

**“A STUDY ON ATTITUDE AND INTENTION OF INVESTORS INVESTING
IN STOCK MARKET WITH REFERENCE TO GEOJIT FINANCIAL
SERVICES LTD, HONNAVAR”**

*Summer Internship Project submitted in partial fulfillment of the requirement for
the*

**MASTERS DEGREE IN
BUSINESS ADMINISTRATION (MBA)**

SUBMITTED BY
VENISTON FRANCIS RODRIGUES
2216227

UNDER THE GUIDANCE OF

Mrs. HARINAKSHI
Assistant Professor



**ST ALOYSIUS COLLEGE (AUTONOMOUS)
ST ALOYSIUS INSTITUTE OF MANAGEMENT AND INFORMATION
TECHNOLOGY (AIMIT)**

MADOOR, MANGALORE-575 022

2022-2024

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MADOOR, MANGALORE - 575 022

CERTIFICATE

This is to certify that **Mr. VENISTON FRANCIS RODRIGUES** bearing Register Number **2216227** is a bonafide student of Master of Business Administration (MBA) course of this institute (2020-2022 batch). The Summer Internship Project titled “**A STUDY ON ATTITUDE AND INTENTION OF INVESTORS INVESTING IN STOCK MARKET WITH REFERENCE TO GEOJIT FINANCIAL SERVICES LTD, HONNAVAR**” is prepared by him under the guidance of **Mrs. HARINAKSHI** in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA).

**Dean
(Academics)**

Place: Mangalore

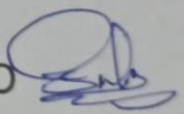
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CERTIFICATE

This is to certify that **Mr. VENISTON FRANCIS RODRIGUES**, ST.ALOYSIUS (autonomus), Mangalore, has successfully completed his project on **"STUDY ON ATTITUDE AND INTENTION OF INVESTORS INVESTING IN STOCK MARKET "** in our organization for the period from 11-09-2023 to 21-10-2023. During the period of his training with us he was punctual and studious, he took keen interest in learning the job.

We wish him all the success in his future career.



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CERTIFICATE FROM THE GUIDE

This is to certify that the project “**A STUDY ON ATTITUDE AND INTENTION OF INVESTORS INVESTING IN STOCK MARKET WITH REFERENCE TO GEOJIT FINANCIAL SERVICES LTD, HONNAVAR**” is a bonafide work of **VENISTON FRANCIS RODRIGUES**. Reg No. **2216227** in partial fulfillment of the requirement for the Master of Business Administration (MBA) under my research guidance.

Signature

Ms. HARINAKSHI

DECLARATION

I, **VENISTON FRANCIS RODRIGUES** bearing Reg. No 2216227 hereby declare that the project titled “**A STUDY ON ATTITUDE AND INTENTION OF INVESTORS INVESTING IN THE STOCK MARKET**” has been prepared by me towards the partial fulfillment of the requirements for the Master of Business Administration (MBA) program under the guidance of Ms. Harinakshi

I also declare that this project report is my original work and has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar titles of any other university.

Veniston Rodrigues

Reg. No. 2216227

Date:

Place: Mangalore

CERTIFICATE FROM THE EXTERNAL EXAMINER

This is to certify that **Veniston Francis Rodrigues** with Reg. No **2216227** has attended the Summer Internship Viva-Voce examination. The project is entitled as “**A STUDY ON ATTITUDE AND INTENTION OF INVESTORS INVESTING IN THE STOCK MARKET**”

Name :

Signature:

Date :

ACKNOWLEDGEMENT

I want to take this opportunity to express my gratitude towards those who have rendered their valuable guidance and have positively influenced my knowledge during the period.

I want to express my sincere thanks to our Director Rev. Fr. Melwyn Pinto S J. I sincerely thank our Dean of Academics Dr. Rajani Suresh for her support, cooperation, and timely direction.

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I extend my sincere gratitude to my external guide Mr. Balakrishna N.D Brench Manager of Geojit Financial Services Ltd, Honnavar.

Signature

Veniston Francis Rodrigues

2216227

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Executive Summary

The first chapter introduces the project, providing an overview of the stock market industry and a profile of the company involved. It sets the stage for the study titled "A Study on Attitude and Intention of Investors Investing in the Stock Market," highlighting the importance of understanding investor behavior and market dynamics.

The second chapter presents a comprehensive literature review, summarizing findings from various studies on investor behavior. It examines factors such as risk tolerance, market knowledge, and psychological biases, along with theories and models related to investor attitudes and intentions. The review emphasizes the significance of these factors in shaping investment decisions.

The third chapter outlines the research methodology, detailing the identification of the problem, research objectives, hypotheses, and the theoretical and conceptual framework. It describes the mixed-methods research design, including data sources, sampling design, research instruments, and the statistical tools and techniques used for analysis. The study focuses on the attitudes and intentions of stock market investors, employing surveys and interviews to gather data.

The fourth chapter presents the data analysis and interpretation. It includes the socio-demographic profile of respondents, frequency table analysis, and the interpretation of results. The study investigates how different demographic segments perceive the stock market, analyzing factors like risk perception, financial literacy, and market experience. Statistical analyses such as correlation and regression are used to understand the impact of these factors on investor attitudes and intentions.

The fifth chapter discusses the results, managerial implications, and conclusions. The analysis reveals that positive attitudes towards the stock market are significantly influenced by factors such as risk perception, financial literacy, and market experience. These attitudes, in turn, strongly predict investment intentions. The study concludes with recommendations for financial institutions and policymakers to focus on investor education and awareness programs, aiming to foster positive investment attitudes and enhance market participation. It also suggests developing tailored financial products to cater to diverse demographic segments, thus driving investor satisfaction and market growth.