

**A PROJECT REPORT  
ON TOPIC  
“STUDY OF INVESTOR INVESTMENT BEHAVIOR IN STOCK  
EXCHANGE A CASH STUDY OF GHUMARWIN MARKET ”  
SUBMITTED TO HP UNIVERSITY SHIMLA**



**In partial fulfillment of the requirement  
For the Award of the Degree  
Of  
BACHELOR OF BUSINESS ADMINISTRATION  
IN  
SWAMI VIVEKANAND GOVT. DEGREE COLLEGE  
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## **ACKNOWLEDGMENT**

“Acknowledgement is an art, one can write glib stanzas without meaning a word, on other hand one can make a simple expression of gratitude” I am highly thankful to Principal **Mr. Ram krishan** , Coordinator(BBA) **Assistant Professor Rajender Kumar** . I also express deepest gratitude to my family for their blessing and good wishes .I am very thankful to **Assistant Prof. Naresh Kumar (project guide)** for their everlasting support and guidance on the group of which I have acquired new fields of knowledge. I also acknowledge with a deep sense of reverence, my gratitude towards my parents and my friends who directly or indirectly help me.

**Signature of candidate**

## **DECLARATION**

I hereby declare that the Project Report was submitted by me under the supervision and guidance of **Assistant Prof. Naresh Kumar**, project guide collage of **SWAMI VIVEKANAND GOVERNMENT COLLEGE, GHUMARWIN** in partial fulfilment of **B.B.A. 6<sup>th</sup> semester**. I further declare I am solely responsible for omission and commission of errors if any.

**Sign of candidate**

## **CERTIFICATE**

This is to certify that the report entitled “**STUDY OF INVESTOR INVESTMENT BEHAVIOR IN STOCK EXCHANGE CASH STUDY OF GHUMARWIN MARKET** ” for the award of the degree of bachelor of business administration (BBA) from swami vivekanand govt. College carried out by **AMAN SHARMA BBA 6thsem**. Uni.Rollno.5190350004 under my supervision and guidance, no part of this report has been submitted to any other Degree/Diploma and this report may be taken for evaluation.

**Signature of student**

**Signature of guide**

**Signature of coordinator (BBA):**

**Date-**

**Place-Ghumarwin**

## **TABLE OF CONTENTS**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Page No.</b>
<b>1.</b>	<b>Chapter-1:</b>	<b>1-15</b>
	1.2 Introduction To Topic	<b>2-15</b>
<b>2.</b>	<b>Chapter-2:</b>	<b>16-19</b>
	2.1 Need objective of study	<b>17</b>
	2.2 Scope of study	<b>18</b>
	2.3 Research Methodology	<b>19</b>
<b>3.</b>	<b>Chapter-3:</b>	<b>20-34</b>
	3.1 Data analysis & Interpretation	<b>21-34</b>
<b>4.</b>	<b>Chapter-4:</b>	<b>35-41</b>
	4.1 Finding & Conclusion of Study	<b>36-39</b>
	4.2 Suggestions & Recommendation	<b>40-41</b>
<b>5.</b>	<b>Questionnaire</b>	<b>42-45</b>
<b>6.</b>	<b>Bibliography</b>	<b>46</b>

# **CHAPTER-1**

## **1.2 Introduction To Topic**

## Introduction

A stock exchange is a marketplace, where financial securities issued by companies are bought and sold. They are part of the broader capital market ecosystem. Securities issued by companies, such as shares and bonds, are traded on the stock exchanges, after they have been issued in the primary market. A stock exchange facilitates stock brokers to trade company stocks and other securities. A stock may be bought or sold only if it is listed on an exchange. Thus, it is the meeting place of the stock buyers and sellers. India's premier stock exchanges are the Bombay Stock Exchange and the National Stock Exchange. On 31 August 1957, the BSE became the first stock exchange to be recognized by the Indian Government under the Securities Contracts Regulation Act. Construction of the present building, the Phiroze Jeejeebhoy Towers at Dalal Street, Fort area, began in the late 1970s and was completed and occupied by the BSE in 1980





# HISTORY



The first organized stock exchange in India was started in 1875 at Bombay and it is stated to be the oldest in Asia. In 1894 the Ahmadabad Stock Exchange was started to facilitate dealings in the shares of textile mills there. The Calcutta stock exchange was started in 1908 to provide a market for shares of plantations and jute mills.

Then the madras stock exchange was started in 1920. At present there are 24 stock exchanges in the country, 21 of them being regional ones with allotted areas. Two others set up in the reform era, viz., the National Stock Exchange



(NSE) and Over the Counter Exchange of India (OICEI), have mandate to have nation-wise trading.

They are located at Ahmadabad, Vadodara, Bangalore, Bhubaneswar, Mumbai, Kolkata, Kochi, Coimbatore, Delhi, Guwahati, Hyderabad, Indore, Jaipur, Kanpur, Ludhiana, Chennai Mangalore, Meerut, Patna, Pune, Rajkot.

