

## IMPACT OF COVID-19 ON THE SAVING / INVESTMENT PREFERENCE OF INVESTORS-CASE STUDY

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### ABSTRACT

Covid 19 or Novel Corona virus has exaggerated millions of individuals worldwide. Not only triggered an enormous health crisis, it has also let the global economy in an offended state. Countrywide lockdown although a welcome step to reduce the spread of Covid19, has left the general population in a grim state where almost all businesses and jobs have suffered a great deal. This pandemic has brought misery, anxiety, and demise to people everywhere. Corona virus or covid 19 has reversed millions of people lives worldwide. It has created enormous health crisis and also wounded the global economic.

To reduce the spread of novel corona virus nationwide lockdown had been announced by the government, although almost all the business sectors and jobs were faced a great level of financial crisis. But India is known for its saving habits deeply rooted, which helped India to face global financial crises on 2008. It was reported that this situation has dramatically changed the investment perception pattern. The study concluded that pandemic has made investors to prefer low risk investment pattern and they responded gold as a safe haven investment.

**KEYWORDS:** Investment-Pandemic, Pandemic-Saving Habits, Investor - Economic Crisis, COVID-19 Crisis - Different Generation, Covid 19-Spending Pattern

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