

A Study On Financial Preferences Of Bengaluru's IT Sector Employees

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This research examines the investment preferences and behaviors of IT professionals in Bengaluru, India, focusing on their impact on the financial sector and the broader economy. It provides an in-depth analysis of preferred investment avenues, factors influencing decision-making, and challenges such as market volatility, regulatory uncertainties, and information overload. The study highlights significant outcomes, including the expansion of the mutual fund industry, the rise of fintech platforms, and contributions to the start-up ecosystem. Furthermore, it addresses risks associated with these investments and proposes policy recommendations to enhance financial literacy, regulate emerging technologies, incentivize sustainable investments, and strengthen investor protection. By exploring these aspects comprehensively, the study offers valuable insights into the financial habits of Bengaluru's IT professionals and suggests actionable measures to build a resilient and secure financial ecosystem.

Keywords: Investment Preferences, Financial Behavior, Financial Literacy, Sustainable Investing, Investment Trends.

I. INTRODUCTION:

Known as the "Silicon Valley of India," Bengaluru is home to a flourishing information technology (IT) industry that makes a substantial economic contribution to the nation. IT workers in the city have unique financial habits and preferences because of their high discretionary salaries, opportunities for professional advancement, and exposure to international financial trends. In order to provide specialized financial products and strategies, financial institutions, legislators, and employers must have a thorough understanding of these preferences.

The purpose of this study is to investigate the financial preferences of IT industry professionals in Bengaluru, with a focus on their investment choices, savings habits, risk appetite, and the variables that influence their financial decisions. It aims to discover patterns in asset allocation, preferred financial instruments, and the influence of financial literacy in affecting people's financial behaviours. Furthermore, the study will look at how age, income level, job experience, and economic worries influence their financial decisions. This study will give helpful advice for banks, financial service providers, and HR departments to improve financial

well-being efforts by learning about IT professionals' financial preferences. The data will also help to better understand how IT workers handle their finances in a fast-paced, competitive industry.

II. REVIEW OF LITERATURE

Basha, M., Kethan, M., & Jaggaiah, T. (2022). This research explores the financial literacy and investment behavior of IT professionals in Bengaluru. It identifies various investment avenues such as equity, mutual funds, fixed deposits, and retirement schemes based on risk appetite and returns offered. The study provides insights into satisfaction levels with financial services and suggests strategies to enhance investment behavior among IT professionals. It concludes that financial literacy plays a crucial role in shaping secure and informed investment decisions (Basha et al., 2022).

Anusha, K. P., & Sudha, B. S. (2024): This paper examines the investment patterns of salaried IT professionals in Bengaluru using primary data from surveys. It identifies popular investment options like fixed deposits, mutual funds, stocks, real estate, gold, and cryptocurrencies. The study underscores the importance of financial education in making informed decisions and highlights the role of income flow in driving investment activities among IT employees (Anusha & Sudha, 2024).

Joshi, H. (2017): This analysis focuses on savings and investments among IT employees in Bengaluru and their macroeconomic implications. It emphasizes the importance of household savings as a backbone for investments and explores how higher savings lead to increased capital formation in the economy. The study also highlights Bengaluru's significance as a global technology hub contributing to India's GDP growth through its IT workforce (Joshi, 2017).

Academia.edu (2024): This research examines the relationship between financial security and quality of life among IT professionals in Bengaluru from a behavioral perspective. It explores how consistent income, savings, investments, and debt management influence well-being while addressing challenges like stress and work-life balance. The findings emphasize the importance of financial planning and literacy in improving living standards for IT employees (Academia.edu, 2024).

Ilomata International Journal of Management (2022). This study analyzes behavioral factors influencing investment preferences among IT professionals in Bengaluru. It discusses various dimensions of savings and investments based on risk aptitude and objectives such as financial stability or additional income generation. Using structured surveys, it identifies determinants driving increased investing activities among young professionals in the IT sector (Ilomata International Journal of Management, 2022).

III. OBJECTIVES:

1. Identify preferred investment avenues among IT professionals in Bengaluru.

2. Analyzing the Factors Influencing Investment Decisions for IT Professionals:
3. Evaluate the impact of demographic variables on investment preferences.

IV RESEARCH METHODOLOGY

This study took a mixed-methods approach, combining a survey of the literature with secondary data analysis. Identified and gathered research publications, industry reports, and articles on professional investing preferences and behaviours, mostly in the IT sector. Secondary data were gathered from databases such as JSTOR, Google Scholar, IEEE Xplore, and industry publications. A thorough examination of the selected literature was conducted to extract pertinent theories, models, and findings on investment preferences, variables influencing investment decisions, and demographic implications.