The Stock Exchanges are being administered by their governing boards and executive chiefs. Policies relating to their regulation and control are laid down by the Ministry of Finance. Government intuited Securities and Exchange Board of India (SEBI) in April 1988 for orderly development and regulation of securities industry and stock exchanges.

Stock markets are fascinating entities and not for the least because they help investors make money! They are interesting institutions in themselves and those in India have a rich history.

The Securities Contracts (Regulation) Act of 1956 defines a stock exchange as “any body of individuals, whether incorporated or not, constituted before corporatization and demutualization” or “a body corporate incorporated under the Companies Act, 1956 whether under a scheme of corporatization and demutualization or otherwise,” for the purpose of assisting, regulating or controlling the business of buying, selling or dealing in securities.

Just to clarify, “corporatization” means the succession of a recognized stock exchange, which was a body of individuals or a society, by another stock exchange, which is an incorporated company. Meanwhile, “demutualization” means the segregation of ownership and management from the trading rights of the members of a recognized stock exchange in accordance with a scheme approved by the Securities and Exchange Board of India (SEBI)

Security trading in India goes back to the 18th century when the East India Company began trading in loan securities. Corporate shares started being traded in the 1830s in Bombay (now Mumbai) with the stock of Bank and Cotton presses. The simple and informal beginnings of stock exchanges in India take one back to the 1850s when 22 stockbrokers began trading opposite the Town Hall of Bombay under a banyan tree. The tree still stands in the area which is now known as Horniman Circle.

The venue then shifted to banyan trees at the Meadows Street junction, which is now known as Mahatma Gandhi Road, a decade later. The shift continued taking place as the number of brokers increased, finally settling in 1874 at what is known as Dalal Street. This as yet informal group known as the Native Share and Stockbrokers Association organized themselves as the Bombay Stock Exchange (BSE) in 1875. The BSE is the oldest stock exchange in Asia and was the first to be granted permanent recognition under the Securities Contract Regulation Act, 1956

## **List of Stock Exchanges in India**

Indian Stock Exchange may refer to the 18 official stock exchanges located in India the largest of which are NSE and BSE all of them are as follow

- Bombay Stock Exchange
- National Stock Exchange
- Kolkata Stock Exchange
- Cochin Stock Exchange
- Interconnected Stock Exchange
- OTC Exchange of India
- Pune Stock Exchange
- National commodity and derivatives Exchange
- P Stock Exchange
- Vadodara Stock Exchange
- Madras Stock Exchange
- Meerut Stock Exchange
- Ahmadabad Stock Exchange
- Delhi Stock Exchange
- Hyderabad Stock Exchange
- Bangalore Stock Exchange

# BOMBAY STOCK EXCHANGE (BSE)



BSE Limited, also known as the Bombay Stock Exchange (BSE), is an Indian stock exchange located on Dalal Street in Mumbai. Established in 1875 by cotton merchant Premchand Roychand, a Rajasthani Jain businessman it is the oldest stock exchange in Asia, and also the tenth oldest in the world. The BSE is the 9th largest stock exchange with an overall market capitalization of more than ₹276.713 lakh crore, as of January 2022.

Bombay Stock Exchange was started by Premchand Roychand in 1875. While BSE Limited is now synonymous with Dalal Street, it was not always so. In the 1850s, five stock brokers gathered together under a Banyan tree in front of Mumbai Town Hall, where Horniman Circle is now situated. A decade later, the brokers moved their location to another leafy setting, this time under banyan trees at the junction of Meadows Street and what was then called Esplanade Road, now Mahatma Gandhi Road. With a rapid increase in the number of brokers, they had to shift places repeatedly. At last, in 1874, the brokers found a permanent location, the one that they could call their own. The brokers group became an official organization known as "The Native Share & Stock Brokers Association" in 1875.

The Bombay Stock Exchange continued to operate out of a building near the Town Hall until 1928. The present site near Horniman Circle was acquired by the exchange in 1928, and a building was constructed and occupied in 1930. The street on which the site is located came to be called *Dalal Street* in Hindi (meaning "Broker Street") due to the location of the exchange.

On 31 August 1957, the BSE became the first stock exchange to be recognized by the Indian Government under the Securities Contracts Regulation Act. Construction of the present building, the Phiroze Jeejeebhoy Towers at Dalal Street, Fort area, began in the late 1970s and was completed and occupied by the BSE in 1980. Initially named the *BSE Towers*, the name of the building was changed soon after occupation, in memory of Sir Phiroze Jamshedji Jeejeebhoy, chairman of the BSE since 1966, following his death.

In 1986, the BSE developed the S&P BSE SENSEX index, giving the BSE a means to measure the overall performance of the exchange. In 2000, the BSE used this index to open its derivatives market, trading S&P BSE SENSEX futures contracts. The development of S&P BSE SENSEX options along with equity derivatives followed in 2001 and 2002, expanding the BSE's trading platform.

