

# **A STUDY ON THE IMPACT OF COVID-19 ON THE INVESTMENT PATTERN OF INVESTORS WITH SPECIFIC REFERENCE TO TRADITIONAL INVESTMENT (REAL ESTATE AND GOLD) AND MARKET BASED FINANCIAL PRODUCTS (EQUITIES) IN MUMBAI**

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## **Abstract**

***Purpose** –The purpose of this paper is to study the Impact of Covid-19 on the Investment pattern of Investors with specific reference to Traditional Investment (Real estate and Gold) and and Market based Financial products(Equities) in Mumbai*

***Objectives:** - The primary objective of this research paper is to study and analyse the degree of investor preference towards certain asset classes such as Gold, Equity, Real Estate etc, before and after the outbreak of Covid – 19.*

***Design/methodology/approach** – Data was collected from 100 respondents across different age/income and qualification groups. Statistical tests of Paired – t test and ANOVA were applied to test the hypotheses and analyse the collected data.*

***Findings**–Covid – 19 has had a significant impact on investor preference towards real estate, however the impact on investor preferences towards Gold and Equity has not been significant. Also Qualification and Income too have had significant impact on specific investment avenues.*

***Conclusion:** - Investor preferences are dynamic. They are influenced by investor behavior and no of external factors. This research has made an honest attempt to comprehend the of preferences of investors in pre and post covid situations. Generally Investors prefer asset classes that ensure constant and steady returns at minimum risk. Ultimately Investment is*

***a rational decision that depends on the individual's risk appetite and return expectations arising out subjective assessment of multiple factors.***

***Keywords – Covid – 19, Investor preferences, Equity, Gold, Real Estate***

***Paper type - Research paper***

### **Introduction**

*“If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle.” —Sun Tzu, The Art of War*

Investing is an emotional and enthusiastic activity where it is associated with necessities and dreams and when uncertainty rises it puts your planning for your need and dreams at stake. The COVID-19 shock was unprecedented in our lifetime; however so was our response. Investing activity in the pandemic has become more emotional experience for the investor because of the high volatility and unpredictability of the markets and the changed sentiments of the investors

The pandemic has hit the economy at that point of time when markets were all time high, globe was being characterized by lowest unemployment rates investor was feeling sure and stable about their portfolio and abruptly the economy reached virtual stop where a huge number of individuals lost their business, occupations suddenly the economy came to virtual stop where millions of people lost their business, jobs, demands were suddenly reduced and economic certainty becomes prevalent

The first COVID-19 case in India was registered in Kerala on 30 January 2020. On 2 March 2020, the BSE SENSEX witnessed a flash crash due to the Union Health Ministry's announcement of two new confirmed cases. On 12 March 2020, after WHO's declaration of the outbreak as a pandemic, Indian stock markets experienced their worst crash since June 2017. The lockdown has adversely have affected service sector like banks, restaurants, food vendors, hospitality industry Nevertheless, every crisis throws up some opportunities, and the few sectors like Technology, including education technology, online gaming and select e-commerce, Consumer goods, Pharmaceutical, Agricultural products, Specialty chemicals have shot in prominence.

The stock market has shown a drastic recovery of more than 80% till the end of December 2020 from the dip in March 2020. The Indian markets have shown good recovery in short span of time but definitely a hesitation has come in the minds of retails investors. Covid 19

has not only impacted the investment portfolio or investment patterns but overall approach of human being towards the life. Focus has been shifted and health investments have become the priority. Investors have switched to safer and stable investment avenues which carry low risk. Safety and liquidity have become the number one parameter for doing the investment.

The objective of this research paper is to study the Impact of Covid-19 on the Investment pattern of Investors with specific reference to Traditional Investment (Real estate and Gold) and Market based Financial products (Equities) in Mumbai.

The study has shown that Behavioural biases become more predominant during the market crisis. Investor preferences are dynamic. They are influenced by investor behaviour and no of external factors. This research has made an honest attempt to comprehend the of preferences of investors in pre and post COVID-19 situations. Generally, Investors prefer asset classes that ensure constant and steady returns at minimum risk. Ultimately Investment is a rational decision that depends on the individual's risk appetite and return expectations arising out subjective assessment of multiple factors

The New Normal' as it is being called, is going to be laced with newer work patterns, modified organizational policies and deeper corporate challenges. The COVID-19 outbreak may serve as a wake-up call to challenge traditional thinking. People may go beyond their comfort zones to create and utilize information from new sources in time cycles that have not been seen in the past. In a post-COVID-19 financial environment, where fears of a recession and stock market crash are constantly looming high over the head, a prudent investor should imperatively consider the below mentioned key essentials while designing a holistic and well diversified savings and investments portfolio No investment strategy can be successful if you aren't able to stick with it consistently. When you understand risks and identify threats proactively, you can build systems that help you to reinforce good habits, even in difficult markets.

