

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3480 Cities in 174 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	PERCEPTUAL MAPPING OF STUDENTS FOR ENGAGEMENT IN CLASS: AN EMPIRICAL STUDY OF STUDENT APATHY TOWARDS HIGHER EDUCATION <i>DR. D. S. CHAUBEY &amp; K. R SUBRAMANIAN.</i>	1
2.	EFFECTIVE FOOD PACKAGE DESIGN AND CONSUMER ATTRACTION <i>DR. R.RAJESWARI &amp; T.RAMYA</i>	9
3.	DO ASIAN STOCK MARKETS INTERACT? <i>PRASHANT JOSHI</i>	14
4.	A STUDY ON CUSTOMER MOBILE APPLICATIONS USAGE PATTERN AND THEIR SATISFACTION <i>ABDULKHADAR J. MAKANDAR, SANJAY HANJI, BRIJMOHAN VYAS &amp; DR. M. M. MUNSHI</i>	19
5.	EVALUATION OF RAJIV AAROGYASRI SCHEME IN ANDHRA PRADESH AND SURVEY OF PATIENTS OPINION <i>DR. D. SHREEDEVI</i>	25
6.	STUDY ON THE TIME DURATION OF INTERNSHIP IN HOTEL MANAGEMENT COURSE CURRICULUM <i>DR. ANIL CHANDHOK &amp; DR. BHAVET</i>	30
7.	HUMAN RESOURCE MANAGEMENT MODEL FOR NEW GLOBAL ECONOMY: OVERVIEW <i>DR. GEETANJALI V. PATIL, DR. V. S. PURANIK &amp; RAMESH S. NAIK</i>	40
8.	CUSTOMER EXPECTATIONS AND PERCEPTIONS ON SERVICE QUALITY IN BANKING SECTOR: WITH SPECIAL REFERENCE TO PUBLIC SECTOR BANKS IN RAJASTHAN REGION <i>DR. POONAM MADAN &amp; PREETI SHARMA</i>	45
9.	DETERMINANTS OF FOREIGN DIRECT INVESTMENT INFLOWS IN THE TRANSITION ECONOMIES OF EUROPEAN UNION <i>YILMAZ BAYAR &amp; HASAN ALP OZEL</i>	49
10.	INCIDENCE OF POVERTY AMONG THE RURAL LABOUR HOUSEHOLDS: A STUDY IN CHITTOOR DISTRICT OF ANDHRA PRADESH <i>DR. TRIPURANENI JAGGAIAH &amp; DR. TRIPURANENI BALAJI</i>	54
11.	FINANCIAL BEHAVIOUR Vs. PERSONALITY TYPES: A MECHANISM TO IMPROVE CUSTOMER RELATIONSHIP MANAGEMENT <i>NATARAJ B &amp; MADHUMITHA T</i>	58
12.	FINANCIAL INCLUSION: AN INSTRUMENT THAT PULLS MILLIONS OF RURAL INDIANS OUT OF THE CLUTCHES OF POVERTY - A REVIEW <i>ANSHA JASMIN S.N</i>	65
13.	POVERTY ERADICATION THROUGH INTEREST FREE FINANCE: A CASE STUDY <i>AHSANATH.MK</i>	69
14.	EMPLOYEE RETENTION STRATEGIES: AN OVERVIEW <i>RUHANI SOHAL</i>	72
15.	A STUDY ON EMPLOYEES' INVOLVEMENT TOWARDS EFFECTIVENESS OF TEAM WORK IN GLOBAL SCENARIO <i>K. KALAIVANI &amp; P. SASIKALA</i>	75
16.	COMPARATIVE STUDY OF UNORGANISED AND ORGANISED RETAIL: THE CASE OF INDIAN GROCERY MARKET AT NCR <i>SHASHANK MEHRA &amp; MOONIS SHAKEEL</i>	78
17.	HAPPINESS MAKES GOOD BUSINESS SENSE <i>PRAKRITI CHAWLA &amp; SHILPI ARORA</i>	85
18.	RISK MANAGEMENT PRACTICES IN YES BANK <i>DR. N. FATHIMA THABASSUM</i>	89
19.	THE EFFECT OF THE CHANGE IN SHORT-RUN FOREIGN DEBT STOCK IN TURKEY ON THE OUTPUT VOLATILITY <i>DR. OZGE UYSAL SAHIN &amp; DR. SEVDA AKAR</i>	93
20.	A CASE STUDY ON SELF-HELP GROUPS: MARKETING PERSPECTIVES & LEARNING <i>SOUVIK ROY &amp; CHAITALI DATTA</i>	98
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	<b>101</b>

**CHIEF PATRON**

**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**FOUNDER PATRON**

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR**

**DR. BHAVET**

Faculty, Shree Ram Institute of Business & Management, Urjani

**ADVISORS**

**DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR**

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

**CO-EDITOR**

**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**EDITORIAL ADVISORY BOARD**

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SIKANDER KUMAR**

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

**PROF. SANJIV MITTAL**

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**PROF. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**DR. ANIL CHANDHOK**