On 12 March 1993, a car bomb exploded in the basement of the building during the 1993 Bombay bombings.

Historically an open outcry floor trading exchange, the Bombay Stock Exchange switched to an electronic trading system developed by Cmc Ltd. In 1995. It took the exchange only 50 days to make this transition. This automated, screen-based trading platform called BSE On-Line Trading (BOLT) had a capacity of 8 million orders per day. Now BSE has raised capital by issuing shares and as on 3 May 2017 the BSE share which is traded in NSE only closed with ₹999.

The BSE is also a Partner Exchange of the United Nations Sustainable Stock Exchange initiative, joining in September 2012.

BSE established India INX on 30 December 2016. India INX is the first international exchange of India.

BSE launches commodity derivatives contract in gold and silver.

In the post-independence era, the BSE dominated the volume of trading. However, the low level of transparency and undependable clearing and settlement systems, apart from other macro factors, increased the need of a financial market regulator, and the SEBI was born in 1988 as a non-statutory body. It was made a statutory body in 1992.

After the Harshad Mehta scam in 1992, there was a pressing need for another stock exchange large enough to compete with the BSE and bring transparency to the stock market. This gave birth to the National Stock Exchange (NSE). It was incorporated in 1992, become recognized as a stock exchange in 1993, and trading began on it in 1994. It was the first stock exchange on which trading took place electronically. In response to this competition, BSE also introduced an electronic trading system known as BSE On-line Trading (BOLT) in 1995.

The BSE launched its sensitivity index, the Sensdex, now known as the S&P BSE Sensex, in 1986 with 1978–79 as the base year. This is an index of 30 companies and is a benchmark stock index, measuring the overall performance of the exchange. The index reached the level of 1,000 in July 1990, 2,000 in January 1992, 4,000 in March 1992, 5,000 in October 1999, and 6,000 in February 2000. The exchange introduced equity derivatives in 2000. Index options were launched in June 2001, stock options in July 2001, and stock futures in



November 2001. India's first free-float index, BSE Teck, was launched in July 2001.

Its competitor, NSE, launched its benchmark exchange, the CNX Nifty, now known as Nifty 50, in 1996. It comprises of 50 stocks and functions as the performance measure of the exchange. In terms of electronic screen-based trading and derivatives, it beat BSE by launching first of its kind products and services.

## NATION STOCK EXCHANGE



THE NATION STOCK of India Limited (NSE) is the leading stock exchange in India, location in Mumbai. It is established in 1992 as the first demutualized electronic exchange in India, and so it was the first exchange to provide a modern, fully-automated system. Vikram Limaye is M.D and CEO NSE. NSE the world's 11<sup>th</sup> largest stock exchange as of April 2018. The purpose it was established was because there was a member of BSE who was exposed illegally manipulating the market. Plus, BSE was very slow in responding to the calls, and; there were a few fraudulent activities were happening the government of India planned to open rival stock exchange. It totally modified the way the country bought and sold shares. The significant impact that it brought was that people from every part of the world could trade from anywhere. Stock price information was available for everyone and was not just confined to a few people.

There are fast executing systems installed in this Exchange which makes the process transparent, easy, and approachable. NSE has been ranked 4<sup>th</sup> in aspects of trade volume in equity. It has a total market capitalization value of \$2.41 trillion and is far ahead of BSE in terms of volume and turnover.

Initially, NSE could handle two orders in one second, but it enhanced its technology, and by 2011 it could handle 60 orders per second. You would be surprised to know that it can take 1, 60, 000 orders every second. NSE has been stable in maintaining its reputation in terms of reliability, innovation, trust, and expertise.

NSE was set up by a group of leading Indian financial institutions at the behest of the Government of India to bring transparency to the Indian capital market. Based on the recommendations laid out by the Pherwani committee, NSE was established with a diversified shareholding comprising domestic and global investors. The key domestic investors include Life Insurance Corporation, State Bank of India, IFCI Limited, IDFC Limited and Stock Holding Corporation of India Limited. Key global investors include Gajil FDI Limited, GS Strategic Investments Limited, SAIF II SE Investments Mauritius Limited, Aranda Investments (Mauritius) Pte Limited, and PI Opportunities Fund .

# **STOCK MARKET TIMINGS IN INDIA**

## **1. Pre-Opening Timing**

This session's duration is from 9.00 a.m. to 9.15 a.m. Orders to purchase or sell any securities can be placed during this time. This session can be further classified into three sub-sessions:

### **Order Entry Period: 9:00 am-9:08 am**

During this sub-session of the pre-opening time of the Indian stock market, orders for any transaction can be placed. The order entry is given preference when actual trading begins, as these orders are usually cleared off in the beginning. Any requests placed during this time can be changed or cancelled on a need basis, which turns out to be beneficial to investors. But remember that no orders can be placed after this period of 8 minutes during the pre-opening session. As per the BSE website, this session can be randomly ended at 9:07 am as well.