Diversification helps to reduce the risk that your investment success will be threatened by an unexpected event, and this resilience can be bolstered by using the 3L framework to build a portfolio that reflects your financial plan.

Not only does this help you to meet your goals, but it can also give you the context and the peace of mind that your short-term financial objectives are secure even when there is a massive disruption to financial markets, thus helping you avoid the temptation to react to

markets. Considering a global pandemic was not really a part of anybody's plan, investing in a health insurance covering a sufficient amount and number of diseases is not only a wise bet, but an important decision to survive in the new world order.

Investment in real estate or property can reap long term benefits. With all time low interest rates and rental income remaining intact this is the good time to build the investor portfolio

In the post-COVID-19 pandemic scenario, Investors need to be extra cautious, but broadly the definition of the best fund remains the same

### **Literature Review**

The spread on pandemic has gripped the world in the year 2020. The pandemic was first identified as coronavirus (severe acute respiratory syndrome coronavirus 2, or SARS-CoV-2), and later named as Coronavirus Disease-19 or COVID-19 (Qiu et al., 2020). The first trace of the COVID-19 originated in the city of Wuhan in the Hubei province of China, it has spread rapidly across the world, resulting in a human tragedy and tremendous economic damage. By the month of June, over 8 million cases of COVID-19 globally were found with over 436,000 deaths. Countries across the world have taken several health and safety measures to curb the effect of the COVID-19, including social distancing (Fong et al. (2020).

These measures where all the businesses, community centres, and nongovernmental organization (NGOs) have been required to close down, were undertaken to have a control of the spread of COVID-19. Moreover, this led to considerable slowdown of economic activities. According to an early forecast of the International Monetary Fund (2020a), the global economy would contract by about 3 percent in 2020. The contraction is expected to be of far greater magnitude than that of the 2008-2009 Global Financial Crisis. However, in its latest update (June 2020), the International Monetary Fund (2020b) revised the forecast to 4.9 percent contraction in 2020. The report cites the following reasons for the updated forecast: i) greater persistence in social distancing activities; ii) lower activity during lockdowns; iii) steeper decline in productivity amongst firms which have opened up for business; and iv) greater uncertainty. In addition, the pandemic and the government intervention may lead to mental health distress, increased economic inequality, and affect some socio-demographic groups particularly adversely.

Baldwin (2020) describes the impact of COVID-19 on the flows of income in the economy. First, households do not get paid and hence reduce their consumption and savings levels. The

decrease in savings reduce investment and hence ultimately diminish the capital stock. Second, households reduce their demand for imports, which in turn reduces income for the rest of the World, and hence the country's exports decrease. Third, the demand/supply shocks cause disruption in domestic and international supply chains. Fourth, all of the previous shocks and disruptions lead to a fall in output – causing reductions in the usage of the factors of production.

The financial implication of the pandemic has not only hampered the economic activities of countries but also has created a major impact on the investments of individuals. Investor's perceptions and attitudes towards savings and investment avenues are deeply influenced by socio-economic environment. Education, income level, values, customs and beliefs and accessibility to financial services determine the investor's behavior. According to Khanooja(2020), Covid- 19 has affected crores of people worldwide and claimed lakhs of lives, leaving families broken and the world injured. Apart from its effects on the physical health of the people, it has also hit the economy where it hurts the most. It has affected the pockets of almost every stratum of the society leaving thousands jobless and without a steady source of income. As India took an aggressive stance to slow the spread of Covid 19, the economic activity came to a standstill and has brought it to its knees. With reduced mobility, and disrupted supply chain management, businesses across all sectors have had to scale down their operations, lay off employees or reduce salaries. The muted economic activity and ceasing of multiple businesses has forced us all to rethink the role of saving and investment in our everyday lives. Many families and individuals have had to dive into their meagre savings to sail through this storm of Covid 19, and this has once again highlighted the benefits of smart saving and investment.

