of factors Internal and external only the essential factors such as the individual. Characteristics and factors that have a significant impact on the financial investment. Decisions therefore, given the insight into the personal. Characteristics and response of the individual to the financial environment, which may help explain the cause of the various financial markets in terms of. View previous article assumes that gender differences in appearance and. Attitude in relation to the financial environment may have an interest in their education. Risk behavior among men and women. It describes the gender differences in risk. On the basis of both the above. Firstly, the article

mentions The relationship of gender differences in character and behavior relative risk potential. A study of gender differences in response to environmental conditions in the financial markets.

You know the difference between male and female brains may have heard that. But if you can contribute to I do not know what the difference was affecting the behavior of investors gender differences in risk perception in mind.

Stock investors avoid big risks and it can help avoid unnecessary risks short-term game and losses on the market, avoiding market risk shares, cash and fixed income for low-risk assets such as securities, focusing its investments in women, the risk to fall short of your retirement and other long-term financial goals. Sociology, psychology and finance are men and women are generally more at risk of a difference the right attitude different answers tend entertainment averse. end and women risk their risk of social activities; Risk behaviors such as failing in smoking, alcohol and wearing a seat built & illicit drug use; criminal activity; after a long time, the decision on the wallet. Other potential financial consequences of different investment options of individuals, or if risk aversion is focused on how to evaluate the possibility of wealth differences, some researchers, is the economic and evolutionary reasons. A very interesting study of men and women the opportunity to gain or loss when there is no difference in their perception, Earn more than men about the possibility that there are more pessimistic.

Frustrated women, the risk hypothesis as a possible reason for feeling what has become known Feelings and emotions without the intervention of modern finance theory, assuming that the possibility of making rational assessments. In fact, psychological studies the differences between these feelings often completely cognitive assessment and contradictions, we tend to dominate sentiment that is found. Moreover, emotions often affected by factors such as sharpness. Men and women experience more powerful irritability, mental images tend to be more obvious fear. Facing risky decisions more pessimistic and women to achieve a high probability of light exposure. Beginning to be aware of bias. At the same time potential (college for a good view of being able to afford to buy a home or child) more risk to overcome the lack of any financial aid

to emphasize getting back to work on long-term goals can help. Finally, to provide them with these women for riskier assets, such volatility least

ETF portfolio construction techniques and strategies as some downside protection can help increase comfort as well as designed for products such as various products. With the same expected return but to a different degree of risk measurement, financial, risk-averse investors, as well as when choosing between two investments, low risk, volatility and correlation with other assets back this with investment choice.

It had been studied that female almost 80 to 90 % responsible for their investment decision. Many financial consultants recommend that female choose the low risk investment or risk free investment than males. If two investment plans give same return, female choose lowest risk investment plan as compared to males. Some Studies shows that female are more interested in high risk for high return than males.

There is gap on investment decision capabilities regarding male and female. With different orientations Women and men, gender studies and risk averse, risk-taking and risk of investment alternatives and choose the angle of the total population of men and tells us that may not behave the same.

Erlanger speaking, we get more women in senior management positions to try to figure out how you got Hewlett-Packard a few years ago I was reminded of something. Review personnel records of women working in HP the qualifications for the job run on 100 percent believed that only in this case found that applying for promotion. They can meet the needs of 60 percent thought the men were happy to use. At HP, and study after study results confirm that we instinctively know. Under qualified underprepared and men do not have to think twice before relying on. Too many women still quiet, overqualified and over prepared. They are perfect only when women feel confident. Or almost exactly.

A psychologist at the University of Social California at Santa Barbara, and the study of the problem of self-perception decades ago. "As a young professor," he told us, "I would like to set up a test where you ask the men and women how they think they're going to do a variety of

tasks." She found that men overestimate their abilities and performance constantly later, and that woman are routinely underestimated both. Actual performance did not vary in quality. "It's one of the most consistent results can be," says Maj experience. Today, when he wants to give the students an example of the study results are quite predictable, they refer to this one.

The other hand, the same thing Yale School of Management at Victoria Brescoll plays out every day in the lecture hall. Today's business world, especially in the fashion required by the trust and support of MBA students. But in spite of all her students over the chart is smart, he students' lack of faith was surprised to find out.

They will not get a good job in the natural meaning of these women, so why bother trying," he explained. "And they will not, it is not exactly in the region." As a result, students tend to withdraw. "As human resources or marketing therefore less competitive areas, is going to end," he said. Finance, investment banking or unable to track the position of senior lecturer.

It is like paying \$87 to jam 17 orders of sushi down your throat in an hour people always try to understand the behavioral economics irrational financial decisions. Two, sorrow, and no one had the idea to do something to buy 2 get 1 one free. Irrational solution combines two classic tricks: deficit, and now he's gone before him; and idea-it is nothing to buy two pairs of the third free.

Males are more inclined to take risks in investing, Experimental observations have found that men with a big appetite for risk. Behavioral investor's men and women are under threat. For example, the speed of their investment portfolios division Guys deposition, but bonds studies. Not, but more people are dangerous securities (market risk, and another pilot) tend to be. These people are more comfortable at higher risk. We risk appetite, or there may be a lack of discipline or the nature of gender differences still do not understand. Naturally more cautious than men, women are able to busy these differences or environmental factors. While the jury is still this question, I think it is an important factor in investing decision investment. Investment means higher profits for the higher risk. However, there is also a significant risk of side effects, so it means that the free lunch. Men are more willing to take risks also means you are more likely to lack.

Men tend to be more trusting than women; investors tend to over-confidence than they actually know. As a result, excessive self-confidence of investors at the expense of many a potential trade. This study was conducted to analyze the demographic effects such as gender and only to experience behavioral biases such as overconfidence in male's females in Pakistan. Few researchers tried to focus on this issue here. This lack of Research challenges faced is to find data even caused or through intermediaries through the individual participants. This resulted in a lack of evidence for that individual. A Prejudice Behavioral studies must be carried out on a great importance is the reason. Finance and outside Pakistan to prosper in a way that will help the bag to take this country Crises. The findings of this research can help financial professionals to educate investors.

That days gone when women advised to Man for future investment. Despite progress in gender equality in the last century, however, Women and Man have achieved equality in the side of investment is not enough? Today gender and natural differences between investment and revenue trends and cultural expectations about gender and money. In many cases, these differences are unclear whether nature or nurture beginning. In both cases, men and women clearly have different views and attitudes. Men do not like to ask for directions, and women with other women want everything. This basic stereotypical gender perspective investment appears on learning methods. Women prefer a group setting while Man tends to enjoy their learning. Man is directed mostly internet learner more than women while women prefer to family friends finance planer taking approach to gathering information. But this is a different learning taught by different students and students that work. I prefer to learn how to do both women and men differences. Women enjoy learning together in a nonjudgmental setting while men get the information on their own behalf and take a decision. Sometime over confidence is a good thing. You need to push them to make decisions and move on. But believe that it can backfire. Investors have to much overconfidence or less confidence. Man has overconfident than women on investment decision making.

