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Research Paper

Lifestyle and Upbringing changes affecting Investment Decisions and Accuracy

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ABSTRACT
Get an assured return of 5% P.A. These are the upcoming new messages that we receive from our respective banks as the interest rates have fallen down below 6% and only a handful of banks provide interest of more than 6 on the deposits. With proper research money could easily be dou- bled within 3 years by investing in a mutual fund; it could grow exponentially if properly invest- ed in the stock market for longer durations. Even due to the constant decline in interest rates the general public is reluctant to invest in the Stock Market. Only 2% of Indians invest in the Money Market. As opposed to the United States where even Plumbers, Electricians and Admin Staff in- vest in the Money market. So what is it that differentiates us from them? Reasons are as micro as financial literacy to as macro as lifestyle and parenting changes observed in both the areas. With the disposable income on the rise and education and awareness although new found still on the rise and yet the outcome is only 2% of the adult population is invested in the stock market and worse 5% of the adult population is invested with the inclusion of Mutual Funds. If we compare it with developed nations we are in a really bad situation in terms of financial literacy. The ques- tion is why? We do have enough money then what are the reasons that we lack in as compared to let's say the United States of America. The purpose here is to find out the reasons between Amer- icans and Indians , the change in education, lifestyle spending patterns etc. to reflect the invest- ment decisions and its accuracy.

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I. RESEARCH OBJECTIVES

1. Find out the different reasons why Indian do not participate in the Stock Market or any market Investing.
2. Reasons why the general public of the United States is highly invested in markets.
3. Reasons why there is not much disparity in investing when it comes to income levels in the USA but the same is not true for India.
4. Micro and Macro reasons leading to disinterest in participation.
5. Influence of Parenting and Lifestyle changes on Investing and Final Money management De- cisions.

II. LITERATURE REVIEW

The research papers and the topic was founded on the following topics:

1. Investor Behavior
2. Investor Attributes
3. Indian Lifestyle
4. Indian and American Stock Market
5. Role of Marketing in US and Indian demographic
6. Role of mentality
7. Need Hierarchy Difference in US and Indian Brains
8. Education Differences and Lack of Knowledge
9. Upbringing pattern changes in both areas
10. Success ratio of both markets

These were the factors why Indians were less invested in the Stock market. The various research papers focussed on these elements and concluded the reason for low participation.

Research Gap

1. Education System: Everything is taught in a theoretical way and that too only to stream specif- ic students, whereas money management if not proper trading should be a compulsory subject from the very beginning which would help students save and then subsequently invest in various resources or domains.
2. Startup Ecosystem and Culture: Implementation of concepts like these need not require exter- nal involvement but still if it is there for people in the corporate set ups then it could definitely facilitate things up.
3. Financial Literacy and Freedom: Financial literacy is the need of the hour, before teaching students to manage other clients' money they should know the different streams for their revenue and income. They should be taught that the stock market is the easiest way to become rich but not the quickest so stop chasing wealth quickly. Value Investors like Warren Buffet became a bil- lionaire in his fifties with all the growth and appreciation.
4. FOMO: Fear of Missing Out is one the greatest foe since everyone repents not investing in a particular commodity or equity when it starts to rise or boom, we should focus on our fundamen- tals.
5. Discipline: Emotions and Bias is good for relations and socializing but Investing requires no control of Emotions over decisions since that can ruin your chances of you identifying a mistake.
6. Risk Factor and Gambling: Trading or Investing is only gambling if it is done without knowl- edge like anything else, if we sit for an exam without preparing for it , even that is, betting on our chances. So make a distinction of gambling and investing.
7. Compounding is the Eight wonder: People who start late but with more money are still losing than people who start early but at smaller amounts since compound investing can grow and man- ifest money exponentially .
8. Marketing: Even if we are taking help or relying on a third party do not do that with utmost faith since no one would help someone else get richer and therefore it may or would be a trap. Always do your own research and keep monitoring it on your own part as well.

