

A Study on Investors Attitude towards Stock Market

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Introduction –

Stock exchange / securities exchange is a facility where stock brokers and traders can buy and sell securities such as shares of stock and bonds and other financial instruments. The first stock exchange in India was established in the year 1875 and it was named as BSE (Bombay stock exchange) then second was in Ahmedabad (1894) , Calcutta (1908) , and madras (1937) all these four places were major centers for trade and commerce . The NSE (national stock exchange) was founded in 1992 and started trading in 1994.

List of Indian stock exchange

1. Bombay stock exchange
2. National stock exchange
3. Calcutta stock exchange
4. Delhi stock exchange
5. Jaipur stock exchange
6. Pune stock exchange
7. Magadh stock exchange
8. Bangalore stock exchange
9. Ahmedabad stock exchange
10. NSE international exchange

Meaning of stock market :- a stock market , equity market or share market , is the aggregation of buyers and sellers of stocks . Or it refers to the collection of markets and exchange where regular activities of buying, selling and issuance of shares of publically – held companies takes place.

Objectives of stock market:-

1. To identify the benefits and risk of buying stock.
2. To describe how stocks are traded.
3. To explain how stocks performance is measured.
4. To safeguard the interest of investing public having dealing in stock exchange.
5. To promote develop and maintain well regulated market in securities.

Objective of the study

1. To know the investors attitude towards stock market.

Data and Analysis

The primary data is been collected from the interview method with structured questionnaire. The population is selected in Karwar Taluk, in Uttar Kannada district with simple random sample size of 30 respondents. Secondary data is collected from various journals, books, etc. Collected data analyzed with the help of related statistical methods and tools.

Data analysis:-

1. Classification on basis of income per annum.

46.7 Percent of respondent are below 30 lakh income, 26.6 percent of them have 3-5 lakh of income per annum , thus 20 percent have from 5-10 lakh of income per annum and there after 6.67 percent of respondents have above 10 lakh of income per annum.

2. CLASSIFICATION ON THE BASIS OF SOURCE OF AWARENESS OF STOCK MARKET.

46.7 Percent of Respondents take awareness from friends, 26.6 percent of them from others and 20 percent of respondents from financial advisor.

3. CLASSIFICATION ON BASIS OF INVESTMENT PATTERN IN STOCK MARKET

60 percent on monthly basis by respondents, 20 percent that is once in six months and nil in a year, 20 percent rarely by the respondents.

4. CLASSIFICATION ON THE BASIS OF CONSIDERATION OF FACTORS DURING THE PERIOD OF INVESTMENT IN STOCK MARKET

60 Percent of respondent give priority for safety, 23.3 percent of respondent for high return, 10 percent for liquidity and only 6.7 percent them consider risk factor as important during investment.

5. CLASSIFICATION OF RESPONDENT ON BASIS OF INVESTMENT TRADING IN STOCK MARKET

63.33 and 36.67 percent of respondent make investment in stock percent market through agent and Online.

6. CLASSIFICATION OF RESPONDENT ON BASIS OF REASONS IN STOCK MARKET INVESTMENT

53.3 percent invest in stock market for high long term gain and 46.7 percent of respondents invest for the purpose of quick short term gain.

Findings:

1. Majority of the respondents are aware of the stock market.
2. The maximum number of respondents has an income below 3 lakh.
3. All the 30 respondents are aware of stock market.
4. Maximum number of respondents are aware about stock market through friends.
5. Majority number of respondents invest monthly in stock market.
6. The maximum number respondents give priority for safety.
7. Majority of the respondent make investment through agents.
8. Maximum number of respondent chooses other sector of investment.
9. The majority of the investors have been likely for 3 to 5 years.
10. Majority of the respondents invests for reason of high long term gain.

SUGGESTIONS:

1. Efforts should be made to attract more youth towards stock exchange.
2. The stock exchange should promote female investors.
3. The transaction of stock market should be very easy that a common man can also invest.
4. There is a lack of confidence among public.
5. Stock exchange should always promote more number of investors to invest in security market.
6. Stock exchange should promote long term investors.

CONCLUSION:

The study shows the detail of investors attitude towards stock market. One who is interested in becoming a stock trading should carefully consider the risks and rewards before determining which is best fit for them. Investor must monitor their needs and the market conditions, and evaluate their portfolio performance from time to time, and modify the policy statement or the investment strategy if they think it was necessary. The investors do not take decisions immediately but they try to understand the market first and then react. Thus this study directs to take some positive measures for expanding the scope of stock market.