Confidence gender differences, however, do not appear only in terms of finances working men when it comes to investments, as a rule, confident woman, shows that tend to be less confident than men and the location of these different trends and portfolio can have a real impact on performance.

Mutual fund management academic gender effect has not been studied extensively. However, funds managed by the existing literature shows that men women managed funds take less money flowing. Thus, there is less to manage the female managers. People with higher prejudice scores invest less in female-managed funds. When decisions have to be taken into account gender fund manager investor list I want to explore them to invest in mutual funds. These managers are more passive strategy compared with index funds required for the adoption of more demanding in terms of skills and competencies. Study after study has shown that women are less aggressive than men when it comes to investments. This is because there are a variety of discussions on this issue. A slight decrease in income from fees and as women try not loses what little they have, is that the leads are more conservative approach.

Another biology and nature of the protection of Mother Nature are often more reluctant to take risks to mothers who, arguing that this refers to the role. Risk aversion is higher than the next, usually accompanied by a number of features of the reasons a more conservative investment policy. And less often more concerned about the risks of trading. According to popular logic, when your goal is to make money in the financial markets are all negative qualities.

They tend to keep their money separate the men, women and their male partners are more likely to share their investment decisions. If the risk of the investment universe down to earth to men then the women from somewhere a little more. When it comes to investment decisions, Gender plays a bigger role than many people realize. Research investments in the form of the female mind have additional assistance or have to keep the big picture. The governor of the positive and negative effects. Women's conservative attitudes toward risk and investment strategy are to demonstrate a stable mood. Men, on the other hand, are generally overconfident in investment strategy and to demonstrate the nature of the liquid. Women have less difficulty in explaining that they are not sure about their capabilities, all of the research is a significant difference between the genders, it seems that they do not believe in the meaning of the investment will not come as a big surprise. This is something that is not in the bottom of the ego: investment analysis and portfolio management is a critical issue. This mistrust is high confidence in the result of the large number of disasters. This difference is due to the belief that fewer women (as an amateur) start to invest, or to consider a career in the field of investment trust themselves, first and

foremost, that is. But what is the difference between the men and women of faith to start research translates into qualitative differences remains to be seen whether.

Excessive learned through past success. When you turn the decisions skills and ability kindness, and to become due. If the decision becomes worse, Luck. The gains more experience and poor people, and whenever will attribute it to their own ability, even when much luck is involved. In emerging markets, individual investors attribute a lot of which makes them overconfident in their success to their own special abilities. As a result, your confidence in emerging markets than in bear more clearly excessive behavior will be markets.

Overconfidence and potential pitfalls we are behaviors that are at least It really should be considered before making investments. It just thinking about bad things for us, Not Happen to someone else, for us, or we are really good. There is a main problem in the gender they think they have a better control himself on overconfidence. They can do this or they believe. More of a problem than it was in this period. Became widespread in the 1990s, such as online trading. I began to feel at the time of making the investment. Putting their own investment decisions and trades, they are more likely. Success, it takes a lot of trust investors eventually lead to some negative number. Greater risk because they feel that they are just checking. In addition to the potential loss of confidence as a result of trend trading too much. Investor confidence is likely to believe that the decision to turn out to be very profitable; Therefore, we tend to ignore things like transaction costs and tax effects. By performing too much they take over some investors transaction fees and other costs incurred through trade. Many also are due on earnings tax cost factors and forget. They found that the tax burden is large.

Investors tend to ignore the possibility of such damages. After all, they have the right information about their expectations for a reason; absolutely do not take into account the risks. But it does not include them interested damage may occur. Professional investors and they can be made to understand the loss. The key to this is that it is possible to reduce loss and learning. On the other hand, those that work, and small Internet companies, seems to play all the money it takes time to get the money, success is reinforced by the accident at the beginning of a dangerous and ill-treatment in 1990. Investors took a product completely accept, let alone something called

vaporware invest in a company that sells, these companies raised this belief to strengthen their innate ability to be a good solution in mind Deals. This belief leads investor's information behavior that illusion. But some people are entitled to their own personal interests. Data Illusion is a decision with greater confidence towards the front again. This is a very dangerous line of thinking is that we can give more hope you will understand the internet world. If I assign a fair amount of what they think the next fair six-sided die roll and I'm sure when the right or not: And so I wonder what is the best Nofsinger a good example. Clearly, it may be the only chance to choose any number between six and six and to the right. Now, let me tell you the last three roll molds produced every four numbers. Again, I think if you die roll number, what chance is coming up, right?

More about different people from different backgrounds. Some may think that this number is likely to come to the front four. Others may think and work the other four classes. In fact, it is likely that the fair or throw another number more than four numbers were not great. Capital of reports from friends and illusion opinion of analysts, colleagues and even to deceive Internet or chat rooms. This information is important to remember that all this is true and complete picture of the situation. Past failures of high and very clearly bankruptcy several mortgage loans. Most investors do not have all the facts they have no idea because they do not actually holding the investment. We have many safe, low-risk securities to buy only just for a lost market for them; I think you have to find the ability to sell.

Source is the illusion of knowledge in the world of education. In 1994, the group –super investors Long Term Capital Management, a hedge fund set up to know. So if you think I'm doing Information, I was interested in educational level, founding director won two Nobel Economic stock options in 1997, called for research to determine the value of the prize Black-Schools option pricing model. These derivatives are often blind man operation

Fund Returns was a wonderful first experience - an increase of almost 40%. But by the end of 1998 this is a huge over-reliance on the part of the organizers of the leading positions on credit foreign government debt. The Russian government, it is a lot of time defaulted on its bonds Leverage can lead to large losses as well as collapsed. Will take place at the end of the Federal Reserve, a consortium carried out on bail In order to prevent the collapse of a large bank loan

market. At the end of this leadership is all great minds Their knowledge and success on the road. They fail to see clearly what is being Because they are doing a lot of confidence in their own abilities.

Overconfidence and risk information may lead us illusion. and opportunities If this does not seem irrational. They key, it is reasonable to provide a discipline avoiding pitfalls Investment policy. We try to get the best return for the money, we have to be aware at all times There is no way to completely eliminate the risk. Key to preserving and we take no risk level because there does not want to just ignore it. It must be said that the key So we use both reliable and valid information not be fooled by the wrong means.

Most of us are familiar with the concept of a reference, but has a positive meaning. For the Show a shovel need to imagine a cross and a lake. In general, when you ride If you are facing in the opposite direction of the road, so it's very difficult to go. For To keep yourself in line, you can select applications coast. as long as Keep this point in the right perspective, then you can fully move in a straight line Lake had trouble getting as low as possible.

Investment in the works, as well as a point of reference, but it can also lead us astray more precisely targeted. In a reference to the investment usually occurs during high or low Or the value of a specific date. One account, for example, is often the first indication of the value of Later in the year, and from that moment on, were talking about. We especially outside of history as a reference, but the problem is caused by.