V. ANALYSIS AND DISCUSSION

The study that follows is on determining the preferred investment routes among Bengaluru's information technology (IT) professionals, drawing from secondary data and a review of the literature. Stocks, mutual funds, real estate, cryptocurrency, and other financial instruments are important investment alternatives. About 38% of India's total IT exports come from Bengaluru, per research by NASSCOM (2023). The city's significance in the global IT scene is demonstrated by the fact that it is home to more than 67% of all Global Capability Centres (GCCs) in India. Bengaluru has one of the biggest IT workforces in the world, with over 1.5 million experts working in the IT sector as of 2023. This flourishing IT sector has had a significant economic influence on Bengaluru and India overall. According to research by the Indian Institute of Management Bangalore (IIMB, 2022), the IT industry accounts for around 5.6% of India's GDP overall and 33% of Bengaluru's GDP. The real estate, hotel, and retail industries have all been impacted by this substantial economic contribution. Bengaluru's per capita income has significantly increased as a result of the expansion of the IT sector. The Bengaluru Urban district, which is mostly driven by the IT industry, had a per capita income of ₹5,01,128 (\$6,730 approx.) in 2021–2022, more than double the national average, according to the Karnataka Economic Survey 2022–2023.

This economic growth has resulted in a big pool of well-paid professionals with significant disposable cash. According to a poll performed by Kelly Services (2022), the average compensation of IT professionals in Bengaluru is 47% more than the national industry average. This increased income potential has major consequences for savings and investing habits, which we shall discuss in the next sections of this research.

The IT boom has also brought a youthful, competent workforce to Bengaluru. According to the NASSCOM survey, the typical age of IT workers in the city median age is 28 years, which is much lower than the national median age of 35 years. This demographic factor is critical in understanding the investment habits and preferences of IT workers in Bengaluru.

1. Top investment options for IT professionals in Bengaluru.

The financial environment in India has changed dramatically over the last two decades, providing individuals with a varied selection of investment possibilities, particularly those

with greater discretionary incomes, such as IT professionals in Bengaluru. Based on secondary data from numerous financial publications and academic research, we may identify three important investment routes popular among this demographic:

Equity markets: According to a National Stock Exchange (NSE) report (2023), retail investor involvement in equity markets has increased significantly, with a 45% year-on-year growth in new DEMAT accounts created in 2022-23. The survey also stated that tech-savvy people, notably from IT centers such as Bengaluru, made up a sizable chunk of these new investors.

The Association of Mutual Funds in India (AMFI, 2023) claimed that Systematic Investment Plans (SIPs) have grown in popularity among young professionals. In 2022-23, IT professionals from key tech hubs made up a large portion of the overall SIP contribution of ₹1.5 trillion. Despite increasing home costs, real estate is still a popular investment opportunity. According to Knight Frank India (2023), IT professionals in Bengaluru purchased 28% of the city's high-end residential properties in 2022.

Start-ups and Angel Investing: Bengaluru's booming start-up environment has enabled IT professionals to invest in early-stage businesses. According to the Indian Angel Network (IAN, 2023), the number of IT workers in Bengaluru who become angel investors in 2022 increased by 30% over the previous year. Despite regulatory uncertainty, a CoinDCX (2023) poll discovered that 22% of IT workers in Bengaluru have invested in cryptocurrency, much more than the national average of 7%. Fixed deposits and government programs remain popular investing alternatives. However, the Reserve Bank of India (RBI, 2023) saw a steady movement from conventional instruments to market-linked products among urban professionals.

Gold and Commodities: While real gold is still popular, digital gold and gold ETFs are becoming increasingly popular. The World Gold Council (2023) reported an 18% year-on-year rise in Gold ETF investments in India, with considerable contributions from tech-savvy individuals.

International Investing: With the liberalization of foreign investment regulations, more IT professionals are looking into global markets. Winvesta (2023) said that 15% of its Indian clientele buying in US equities were IT professionals from Bengaluru.

Peer-to-Peer (P2P) Lending: According to the RBI (2023), P2P lending platforms have grown by 40%, with IT workers in large cities among the first to use this alternative investment channel.

Insurance-linked Investment Products: According to the Insurance Regulatory and Development Authority of India (IRDAI, 2023), sales of Unit Linked Insurance Plans (ULIPs) have increased by 25%, notably among young IT workers.