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

**DR. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P.J.L.N. Government College, Faridabad

**DR. VIVEK CHAWLA**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

***ASSOCIATE EDITORS***

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PARVEEN KHURANA**

Associate Professor, Mukand Lal National College, Yamuna Nagar

**SHASHI KHURANA**

Associate Professor, S.M.S. Khalsa Lubana Girls College, Barara, Ambala

**SUNIL KUMAR KARWASRA**

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

**DR. VIKAS CHOUDHARY**

Asst. Professor, N.I.T. (University), Kurukshetra

***TECHNICAL ADVISOR***

**AMITA**

Faculty, Government M. S., Mohali

***FINANCIAL ADVISORS***

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS***

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

***SUPERINTENDENT***

**SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**  
IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.**

**(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled ' \_\_\_\_\_ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

**NAME OF CORRESPONDING AUTHOR:**

Designation:  
Affiliation with full address, contact numbers & Pin Code:  
Residential address with Pin Code:  
Mobile Number (s):  
Landline Number (s):  
E-mail Address:  
Alternate E-mail Address:

**NOTES:**

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:  
**New Manuscript for Review in the area of** (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:****BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

## FINANCIAL BEHAVIOUR Vs. PERSONALITY TYPES: A MECHANISM TO IMPROVE CUSTOMER RELATIONSHIP MANAGEMENT

**NATARAJ B**  
**ASST. PROFESSOR**  
**DEPARTMENT OF MBA**  
**EASWARI ENGINEERING COLLEGE**  
**CHENNAI**

**MADHUMITHA T**  
**ASST. PROFESSOR**  
**DEPARTMENT OF MBA**  
**EASWARI ENGINEERING COLLEGE**  
**CHENNAI**

### ABSTRACT

*From the recent past financial institutions are orienting towards the financial behaviour pattern of their customers. The financial behaviour differs from one customer to the other and understanding financial behaviour of the customers can provide a competitive advantage for any financial institution. Hence the behavioural finance becomes an eye widening topic of importance. Does Personality of an individual affect their financial decision making? is the one line question of the article and for differentiating the personality types Myer Briggs Type Indicator (MBTI) is used. This article tries to find out the relationship between personality types and financial behaviour of the customers. Descriptive research is being carried out in this study. Two hundred and thirty sample respondents were chosen for the study and primary data was collected using questionnaire. The collected data was then analysed using non parametric tests and the hypothesis testing was done. The findings of the study can be used for financial institutions like banks, investment brokers, and insurance companies for understanding their customers and their characteristics which in turn leads to a better customer relationship management.*

### JEL CODE

M31

### KEYWORDS

Behavioural Finance, Customer Relationship Management, Personality Types.

### INTRODUCTION

**B**ehavioural Finance is a new field that becomes the topic of greatest importance for various financial institutions. The behavioural finance is a multi disciplinary approach that includes various fields like psychology, social psychology and finance.

This article attempts to bring in the relationship between personality of an individual and his financial behaviour.

**Personality** refers to individual differences in characteristic patterns of thinking, feeling and behaving. (American Psychological Association, 2014). For differentiating the personalities several models and tests are available. Myer Briggs Type Indicator (MBTI) is used in this article.

### MBTI

The Myers Briggs Type Indicator assessment is a psychometric questionnaire designed to measure psychological preferences in how people perceive the world and make decisions. (Myers & Briggs, 1980)

The MBTI sorts some of these psychological differences into four opposite pairs, or dichotomies, with a resulting 16 possible psychological types. The 16 types are abbreviated by four letters—the initial letters of each of their four type preferences (except in the case of intuition, which uses the abbreviation N to distinguish it from introversion). For instance:

ISTJ: Introversion (I), sensing (S), thinking (T), judgment (J)

ENFP: Extroversion (E), intuition (N), feeling (F), Prospecting (P)

This method of abbreviation is applied to all 16 types.

### DICHOTOMIES

Extroversion (E)	Introversion (I)
Sensing (S)	Intuition (N)
Thinking (T)	Feeling (F)
Judging (J)	Prospecting (P)

### EXTROVERTS Vs. INTROVERTS

Myers-Briggs literature uses the terms extroversion and introversion. Extroversion means "outward-turning" and introversion means "inward-turning". Extroverts are "action" oriented, while introverts are "thought" oriented. (Tieger, 1999)

### SENSING Vs. INTUITION

Sensing and intuition are the information-gathering (perceiving) functions. Every individual understands the new information and interprets it, this process is split in to two categories in MBTI, that is sensing and intuition. "Sensing" type of individuals are likely to trust information; they look for facts in the information. The individuals who prefer intuition are interested in future possibilities.

### THINKING Vs. FEELING

Thinking and feeling are the decision-making (judging) functions. The individuals who prefer thinking tend to decide by what seems reasonable and logical. The individuals preferring feeling type decides by empathizing with the situation.

### JUDGING Vs. PROSPECTING

Judging and Prospecting are life style functions. This shows how individuals differ in work places and in their work environments. Individuals with judging functions focus on schedules will be serious about work, orderly, like rules and are inflexible. Prospecting individuals are playful about work, not worried about order, dislike rules and dislike long time plans.