III. RESEARCH METHODOLOGY

The data used in this is the Primary Data. Type of Research:

The type of research used are:

1. Quality Research: The entire research is more rather only qualitative supported by facts. It is so to understand the behavior of the target group classified by age and educational back- ground of a finance major. With the help of interviews and questionnaires I have tried to un- derstand the behavioral changes towards investing and how it was affected by a finance background or a major. With age diversification I have tried to prove what a young age group perception is and how it differs from that of a mature person with respect to investing. The changes in behavior towards finance and what results to, calling the stock market a gamble. With this research answer or reasonings to these statements have been tried to be found out.
2. Case Study Research: Parenting and Lifestyle habits leading to better, worse or no investing habits. To figure this out a small group of Parenting Consultants, Lifestyle Experts and some NRI born and brought up in India have been interviewed. The parenting consultants gave me an overview and in depth knowledge of a lot of clients so that saved a lot of effort individual- ly interviewing a lot of sample sizes. Some NRI born and brought up in Indian Set up but raising children in the US or Western set up and how different that is and how it affects other aspects of behavioral finance and investment decisions.

Research Design:

Research Design used is Qualitative Method: Since the type of research is a qualitative one the research design is also a qualitative one. Under qualitative research design it falls under:

a. Historical Method: Since past events of parenting are evaluated to concur today's investing decisions therefore it is a Historical Method.

b. Phenomenological method: Since the method identifies family background of finance and even background of the subject in finance and therefore it is a phenomenon on which research is based and is a factor which influences some of the present factors under observation.

Sampling Considerations

Population and its elements: This research is focussed on the younger audience and their re- sponses so as to reasons could be gauged from a younger age to arrive at logical deductions as to why the involvement in stock market is low. The population also contains older age groups but primary focus is on the younger mindset.

The population has four elements. One element is of the general public whose data has been col- lected through questionnaires. Second is the investors, who are in the industry either a SEBI reg- istered investor or a NISM who is in the industry with an experience of five years and above. Third are the NRIs settled in the USA or any other developed country. For this population some relatives and some professionals were taken. The last set of population is the Parenting and life- style Consultants. The individual data collected by the questionnaire and it also contains data col- lected by the Investors and Experts Interviewed who knows the market and a lot of the response type for the research.

Sampling Frame: Since the data collected was anonymous but the sample frame was on the point of reference of age and Occupation.
So the sampling frame is:

17,18, 19, 20,21,24,25,30,34,37,42,54,56 and

Student, Working professional and Entrepreneur Maximum age group lies in the range of 17-20.
Maximum number of Occupations is the Students since the research purpose was to figure out the changes leading to investment decisions therefore collecting data from Students made more sense.

Sampling unit would be a single student studying in school or University. Sampling unit also consists of the Investors and the Parenting and Lifestyle Consultants and Experts.

Sampling Error: The sampling error could be possible since the variables of Income Levels, Con- sumption levels and Family dependance on the subject as well as financial goals short term and long term are kept constant(Income levels) and are ignored to focus the influence of other fac- tors. Influence of these above factors on the factors chosen for this research could turn out to be a sampling error.

Sampling Technique: Technique used are:

1. Stratified Random Sampling: The data is divided into strata based on age and samples from them are collected at random.
2. Purposive Sampling: This sampling is used to select and conduct the interviews. All the inter- views conducted were selected on the basis of Purposive Sampling since the knowledge and ex- perience of the selected people was high.

Variables used:

1. Dependent Variable: There is one dependent variable used here. The variable used is Finance background or a finance major that aids in the better investment decision making. This dependent variable is influenced by independent variables as well. I have used the population with and without the finance background so as to ascertain how behavioral finance and investing accuracy and mindset is influenced with or without finance knowledge understanding literacy or formal finance education.
2. Independent Variable: There are two independent variables which are tried to control. The first one is age. Independent variable is finance family background , if any one from the family has a finance or business background that influences the person with whom data is collected to be fi- nancially literate and aware if not in the same domain. This independent variable controls the dependent variable of finance education or literacy discussed above.
3. Moderating Variable: Moderating variable here is the type of upbringing parents have used here. Either they have used over pampering or have they made the candidate independent. This influences the relationship of finance family background and the candidate's financial back- ground.
4. Intervening Variable: Age is an intervening variable here since a mature person mostly thinks differently about investing rather than a younger mindset. Nowadays it is changing but the sam- ple set and data collection methods show this. Age can not be measured how it influences the de- cision since old people are open as well as very reluctant to invest since it is a gamble. New gen- eration is also open to it but more unaware so therefore it is an intervening variable.
5. Controlled Variable: The controlled variable here is the income levels and income diversifica- tion. There is no mention of this factor and variable in the entire research or the questionnaire since this factor if involved can influence all the factors so to keep the research and to prove in- fluence of other factors this factor was kept constant or rather not involved in the research. When income levels increase , the proportionate increase is not much in the consumption so investing comes out to be a feasible option since this factor target audience has money to lose and there- fore this factor is kept constant.
6. Extraneous Variable: Consumption Levels and family dependance on the subject is an extra- neous variable since it is not constant or controlled but definitely influences the final investment decision.