### **Order Matching & Confirmation Period: 9:08 am-9:12am**

This sub-session is primarily responsible for the price determination of the securities. Price matching for orders is done by corresponding demand and supply prices to ensure accurate transactions among investors who want to purchase or sell a security, respectively. Keep in mind that the determination of final prices at which trading will begin during normal Indian stock market timing is done through a multilateral order matching system.

### **Buffer Period: 9:12-9:15 am**

The last sub-session acts as a transition period between the pre-opening and normal Indian share market timing. No additional orders for transactions can be placed during this time. Also, existing bets already placed between 9:08 am-9:12 am also cannot be revoked.

## **2. Normal Session/Continuous Trading Session**

This is the primary Indian share market timing that lasts from 9.15 a.m. to 3.30 p.m. Any transactions made during this time follow the bilateral order matching system, wherein price determination is done through demand and supply forces.

As the bilateral order matching system is volatile, several market fluctuations are induced, which are ultimately reflected in volatile security prices. So, to control this volatility, the multi-order system was formulated in the Indian stock market timings.

### **3. Post-Closing Session**

Stock market closing time in India is marked at 3.30 p.m. No exchange takes place after this period. However, the determination of closing price is done during this time, which has a significant effect on the following day's opening security price as well.

Further, stock market closing time in India can be divided into two sessions -

#### **3.30 p.m.-3.40 p.m.**

In this post-closure sub-session, the closing price of securities is calculated using a weighted average of prices at securities trading from 3 p.m. -3:30 p.m. in a stock exchange, like BSE and NSE. For the uninitiated, weighted average prices of listed securities are considered for determining the closing prices of benchmark and sector indices such as Nifty, Sensex, S&P Auto, etc.

#### **3.40 p.m. - 4 p.m.**

During this period, bids for the following day's trade can be placed. Bids placed during this time are confirmed, provided adequate buyers and sellers are present in the market for it. These transactions are completed at a stipulated price, irrespective of changes in the opening market price.

Hence, capital gains can be realized if the opening price exceeds the closing price by an investor who has already placed their bids. Whereas in case the closing price exceeds the opening share price, bids can be cancelled by investors during the narrow window of 9.00 a.m. - 9.08 a.m the next day.

Also, as per NSE & BSE websites, there are block deal session timings as well for equities, in which execution of certain large trades are facilitated through this separate trading window.

**Morning Window:** This window shall operate between 08:45 AM to 09:00 AM.

**Afternoon Window:** This window shall operate between 02:05 PM to 2:20 PM.



## **CHAPTER-2**

**2.1 Need objective of study**

**2.2 Scope of study**

**2.3 Research Methodology**

## **2.1 OBJECTIVES OF STUDY**

The objective of my research is “TO STUDY INVESTOR INVESTMENT BEHAVIOR IN STOCK MARKET “

### **OTHER OBJECTIVES**

- To study the investment habit of the people in the stock market.
- To know about the people's preference for investment whether investment or trading
- To understand the frequency of investment in the market
- To analyze from total saving how much portion of amount people invest in stock market
- To understand how much people invest at a time
- To know that for how much period people invest in stock market
- To understand the expected return of people from investment
- To know on what basis people invest in stock market
- The preference of people for investment in a particular sector
- To analyze the preferred price range of share by people
- To understand the people's investment strategy
- To find out the common mistakes made by investors
- To define certain views for making money in stock market

## **2.2 Scope of Study**

The study aims to analyze the behavior of the investors in capital market . The capital market is divided form primary and secondary market. This study covers investors who have invested or trending in Secondary market or stock exchange only. This study examines significant influence the 'investor' behavior towards investment in capital market the results are presented in the form of tables and suitable interpretations.

One of the primary benefits of investing in the stock market is the **chance to grow your money**. Over time, the stock market tends to rise in value, though the prices of individual stocks rise and fall daily. Investments in stable companies that are able to grow tend to make profits for investors.

## **2.3 Research Methodology**

These studies have been gathered from both primary and secondary data. The primary data was collected through a farmed survey questionnaire from 60 hundred investor in Ghumarwin market. The secondary data were gathering from the reports ,books,journals,and websites .

### **❖ SOURCES OF DATA COLLECTION**

Data sources of are two types

- 1) Primary data sources
- 2) Secondary data sources

#### 1) Primary data sources

Primary data can be collected through the questionnaire. Which contain the differentquestion about the investment behavior and investment strategy? Primary data sources are very helpful for research. This provides information related to the investor's investment behavior & investment strategy.

#### 2) Secondary data sources

Secondary data can be collected through e-learning.