Thus the 16 types of personalities are

## TABLE SHOWING DIFFERENT PERSONALITY TYPES AND THEIR CHARACTERISTICS

Personality Type	Character
ISTJ	The Duty Fulfiller
ISTP	The Mechanic
ISFJ	The Nurturer
ISFP	The Artist
INTJ	The Scientist
INFJ	The Protector
INFP	The Idealist
ESFJ	The Caregiver
ESFP	The Performer
ENTP	The Visionary
ENFJ	The Giver
ENFP	The Inspirer
ESTJ	The Guardian
ESTP	The Doer
ENTJ	The Executive
INTP	The Thinker

Source: The Personality Page (The Personality Page, 2013)

## REVIEW OF LITERATURE

Ricciardi (2000) Behavioural finance investigates the psychological and sociological issues that impact the decision-making process of individuals, groups, and organizations. (Ricciardi & K, 2000). In this paper the author discussed some general principles of behavioural finance that includes overconfidence, financial cognitive dissonance, the theory of regret, and prospect theory. He also suggested the strategies to assist individuals to resolve these “mental mistakes and errors” by recommending some important investment strategies for those who invest in stocks and mutual funds.

In the concluding part he suggested that in the case of stock investments: the best way for investors to control their “mental mistakes” is to focus on a specific investment strategy over the long-term. Investors should keep detailed records outlining such matters as why a specific stock was purchased for their portfolio. Also, investors should decide upon specific criteria for making an investment decision to buy, sell, or hold. For example, an investor should create an investment checklist that discusses questions such as these:

Why did an investor purchase the stock?

What is their investment time horizon?

What is the expected return from this investment one year from now?

What if a year from now the stock has under-performed or over-performed your expectations?

Do you plan on buying, selling, or holding your position?

How risky is this stock within your overall portfolio?

In the case of mutual fund investments: in terms of mutual funds, it's recommended that investors apply a “checklist” for individual stocks. Recommend that investors select mutual funds with a simple “4-step process” which includes the following criteria: Invest with tenured portfolio managers with a strong investment philosophy; and understand the specific risk associated with each mutual fund (Ricciardi & K, 2000)

**Victor Ricciardi (2004)** provides an overview of the concepts of risk, perception, and risk perception with the financial scholar in mind. He discussed the significant risk perception research in the social sciences namely from psychology. This research work from psychology (i.e. risk perception studies in risky situations and hazardous activities) is the behavioural foundation for a substantial amount of the current contributions. A major facet of this paper was to bring together all the previous studies in the risk perception (Ricciardi, 2004)

**Riepe (2013)** in his paper titled “Musings of Behavioural Finance” clarifies that people are not either purely rational or irrational, but they are complex combination of two. He has also stated that people learn about the financial decision making and get better at it over time. (Riepe, May 2013)

**Journal of Risk Management in Financial Institutions (2014)** identifies that risk management and behavioural finance are weekly connected among the financial institutions and it is in the beginning stage. The question of how to apply the research findings to day to day risk management problems is still poorly answered. Hence another question arises that is Should banks and regulators include the findings of psychological/behavioural research in their risk management frameworks; The author sets the hypothesis as Whether behaviour should be considered in risk management If Yes How it should be done? (Journal of Risk Management in Financial Institutions, 2014)

**Park & Shon (2013)** in the paper Behavioral Finance: A Survey of the Literature and Recent Development” summarizes recent studies in behavioral finance. The authors concentrate more on market anomalies and investor behaviour. the authors expand the research scope to studies on Korean financial markets, introduce specific funds using behavioral finance techniques, and discussed the challenges in financial behaviour. (PARK & SOHN, 2013)

**Ana-Maria (2014)** in the paper titled “A behavioral analysis of investor diversification” identifies the link between individual investors’ portfolio diversification levels and their personal traits that proxy informational advantages and overconfidence. The analysis is based on Turkish brokerage house tracking 59,951 individual investors’ accounts with a total of 3,248,654 million transactions over the period 2008–2010.

Wealthier, highly educated, older investors working in the finance sector and those trading relatively often show higher diversification levels possibly because they are better equipped to obtain and process information. Finance professionals, married investors, and those placing high-volume orders through investment centres show poorer diversification possibly as a reflection of overconfidence. Our analysis reveals important nonlinear effects, implying that the marginal impact of overconfidence on diversification is not uniform across investors but varies according to the investor's information gathering and processing abilities. (Fuertes, Muradoglu, & Ozturkkal, 2014)

## IMPORTANCE OF THE STUDY

The financial institutions are emerging in India, be it a bank or an investment broker or an insurance company, there is a cut throat competition among them. It is need of the hour to have a good customer base and cross sell their financial products. If the financial institutions are looking for retaining their customers, cross sell their products or wish that their customers to pass good word of mouth it is important for them to maintain good relationship with their customers.

For maintaining good relationship with the customers, the financial institutions should understand their customers; the financial behaviour of the customers should be studied extensively. The factors that affect the financial behaviour should be considered. The rationale behind this article is whether the personality type of the individual is having any relationship with the financial behaviour.

## STATEMENT OF THE PROBLEM

The financial behaviour of the individual is affected by various factors like risk taking ability, gender, financial needs at particular situation etc. Each and every individual is unique and associated with a personality type. The MBTI can classify the individual based on 16 personality types, but the question to be answered is “Is there any relationship between personality type of an individual and his financial behaviour?”