Scale Used:

Ordinal Scale: For the question rate your financial literacy and importance of money manage- ment skills in schooling or in otherwise, used ordinal scale where the subjects were asked to rate from 0-10 and 1-5 where 0 and 1 is the lowest and 10 and 5 is the highest.

Instruments Used:

1. Questionnaire: For the general public and general data gathering Questionnaire was used. Dif- ferent questions were asked to ascertain the current and previous factors that would have sparked an interest in the Finance Domain or the Investing Domain. Questionnaires used were circulated digitally.
2. Interviews: Interviews were conducted with the Investors in Stock Market(SEBI and NISM), Parenting and lifestyle experts as well as NRI's.

Tools to be used:

Tools used are Google Forms and Telephonic Interview and Google Meet Interviews. Microsoft Excel was used to apply statistical tools and analysis was used. Excel was used to summarize data in forms of Graphs charts etc. Statistical tools like Central Tendency and Deviations were conducted. Since the research was more qualitative the answers and data were organized and given value to it as it ranking and then that data was organized and analyzed.

Data Analysis and Interpretation

The data is used is more qualitative and less quantitative. There is some quantitative data to sup- port the quantitative date and that is how the research done.

As said earlier the data collection had two types:

1. Questionnaire: As mentioned earlier questionnaire was circulated through social media so as to understand the and collect the basic data and then link it ti behavioral finance and then form inferences and draw out conclusion from it.
2. Interviews: Interviews were conducted to validate the data and get more information on why the data set or the entire population behaves that way. Interviews were conducted from pro- fessionals.

The questions asked in the questionnaire were:

1. Data collection was done so as to ascertain age, qualification and occupation.
2. Any major field in finance. This question was asked so as to differentiate the mindset of a financial literate person from an ignorant person. The impact of finance education or money making skills has on investing in any avenue is ascertained.
3. Do you think investing in stock market is gambling was asked. This question served two purposes one, to check whether this taboo still exists or this misconception still pre occupies or clogs peoples mind of logical deductions towards markets and do they still feel that it is gamble and second reason is to link it with previous questions asked that was fiancée forma education and how a finance literate person or person with formal finance knowledge feels about this domain.
4. Rating ones financial literacy and knowledge on a scale from Zero to Ten. This question was asked to correlate on two factors whether people are aware that they are not financially liter- ate or not. Nothing is more problematic than self ignorance but an even more devastating factor is self confidence with zero knowledge backing. In our country where half of the population learns new things not by books but by series and movies the younger audience over- estimate their financial capabilities and on the contrary who knows this domain in out will rate himself/herself on an average scale since the domain is extremely huge with ever evolv- ing and dynamic laws and products.
5. Two optional questions were: How old were you when you made your first investment and what sparked your interest in the field of finance. This shows a reality check that how many financially literate people had an early exposure with money and what was it that attracted them to this domain. A corpus of answers were collected to ensure what all answers are most common and if there is any pattern that can be drawn towards it.
6. A scale of how important financial education or literacy is important was asked. Scale rang- ing from 1 to 5. This was a question in which mostly an answer of either 4 or 5 was expect- ed. Since a person who has received financial skills and knowledge will definitely say that the skills are required but the person who has not received these skills will also say that they are important since he/she knows the importance or loss a person has monetary and other- wise if proper financial knowledge is not there.
7. What according to you is the amount that should be invested in the stock market. This was an MCQ and the options were: a) 10% or less b) 20% to 40% c) 40% to 50% d) 50% and above. This was a technical as well as subjective question. There was no particular right or wrong to this question.
8. Why do you think Very few Indians are invested in stock Markets. This was again a technical as well as this question was asked so as to people who invest can tell why is some people not taking positions into stock markets and people who don't invest they can easily tell that what is holding them off from investing into the so called money making market.