It is believed that post COVID scenario for investment pattern of individuals may reflect a shift in their investment avenues. People will not be willing to take any short-term risks and will want to shift their investments into less volatile and less risky avenues. This change in portfolio is majorly due to changes in the income levels during the pandemic period. Job loss, salary cuts, low business/no business are some factors which have hampered the portfolio of investors. Despite change in income levels, many might make investments even during the pandemic in mutual funds, NSC, equity markets. This indicates that these investors leveraged the opportunity of market volatility as it is always good to make investments when the market

dips. Due to the high market volatility, investors may decide to secure their money and only invest in avenues which fetch guaranteed return Nerlekar(2020).

## **Research Methodology**

### **Objectives-**

1. To study the difference (pre & post) in preference/perception of Investment pattern of Investors towards Real estate, Gold and Equities
2. To study the Investors preference towards investment in Gold, Real estate and Equities in Covid 19 scenario according to Qualification.
3. To study the Investors preference towards investment in Gold, Real estate and Equities in Covid 19 scenario according to Income.

### **A) Statements of Hypotheses (Objective 1)**

1.H<sub>0a</sub>: There is no significant difference in preference/perception of Investment pattern of Investors towards Real estate in pre and post covid scenarios.

H<sub>1a</sub>: There is significant difference in preference/perception of Investment pattern of Investors towards Real estate in pre and post covid scenarios.

H<sub>0b</sub>: There is no significant difference in preference/perception of Investment pattern of Investors towards Gold in pre and post covid scenarios.

H<sub>1b</sub>: There is significant difference in preference/perception of Investment pattern of Investors towards Gold in pre and post covid scenarios.

H<sub>0c</sub>: There is no significant difference in preference/perception of Investment pattern of Investors towards Equities in pre and post covid scenarios.

H<sub>1c</sub>: There is significant difference in preference/perception of Investment pattern of Investors towards Equities in pre and post covid scenarios.

### **B) Statements of Hypotheses (Objective 2)**

#### **Pre – Covid Scenario (Across Qualification)**

H<sub>0a</sub>: There is no significant difference between Investors preference for traditional product gold, Real estate & Equities pre Covid 19 scenario across Qualification

H<sub>1a</sub>: There issignificant difference between Investors preference for traditionalproduct gold, Real estate and Equities pre Covid 19 scenario across Qualification

### **Post – Covid Scenario (Across Qualification)**

H<sub>0a</sub>: There is no significant difference between Investors preference for traditional product gold, Real estate & EquitiespostCovid 19 scenario across Qualification

H<sub>1a</sub>: There issignificant difference between Investors preference for traditionalproduct gold, Real estate and EquitiespostCovid 19 scenario across Qualification

### **C) Statements of Hypotheses (Objective 3)**

#### **Pre – Covid Scenario (Across Income)**

H<sub>0b</sub>: There is no significant difference between Investors preference for traditional product (gold & Real estate) & Equities in pre Covid 19 scenario across Income.

H<sub>1b</sub>: There is significant difference between Investors preference for traditional product (gold & Real estate) and Equities in pre Covid 19 scenario across Income

#### **Post – Covid Scenario (Across Income)**

H<sub>0b</sub>: There is no significant difference between Investors preference for traditional product(gold & Real estate) & Equities in post Covid 19 scenario across Income.

H<sub>1b</sub>: There is significant difference between Investors preference for traditional product (gold & Real estate) and Equities in post Covid 19 scenario across Income

**Sample Size:** 100 Sample were taken for the study.

**Statistical tools used:** Paired T Test and F-test(ANOVA) were used to analyze the data.

**Scope of the study:** The study has covered the area limited to Mumbai only.

## Data Analysis& Interpretation

### Objective 1-To study the difference(pre & post) in preference/perception of Investment pattern of Investors towards Real estate, Gold and Equities

#### Hypotheses

1.H<sub>0a</sub>: There is no significant difference in preference/perception of Investment pattern of Investors towards Real estate in pre and post covid scenarios.

H<sub>1a</sub>: There is significant difference in preference/perception of Investment pattern of Investors towards Real estate in pre and post covid scenarios.

H<sub>0b</sub>: There is no significant difference in preference/perception of Investment pattern of Investors towards Gold in pre and post covid scenarios.

H<sub>1b</sub>: There is significant difference in preference/perception of Investment pattern of Investors towards Gold in pre and post covid scenarios.

H<sub>0c</sub>: There is no significant difference in preference/perception of Investment pattern of Investors towards Equities in pre and post covid scenarios.