### **❖ SAMPLE SIZE**

I used 60 samples for my study

### **❖ STATASTICAL TOOL USED FOR DATA ANALYSIS**

PERCENTILE METHOD

### **❖ AREA OF STUDY**

Ghumarwin Market

## **CAPTER-3**

### **3.1 Data analysis & Interpretation**

## **DATA ANALYSIS**

1. From how many years you are in the stock market?

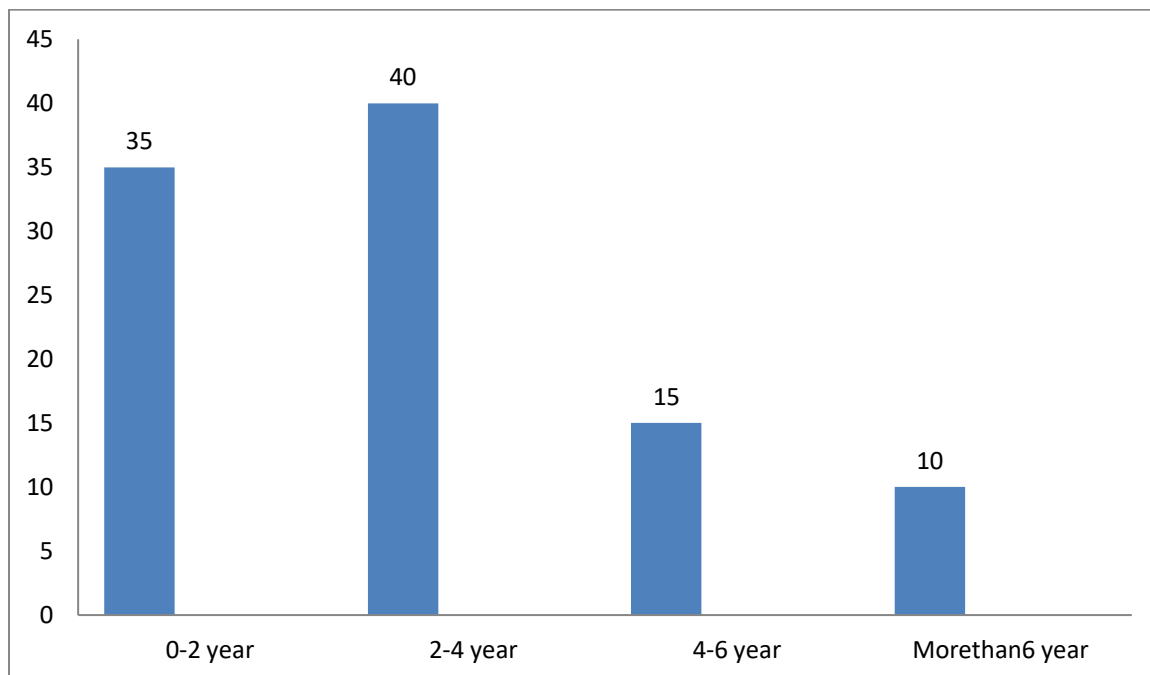
☐ 0-2 year

☐ 2-4 year

☐ 4-6 year

☐ more than 6 year

No. of years	No. of persons	Percentage
0-2 year	21	35
2-4 year	24	40
4-6 year	9	15
More than 6 year	6	10



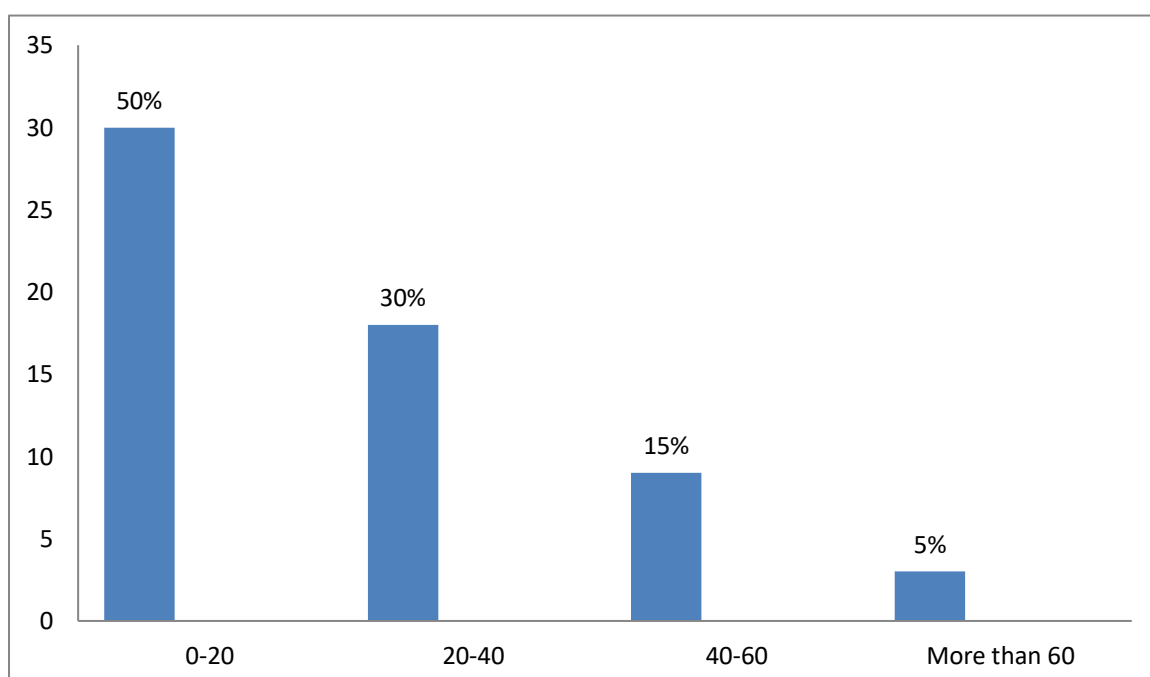
As shown above 35 % persons of my study have experience of about 2 years, about 40 % persons of my study have experience about 2 to 4 years, 15 % persons of my study have experience about 4 to 6 years about 10 % persons of my study have experience of more than 6 years in stock market.