9. What according to you is Financial Freedom. Again this question was to judge the current knowledge and behavior changes towards finance and more specifically towards investing in stock market.

Interview: Interview was conducted from around Twenty people out of which Fifteen people belonged to the finance domain as in their profession was investors and Finance Consultants ei- ther NISM or SEBI registered. Rest Five were parenting and lifestyle consultants and even those consultants were chosen who had a background in finance or economics so they knew both the subjects from which data was t collected and analyzed.

The questions asked from Investors were:
Apart from the lack of knowledge aspect what may be the reason the investment in stock market is so less in our country?
This question was asked to gauge out the different reasons apart fro awareness and financial lit- eracy.

Would you blame the Education System or even the lifestyle changes or parenthood changes from the USA in investment?
What is different that is happening in USA from INDIA which makes them invest in markets and us refrain from it.

How important is money management?
The role of money management and the importance of the skill is substantial everyone knows this but why is it so important and what are an investors views on it can also be established.

As a father would you include any such money management techniques to your child?
The role and mindset of a parent that leads to accuracy and independence of a child and how it will impact his/her decision in stock markets.

What could be done to integrate investing at a cellular level?
There are many ways to integrate investing habits micro as well as macro small things done at right time could result in huge changes and these small changes or big changes should be known.

Role of Fintech and Edtech companies in encouraging students into finance and its domains.
The recent onset of technology and sudden spike in edtech and fintech companies and what re- sults does it have or impact does it have on our current scenario.

The questions asked from Parenting Consultants were:

For the record can you please tell your age?

What is your highest level of education?

How long have you been in this profession? And why

What kind of Parenting difference is there between USA and India.

Why so much focus on Engineering and

How Independent or pampered a child is in the Indian Background?

Are the parenting we follow is such that a child when he grows can take his decisions and be ac- countable for that?

How relevant are Parents mistakes in influencing the children's future decisions in the Indian Set up?

So any changes from USA that makes us less invested in stock markets?

What kind of Parenting have you till now encountered when you do a consulting?

The concept of pocket money or involving the kids in the household budget or chores does it happen in Indian

Background?

The psychology of quick money does parenting has to do with anything?

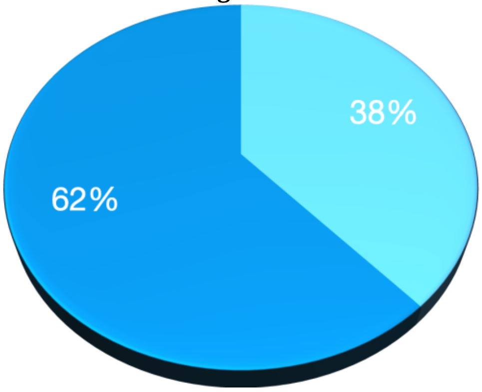
So anything a parent could do to teach importance of money from an early age?

What are small or big steps to make the child aware of responsibilities and money management?

These were some of the questions asked from the Parenting Consultants to understand how Par- enting has Evolved and how it should evolve to involve core skills like money management and even Investing at a certain age after. These questions also tried to compare the core differences in United States and in India.

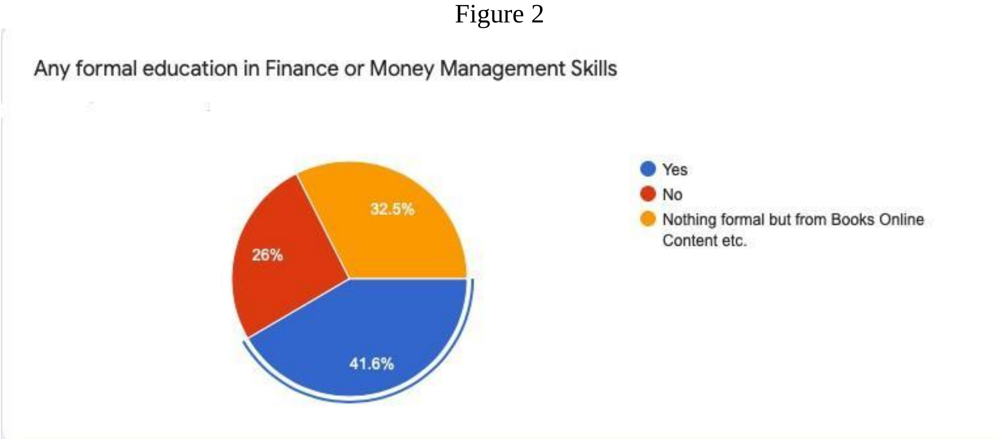
Two of the Parenting Consultants were settled in USA so they could very clearly distinguish be- tween Indian and American Parenting and therefore provide relevant data to this study.