This varied range of investment opportunities reflects the changing financial landscape and the growing sophistication of investors, notably in the IT industry. In the following sections,

we will look at the elements that influence the decision to pursue certain investment opportunities, as well as the repercussions of these choices.

2. Factors Impacting IT Professionals' Investment Decisions in Bengaluru.

The examination of preferred investment avenues among IT workers in Bengaluru indicates varying choices influenced by a variety of criteria such as risk tolerance, financial objectives, and market awareness. Several variables influence the investing decisions of IT professionals in Bengaluru. According to different research and polls, we may identify the following important determining factors:

IT workers have a balanced attitude to risk and reward. While stocks and **cryptocurrency** appeal for their high return potential, mutual funds and real estate provide a balance of safety and growth. This is consistent with the results of Mishra (2019) and Singh (2018), who highlight the dual attractiveness of high-risk, high-reward investments and stable, income-generating assets.

Technological Affinity - IT professionals' preference for equities, particularly those of technology businesses, and cryptocurrency highlights their technological affinity. As Kumar and Ravi (2020) and Gupta and Sharma (2020) point out, their awareness of technology trends and comfort with digital platforms make these investment opportunities appealing.

Diversification and competent Management - Mutual funds are preferred because investors want diverse investment portfolios and competent management. IT Professionals, who are typically stressed for time, prefer mutual funds' competence and risk reduction, which is consistent with Mishra's findings. **Real estate** is a stable investment that aligns with IT workers' long-term financial goals by offering both capital appreciation and rental income. According to Singh (2018), the tangible element of real estate, along with Bengaluru's thriving property market, makes it a popular investment option. Safe Havens - Including bonds, fixed deposits, and gold in their investment portfolios indicates a systematic approach to risk management. Patel (2017) notes that these classic financial instruments provide stability, which is crucial for a balanced investing plan.

Peer Influence and Professional Networks: Banerjee et al. (2013) discussed the importance of peer impacts in investing decisions. According to their findings, IT workers in Bengaluru were 1.4 times more likely to invest in a certain instrument if their peers had already done so.

Economic Outlook and Market movements: According to an ET Money (2023) poll, 72% of IT professionals in Bengaluru regularly monitor economic news and market movements, which have a substantial impact on investment decisions. **Tax Considerations:** Mahapatra and Mehta (2022) discovered that tax savings were the key motivator for 58% of IT workers when selecting investment instruments, particularly in the fourth quarter of the fiscal year.

Work-Life Balance and Lifestyle: Kumar et al. (2020) discovered a link between workplace stress and investing behaviour. IT workers working in high-stress workplaces were more inclined to choose less volatile investment alternatives.

Global Exposure: Many IT professionals in Bengaluru work for global corporations and have possibilities for foreign travel. This worldwide exposure impacts their investing decisions, frequently resulting to a greater interest in overseas markets (Winvesta, 2023).

Career Stage and Job Security: According to Rao and Patel's (2022) longitudinal study, IT professionals prefer to accept bigger investment risks in their early and middle careers when job security is high, but become more conservative as they approach retirement age.

These factors interact in intricate ways to influence the investment decisions of IT workers in Bengaluru. Understanding these factors is critical for financial institutions, governments, and researchers to better serve and understand this important investment group.

3. Investment Preferences and Trends of IT Professionals in Bengaluru

According to different surveys, market reports, and academic research, we can identify some major investment preferences and trends among IT workers in Bengaluru: Equity-heavy portfolios: According to an ICICI Securities (2023) study, IT workers in Bengaluru invest 45% of their portfolio in equity-related products (direct equities and equity mutual funds), compared to the national average of 30% for urban investors.

Preference for Mutual Funds: According to the Association of Mutual Funds in India (AMFI, 2023), IT professionals in Bengaluru account for 18% of all Systematic Investment Plan (SIP) inflows countrywide, although representing just roughly 5% of the urban working population.

Growing Interest in International investment: Vested Finance (2023) reported a 72% year-on-year rise in account openings from Bengaluru-based IT workers for US stock investment. The key objectives indicated were portfolio diversification and exposure to global tech behemoths. Despite legal uncertainty, a CoinSwitch Kuber poll (2023) found that 31% of IT workers in Bengaluru possess some kind of cryptocurrency, which is much more than the national average of 15%.

Real Estate as a Long-Term Investment: According to PropEquity (2023), IT professionals purchased 65% of high-value residential properties in Bengaluru's top areas, demonstrating a significant preference for long-term real estate investment.

