

## **INVESTORS PERCEPTION TOWARDS SOCIALLY RESPONSIBLE IN INDIAN FINANCIAL MARKET- A STUDY**

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### **ABSTRACT**

*In conventional finance, everyone aims to maximize their money rationally, but several times Emotions and illogical choices have an impact on reason. The focus of behavioural finance research is on the creation and management of financial assets by people. Financial decisions made by people, communities, and organisations are influenced by psychological and social variables known as behavioural finance. A rapidly expanding field called behavioural finance examines how psychology affects how financial professionals behave. The study of investors' illogical conduct is known as behavioural finance. The two sections of behavioural finance are limitations to arbitrage and cognitive psychology. What does cognitive psychology entail in terms of how people perceive a situation and defining the boundaries of arbitrage is determining which circumstances make sense for arbitrage forces to be in and which do not. Different biases have an impact on the judgments made by individual investors.*

**KEYWORDS:** *Investors Perceptions, Social Responsibility, Financial Market*

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