Figure 1



75% population consists of the age group of 17-21 and 15% is of the age group of 22-24.

Figure 2



As seen in the above chart 51% people answered maybe when asked about whether stock market is a gamble or not. 30% said no it is not gambling and
19% people said that it was gambling. Although the No's have majority yet the maybe is more difficult zone since they consist of half knowledge and therefore they even don't enter this par- ticular domain.

As seen in the graph there is around 42% population who have a formal education in finance fol- lowed by Other sources which account for 33% followed by no formal education in the domain accounting for 26%. This means that people want to learn and expand their knowledge in this domain but due to proper resources and formal methods they have to switch to other mediums.

Since data collection was done in three ways ,questionnaire and two interviews targeted at In- vestors and Parenting Consultants and therefore Data interpretation would also be done in the same way.

Questionnaire:
Age: Out of the total responses most were meant to be in the range of 17-21 and therefore that is what has happened, 75% of the population lies in the range of 17-21.

Qualification: With around 48% of the people possessing qualification strictly or even minority in finance ranging from ACCA BFIA CFA FRM and so on. This is what about the professional study and around 33% of the population had no professional education but some short courses here and there and some education from either books or YouTube videos or following investors like Warren Buffett or Rakesh Jhunjhunwala. This shows that we can clearly differentiate whether factors like age and Qualification have the similar effect we were anticipating through this research.

The question where Investing is gambling or not was asked and the results were 51% people an- swered maybe, 30% said no it is not gambling and 19% people said that yes, it was gambling.

Out of the entire population who are financially literate as answered by them or who have pro- fessional education or even have done some courses and everything 64% of the population an- swered that no Stock Marketing is not Gambling. 27% people answered a maybe and 9% people answered yes stock market is a gamble. This clearly shows the impact financial education or courses have on the mindset. Whether they are investing or not is altogether a different story but as of now in this particular phase of research we can say that yes people who know Introductory to intermediary level of finance majority of the population do not consider the stock market as a gamble and the percentage is really low when we consider the people who agreed to the state- ment that stock market is a gamble.
When we include the age factor variable in the study and compare it with the question selected we got the following data 51% people answered maybe, 30% said no it is not gambling and 19% people said that yes, it was gambling but when we take the age factor we have:

When considered the target audience of 17-21 the respondents have answered Maybe in 29%, No in 51% and Yes in 18% this shows that the youth and target chosen does not feel that the stock market is a gamble and in fact feels that is not a gamble as projected by above data where more than half the audience has answered a no.

When we Combine both variables the age as well as qualification or finance background then the results are:

30% for Maybe, 53% for No and 17% for Yes. An increase in No Maybe and Decrease in Yes. The increase in No and then Decrease in Yes was expected but increase in Maybe was unprece- dented. Although the increase was not very significant but when data is large to compare size of population of cities and countries then these 2% increase will be huge.

The initial investment age is a great way to figure out the validity of the answers to the questions asked such as Rate your financial knowledge and is stock market a gamble ? Since now it would state that whether they implied and used the knowledge in real life or not.

When considered the target audience of 17-21 the respondents have answered Maybe in 29%, No in 51% and Yes in 18% but total people who have answered investments made and first age made were of 39% of the population. When we consider only the 17-21 age bracket since that is what concerns us it comes down to a 25%. Around 51% people answered that stock market is not a gamble meaning can be implied that they know it is not then why such a low number. If we add on the variable of finance background or education then the percentage is 14% from 64% straight cut to 14%. When we compare the data and it's implication the results are deviating a lot. This means that either the respondents have not truly answered with utmost and full disclosure but still the entire population can not be considered so therefore there is a huge gap between know- ing and implementing it which we shall cover through this research.

Now a question regarding how the interest of investing began or originated. This was an optional question and all those who have invested have answered. The following reasons that are men- tioned by the subjects are in descending order starting from reasons which most have stated to reasons stated by few.