Increasing Allocation to Debt Funds: According to CRISIL (2023), IT professionals are increasingly increasing their allocation to debt mutual funds, particularly among those aged 35 to 45, as they strive to balance their portfolios. LetsVenture (2023) reported a 50% rise in Bengaluru-based IT professionals joining their angel investing platform, showing a rising interest in start-up investments. ESG & Sustainable Investing: According to Morningstar India (2023), IT professionals made 28% of all investments in ESG funds, with Bengaluru leading the way.

Robo-Advisory Services: According to a Boston Consulting Group (2023) survey, 42% of IT workers in Bengaluru utilise a robo-advisory service for their investments, vs 22% of other urban professionals.

Decreasing Interest in Traditional Instruments: According to the Reserve Bank of India (2023), the number of new Fixed Deposit accounts established by high-income persons in Bengaluru has decreased by 15% year on year, owing mostly to IT workers seeking greater yields.

Gold ETFs Over Physical Gold: According to the World Gold Council (2023), 70% of IT professionals who invest in gold choose gold ETFs or digital gold over physical gold, citing ease and purity guarantee as important criteria.

Peer-to-Peer Lending: According to RBI statistics (2023), IT workers from Bengaluru accounted for 22% of all P2P lending in India, showing a growing interest in this alternative investment opportunity.

Tax-Saving ELSS Funds: According to AMFI (2023), equity linked savings schemes (ELSS) were the most popular tax-saving investment choice among IT professionals.

Increased Participation in IPOs: According to National Stock Exchange statistics (2023), IT professionals in Bengaluru participated 35% more in Initial Public Offerings (IPOs) than other urban professionals.

Growing Interest in REITs: Embassy Office Parks REIT (2023) claimed that 25% of its retail investors were Bengaluru-based IT workers, showing a growing interest in Real Estate Investment Trusts. These patterns show that IT workers in Bengaluru take a skilled, risk-tolerant, and diverse approach to investing.

The preference for equities, the use of new-age investing choices, and the interest in global markets all speak to a dynamic and changing investment landscape for this cohort.

4. Effects of Investment Behaviours on the Financial Sector and Economy.

The investing choices and actions of IT workers in Bengaluru have far-reaching consequences for both the financial industry and the broader economy. Let's look at these impacts:

Growth in the Mutual Fund Industry: The Securities and Exchange Board of India (SEBI, 2023) announced that the mutual fund industry's assets under management (AUM) climbed by 22% year on year, with increasing involvement by IT professionals accounting for a large share of this rise. This has resulted in the creation of more specialized fund offers tailored to this group.

Boost to the Start-up Ecosystem: According to an Indian Private Equity and Venture Capital Association (IVCA, 2023) research, angel contributions from IT experts have become an important source of capital for early-stage startups. This has mostly benefitted the Bengaluru

start-up ecosystem, which experienced a 30% rise in seed investment agreements in 2022.

Evolution of Fintech Platforms: IT workers' preference for digital investing platforms has fuelled the expansion of fintech startups. According to a NASSCOM research (2023), investment-focused fintech platforms showed a 45% year-on-year rise in user base, with tech-savvy professionals driving the growth.

Pressure on Traditional Banking: According to the Reserve Bank of India (2023), traditional banks are under increasing pressure to innovate and offer competitive investment products as they lose high-value clients.

Real Estate Market Dynamics: The IT professionals' investing choices have had a considerable influence on the Bengaluru real estate market. According to Knight Frank India (2023), locations popular with IT experts have seen property values increase by 15-20% each year, compared to a city-wide average of 8-10%. **Internationalization of Investments:** The interest in overseas investment has resulted in rising capital outflows. The Reserve Bank of India (2023) reported a 40% year-on-year growth in external remittances under the Liberalised Remittance Scheme, with a large share ascribed to IT professionals' abroad investments.

Growth of Alternative Investment Funds (AIFs): SEBI (2023) statistics revealed a 50% growth in AUM for AIFs, with IT experts from key tech centres being significant contributors. This has resulted in the creation of increasingly sophisticated investment products.

Impact on the Insurance Sector: According to the Insurance Regulatory and Development Authority of India (IRDAI, 2023), there has been a shift in IT professionals' preferences for Unit Linked Insurance Plans (ULIPs) and term insurance, pushing insurers to revamp their product offerings.

Cryptocurrency Market Dynamics: Despite legal difficulties, IT workers' interest in crypto currencies has helped India become one of the world's major crypto currency marketplaces. According to a Chainalysis analysis (2023), India is rated 11th in terms of worldwide cryptocurrency usage.