**OBJECTIVES**

- To analyse the relationship between personality types and Financial behaviour of individuals
- To analyse the relationship between personality types and investment pattern
- To analyse the relationship between personality types and saving pattern of individuals
- To analyse the relationship between personality types and spending pattern on insurance.
- To suggest appropriate strategies to improve customer relationship management for financial institutions.

**HYPOTHESIS**

H0: There is no significant relationship between personality type and financial behaviour of individuals.  
 H1: There is significant relationship between personality type and financial behaviour of individuals.

**RESEARCH METHODOLOGY**

This article describes various personality types of sample respondents and classifies them. This article also finds the relationship between personality types and financial behaviour and relates it with the customer relationship management, hence descriptive research is being followed in this paper.

**RESEARCH DESIGN**

Data collection: Primary Data is being used for the research. The data is collected using questionnaire.  
 Secondary data: Secondary data is collected from Articles, magazines, news papers and books.

**SAMPLING**

Convenient sampling method is being used for the research.  
 The sample size is targeted to be 250. But after collecting the responses, it was found that only 230 samples were complete and usable. Hence the sample size is 230.

**RESEARCH TOOLS**

Non parametric statistical tools like Descriptive Statistics, Kruskalwallis test and percentage analysis is being used in this article for getting information from the collected data. Mean Rank from the sample respondents are collected for classifying them and Phi Charts are also used for presenting useful information clearly.

**ANALYSIS**

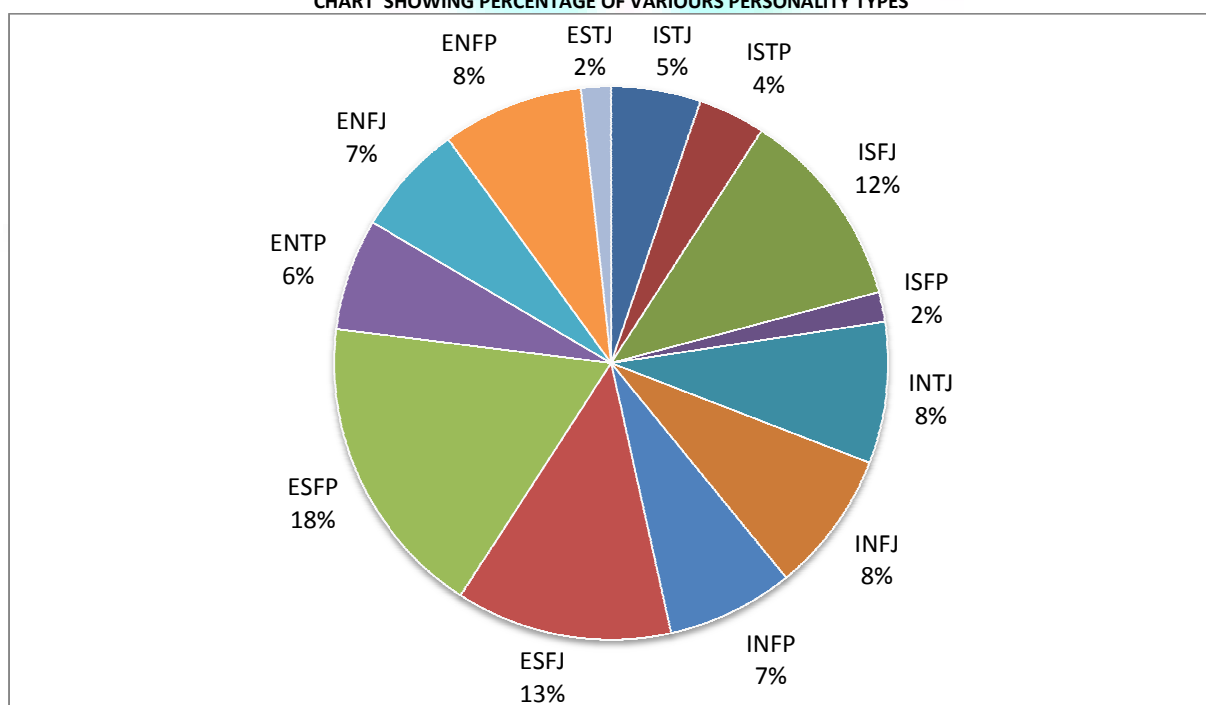
**CLASSIFICATION OF PERSONALITY TYPES**

TABLE SHOWING PERCENTAGE ANALYSIS OF VARIOUS PERSONALITY TYPES

Personality Type	Character	N	Percentage
ISTJ	The Duty Fulfiller	12	5.2
ISTP	The Mechanic	9	3.9
ISFJ	The Nurturer	27	11.7
ISFP	The Artist	4	1.7
INTJ	The Scientist	19	8.3
INFJ	The Protector	19	8.3
INFP	The Idealist	17	7.4
ESFJ	The Caregiver	29	12.6
ESFP	The Performer	41	17.8
ENTP	The Visionary	15	6.5
ENFJ	The Giver	15	6.5
ENFP	The Inspirer	19	8.3
ESTJ	The Guardian	4	1.7

Source: Primary Data

CHART SHOWING PERCENTAGE OF VARIOUS PERSONALITY TYPES



RELATIONSHIP BETWEEN PERSONALITY TYPES AND INVESTMENT BEHAVIOUR

Hypothesis

H0: There is no significant relationship between personality type and investment behaviour of individuals