1. Fathers or family background: The highest response was if father or family of the respondent is or was in the business of stock market. Since the family is in the business they know the potential of the market to make money and therefore they passed on to the knowledge to their offsprings. Since the child from the beginning have seen the finance and stock market he knows the gets curious which forms the basis of his

learning and so on.

2. External Gurus or Idols: Next response in great volume was due to some external motivation. Following or gaining knowledge from Warren Buffet his Documentaries books and other in- vestors knowledge. The inspiration is drawn from the fact that Investing made Warren Buffet rich and that sparks as an interest to many people.

3. False Misconceptions: A lot of misconceptions about the stock market like it would earn quick money and trading can make good money. A lot of misconceptions like these also trig- ger interest in the subject for many. But unfortunately this interest leads to disinterest and hate very quickly since the person following misconceptions loses money and many times when faces reality leaves the market altogether. So this is fatal since he/she even discourages others as well as bad mouth stock market as well. So one bad misconception leads to several not investing in the market.

4. Alternate Income: A significant amount of people even wrote about the alternate income it produces and how a person can be financially independent and attain financial freedom using the alternate and passive income.

5. Eagerness and curiosity regarding the subject: A few people even responded that some con- cepts like Compounding being the Eight wonder and other concepts like these ranging from dividends to growth appreciation all these factors lead to further exploring the field. Al- though this response is less number it is the most affective way as we would prove in further research. Since the curiosity and eagerness to learn results in better conversion towards prac- tical implication.

Out of scale from 1-5 where the candidates were asked to rate importance of Money Manage- ment Skills, 81% of the population has rated it 5 followed by 17% people voting it a 4 and the least amount with a percentage of 2 was responded for 3 out of 5. No one rated it 1 or 2 out of the following population. This shows that the population is well aware of the fact that money management is an important skill to attain for.

Figure 4

The above chart shows responses from another question asked. Where the maximum population has answered between a range of 20-40% is the ideal investment range of the income.

The questionnaire was a great way to sort and interpret data but it was not a complete way. To complete the data we would even need the interviewers point of view to get our hand on wider data set and a professional on ground expert.

The data collected is:

1. Almost all investors when asked about the what sparked their interest in the finance domain answered that their father is in the same business or random movies or news Channel show- ing stock market gains and losses which caught their attention and they followed on it.

2. The first investment was primarily done at the age of 14-20. Since at the age of 14 years you could invest in a mutual fund and you could invest in stock market from the age of 18 since only then you could open a DEMAT account.

3. When asked the about the importance of money management skills most people focussed upon the fact that we as a society have failed to inculcate these learnings into the new gener- ation and since the time a person starts to earn he makes the same mistakes relating to money and its management what were made by his/her parents. We are not able to pass on the knowledge ar [illegible] not learning from their or their close ones mistakes they either completely leave it or keep continuing the mistakes and then leave it eventually. Therefore this has to be started from school level and even a compulsory subject in college gradually advancing it.

4. According to the investors Indians are lowest in number when it comes to stock markets due to a reason of the ideology of quick money since they want to make short term money and in shorter time. The perception that only the top players can make money through stock market in the long run leads to the retailers following trading strategies and failing many a times los- ing huge money and then never returning to it cursing it as a gamble. Even the brokerage houses where we have the demat account would convince us to make money by trading and frequent transactions since the brokerage houses runs on commission on transactions and if you are a long term investor then the transactions that you do are less in number and there- fore the brokerage houses try to make you transact more or trade more. Even a notion that this is gamble is also holding them from investing. The notion has been built over the time since a lot of people have lost money in the short run and then tagged it as Gamble. The bad word of mouth about trading has created a notion of gamble. Since during trades when a per- son doubles or triples his money by trading in options or futures or even in equities he only speaks about his winning trades with his friends or relatives to show that he is good with making money. He does not show the

complete picture that he has lost a lot of money and even with this double money he is still mostly in losses, but the idea of a person making quick money is so contagious that it affects the clear and logical reasoning and people start to trade. When they lose they either bad mouth the stock marker or they only discuss their win- ning trades which encourages more people to trade, either way it is a dooming situation. Even if they earn money through investing people do not like the idea of Five or Ten years and they don't even have that kind of patience being in the market. This biased information affects investing in India.

