**Abstract**

Investment is one of the major issues of the middle class families as their small savings of today are to meet the expenses of tomorrow. Many individuals find investments to be fascinating because they can participate in the decision making process and see the results of their choices. This study examines the investment pattern and awareness of the Indian Investors about different investment instruments such as gold, silver, bank deposits, real estate, small savings, life insurance schemes, bonds, mutual funds, and shares. This study finds the impact of age, education, occupation and income level of the individual on investment. The main objective is to study the investment behaviour of investor for different investment option available to them and to analyze the factors influencing their perception and preferences. The study reviews the literature on concepts in behavioural finance, the decision factors which are influenced by market movements and examines the perceptions, preferences and various investment strategies adopted by on the basis of a survey of 150 respondents based on the Coimbatore city. The study concludes that investors’ age and education predominantly decides the awareness and perception of investors.