H<sub>1c</sub>: There is significant difference in preference/perception of Investment pattern of Investors towards Equities in pre and post covid scenarios.

Paired t –test was run to test if there is a significant difference in preferences of investors before Covid – 19 and After Covid – 19 pertaining to three Asset Classes namely Gold, Real Estate and Equities. The level of significance was taken to be 5%.

#### Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 pre Gold	2.51	100	1.275	.128
post Gold	2.40	100	1.333	.133
pre Real Estate	3.03	100	1.410	.141
Pair 2 post Real Estate	2.27	100	1.384	.138
pre Equities	2.02	100	1.491	.149

post Equities	1.98	100	1.491	.149
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### Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 pre Gold& post Gold	100	.752	.000
Pair 2 pre Real Estate & post Real Estate	100	.689	.000
Pair 3 pre Equities& post Equities	100	.637	.000

It can be seen from the above table that there is moderate degree of correlation between the preferences of investors for Real Estate before Covid – 19 and after Covid – 19. It is also apparent the correlation is significant as the p – value is less than 0.05 at 5% level of significance.

It can be seen from the above table that there is moderate degree of correlation between the preferences of investors for Equities before Covid – 19 and after Covid – 19. It is also apparent the correlation is significant as the p – value is less than 0.05 at 5% level of significance.

It can be seen from the above table that there is moderate to high degree of correlation between the preferences of investors for Gold before Covid – 19 and after Covid – 19. It is also apparent the correlation is significant as the p – value is less than 0.05 at 5% level of significance.

### Paired Samples Test

	Paired Differences					t	Df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 pre Gold - post Gold	.110	.920	.092	-.073	.293	1.196	99	.235
Pair 2 pre Real Estate - post Real Estate	.760	1.102	.110	.541	.979	6.896	99	.000
Pair 3 pre Equities - post Equities	.040	1.271	.127	-.212	.292	.315	99	.754

**The results show that -  
Gold**

As p – value is 0.235, which is greater than 0.05 at 5% level of significance, we may infer that there is no significant difference in the preference of investors before Covid – 19 and after Covid – 19 with respect to Gold. Therefore it may be stated that Covid – 19 has not had a significant impact on investor preference for Gold.

### Real Estate

As p – value is 0.000, which is less than 0.05 at 5% level of significance, we may infer that there is significant difference in the preference of investors before Covid – 19 and after Covid – 19 with respect to Real Estate. Therefore it may be stated that Covid – 19 has had a significant impact on investor preference for Real Estate.

### Equities

As p – value is 0.754, which is greater than 0.05 at 5% level of significance, we may infer that there is no significant difference in the preference of investors before Covid – 19 and after Covid – 19 with respect to Equities. Therefore it may be stated that Covid – 19 has not had a significant impact on investor preference for Equities.

### Objective 2 - To study the Investors preference towards investment in Gold, Real estate and Equities in Covid 19 scenario according to Qualification.

#### Hypotheses (Pre – Covid Scenario)

H<sub>0a</sub>: There is no significant difference between Investors preference for traditional product gold, Real estate & Equities pre Covid 19 scenario across Qualification

H<sub>1a</sub>: There is significant difference between Investors preference for traditional product gold, Real estate and Equities pre Covid 19 scenario across Qualification

One Way ANOVA test was run to test if there was significant difference in preferences of investors with respect to Gold, Real Estate and Equities across qualification before the outbreak of Covid – 19.

The level of significance was taken as 5% and Qualification was chosen as a categorical variable.

The tabulation is as follows:

#### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
pre Gold	Between Groups	4.914	1	4.914	3.085	.082
	Within Groups	156.076	98	1.593		
	Total	160.990	99			
pre Estate	Real Between Groups	.667	1	.667	.333	.565

pre Equities	Within Groups	196.243	98	2.002		
	Total	196.910	99			
	Between Groups	7.022	1	7.022	3.232	.075
pre Others	Within Groups	212.938	98	2.173		
	Total	219.960	99			
	Between Groups	20.325	1	20.325	8.166	.005
	Within Groups	243.915	98	2.489		
	Total	264.240	99			

It has been observed that

- I. p – value for Gold is 0.082, which is greater than 0.05. Therefore, it can be inferred that there is no significant difference in preferences of investors across qualifications with respect to Gold before the outbreak of Covid – 19.
- II. p – value for Real Estate is 0.565, which is greater than 0.05. Therefore, it can be inferred that there is no significant difference in preferences of investors across qualification with respect to Real Estate before the outbreak of Covid – 19.
- III. p – value for Equities is 0.075, which is greater than 0.05. Therefore, it can be inferred that there is no significant difference in preferences of investors across qualification with respect to Equities before the outbreak of Covid – 19.
- IV. p – value for Others is 0.005, which is less than 0.05. Therefore, it can be inferred that there is significant difference in preferences of investors across qualification with respect to Others before the outbreak of Covid – 19.