Points out that the high and low prices. For example, imagine you got a stock in June 2014 at 25\$. Stock greatly appreciated and ended the year at a price 50 \$ in June 2015. Stock Hard times fell and fell back to \$ 45. This is based on the investor's reference point Profit (\$ 45 per \$ 50) or (\$ 45 up to \$ 25) can be seen as a loss of 80% or 10%. This may not be as a minor issue, but it could easily be put in the wrong verse reference investors and the reason for making bad trades. For example, 10% of investors risk aversion may lead to unnecessary loss of perspective and become that way too conservative in his choices. At the same time manage the sale of investments Now, instead of waiting for the price to climb again, preferring not to do that.

Most of us suffer from varying degrees of overconfidence. Overconfidence, such as the restoration of the fight at the age of 50 years with little or no experience with this bath, or more complex decisions, like trying to decide skate is a common factor. After all, how hard could it be? Our optimism and efficiency of our over-confidence is supported by two additional effects. Were overly optimistic about the results of studies in the future. Our optimism is the probability of events that causes us to overestimate underestimates the probability of positive and negative events.

Some groups are asked to assess the results of certain events, such positive results, and they consistently underestimate the negative consequences of exaggerated. We believe that our superiority over the support of our faith. The positive attributes of people and tend to overestimate the negative qualities of light than others. Overconfidence can lead to slight exaggeration and returns to the investor risk. Literature If you do not trust some investors may benefit shareholders, the shows were extremely corrupt Shareholder value cannot view their risk-return profile. An interesting question as to whether a extremely confident investors are to harness the drive and optimism while blocking the road overinvestment and excessive risk-taking associated with overconfidence. If the investor and board service for the introduction of different perspectives actions of the middle and at the end of trusting investors, for the benefit of shareholders. Great literature, psychology, on the other, we explored the needs of the people for a positive self-view, and there are Put the extent that it is confident about the ability of the individual to believe. Here Context, overconfidence absolute or relative is defined as people who believe in their ability to be more than it really is, or the general belief is that it can be more than the population distribution capabilities.

We are in the corporate finance and investment decisions made by women officers Check Compared with male managers. Buy more male managers and contract issues Loan officers often than women. Moreover, adjusted by purchasing Ads less than 2% of the revenue made by the manager Female managers in companies, advertising agencies and debt problems in the lower back Male managers. Women managers of the future earnings and sheep wide limits there is a high probability of early exercise of stock options. This evidence suggests that men show The most important business decisions based on the overconfidence of women. We examine the diversity of focusing Manager The most important feature of an effective manager Gender.

A gender difference in behavior is hard work, but the psychology and other fields corporate finance is not. Well this article whether a director is a significant gender effect corporate decision-making. We consider it we have to determine the effect of the differences in behavior Shareholder value.

Investors in the financial sector need women investors and the financial in sector. Women get more positions career more features and control the wealth of the family so to a large extent, but, still tend to be under represented investors .Inertia is a financial investments risky and puts women because of career options available to retirement benefits and less tend to be less now already in their working years additional risks.

Women setting goals, but if they have a large family needs is less consistent maintain some personal goals. Responsibility is to provide a female perspective on the importance of investment and help keep a secure financial future for the right path. A working paper reactions to recover the Harvard Business School recently published regarding the success rate of individual workshops. Results support necessary to change the face tracking savings behavior but shows that the continuous and useful with text messages.

A similar approach may work for investment numbers. These plans are living day after day so as not to interfere women that need a reminder of long-term personal goals. Innovative approaches such as the impact of these techniques every day, cost-effective and scalable and customizable style and programs for each customer.

PROBLEM STATEMENT

The Problem of this study is whether males are over confident or females, when they make investment decisions. Another problem of this study is which includes either males are more risk averse or females are more risk averse.

PROJECT QUESTIONS

- Does gender affect on individual's financial decisions whether males are more risk averse or females?
- Does males are overconfident or females when they make any investment financial decisions?

PROJECT OBJECTIVES

- To Know the Empirical relationship of gender difference on in risk aversion
- To know the gender difference effect of overconfidence in investment decision making.

SIGNIFICANCE OF THE STUDY

This study will provide benefit to the investors whether they are institutional or individual when they will know either males are overconfident or females and this study will also give the information that Females are more risk averse or Males.

ORGANIZATION OF STUDY

The study is organized as the first chapter is about to introduce the research, some related literatures are explained in the second chapter, chapter three explains the methodology to conduct this research, all the conclusion about the study are described in chapter four .

CHAPTER NO .2

REVIEW OF LITERATURE

There are many studies on behavioral finance. These studies show that there are linkages between gender and behavioral finance biases. The investment decision of gender at overconfidence and risk aversion effect on individual investor. The research is part of the investigation, we know from our behavioral finance. The gender, the sentiment of risk aversion and wants to see how it affects the decision. In the case of financial investments, the person we selected review of previous research in the same field of study, we found the researchers. Various studies carried out in the decision to invest in any kind of party. In order to limit the investment in our research, we focus on how gender studies research. The impact of personal decisions on financial investment. We found them our research enables the development of our topic to find their way into the system.

Risk Aversion

Others as a result of different investment options and the possible likely financial results, or wealth, to focus on how to explain the difference in risk aversion, and some researchers, economic and evolutionary point and causes. The study of very interesting women and men differ in their view of the possible loss of profits, while it is more likely than men to get more pessimistic about the possibilities that have been found in women. Women more than men in risk Aversion. Using a new graphic-based survey instrument by Hanna and Linda mood (2004) this study examined on Women working in the Nepal's banking sector risk aversion than men.

Current literature, consistent with Results of the women's intention to take less risk than men that appears. However, the risk tolerance Sex with more strongly associated with the level of investment knowledge. No significant interaction Effects of sex and marital status to take risks was obtained. Sex age, and knowledge of, and threats analyzes Tolerance and the distribution of wealth and women appear more risk aversion and the investment is less than men risky assets (stocks and direct investment) because of the wealth they consider Investment and product markets are less familiar with. These results complement the existing Increase their confidence in their abilities to educate women investors' literature pointing to the need to Success in the world of finance.

Years of research has shown that experimental economics preferences Economic and behavior is not entirely homogeneous. Literature various factors such as age, and now, we are trying to explain these differences and education and other things, cultural differences between income and social status. One definitely the important factors to analyze the gender role Economic behavior. Differences between genders were many experimental analysis Under in many different environments and different areas of the economy. Recent surveys conducted by Various investigations focus on gender differences in experimental economics literature Articles, like Croson and Gneezy (2009), Review of experiences related to the differences between the gender Risk and social competitiveness and preferences. Studied the experiences of a large chain. Females are more Risk than men .of note are Social cues less competitive environment is a priority. The experiment of Eckel and Grossman (2008) on economic that explore gender the difference in the behavior of matter of public goods and the deadline for the dictator game.

