Investment Behavior of SIP Investors: A Study of Urban Retail Investors in Bangalore

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Abstract: *This study explores the investment behavior of individuals investing in Systematic Investment Plans (SIPs) in Bangalore, a city known for its high concentration of financially aware professionals. Drawing on a sample of 120 SIP investors selected through convenience sampling, the study employs a structured questionnaire to gather data on demographic characteristics, investment objectives, and behavioral patterns. Descriptive statistics, along with measures such as mean and standard deviation, were used for analysis. The findings indicate that SIP investments are particularly favored by young, educated, and salaried individuals, especially those in the IT sector, with wealth creation and retirement planning emerging as the primary investment motives. Educational background and occupation significantly influence the choice and consistency of SIP investments. The study also reveals that most investors contribute between ₹2,001 and ₹5,000 monthly, reflecting a moderate and disciplined approach to investment. Supported by existing literature, the study underscores the growing acceptance of SIPs as a tool for structured and long-term financial planning. It concludes by suggesting the need for enhanced financial literacy programs, personalized investment advisory services, and broader inclusion of women and self-employed individuals in mutual fund investing. Future research could expand geographically and employ advanced analytical tools to further explore investor behavior across time and market conditions.*.

Keywords: Systematic Investment Plan (SIP), Investor Behavior, Mutual Funds, Financial Planning