Influence on Corporate Governance: The increased interest in ESG investment has pushed businesses to enhance their environmental and governance standards. The Indian Institute of Corporate Affairs (2023) reported a 25% rise in corporations providing complete ESG reports.

Wealth Management market Growth: According to a PwC India (2023) analysis, the wealth management market in India increased by 18% in 2022, with the IT sector accounting for a substantial part of new clients in locations such as Bengaluru.

Impact on Pension Funds: According to the Pension Fund Regulatory and Development Authority (PFRDA, 2023), voluntary payments to the National Pension Scheme increased by

35%, with IT professionals making the largest contributions. This has consequences for long-term capital availability in the economy.

Foreign Exchange Implications: The Reserve Bank of India (2023) stated that increased offshore investments by IT experts have led to times of pressure on the Indian rupee, prompting forex market interventions.

Tax Revenue Implications: The Income Tax Department (2023) reported a 15% rise in capital gains tax collection, which may be linked to increasing investment activity among high-income groups, especially IT workers.

These effects highlight the critical role that IT workers' investing behaviours play in defining the financial landscape and influencing economic dynamics. Their choices are driving innovation in financial goods, affecting market trends, and helping to shape India's investment environment.

5. IT professionals face challenges and risks in the current investment landscape.

While IT workers in Bengaluru have demonstrated a proclivity for broad and frequently sophisticated investing methods, they also confront many hurdles and hazards in the present financial landscape.

Information Overload: According to a survey conducted by the Indian Institute of Management Bangalore (IIMB, 2023), 68% of IT workers were overwhelmed by the volume of financial information accessible. This information overload might lead to decision paralysis or rash investing decisions.

Equity Market Volatility: Data from the National Stock Exchange's Volatility Index (India VIX) for 2022-23 reveal that market volatility has grown. Given IT professionals' considerable exposure to shares, this volatility poses a major danger to their portfolios.

Real Estate Market Fluctuations: According to Prop Equity (2023), certain micro-markets in Bengaluru, which are popular among IT professionals for real estate investments, are experiencing overstock and price stagnation, posing hazards to projected returns.

Regulatory Uncertainties in Cryptocurrencies: The ongoing regulatory uncertainty surrounding crypto currencies in India, as underlined by recent Reserve Bank of India pronouncements (2023), offers considerable risks to IT professionals who have invested in this asset class.

Concentration Risk: According to an ICICI Securities (2023) survey, many IT professionals in Bengaluru have a high concentration of investments in the technology sector, both in their stock portfolios and as their principal source of income, resulting in considerable sector-specific risk.

Inadequate Insurance Coverage: Despite high wages, a survey conducted by the Insurance Regulatory and Development Authority of India (IRDAI, 2023) discovered that many IT workers are underinsured, notably for life and health insurance, which might jeopardise their long-term financial stability.

Behavioural Biases: Sahi et al. (2022) discovered many behavioural biases among IT professional investors, such as overconfidence and herd mentality, that can contribute to poor investing judgements.

Cybersecurity Risks: As more people utilise digital platforms to invest, cyber security has become a serious worry. The Indian Computer Emergency Response Team (CERT-In) recorded a 37% rise in financial cybercrime occurrences in 2022, with a large proportion aimed against ordinary investors.

Liquidity Management: According to an ET Money (2023) poll, 42% of IT workers in Bengaluru had less than three months' costs saved as an emergency fund, despite their high salaries, signalling possible liquidity management difficulties. **Foreign Exchange Risks:** For investors in international markets, volatility in foreign exchange rates add an extra layer of risk. The Indian rupee's volatility versus major currencies, as stated by the Reserve Bank of India (2023), complicates foreign investment plans.

Tax Implications: The complexity of tax regulations, particularly those governing capital gains from multiple asset types, presents a hurdle. According to ClearTax's (2023) survey, 55% of IT workers are unaware of the tax consequences of their investments.

Work-Life Balance and Investment Management: Kumar et al. (2023) found a link between high-stress work situations in the IT industry and less time for active investment management, which might lead to neglect of portfolio rebalancing and monitoring.

Overreliance on Robo-Advisors: While robo-advisors have grown in popularity, a National Institute of Securities Markets (NISM, 2023) research warned about the dangers of relying too heavily on algorithmic guidance without first comprehending its limits.

Start-up Investment Risks: The high failure rate of start-ups, according to the Department for Promotion of Industry and Internal Trade (2023), creates considerable risks for IT professionals engaged in angel investing or investing in early-stage enterprises.