Thread significant differences between the sexes in the absence of behavioral note Risks. In the absence of risk, but they do not take into account differences between the gender. Women with more socially oriented decisions. risk aversion, gender differences main focus. Risk aversion and trust and possibly two widely studied experimental economics problems in science and constitute the essential elements of analysis of a number of economic experiments. For example, trust plays an important role in experiments on deception. Subject to their partners are likely to deceive, when and Partner's behaviors he is confident this will depend on whether or not the subject. As

regards leadership, Gillespie and Mann (2004) show that trust influences satisfaction with leaders and their perceived effectiveness.

Johnson and Powell (1994) the differences between the non-executive population, but these differences are not compatible. Population management with management (managers and potential managers Education). Bet betting behavior observed in the study Offices throughout the United Kingdom, claiming that “made a real decision in the normal Environment.” Disciplines involved that their behavior did not know what was going on Preview. Thread pools are women and found that the more risk averse than man. In Population management, a project financially and asked subjects to evaluate and decide whether or not to recommend it. There is no difference in risk between the genders in this sub-group to celebrate.

Jianakoplos and Bernasek (1996) Friend and Blume (1975), a measure of the relative risk aversion to create a theoretical framework developed using the 1989 SCF data. The other explanatory variables in the natural daily holdings as a percentage of total assets and wealth in risky assets. Wealth variable coefficient provides a measure of relative risk aversion. Previous studies have tried to measure the risk; this is the first study to examine the Important differences between the genders. Check up Sample, which indicates equality between different types Women are at higher risk aversion Asset holdings of more than one man or couple.

Jianakoplos and Bernasek (1996) study, participants self-reported perceived investment risk tolerance to provide proof, they are less prone to taking risks in women. When asked about the cost of the risk back to the tables, single women between 63% and 57% of married women selected% (married men and 41% single men compared with 43% of the samples have to be prepared to accept the financial risk).

According to (Mayers-lavy 1986) that Risk Aversion affected financial knowledge and wealth. Females are more complete information processors than men. Females are more conscious than males. Before the investment females are interested to get more and more information and tried to get all available cues .Males get or use broad categories with few subcategories while females get category to more subcategory .it means that females have clearly vision about dealing they have a more information about complex decision than males it is positive attitude for females.

Hersch (1996) studied on gender and risk aversion shows mixed results. Females are not only interesting in risk aversion on investment also involves in using of seat belt and smoking. According to Jianakoplos and Bernasek (1998) that Males are highest risk aversion than Females.

Another study (Bernasek and Shwiff 2001) Females when allocating pension account assets is conservative than men. According to (Graham et al 2002) The Decision of overconfidence shows more common in men than increased investment risk aversion towards women. At low level of overconfidence this may lead to more thoughtful informed females less confidence in financial investment knows all information ask more question and available information.

It is often women more risk averse than men, presumably several questionnaires common stereotypes studies have confirmed. Sociologists and psychologists to be strong which is defined gender differences in the responses to the risks of non-financial when it comes to physical risk or life-threatening (Byrnes et al. 1999).

(Mueller and Plug, 2006) little work on gender differences in the specific financial decisions has been done Has tried only a few studies to shed Light on the issue of women than men, and the threat against financial risks Are you concerned. Based on field data in the study concluded that women are more vulnerable Averse than men.

Blackrock survey mentioned above, many of the experiments and the social sciences, psychology and economics to work more often men and women beyond risk aversion. They found that gender differences in attitudes toward risk, women tended to respond to various hazards related to leisure and social activities; Risk behaviors, such as neglecting to wear a seat belt; Smoking, alcohol and illicit drug use; Crime; Finally, with respect to portfolio decisions. Other potential financial consequences arising from the various investment options of individuals, or have focused on how to assess the possibility of wealth is to explain the differences in risk aversion, and some researchers, is an economic and evolutionary reasons. Very interesting study of men and women tend possible profit or loss when there is no difference in perception, to be more pessimistic about the possibility of earning a higher likelihood of men found. This effect is

depicted in the following figure. One of the possible reasons for pessimism women became known as the hypothesis of risk as feelings and her relationship. Most modern financial theory without the intervention of human feelings and emotions, it is assumed that the probability of a rational evaluation. In fact, when psychology studies to deals with these feelings usually fully evaluate cognitive and contradiction, we found that emotions tend to dominate. Also, emotions are often influenced by factors such as the feasibility of such images. Men and women tend to be the most powerful mental images nervousness, fear and experience increasingly clear report. This may lead to the possibility of women and show a high probability gains more pessimism faced with light and risky decisions.

The risk increases to come from dealing with any potential to highlight the lack of financing. (Buying a house, or think you cannot afford a college kid) long-term goals can help you work backwards. The last category of funds, currency trading, as well as portfolio construction techniques and strategies lowest volatility products designed to better protect the few disadvantages of a variety of such products may help women. Be more convenient for riskier assets.

Palsson's [1996] study Household Sweden also examine the impact a broad range of variables used in households in financial risk found evidence that the risk aversion women than men Riley and Chou [1992] also. Looking at the impact on the length of the risk aversion and risk factors of personal and household goods to avoid risk than men to find sex differences, a small but important role in the education of their disgust. than women widowed and never married women, women with low risk to separate the married are more reluctant to risk less.

Other studies have investigated the non-financial decisions in the context of gender differences in risk aversion. These studies also found evidence that women have an aversion to risk more Hersch [1996] on average, women, smoking, and use of safety belts, dental care, protection and monitoring blood pressure. Normally a safer alternative than the number of people in decision-making at risk as consumers find Hersch [forthcoming1998] industrial look different and sexually transmitted diseases and predict the incidence of injury-specific. occupational and women, higher compensation than men hate the difference is based on the observation of payment concluded risks -injury to accept only Brinig [1994], analyzing the data. On a confidence and conviction rate of speed that more women are reluctant to appear.

Despite the importance of the existence of gender differences without these studies address the question of notice of such Bajtelsmit and Bernasek [1996], and in particular, risk investment. retirement gender differences in monitoring the risk of literature. They propose a conceptual framework for understanding why it is different from investing in women than men. They finally discrimination of socialization and the effects of biodiversity, human capital, labor market experience, wealth and income differences ran forward and reverse.

Women's mind at greater risk than men, and the return on investment of more men and women on the same level of wealth if you have a way to get the cheapest price. This is also the men, these women, on average, lower incomes and wealth, the more likely that the money more than men actually adds more results according to the means by which to accumulate wealth over time. In terms of the adequacy of private retirement pension income, according to the retirement of women than their male counterparts often to support the retirement wealth accumulation. (Due to the rising average age) Make sure not to the poor in retirement years for women, which is essential for us to understand much more risk averse than men, they cause.

