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**CHOICE OF INVESTMENT AVENUES: AN ANALYSIS
OF MIDDLE CLASS HOUSEHOLDS IN HARYANA****Dr. (Mrs.) Sonu Madan¹**¹Assistant Professor, Department of Economics, Indira Gandhi University, Meerpur, Rewari,
Haryana, India**ABSTRACT**

Investment has been considered as a primary instrument of growth and is derived out of saving. Household sector contribute highest share in the gross domestic savings and is, therefore, considered as an important segment of resource generation for economic growth. Growth prospects of a nation depends upon the channels through which investment is made. This paper intends to analyse the choices of household sector towards various saving/investment avenues. Using binary logistic regression, the study arrives at the result that income level of households is an important determinant of for choosing rewarding and risky investment avenues. The effect of income in predicting the choice of risky financial assets is found to be highest in comparison to risk-free financial assets and real assets. Middle class households have emerged as risk plunger in this regard.

KEY WORDS: Household Sector, Real Assets, Risk-free Financial Assets, Risky Financial Assets, Middle Class.