2. How much investment have you made in the market?  
(Approximate)

- ☐ 0-2 thousand      ☐ 2-4 thousand
- ☐ 4-6 thousand      ☐ more than 6 thousand

Investment in (Thousand)	No. of persons	Percentage
0-20	30	50
20-40	18	30
40-60	9	15
more than 60	3	5

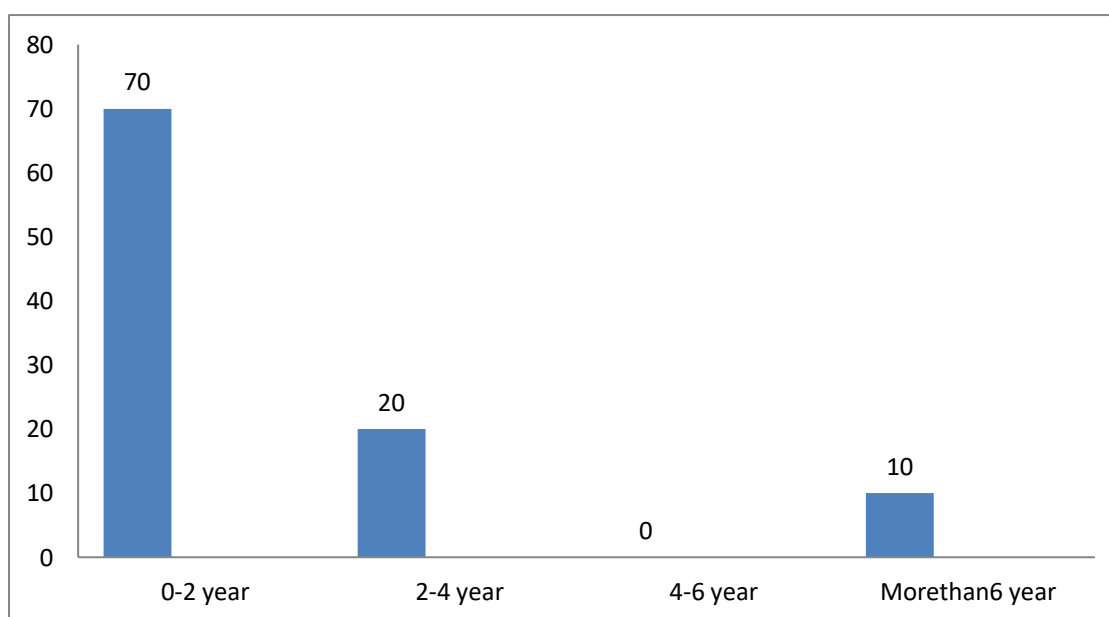


As per my research about 50 % persons would like to invest up to 0 to 20 thousand while 30 %persons would like to invest 20 to 40 thousand and about 15 % persons would like to invest 40 to 60 thousand while only 5 % persons would like to invest more than 60 thousand. So company should focus on those customers who would like to invest more in stock market.

### 3. Who brings you in stock market?

- ☐ Friends & Relative    ☐ News paper
- ☐ Advertise    ☐ Mega public issue

Source	No. of persons	Percentage
Friends & Relative	42	70
News paper	12	20
Advertise	0	0
Mega public issue	6	10