Age demographic characteristics affecting the degree of risk aversion long. When a person gets older, the avoidance to be more serious are expected to increase risk aversion during the life of the life cycle hypothesis of risk aversion. Statement of work over the life of the underlying assets and income that is the relative importance of income. They expect to get a large number of paid labor income was offset any negative consequences for investment in advanced person you acknowledge believe the investment risk to be retired. When someone gets close to retirement, and the type of checks to cover the minimum wage that they have a negative investment results. And looked at the effects of age, and risk aversion to risk the life cycle of hatred test the hypothesis, but many claim is the work that needs to be done. Most IT work only conclusions about the effects of age across a broad sector of the population, and thus can be used instead of longitudinal data - in no time the young or the elderly may be less risk-averse. Morin and Suarez [1983] To conclude in order to avoid the risk aversion of the elderly are more increases the risk with young people at the ages.

Investment sector that historically male-dominated. So, fund managers, fund managers extent it makes sense that women are more men. After statistical women managers and funds and various male decision-making approach. But how does it affect the return earned. Booth and Nolen (2012) approval In addition, a decisive impact on the social environment. Girls from all the girls from school that they show while likely as boys to select all male or coed schools or risky gambles Girls are more at risk than Boys of mixed school avoidance.

Lindquist and Save Soderbergh (2011) That woman, who find natural experience Avoid the risk of over-determination, they more you make male-dominated mixed .Or all female groups.

With reference study of Rosie Murray-West (Feb-2014). While the female partners of men to keep their finances separate women Garden are more likely to share the research has shown that investing in their investment decisions. Alliance Trust, Woman tells people to talk to their spouses and joint venture partners of women who have no money, not to mention the series of their economic, financial plans and aspirations are very much how to handle. However, despite this promising male history, women tend to do because of the risk of their attitude showed a good economic strategy. Professor Terrance Odean found that research by the University of California for more than seven years ago, investors, high-performance, single women than single men, 2.3 per cent; Investment Group is better than sex, 4.6 percent of the male; And 1.4 percent of women do better overall.

Prof.Odean put confidence in a risk averse and poor business decisions men and women who have less confidence in their abilities. The woman also puts them in some cases to their investment in financial services advertising, which is aimed at men. "Financial services are seen as a product of sexy, is not that interesting. I want to invest after seeing an ad does not hold enough interest." respondent said,

Alliance Trust Research found that female investors are conservative investors. The men who participated in the survey "courageous" for investors described conservatives, 89 percent of them had fallen to 66 per cent. Conservative investors found a reliable partner in the peer-to-peer bonds, interest in investment products. For those who want to maintain the balance of risks and rewards. Users of investors "balance" of the installation profile and Commodities Exchange Traded Funds interest. Adventurous investors who say the wine, if you want more information

about gold and silver. Research conservative or balanced attitude towards men and women, whether they finance, are likely to become more adventurous investment will get older.

OVER-CONFIDENCE

Human feeling decisions based on intuition and that is known Effective information that will help in the decision making process. Investors make irrational study also proved that Investment decisions. According to Markowitz (1952), Is it rational investors prefer to avoid risk less risk high risk for a particular level of return. However, in the market place, and investors' irrational behavior, and trade Excessive, the default value without considering the purchase of shares, and their decisions on past performance, Friends who buy the stock, and the stock is sold quickly while maintaining the inventory building.

These investors place too much weight on the information they need to gather themselves for more optimism (Daniel, Hirshleifer & Subrahmanyam, 1990). They reduce investors tend to ignore that information has shown that these Self-esteem and their confidence is developed that allows to maintain. Esteem bias causes investors Trade excessive. More than 66,000 accounts held by the return of trading patterns and Barber (2000) Odean a study by 1991-96 period brokers excessive trading with private investors that have affected the returns show Investors as they earned less. The effect of gender on investment decisions and Barbara (2001) Odean by a later study They traded as low profits in men than women were more confident that shown.

According to the (Bengtsson, presson and willenhag 2004) Overconfidence have both males and females but woman have less confidence than males in the financial judgments. The study of (Powell and Ansic 1997) tells us People exaggerate their ability to control their information overestimate underestimate risk events and confidence .Females decision strongly influenced by gender-based investment show less confidence than men.

Other Researchers (J.Klayman 1999) shown People are confident about their own knowledge and skills. Their findings and their future financial decisions. Researcher (Graham et al 2002) study tells us that the main problem is that females are less overconfident in financial decisions and avoid sometimes in financial issues in general and likely postpones the financial investment decisions.

Stock option exercising and stock purchase behavior of executives to measure overconfidence as in Malmendier and Tate (2005). Malmendier and Tate (2005) The organizers are confident that they persistently fail to cut their own company to classify certain risks. All other company and hold some exposure to the equity value of the stock, believing them to exaggerate the organizers of the show, who is believed to be the leader in revenue. Female managers are more likely to keep monetary depth of the company's stock options to get the women.

(Jeremy KO, 2007) Esteem usually improves market efficiency through because the information provided in this market need is not much more sensible the presence of a relatively small impact on the generation of mispricing. The study also found that a lot of the market with there is a huge amount of confidence when too high a standard of rational market price may be higher than available to the public information received in connection with the information.

Confidence of investors influence risk behavior. Rational Investors to maximize returns and minimize risk are trying to size Taken. However, investors are overconfident level of risk that is misinterpreted Take. After all, investors believe that the stock is raised High yield, where there is a risk?

Investors will be the governor of excessive self-confidence, "have higher risks for both Reasons. The first is more dangerous to buy securities orientation. High risk Small stocks, newer

companies are usually. The second reason under diversify mile for their portfolios. Can be a popular measure of risk Portfolio volatility, beta, and the size of companies: in many ways Wallet. The volatility of a portfolio measures the degree of volatility See portfolio. Big Show sections in high volatility and is determined under diversification and price swings. Beta is a variable Risks commonly used in the investment industry measure and security. With a group of stocks degree measures changes Market. 1 is refers to the presence of beta portfolio that following the closure of the market. Beta is a big security risk and will exhibit indicate that General stock market volatility compared.

The series of studies by Barber and Odean show that excessive self-esteem investors to take more risks. The researchers found that men have a higher risk governor married men and married women and unmarried women, followed by. Governor of the unmarried men have a high volatility and, Beta high and small-cap stocks tend to be. To sorted by sales volume of the investors group, and a high rate of Investors in stocks of small companies with higher betas than with low turnover of the group's shares. Usually, investors are overconfident look what is generally accepted that this case proves to be less serious than.

(Kahneman & Tversky 1996.) Psychological factors affecting human esteem is an example of making the decision. Prone to overestimate their confidence victims skills, knowledge and future prospects. Excessive reliance on general. A high degree of skill with less predictability requires hard work and expectations. Information about the level of overconfidence increases uncertainty. Therefore clear and urgent issues which are heavily influenced by the lack of response, Esteem. People who have a high degree of skill are more Overconfident.