H1: There is significant relationship between personality type and investment behaviour of individuals

TABLE SHOWING PERSONALITY TYPE AND MEAN RANK FROM INVESTMENT

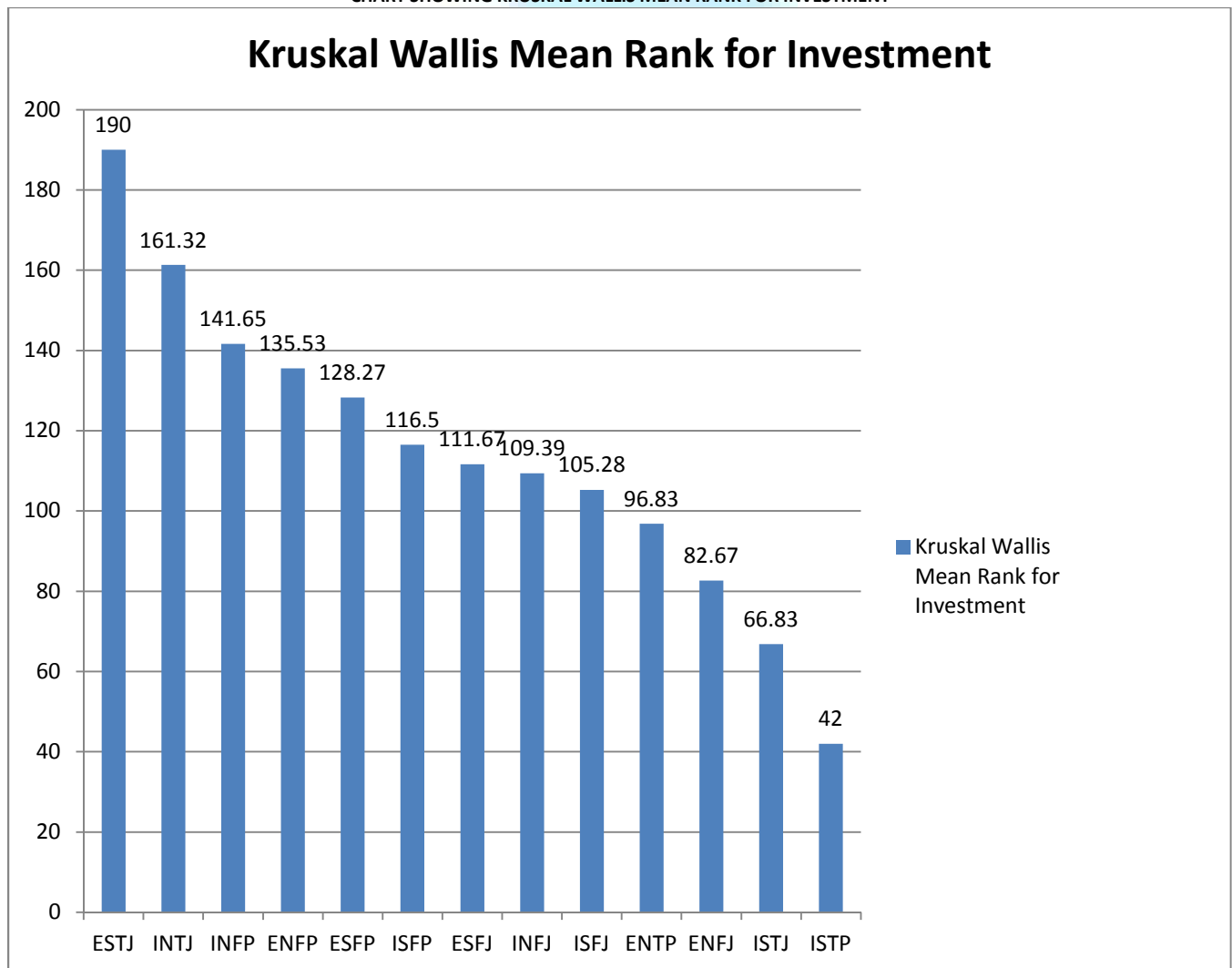
	Personality	N	Mean Rank
Investment	ISTJ	12	66.83
	ISTP	9	42.00
	ISFJ	27	105.28
	ISFP	4	116.50
	INTJ	19	161.32
	INFJ	19	109.39
	INFP	17	141.65
	ESFJ	29	111.67
	ESFP	41	128.27
	ENTP	15	96.83
	ENFJ	15	82.67
	ENFP	19	135.53
	ESTJ	4	190.00
	Total	230	

TABLE SHOWING KRUSKAL WALLIS TEST FOR INVESTMENT

	Investment
Chi-Square	46.429
Df	12
Asymp. Sig.	.000

Source: Primary Data

CHART SHOWING KRUSKAL WALLIS MEAN RANK FOR INVESTMENT



Source: Primary Data

INFERENCE

The null hypothesis for the Kruskal Wallis test is designed as the median scores of spending on investment are equal.

The P Value of Kruskal Wallis test is less than 0.01. Hence the null hypothesis is rejected.

It is also evident that the mean rank of ESTJ is 190. The Guardians (ESTJs) type personality spend most on investment when compared to other personality types and has future orientation and financial security perspective.

