

## An Empirical Study on Behavioural Biases of Academic Millennial Investors: Baroda City

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### Abstract

**Introduction:** Investors are those who invest their funds for longer time horizon assuming moderate risk with an expectation of generating return by evaluating the performance of the company. Current investors require information to ascertain the prospects for their investment so as to determine whether they should buy, hold or sell the shares whereas the potential investors should collect information on the future prospect of the company to decide whether to purchase the shares of the company or not. **Objectives:** Main aim of this paper is to know the impact of various behavioural biases on Investment decision of academic millennial. **Methods:** for this research researcher used primary data collection method. Researcher used structured questionnaire for data collection. Total 50 sample taken for analysis. **Finding:** From this research researcher found that there is direct relationship between occupation of investors and overconfidence, anchoring, representativeness, emotion and group biases and education with herding biases.

**Received:** February 13, 2022; **Accepted:** February 21, 2022; **Published:** March 31, 2022