(Odean 1998b.)The weight of public investors and excessive self-confidence information available Weight information. Investor confidence is due I think the market has a better ability to interpret the information that Participants. So that less emphasis on the opinions and beliefs of others. As a result, excessive self-confidence of investors reacts under earnings. Other news in the market.

Terrance Odean and Brad Barber, professors of finance at the University of California, in a study in 2001 called "Boys Will Be Boys: Gender, Overconfidence, and Common Stock Investment" Men, in general, tend to be concluded that excessive self-confidence when it comes to investing. "We found that women were more actively traded, and attributed , At least partially, the

excessive confidence, and prepare for it in terms of the choice of the stock itself and being sure
Probably very little trade.

Another study in 2008 by University of British Columbia CEOs are women willing to pay a little higher The price for the acquisition of a company. Paid 70% less than the premium paid occupations women CEOs .On the part of senior executives. From the perspective of the stock market, for a woman to be more risk-averse can see an example. More than men. Cost of capital and the stock price is paid for. Internal estimates should be sufficient under the price of shares purchased are more likely to achieve profits. The study concluded that women. The value of companies is a more realistic feel. A "safety margin" tend to retain more when deciding on the for a particular part to play. Conversely, due to men's desire to overpay for acquisitions may be prepared "Win" or empire-building companies.

Researches on global women have shown also that most men do not trade. They are more patient. They tend to buy and a long-term contract. They are also naturally more risk adverse, the woman is not only a feature of, but also in other aspects of life comes to investment. They overcome their feelings of the best men.

In the context of financial decision-making companies, the more I can show overconfidence changes in the capital structure and the desire to make more frequent large acquisition. However, it was found that the increase in activity, which reflects the confidence, and we must also determine whether any additional activity or useful hurt the company's value. Therefore, we examined the relative Declaration by more women than men due to the decisions taken. Capital Structure Movement, we also measure the activity of men and money market closely examine whether the company Capital structure models using partial modification, targeting more than women Capital Structure Activity (as in Flannery and Rangan (2006).

Respect and believe strongly that the actions they have chosen being cocky, and refers to the person is necessary to continue the development of purpose (Friedrichs & Opp, 2002). A decade later, a study performed by Powell and Ansic (1997), that rely on participant's emergency compensation earnings this was followed by the results of a survey to assess the responses of the

participants. The results showed that women I feel less confident in the beginning of the study and the fate and disposed to attribute any good. Regardless of their experience or education before it was found. Regardless of the participants. The study was not found on the difference in performance between the concepts of.

With regard to gender in terms of overconfidence has consistently shown that women are less confident in the financial decisions Graham et al (2002) found that women with less risk trends show less confidence in their investment decisions. Our results on the level of trust is important to mention that the captured Public through the use of evaluation questions. We have four different questions, which are used appreciation review. We only count as one can estimate the implicit Feature within the target group.

The omission of a reference to the group's confidence and self-attribution. Faith is often observed emotional bias. Investors, causing people to be more knowledgeable about their own vision and risk. According to psychologists (Nosing, 2001), to assess their impact on the events cannot be controlled. Especially when they are expected. Performance is their friends. Most people, however, are usually only half see themselves as better than average. Be positive about the ability of the population to their own people, it seems. Forget those around them are competing in the same faith. Camerer and Lovallo reference group neglect (306-307).

We are one factor contributing to the perception of bias, shows itself. Attributes the success of our internal characteristics. But the blame for the failure or adverse events. External factors or pure bad luck. Describing it as it appears in humans. This is to protect not fall into the trap.

Another relevant factor contributing to the faith is affirmed ago. Because when people believe their success is the result of past successes interior. Another factor is the suspected cause, it should be it's own ability or effort. The continuation of further success. Therefore, it is confirmed by a positive. In the past, the future decisions to increase the level of neglect. Doing

And is involved in the decision to invest a lot of confidence. The speculative nature of financial stability in the financial markets. It is likely to be biased. A sophisticated financial market risk. Male dominated. Rich in both technology and a belief income. The perfect setting to blame the

loss on external noise punishments. Gallup / Pine, according to a survey conducted in 2001 will take place after a period of time. The collapse of the Internet bubble, investors were asked about their expectations. The answer is to return to the stock market in the next 12 months is an average of 10.3%; When asked about the expected return of a portfolio of its own. Investors reacted to 11.7% (exemplified. Nofsinger 104) for this. The presence of faith in the world is economic. Trying to understand. The global economic crisis has caused, I take the following two matters. Assumptions (1) a belief that behavior and lead to excessive trading. The seeds of the crisis, and the risks of their own to see the show. Investor's demonstrated bias accelerates the growth of finance. Bullish market in the past served as a great experience, partly because of the bubble. Although strengthen the confidence of investors in the development of the bubble.

Our attention is rare (Kahneman, 1973) are concerned that the focus on cognitive resources. Intellectual resources from other tasks to be one of the tasks that needs to be replaced. When it comes to the decision to invest a vast amount of information available and there. Inevitably, attention is limited; investors need to select the data Processing.

We have an infinite amount of time to consider the discrete-time model, there are many. Risky assets and risk-free assets in the economy. Assets, risk-free interest rate is fixed. The risk of each property is determined by a combination of dividend yield linear returns. Three factors are randomly distributed free of Independence: marketing. Sectors and specific companies.

We represent limited to investors who are interested in the study of the learning process. Her work explores the fundamentals to cope with the process of investment. To sum up their data. We believe that the agency, a number of investors. Such uncertainty in the stock market, individual investors are faced with in their portfolios. Similar to the newspaper reports, analysts and the media have access to such information. Coverage, limited attention from investors, and may have similar behaviors. Bias in data processing

Investors are not under the spirit of the learning process. The first investment Vectors Uplink data processing. This process is the result of investors. Her attention to the limits and allocate attention. We introduced the concept of entropy. Data and information theory limit the attention

of the measure. The maximum amount of data that can be processed in a given period, so investors. She caught the eye of many sources of uncertainty among investors optimally allocate them. As investors allocate more attention to the process. After gathering them into signals that investors are confident that through her.

CHAPTER 3

RESEARCH METHODOLOGY

This study is about avoiding gender risk aversion and overconfidence in investment decisions.

Hypotheses:

H1: There is no significant association between gender and risk aversion

H2: There is no significant association between gender and overconfidence

COLLECTION OF DATA:

A Primary data is collect to allow for an empirical assessment of this problem. A Sample of 200 people selected. They are well educated Professional and Businessmen.

(i) Population of the Study

Our study is on the well educated professional and Businessman of Islamabad

(ii) Sample Size

A Sample of 200 People is selected

(iii) Sampling Technique

A Random sampling technique used

(iv) Data Collection

Data collected through Questionnaires

ANALYSIS DATA:

The Primary Data is calculated for the research, all data analyzed by using SPSS, Ms.Excel to quantify the relationship between gender and risk aversion and also to quantify the relationship between gender and overconfidence chi-square test to be used. In this study, this statistical test which was used to justify the purpose and testing the hypothesis of the study.