### Hypotheses (Post – Covid Scenario)

H<sub>0a</sub>: There is no significant difference between Investors preference for traditional product gold, Real estate & Equities post Covid 19 scenario across Qualification

H<sub>1a</sub>: There issignificant difference between Investors preference for traditionalproduct gold, Real estate and Equities post Covid 19 scenario across Qualification

One Way ANOVA test was run to test if there was significant difference in preferences of investors with respect to Gold, Real Estate and Equities across qualification after the outbreak of Covid – 19.

The level of significance was taken as 5% and Qualification was chosen as a categorical variable.

The tabulation is as follows:

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
post Gold	Between Groups	3.063	1	3.063	1.735	.191
	Within Groups	172.938	98	1.765		
	Total	176.000	99			
post Estate	Real Between Groups	23.522	1	23.522	13.871	.000
	Within Groups	166.188	98	1.696		
	Total	189.710	99			
post Equities	Between Groups	34.712	1	34.712	18.363	.000
	Within Groups	185.248	98	1.890		
	Total	219.960	99			
post Others	Between Groups	28.980	1	28.980	12.698	.001
	Within Groups	223.660	98	2.282		
	Total	252.640	99			

It has been observed that

- I. p – value for Gold is 0.191, which is greater than 0.05. Therefore, it can be inferred that there is no significant difference in preferences of investors across qualifications with respect to Gold after the outbreak of Covid – 19.
- II. p – value for Real Estate is 0.000, which is less than 0.05. Therefore, it can be inferred that there is significant difference in preferences of investors across qualification with respect to Real Estate after the outbreak of Covid – 19.
- III. p – value for Equities is 0.00, which is less than 0.05. Therefore, it can be inferred that there is significant difference in preferences of investors across qualification with respect to Equities after the outbreak of Covid – 19.
- IV. p – value for Others is 0.001, which is less than 0.05. Therefore, it can be inferred that there is significant difference in preferences of investors across qualification with respect to Others after the outbreak of Covid – 19

**Objective 3 - To study the Investors preference towards investment in Gold, Real estate and Equities in Covid 19 scenario according to Income.**

### **Hypotheses (Pre-Covid Scenario)**

H<sub>0b</sub>: There is no significant difference between Investors preference for traditional product (gold & Real estate) & Equities in pre Covid 19 scenario across Income.

H<sub>1b</sub>: There is significant difference between Investors preference for traditional product (gold & Real estate) and Equities in pre Covid 19 scenario across Income

One Way ANOVA test was run to test if there was significant difference in preferences of investors with respect to Gold, Real Estate and Equities across Income before the outbreak of Covid – 19.

The level of significance was taken as 5% and Income was chosen as a categorical variable.

The tabulation is as follows:

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
pre Gold	Between Groups	5.408	3	1.803	1.112	.348
	Within Groups	155.582	96	1.621		
	Total	160.990	99			
pre Estate	Between Groups	36.509	3	12.170	7.284	.000
	Within Groups	160.401	96	1.671		
	Total	196.910	99			
pre Equities	Between Groups	29.080	3	9.693	4.875	.003
	Within Groups	190.880	96	1.988		
	Total	219.960	99			
pre Others	Between Groups	16.524	3	5.508	2.135	.101
	Within Groups	247.716	96	2.580		
	Total	264.240	99			

It has been observed that

- I. p – value for Gold is 0.348, which is greater than 0.05. Therefore, it can be inferred that there is no significant difference in preferences of investors across Income with respect to Gold before the outbreak of Covid – 19.
- II. p – value for Real Estate is 0.000, which is less than 0.05. Therefore, it can be inferred that there is significant difference in preferences of investors across Income with respect to Real Estate before the outbreak of Covid – 19.
- III. p – value for Equities is 0.003, which is less than 0.05. Therefore, it can be inferred that there is significant difference in preferences of investors across Income with respect to Equities before the outbreak of Covid – 19.

- IV.  $p$  – value for Others is 0.101, which is greater than 0.05. Therefore, it can be inferred that there is no significant difference in preferences of investors across Income with respect to Others before the outbreak of Covid – 19.