Whereas ISTPs has least mean rank score leaving to 42. This shows that The Mechanics (ISTPs) are more practically relevant and live the moment kind of personalities.

**RELATIONSHIP BETWEEN PERSONALITY TYPE AND SAVINGS**

Hypothesis

H0: There is no significant relationship between personality type and saving pattern of individuals

H1: There is significant relationship between personality type and saving pattern of individuals

**TABLE SHOWING PERSONALITY TYPE AND MEAN RANK FOR SAVINGS**

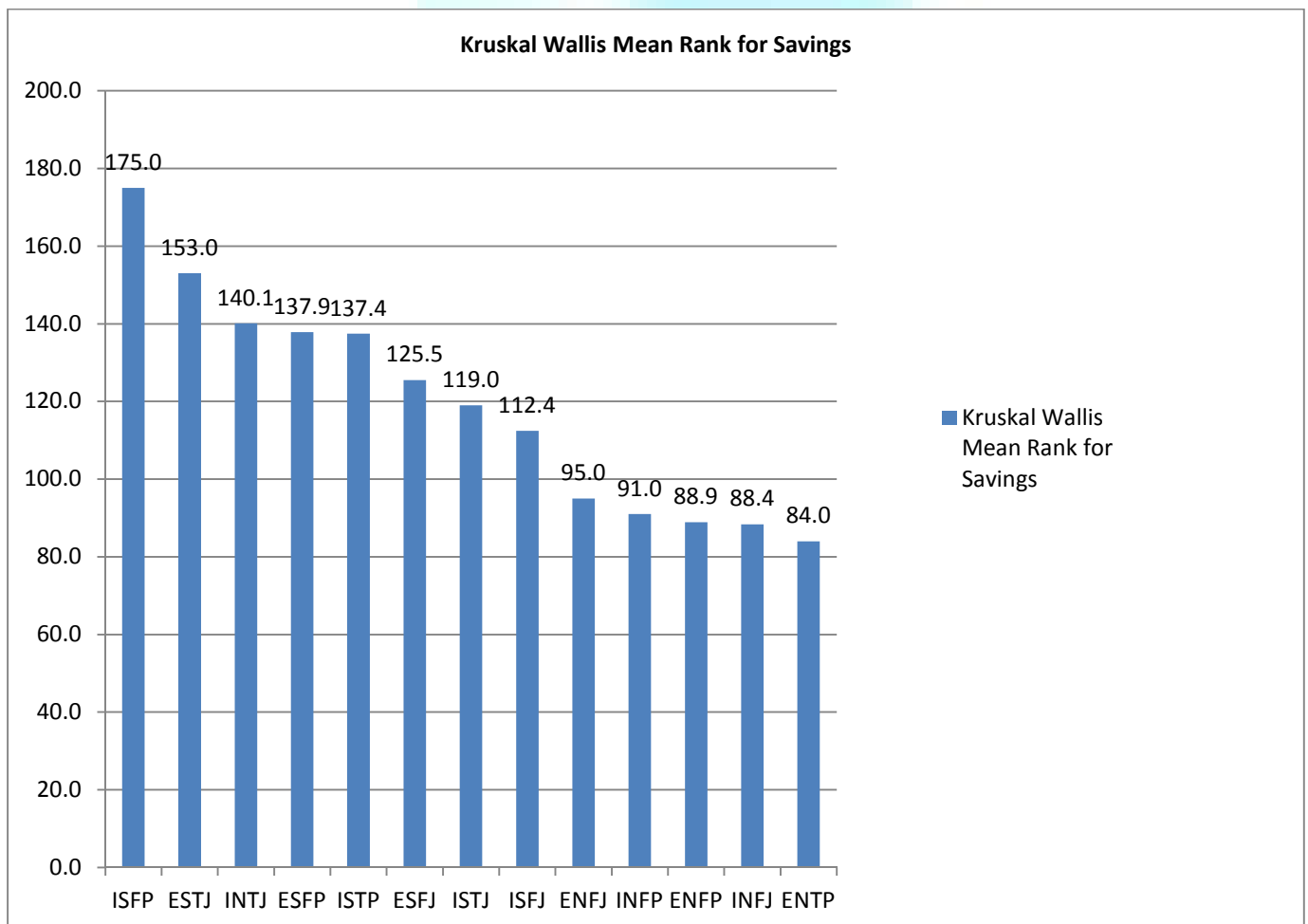
	Personality	N	Mean Rank
Savings	ISTJ	12	119.00
	ISTP	9	137.44
	ISFJ	27	112.41
	ESTJ	4	153.00
	INTJ	19	140.11
	INFJ	19	88.37
	INFP	17	91.00
	ESFJ	29	125.48
	ESFP	41	137.85
	ENTP	15	84.00
	ENFJ	15	95.00
	ENFP	19	88.89
	ISFP	4	175.00
	Total		230

**TABLE SHOWING KRUSKAL WALLIS TEST FOR SAVINGS TEST**

	Savings
Chi-Square	29.910
df	12
Asymp. Sig.	.003

Source: Primary Data

**CHART SHOWING KRUSKAL WALLIS MEAN RANK FOR SAVINGS**



Source: Primary Data

**INFERENCE**

The null hypothesis for the Kruskal Wallis test is designed as the median scores of saving pattern of individuals of different personalities are equal.