LIMITATIONS:

In this financial decisions there are two behavioral variables -risk aversion and overconfidence have been investigated. The other behavioral variables such as; herding and anchoring. A deeper understanding of the differences between the genders, but outside the scope of our sample size is very small study. For this reason, the study of the general population as a whole cannot be easily.

QUESTIONNAIRE

Please read the question carefully and tick the best answers.

Name: _____ Copy number: _____

What is your gender?

- Male
- Female

What is your age ?

- 18-24
- 24-30
- 31-36
- Over 37

What is your qualification?

- Bachelors
- Masters
- M.Phil/Ms
- PHD/Doctoral

Knowledge about finance and investments?

- Above average
- Average
- Below average

Are you making any investments in financial market?

- Never
- Sometimes
- Regularly

What is your attitude towards risk taking?

- Risk lover
- Willing to take calculated risk sufficient research
- Risk natural
- Risk Averse

If you have Rs.100, 000 what you will choose investment in these ways?

- Fixed deposit
- Saving account in bank
- Mutual fund
- Stock market

Which one you will choose alternative to compensate for loss?

- Win Rs.500 and a 50% chance to lose an additional
- 25% chance to win Rs.1000 and a 75% chance to lose an additional Rs.1000
- Be contented with loss and do nothing

If you have Rs.20, 00,000 which investment options will you choose?

- 70% in low risk,20% in medium risk,10 % in high risk
- 50% in low risk,35 in medium risk,15% in high risk
- 25% in low risk,15% in medium risk,60% in high risk

Gender with ability to cope and interact with other peoples?

- Average
- Above average

Gender with understanding of what is good?

- Below average
- Average
- Above average

Gender with clarity of vision in life ?

- Below average
- Average
- Above average

CHAPTER 4
RESULTS & DISCUSSION

Analysis and Interpretation

(4.1) The Distribution of Genders Among Respondents

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Gender	189	1.5026	.50132	1.00	2.00

Table 1

	Frequency	Percent
Male	94	49.73
Female	95	50.26
Total	189	100

In the first question we mentioned total respondents .The sample is consist of 94 males and 95 female's .The participants are a total sample size of 189 participant's addresses.

(4.2) In the Financial Market the Frequency of Investments

Descriptive Statistics

N	Mean	Std. Deviation	Minimum	Maximum
189	1.5238	.68860	1.00	3.00

Table 2

Gender	Never	Sometimes	Regularly	Total
Male	54	30	10	94
%	57.44%	31.91%	10.63%	100%
Female	57	27	11	95
%	60%	28.42%	11.57%	100%

Total	111	57	21	189
	58.73%	30.16%	11.11%	100%

In the question frequency of making investment in financial markets have basic knowledge about the financial market questions. In the Table 2, 189 respondents 57.44 % of the male participants and 60 % of the female participants have answered that they have never invest any money in the financial market.31.91 % Males respondents and 28.42 % females participants have answered that they sometimes invest money in the financial market .10.63 % of male participants and 11.57 % of females participants have answered that they have regularly invest money in the financial market.

Test Statistics

Chi-Square(a)	65.143
Df	2
Asymp. Sig.	.000

The value of Chi-square test is 65.143 and it is significant under the 95% level of confidence .it means genders show significantly different from each other, with respect to frequency of investment.

(4.3)Knowledge about Finance and Investments

Descriptive Statistics

	N	Mean	Std.	Minimum	Maximum
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			Deviation		
	189	1.9048	.74479	1.00	3.00

Table 3

Gender	Above Average	Average	Below Average	Total
Male	30	44	20	94
%	31.91%	46.80%	21.27%	100%
Female	32	39	24	95
%	33.68%	41.05%	25.26%	100%
Total	62	83	44	189
	32.80%	43.91%	23.28%	100%

In this question 189 participants answers 31.91% Males have a Above average knowledge about finance and investments and 33.68% Females participants have a Above average knowledge about finance and investments .46.80% Males and 41.05 % Females participants answered they have average knowledge about finance and investments .21.27% Males and 25.26 % females participants answered they have below average about finance and investments .

Test Statistics

Chi-Square(a)	12.095
Df	2
Asymp. Sig.	.002

The value of Chi-square test is 12.095 and it is significant under the 95% level of confidence .it means genders show significantly different from each other, with respect to knowledge about finance and investments.

(4.4)Measuring Risk Aversion

Risk taking description

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Risk taking	189	2.4974	1.14680	1.00	4.00

Table 4

Gender	Risk Averse	Risk lover	Risk Natural	Willing to take	

				calculated risk after sufficient research	Total
Male	7	44	12	31	94
%	7.44%	46.80%	12.76%	32.97%	100%
Female	14	24	30	27	95
%	14.73%	25.26%	31.57%	28.42%	100%
Total	21	68	42	58	189
	11.11%	35.97%	22.22%	30.68%	100%

This question shows that the attitude of respondents towards risk aversion out of 189 ,7.44 % of the males respondents and 14.73 % of females respondents are Risk averse .46.80 % of males respondents and 25.26 % of females respondents answered that they are risk lover .12.76 % of males respondents and 31.57 % of females respondents answered that they are risk natural .32.97 % of male participants and 28.59 % of females participants answered that they are willing to take calculated risk after sufficient research.

Test Statistics

Chi-Square(a)	26.725
Df	3
Asymp. Sig.	.000

The value of Chi-square test is 26.725 and it is significant under the 95% level of confidence .it means genders show significantly different from each other, with respect to risk taking description.

(4.5)Alternative of Investment

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
	189	2.1587	.98725	1.00	4.00

Table 5:

Gender	Fixed deposit	Saving account in Bank	Mutual Fund	Stock Market	Total
Male	28	30	22	14	94
%	29.78%	31.91%	23.91	14.89	100%
Female	30	34	24	7	95
%	31.57%	35.78%	25.26%	7.36%	100%
Total	58	64	46	21	189
	30.68%	33.86%	24.33	11.11%	100%

In this question If you have Rs.100, 000 with four alternative of investments namely fixed deposit, saving accounts in the bank, mutual fund and stock market. In this question 29.78% males respondents answered that they choose fixed deposit if these are the alternative investments .31.57 % females respondents answered that they choose fixed deposit .31.91% males respondents answered that they will choose saving account in bank 35.78 % females respondents answered that they will choose saving account in the bank.14.89 % Males answered they will choose mutual fund and 25.26 % females answered that they will choose mutual fund .And 14.89 % Males respondents answered that they will choose stock if these mention alternative investments and 7.36 % females answered that they will choose stock market if these are alternative investments .

Test Statistics

Chi-Square(a)	23.000
Df	3
Asymp. Sig.	.000

The value of Chi-square test is 23.000 and it is significant under the 95% level of confidence .it means genders show significantly different from each other, with respect to alternative of investment.