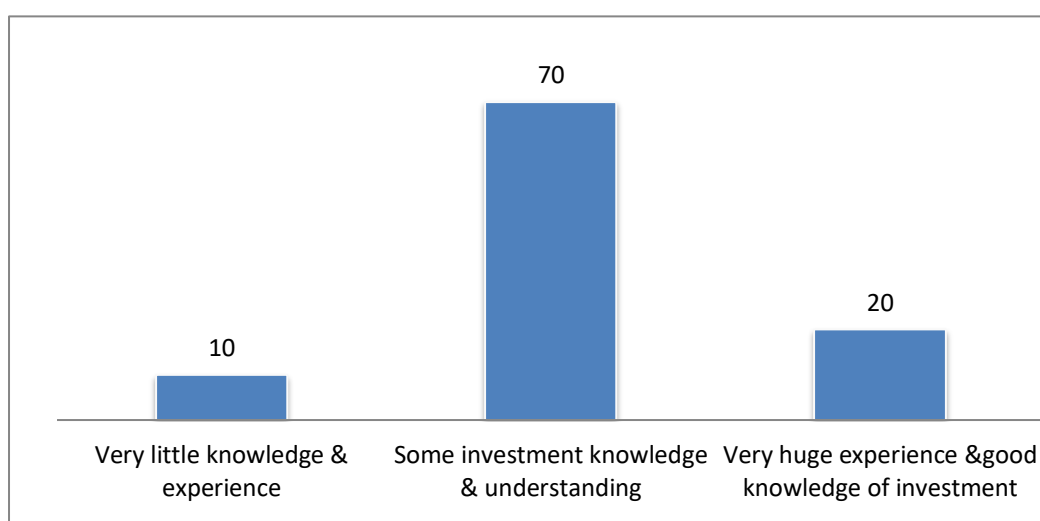


As per above chart about 70 % persons would like to invest in stock market as per opinion of their friends and relatives while 20 % persons would like to invest as per newspaper and magazines and persons do not like to invest through advertising and about 10 % persons would like to invest as per mega public issue. So it can be conclude that most of the people invest as per opinion of their friends and relatives.

4. How much investment experience do you have?

- ☐ Very little knowledge & experience
- ☐ Some investment knowledge & understanding
- ☐ Very huge experience & good knowledge of investment

Experience	No. of persons	Percentage
Very little knowledge & experience	6	10
Some investment knowledge & understanding	42	70
Very huge experience & good knowledge of investment	12	20

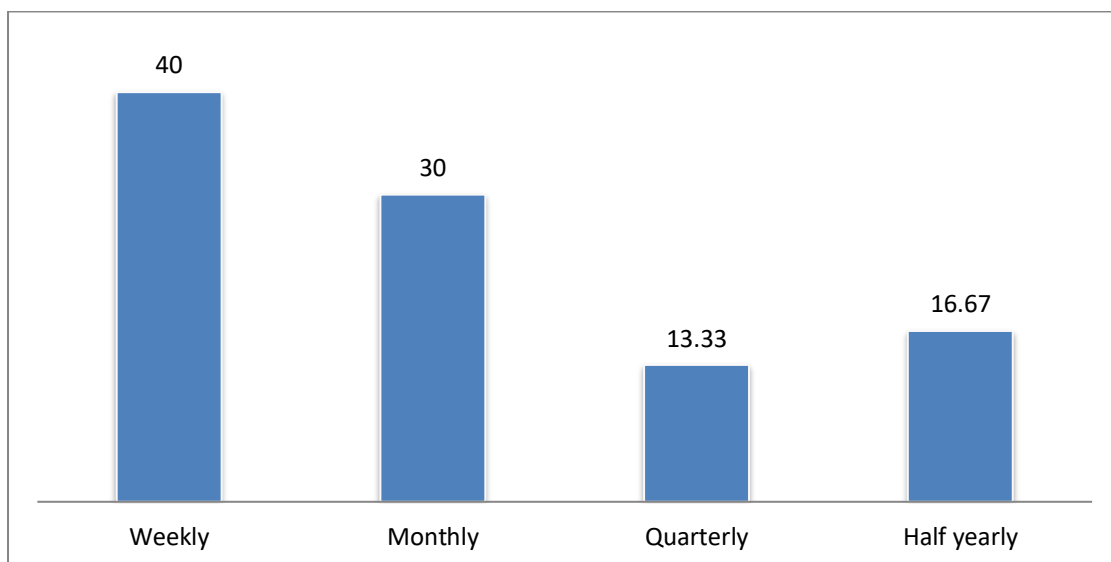


As per above chart 10% persons have Very little knowledge & experience while about 70 % persons have Some investment knowledge & understanding and about 20% persons have Very huge experience & good knowledge of investment. From above information it is clear that the majority of people who invest in stock market have average knowledge of investment

5. How frequently do you invest in the market?

- ☐ Weekly      ☐ Monthly
- ☐ Quarterly      ☐ Half yearly

Frequency of investment	No. of persons	Percentage
Weekly	24	40
Monthly	18	30
Quarterly	8	13.33
Half yearly	10	16.67



As per my research about 40 % persons would like to invest weekly in stock market while 30% persons would like to invest monthly in stock market and about 13.33% persons would like to invest quarterly in stock market while about 16.67% persons would like to invest half yearly in stock market.