The P Value of Kruskal Wallis test is 0.003 which is less than 0.01. Hence the null hypothesis is rejected.

It is also evident that the mean rank of ISFP is 175. The ISFPs type personality want a secured feel of their money and are unwilling to take risk according to the study. Hence they are more conservative and save most of their money for future use without investing or spending it.

Whereas ENTPs save very little compared to other personality types and their mean rank score is 84. This shows that they spend in other activities or invest their money most instead of saving.

**Relationship between Personality and Spending Pattern on Insurance**

Hypothesis:

H0: There is no significant relationship between personality type and spending pattern on insurance of individuals

H1: There is significant relationship between personality type and spending pattern on insurance of individuals

**TABLE SHOWING PERSONALITY TYPES AND MEAN RANKS OF INSURANCE SPENDING**

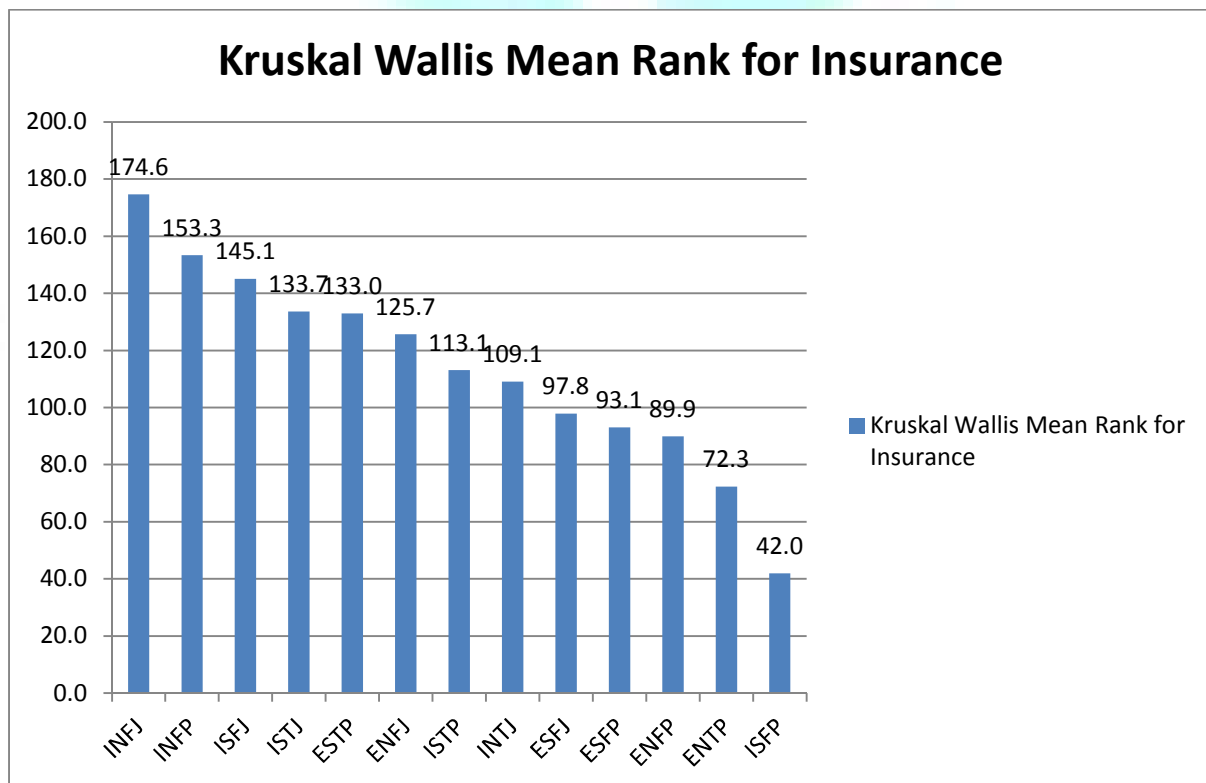
	Personality	N	Mean Rank
Insurance	ISTJ	12	133.67
	ISTP	9	113.11
	ISFJ	27	145.07
	ISFP	4	42.00
	INTJ	19	109.05
	INFJ	19	174.63
	INFP	17	153.29
	ESFJ	29	97.83
	ESFP	41	93.05
	ENTP	15	72.33
	ENFJ	15	125.67
	ENFP	19	89.89
	ESTJ	4	133.00
	Total	230	

**TABLE KRUSKAL WALLIS TEST ON INSURANCE SPENDING**

	Insurance
Chi-Square	55.572
Df	12
Asymp. Sig.	.000

Source: Primary Data

**CHART SHOWING KRUSKAL WALLIS MEAN RANK ON INSURANCE SPENDING**



Source: Primary Data

**INFERENCE**

The null hypothesis for the Kruskal Wallis test is designed as the median scores of spending on insurance of different personalities are equal.

The P Value of Kruskal Wallis test is less than 0.01. Hence the null hypothesis is rejected.

It is also evident that the mean rank of INFJ is 174.6. The INFJ (The Protector) type personality want a secured feel of their life and are highly concerned over their security of life according to the study. Hence they are spending most of their money on insurance

Whereas ISFPs (The Artists) have mean rank score of 42 and insure very little when compared to other personality types.