**Hypotheses (Post – Covid Scenario)**

$H_{0b}$ : There is no significant difference between Investors preference for traditional product(gold & Real estate) & Equities in post Covid 19 scenario across Income.

$H_{1b}$ : There is significant difference between Investors preference for traditional product (gold & Real estate) and Equities in post Covid 19 scenario across Income

One Way ANOVA test was run to test if there was significant difference in preferences of investors with respect to Gold, Real Estate and Equities across Income after the outbreak of Covid – 19.

The level of significance was taken as 5% and Income was chosen as a categorical variable.

The tabulation is as follows:

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
post Gold	Between Groups	9.144	3	3.048	1.754	.161
	Within Groups	166.856	96	1.738		
	Total	176.000	99			
post Real Estate	Between Groups	73.236	3	24.412	20.121	.000
	Within Groups	116.474	96	1.213		
	Total	189.710	99			
post Equities	Between Groups	18.662	3	6.221	2.967	.036
	Within Groups	201.298	96	2.097		
	Total	219.960	99			
post Others	Between Groups	10.690	3	3.563	1.414	.243
	Within Groups	241.950	96	2.520		
	Total	252.640	99			

It has been Observed that

- I.  $p$  – value for Gold is 0.161, which is greater than 0.05. Therefore, it can be inferred that there is no significant difference in preferences of investors across Income with respect to Gold after the outbreak of Covid – 19.
- II.  $p$  – value for Real Estate is 0.000, which is less than 0.05. Therefore, it can be inferred that there is significant difference in preferences of investors across Income with respect to Real Estate after the outbreak of Covid – 19.

- III. p – value for Equities is 0.036, which is less than 0.05. Therefore, it can be inferred that there is significant difference in preferences of investors across Income with respect to Equities after the outbreak of Covid – 19.
- IV. p – value for Others is 0.243, which is greater than 0.05. Therefore, it can be inferred that there is no significant difference in preferences of investors across Income with respect to Others after the outbreak of Covid – 19.

## **Findings**

1. Covid – 19 has had a significant impact on Investor preferences towards real estate, however the impact on investor preferences towards Gold and Equity has not been significant.
2. The average preference rating scores across all three investment avenues i.e Gold, Real Estate and Equities are lower in post – covid scenario as compared to pre – covid scenario. This may be attributed to lockdown restrictions and reduction or loss of income due to job losses.
3. Qualification has not been a significantly influential factor pertaining to investor preferences towards Gold, Real Estate and Equities before the outbreak of Covid – 19. But, it is a significant factor and has had an impact on preferences towards “Others” Category before the outbreak of Covid – 19.
4. After the outbreak of Covid – 19, however it can be seen that Qualification is a significantly influential factor pertaining to investor preferences towards Real Estate, Equity and Others. The impact is not significant on preferences towards Gold.
5. Income has not been a significantly influential factor pertaining to investor preferences towards Gold and Others before the outbreak of Covid – 19. But, it is a significant factor and has had an impact on preferences towards Real Estate and Equity before the outbreak of Covid – 19.
6. However, after the outbreak of Covid – 19, it can be seen that Income is a significantly influential factor pertaining to investor preferences towards Real Estate and Equity. The impact is not significant on preferences towards Gold and Others.

7. There is no significant correlation amongst the investment avenues namely: Real Estate, Equity and Gold in Pre – Covid Scenario, however there is significant correlation between Real Estate and Gold in the post Covid – 19 scenarios.

## **Conclusion**

Investor preferences are dynamic. They are influenced by investor behavior and no of external factors. Covid – 19 was an unprecedented event that changed the paradigm of the entire world and has established a “new normal”. This research has made an honest attempt to comprehend the of preferences of investors primarily towards three investment avenues namely “Gold”, “Real Estate” and “Equity” in two circumstances i) Before the Outbreak of Covid – 19 and ii) After the Outbreak of Covid – 19. Generally Investors prefer asset classes that ensure constant and steady returns at minimum risk. Ultimately Investment is a rational decision that depends on the individual’s risk appetite and return expectations arising out subjective assessment of multiple factors.

## **Limitations and Scope for Further Research**

### **Limitations**

1. The study has been limited selected investment avenues,
2. This study is confined to only one city,

### **Further scope for research**

1. This study can be extended by including other investment asset classes such as “Bonds” and other fixed income securities etc
2. This study can be extended across different geographical locations

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