(4.6) Gender with Alternative to compensate for loss

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
	189	1.7778	.76027	1.00	3.00

Table 6

Gender	50% Chance to win Rs.500 and a 50% chance to lose an additional Rs.500	25% Chance to win Rs.1000 and a 75% chance to lose an additional Rs.1000	Be contended with loss and do nothing	Total
Male	40	38	16	94
%	42.55%	40.42%	17.02%	100%

Female	40	33	22	95
%	42.10	34.73	23.15	100%
Total	80	71	38	189
	42.32%	37.56%	20.10%	100%

In this question gender with alternative to compensate for loss there are 189 respondents in which 42.55 % Males respondents choose the 50% chance to win Rs.500 and a 50% chance to lose an additional Rs.500 and 42.10 % Female respondents answer that they will choose the 50% chance to win Rs.500 and a 50% chance to lose an additional Rs.500.40.42 % male respondents answered that they will choose 2nd option 25% chance to win Rs.1000 and a 75 % chance to lose an additional Rs.1000 and 34.73 % females respondents answered that they will choose 2nd option 25% chance to win Rs.1000 and a 75 % chance to lose an additional Rs.1000.17.02 male respondents answered that they will choose 3rd options be contended with loss and do nothing .23.15 % female answered that they will choose 3rd options be contended with loss and do nothing.

Test Statistics

	Alternative to Compensate for loss
Chi-Square(a)	15.524
df	2
Asymp. Sig.	.000

The value of Chi-square test is 15.524 and it is significant under the 95% level of confidence .it means genders show significantly different from each other, with respect to alternative to compensate for loss in investment.

(4.7) Investments option in case of inheritance

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
	189	1.8519	.82466	1.00	3.00

Table 7

Gender	70% in low risk 20 % in medium risk,10 % in high risk	50 %in low risk ,35% in medium risk ,15 % in high risk	25 % in low risk ,15 % in medium risk,60 % in high risk	Total
Male	41	34	19	94
%	43.61%	36.17%	20.21%	100%
Female	39	23	33	95

%	41.05%	24.21%	34.73%	100%
Total	80	57	52	189
	422.32	30.15	27.51	100%

For measure of risk aversion the question, The question is 70 % in low 20 %medium 10 % high the males respondents answered 43.61% and females respondents answered 41.05 % .the second alternative option is 50 %in low risk ,35% in medium risk ,15 % in heigh risk in this option 36.17 % males and 24.21 % females choose this option ,the third option is 25% low ,15 % medium 60% in this 20.21 % males answered to choose this alternative option and 34.73% females choose this option as well.

Test Statistics

Chi-Square(a)	7.079
Df	2
Asymp. Sig.	.029

The value of Chi-square test is 7.079and it is significant under the 95% level of confidence .it means genders show significantly different from each other, with respect to investment option in case of inheritance of investment.

(4.8)Measuring Confidence

The Ability to cope and interact with other people

Descriptive Statistics

	N	Mean	Std.	Minimum	Maximum
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			Deviation		
	189	1.4339	.49692	1.00	2.00

Table 8

Gender	Average	Above Average	Total
Male	67	27	94
%	71.27%	28.72%	100%
Female	40	55	95
%	42.10%	57.89%	100%
Total	107	82	189
	56.61%	38%	100%

This question, we measure confidence among participants. 71.27 % Males respondents answered they have average gender ability to cope and interact with each others. 42.10 % Female respondents answered they have average gender ability to cope and interact with each others. 28.73 % Male respondents answered that they have above average ability to cope and interact with each others. 57.89% female respondents answered that they have above average ability to cope and interact with each others.

Test Statistics

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Chi-Square(a)	3.307
Df	1
Asymp. Sig.	.069

The value of Chi-square test is 3.307 and as not significant under the 95% level of confidence .it means genders show significantly different from each other, with respect to ability to cope and interact with each other.

(4.9) Understanding of what is good

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
	189	2.0529	.79047	1.00	3.00

Table 9

Gender	Below Average	Average	Above Average	Total
Male	24	41	29	94
%	25.53%	43.61%	30.85%	100%
Female	30	30	35	95
	31.57%	31.57	36.84	100%
Total	54	71	64	189
	28.57%	37.56%	33.86%	100%

This question, we measure confidence among participants. In this question 25.53% male respondents answered below average. and 31.57 % female respondents answered below average .43.61 % of male respondents answered average and 31.57 % of female respondents answered average .30.85 % of male respondents answered above average and 36.84 % female respondents answered the above average

Test Statistics

Chi-Square(a)	2.317
Df	2
Asymp. Sig.	.314

The value of Chi-square test is 2.317 and it is not significant under the 95% level of confidence .it means genders show no significantly different from each other, with respect to what is good.

(4.10) Clarity of vision in life

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
	189	2.1005	.75474	1.00	3.00

Table 10

Gender	Below average	Average	Above Average	Total
Male	24	41	29	94
%	25.53%	43.61%	30.85%	100%
Female	21	39	35	95
%	22.10%	41.05	36.84	100%
Total	45	80	64	189
	23.80%	42.32%	33.86%	100%

In the last question, we measure confidence among participants. 25.53% male respondents answered below average 22.10 % female respondents answered the below average .43.61 % male respondents answered average and 41.05 % female answered the average .and the 3rd option in 30.85 % male respondents answered the above average and 36.84 % female respondents answered the above average .

Test Statistics

Chi-Square(a)	9.746
Df	2
Asymp. Sig.	.008

The value of Chi-square test is 9.746 and is as significant under the 95% level of confidence .it means genders show significantly different from each other, with respect to ability to cope and interact with each other.

CHAPTER NO .5

CONCLUSION & RECOMMENDATIONS

There is significant difference between male female in investment decision in financial market by given them one category they are exist or not investment in financial market. Frequency of investments in stock market male female shows mix results. There is significant difference in all categories in knowledge about finance and investments between males and females. There is difference between males and females in all risk taking categories. There is significant effect in decision making. Females are conventional than their males. Males prefer to take high risk as compared to females. Risk calculation shows mix gender wise results at both counter part. This is clearly indicated that females are more risk averse than males.

There is significant difference between male and female when they chose different categories of investments. With the investment opportunity they have different categories of investments and

results. Between males and females there is significant difference by choosing investments compensate for loss with in different categories. Significant and level of satisfaction is the difference between male and female at level of investment option in case of inheritance. Females take calculated risk by choosing the option of investment when they have different option of risk taking investments.

There is no significant difference between males and female with ability and interact with other peoples. Females have above average as compare to males in the interact with peoples. No significant difference between males and females confidence what is good on investment or risk. The result highlights that there is significant difference between males and females with respect to clarity of investment and risk.

RECOMMENDATIONS

In this study, gender differences in financial risk aversion have introduced a series of major and significant impact. The paper has some limitations, because it shows that a lot of scope for further work in this area. Carefully read the important investment decisions can have an impact on the behavior patterns of giving between the genders. Also, more precisely, to be followed in evaluating a confidence level gender.

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