Different personalities has different financial behavioural pattern. It can be concluded that the personality can be considered as a tool for classifying the investors or insurers and can be used during the risk profiling and KYC norms for better servicing the customers.

**FINDINGS**

- The Gaurdians (ESTJs) type personality spend most on investment when compared to other personality types and has future orientation and financial security perspective.
- Whereas ISTPs has least mean rank score leaving to 42. This shows that The Mechanics (ISTPs) are more practically relevant and live the moment kind of personalities.
- The ISFPs type personality want a secured feel of their money and are unwilling to take risk according to the study. Hence they are more conservative and save most of their money for future use without investing or spending it.
- Whereas ENTPs save very little compared to other personality types and their mean rank score is 84. This shows that they spend in other activities or invest their money most instead of saving.
- The INFJ (The Protector) type personality want a secured feel of their life and are highly concerned over their security of life according to the study. Hence they are spending most of their money on insurance
- Whereas ISFPs (The Artists) have mean rank score of 42 and insure very little when compared to other personality types.
- Different personalities has different financial behavioural pattern. It can be concluded that the personality can be considered as a tool for classifying the investors or insurers and can be used during the risk profiling and KYC norms for better servicing the customers.

**SUGGESTIONS**

Most of the money in the Indian Capital Market is flowing in and out through foreign institutional investors. These foreign players are in a position to command the Indian capital market and are minting money and gain advantage of their financial strength. This leads the individual investors with fear of entering in to the Indian Capital Market and mostly they are investing in real assets like gold and real estate. The retail investors invest very little in financial assets. Hence Indian regulators like SEBI, IRDA and RBI is in a position to boost the investment of individual investor. It is evident from the study that the investment behaviour differs from different personality types. Hence the personality types can be used as a tool for classifying and risk taking ability of the customers.

The investment bankers and insurance companies can customise their financial products according to the personality type of the customers. They can understand the customer's psychology very easily from the 16 types of personality. The financial companies can provide various options to the customers based on their personality types after understanding their financial behaviour. This will increase their hit ratio and success rate of converting a customer towards a financial product will increase.

The investors trust towards banks and other financial companies will increase because the customers will get what they deserve. This helps in mutual relationship sharing and the bonding between the customers and the bank will improve leading to a better customer relationship management. Banks can also include the personality identification test in the KYC forms while profiling their customers.

**CONCLUSION**

Both interdependence and independence is required for the organisations to sustain in this world and the organisations are not just bricks and buildings they are made up of human beings.

Watch your thoughts; they become words.

Watch your words; they become actions.

Watch your actions; they become habit.

Watch your habits; they become character.

Watch your character; it becomes your destiny

And your destiny will be your life.

The thoughts originate from brain. The beauty is every individual is unique and has a different brain wiring pattern. In depth analysis of human being is required for any business interdependence and independence should be there. The study revealed that there is a significant relationship between investment pattern, savings and the personality of individuals. Thus proper customer profiling will enhance a better relationship with the customer and will increase the value provided to the customers and value driven back from them by the financial institutions.

**LIMITATIONS**

- The tools used in the research are non parametric. Hence the results will be limited to the scope of the Kruskal wallis Test used in the study.
- Investment pattern, saving and spending on Insurance of individuals are taken as a factor of consideration for analysing the financial behaviour of the individuals, there are several other instruments that decide the financial behaviour. The study is limited to investment, saving and insurance spending alone.
- Among 16 personality types only 13 were taken in to consideration, fixing 230 as the sample size the personality types like ESTP, ENTJ, INTP were not considered in the study.

**REFERENCES**

1. American Psychological Association. (2014, Jan 1). American Psychological Association. Retrieved May 23, 2014, from [apa.org/topics/personality](http://apa.org/topics/personality): <http://apa.org/topics/personality/>
2. Fuertes, A.-M., Muradoglu, G., & Ozturkkal, B. (2014). A behavioral analysis of investor diversification. *European Journal of Finance*, 20 (6), 499-523.
3. Journal of Risk Management in Financial Institutions. (2014). Perspectives on risk management and behavioural finance. *Journal of Risk Management in Financial Institutions*, 7 (2), 114-121.
4. Myers, & Briggs, I. (1980). Gifts Differing: Understanding Personality Type. In I. B. Myers, & P. B. Myers, *Gifts Differing: Understanding Personality Type* (pp. 1-10). Mountain View: CA Davies-Black Publishing.
5. PARK, H., & SOHN, W. (2013). Behavioral Finance: A Survey of the Literature and Recent Development. *Seoul Journal of Business*, 19 (1), 3-42.
6. Riccardi, V., & K, H. (2000). What is Behavioural Finance. *Business Education and Technology*, 1-9.
7. Riccardi, V. (2004). A Risk Perception Premier: A Narrative Research Review of the Risk Perception Literature. *Behavioural Accounting and Behavioural Finance*, 20.
8. Riepe, M. W. (May 2013). Musings on Behavioral Finance. *Journal of Financial Planning*, 26 (5), 34-35.
9. Tieger, P. D. (1999). *The Art of SpeedReading People*. New York: Brown and Company.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-  
**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