5. Changes or differences from United States that is holding us from investing. The opinions the Investors had about this was Unbiased information transmission is low in United States. The concept of instant Gratification convinces ourself to trade rather than invest. Training of ones mind to shy away from distractions and short term trades we need to stick to the long term strategy.

6. From Fifteen years of age money management skills should be incorporated and accounts should be opened so that they could at least invest their money in mutual funds or Fixed De- posits or Recurring Deposits.

7. Story books on money management have started initiating and parents could read out these stories to their children from Day One so they could be properly learn to manage money from an early age.

8. India the lower segment of the pyramid has still not been directed for a reason that their ob- jectives and goals are different. First of all they have to support their parents themselves and even a lot of children that they have and they don't think much about the future as well since even the children are thought to be doing the same odd jobs that they are doing. Plus even brokerage houses or banks don't target them for a reason that even if they open an account bank or Demat their investment is so low that the maintenance cost incurred by the deposito- ry or Bank is more than the revenue generated by the customer and therefore they refrain from targeting them. Even the segment are not willing to invest for a reason that their income is low and proportionate expense is higher and therefore they can not afford to lose money. Their income and expense runs on a daily basis and therefore they can not afford to invest for a long time. Even lack of liquidity is a problem in this case. Since they might need the money in short time for example this Covid time but at that time even the market was low therefore they had to exit while making losses.

9. The importance given to advice is also a crucial factor here since no one wants to step and research on their own they would trust someones else's advice and lose money rather than trusting their own knowledge after gaining that knowledge.

10. Investing at a cellular level could be done by educating children from a young age since if they start earning at that time they don't want to learn and ask there parents who if do not belong to this field do not have much knowledge as well even they won't be a fit choice to take advice from. So educating from a young age starting from at least 10-14 and the most important is to open their bank accounts so they could start with FD RD or even mutual funds and then opening their Demat Account when they reach Eighteen years of age. Since when children get educated they even try to educate or tell their parents about it as well. So penetration of knowledge happens mostly in the age group of 10-14 that is a right time to educate this. The government is focussing on technical skills such as coding and making it compulsory rather than introducing Money Management Skills.

11. Complexity in the market: Trading and short term requires more complexities not investing so it is also complicated so as to they don't invest and give it someone else who can manage their accounts and therefore thee education is not happening since they find it complex.

The data collected from Parenting Consultants and Lifestyle Experts are:

1. The parenting Consultants is still new in the country. The difference in Parenting between INDIA and USA since in India the philosophy is the parent owns the child and the child should follow the parent and the basic philosophy runs around that I am the master as the parent but in other countries the parents take care of their child till he/she attains 14-15 years of age at max 18 years of age then they don't care then the journey has to be done by the Child itself. From the moment a child is born in developed countries like USA the child sleeps alone with walkie talkies in the Childs room to monitor activity they leave the baby alone with some Nanny or in a day boarding or child care place. When the child grows up he is made to be independent from giving pocket money from an early age and making him do chores of the house and after a point even the higher education is not funded by the parents in most cases and that can be seen with the huge amount of student loans piling up. After a certain point in time the parent even asks the child to leave the house since he is earning and can survive on his own. The same thing does not happen in an Indian Set up. The parent in- vests a lot on his her education bears all the expenses. And fulfills most of the unnecessary demands and then since they don't plan for their future they expect the child to take care of them in the future. Since that happens the child does not learn to be independent and take good decisions or accountability of his decisions. This reduces the investment avenues.

2. So much of focus on even the career of the child in India happens since even the parent not want to take risk in the profession and does not let the child take risk in the profession there- fore Engineering MBA Law those kind of careers are encouraged rather than Business so even the child does not know how to take or

handle or reduce risks. Not taking risks is the only way of avoiding risks is what is taught by the parent. Even the parent makes sure that their mistakes influence their child. Most Parents have lost a lot of money in stock market in their prime years since a lot of scams happened at that time and market were not so much regulated and this particular reason makes the parent convince their children not to invest in market since you lose money from it. Only few parents who themselves are invested in mar- kets allows or encourages their child to invest in market.

3. Most Parents does not allow pocket money and fulfill every unreasonable demand as well so this inhibits a habit of Quick Money since they want results n quicker time not working for it. Even pocket money is not there so they do not know how to manage their funds from young to old age.