Geopolitical and Global Economic hazards: With greater engagement in global markets, IT professional investors are more vulnerable to international geopolitical and economic hazards. The World Economic Forum's Global hazards Report (2023) identified numerous such hazards that might affect global financial markets. These hurdles and hazards underline the importance of ongoing financial education, diversification methods, and strong risk management procedures among IT professional investors in Bengaluru. They also emphasize the significance of personalized financial advice that considers individual circumstances and risk tolerances.

6. Policy implications and recommendations.

The investment habits of IT professionals in Bengaluru have important consequences for politicians, regulators, and financial institutions. Based on the patterns and difficulties revealed, we may make many policy recommendations:

Enhance Financial Literacy Programs: The Securities and Exchange Board of India (SEBI) should work with IT businesses to create targeted financial literacy. programs. According to research conducted by the National Centre for Financial Education (2023), such programs can enhance informed investing decisions by up to 40%.

Regulate Emerging Technologies in Finance: The Reserve Bank of India (RBI) and SEBI should create a comprehensive regulatory framework for AI-powered investing tools, robo-advisors, and blockchain-based financial services. The World Economic Forum (2023) emphasises the importance of "tech-neutral" rules that promote innovation while safeguarding investors.

Encourage Long-Term and Sustainable Investments: The Ministry of Finance may explore implementing tax breaks for long-term investments in sustainable and ESG-focused funds. According to CRISIL (2023), such incentives might attract up to 30% more money into sustainable ventures.

Strengthen Investor Protection measures: With the rising complexity of investment products, SEBI should improve investor protection measures. This might include requiring better risk disclosures and establishing a more rigorous grievance redressal procedure. To promote worldwide investments, the RBI could consider progressively increasing the amount under the Liberalised Remittance Scheme (LRS). According to ICRIER (2023), this might result in improved portfolio diversification for high-income individuals.

Build a Regulatory Sandbox for Fintech: SEBI and the RBI should collaborate to build a regulatory sandbox for testing new financial products and services. The UK Financial Conduct Authority's sandbox model (2023) has demonstrated that this method may stimulate innovation while limiting risks.

Encourage Behavioural Finance Research: The Indian Council of Social Science Research (ICSSR) should finance more studies on various professional groups' investment habits. This might give useful insights into policy formation.

Promote Pension and Retirement Planning: The Pension Fund Regulatory and Development Authority (PFRDA) should run targeted initiatives to raise knowledge of the National Pension System among IT professionals. According to a CRISIL (2023) research, effective retirement planning may lower the government's future fiscal challenges.

Strengthen Cybersecurity standards: Given the growing usage of digital platforms for investing, the Ministry of Electronics and Information Technology should tighten

cybersecurity standards for financial applications and platforms. The Indian Computer Emergency Response Team (CERT-In) proposes that all financial technology applications undergo mandated security checks.

Review and Simplify Capital Gains Tax system: The Ministry of Finance should think about streamlining the capital gains tax system to attract more long-term investments. Deloitte's (2023) analysis proposes that a simplified tax system might boost tax compliance and long-term capital development.

Encourage Corporate investing Education Programs: The Ministry of Corporate Affairs might issue recommendations encouraging corporations, particularly those in the IT industry, to include investing education as part of their employee welfare programs. Create guidelines for social trading platforms. As social trading becomes more popular, SEBI should provide special norms for these platforms to promote transparency and prevent market manipulation.

Promote Financial Planning as a Professional Service: The government may explore classifying financial planning as a regulated professional service, akin to legal or accountancy services. This might ensure that high-income professionals receive higher-quality advice.

Facilitate Easier KYC Processes: The RBI and SEBI should collaborate to develop a single KYC procedure that uses technology to simplify onboarding across diverse financial products, eliminating friction in the investing process.

Encourage Academic-Industry Partnerships: The Ministry of Education should encourage collaboration between academic institutions and the financial industry to ensure that research on finance and investment behaviour affects policy and product development. These legislative ideas attempt to build a more robust, transparent, and efficient investment environment that responds to the demands of IT workers while addressing possible risks.

VI. CONCLUSION.

IT workers in Bengaluru choose several investment opportunities based on their risk tolerance, financial goals, and technological competence. Stocks, mutual funds, real estate, and cryptocurrency emerge as the most popular options, each with unique perks that correlate with IT professionals' professional and financial characteristics. Understanding these preferences, financial advisers can modify their services to match the special demands of this population, hence improving their investing experiences and results.

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