Data Integration Methods:

1. **Qualitative Content Methods**: It is used to evaluate patterns within the content and the same patterns have been followed to connect the inference and reliance of Financial back- ground on Investment decisions and how quickly the decisions have been taken. People with Financial background have made earlier investments as compared otherwise.
2. **Narrative Analysis**: Narrative Analysis is all about listening to people telling stories and digging into what that means. This was used for analyzing the telephonic interviews and drawing out inferences from that.
3. **Grounded Theory**: Grounded Theory is the methodology where the intention is explicitly to create theory using data, through a series of ❝tests" and ❝revisions. The whole research was based on trying to figure out what factors might influence students investment decisions in future.
4. **Interpretive Phenomenological Analysis (IPA)**: IPA is designed to understand the experi- ences of a subject (for example, a person) in relation to a major life event, experience or situ- ation (which we refer to as a phenomenon – hence the ❝P" in IPA). These phenomena may range from those that are common to those which are rare. The differences in parenting from that of an USA child to that of a child in an INDIAN set up and their lifestyle changes and differences all amount to a lot of data that can be linked to the research.

IV. DISCUSSION AND CONCLUSION

With all the research of data and interoperation done now some headers can be figured out that why Indians are less invested in the market.

1. Lack of proper Knowledge: Proper and Complete knowledge is not imparted which is hold- ing them of since there is no proper education then
2. Population: Since most of the population comprises of the lower section of the pyramid and as explained and discussed earlier due to the high costs their interaction with the market is low.
3. Less Liquidity and High risk: Since markets are volatile and situations like Covid can make make market in losses then withdrawing funds from market becomes a loss scheme. Even for selling equities there needs to be a buyer and if the market enters a sell zone there would be no one to buy therefore less liquidity and the factor of risk is also there since bank provides decent secured returns.
4. Family Background: If father or family background is not of a finance field then investing is discouraged in the family.
5. Psychology of Quick Money and Gamble: Everyone wants to get rich quick and in the effort loses money and then never return to stock market. A notion that only the wealthy 1% can make money since they have insider information and influence the market discourages small retailers to invest in the long run.
6. Biased Information flow: Since traders only tell about their winning trades that influence the retailers to trade and then they lose money which discourages them.
7. Instant Gratification Loss: Since everyone is fixated on quick results and does not want to wait that is something which makes loose money and Loss is a big demotivator.
8. Complexity and Importance of Advice: The market is made to look complex so it can be giv- en to fund managers and traders. A lot of focus is given to Advice given by the brokers. This importance has caused one of the greatest scams done by Harshad Mehta.

Differences between Developed Countries and India that holds Indians from Stock Market:

The classic parenting differences :

1. Lack of Independence: Most Parents in India do not provide an independent lifestyle which impacts the child's decisions and his independence and taking charge.
2. No money Management Skills: Lack of concepts like Pocket Money and independence given impacts the money management skills even the career is chosen by the parents to avoid risk so those risk management skills is also missing.
3. Instant Gratification: Since every unreasonable demand is fulfilled and children are not in- volved the

hosing budget they don’t know the value of money and grow up to believe not much human effort is required to earn money which leads to trading and loss of money.

Another reason why Indians are less invested than other countries is, in other countries banks do not provide very high are of returns on secure deposits and therefore investing is the only option left to beat inflation. That however is not the case in an Indian Set up.

To increase the involvement and engagement early money management skills should be provided and then Bank accounts should be opened for Children at 14 years and after they reach 18 Demat account should be opened.
As Parents they should use concepts like Pocket Money so that they could learn money man- agement skills practically from a young age.

Limitations
1. Small sample size
2. Avoiding lower segment of the pyramid
3. Wrong self Assessment and Estimation: The question asked to rate their financial literacy and it was high yet engagement to markets and some technical questions were wrong which lead to some data analysis being offtrack.
4. Some Wrong Assumptions: Assumptions made that people having Finance Background would have money management skills was wrong since even people having finance back- ground and education did not had money invested.

Managerial Implications
1. Customer Education by Investment Banks and even Education Ministry so as to ensure wor- thy money management skills are imparted.
2. Unbiased flow of information should be adopted by Investment Banks and Fund and Portfo- lio Managers.
3. Education of Teenagers for Money Management Skills by Edtech Companies
4. Providing Resources like Banking Accounts and Demat Accounts by Fintech Companies

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