6. How much return you expect on your investment decision?

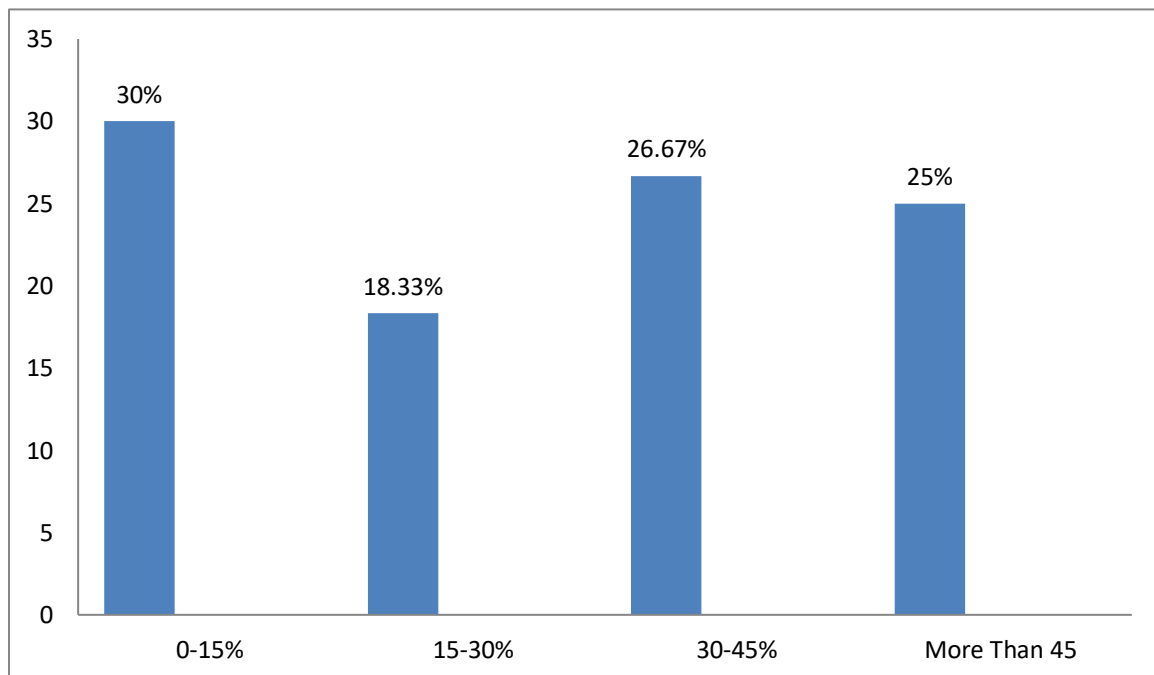
☐ 0-15 %

☐ 30-45 %

☐ 15-30%

☐ More than 45

Expected return	No. of person	Percentage
0-15	18	30
15-30	11	18.33
30-45	16	26.67
More Than 45	15	25

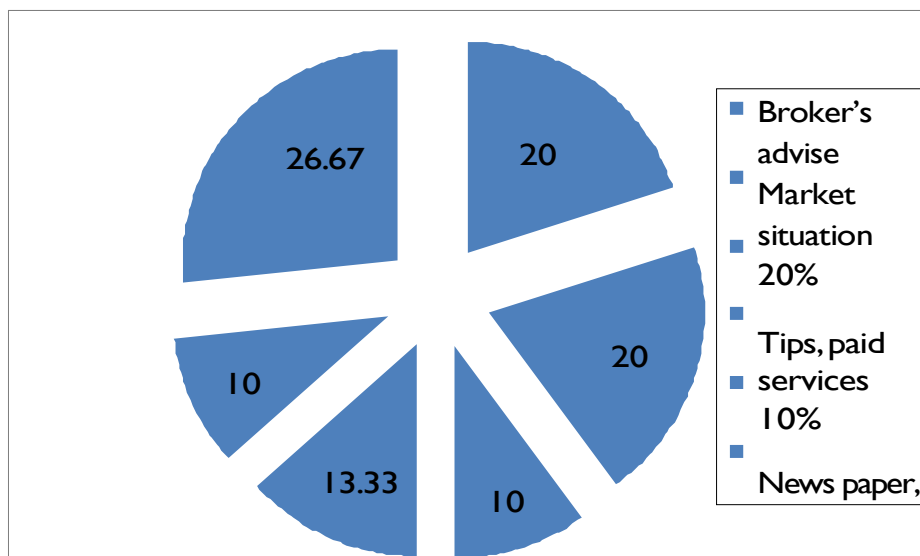


As per my research 30% persons expect 0 to 15 % return while 18.33% persons expect 15 to 30 % return and about 26.67% expect 30 to 45% return while 25% persons expect more than 45

7. On what basis you take your investment decision?

- ☐ Brokers advise ☐ Market situation
- ☐ Tips, paid service ☐ News paper, Magazine
- ☐ Company's news, Result ☐ Own study

Base	No. of persons	Percentage
Broker's advise	12	26.67
Market situation	12	20
Tips, paid service	6	20
News paper, Magazine	8	10
Company's news, Result	6	13.33
Own study	16	10



Above chart shown the various factors and its impact on investment and how investor considers such factors while investing. The chart suggests that people much like to invest according to their own study of stock market.



8. At current level which sector do you prefer more for investment

☐ Banking & Construction      ☐ Energy & Power

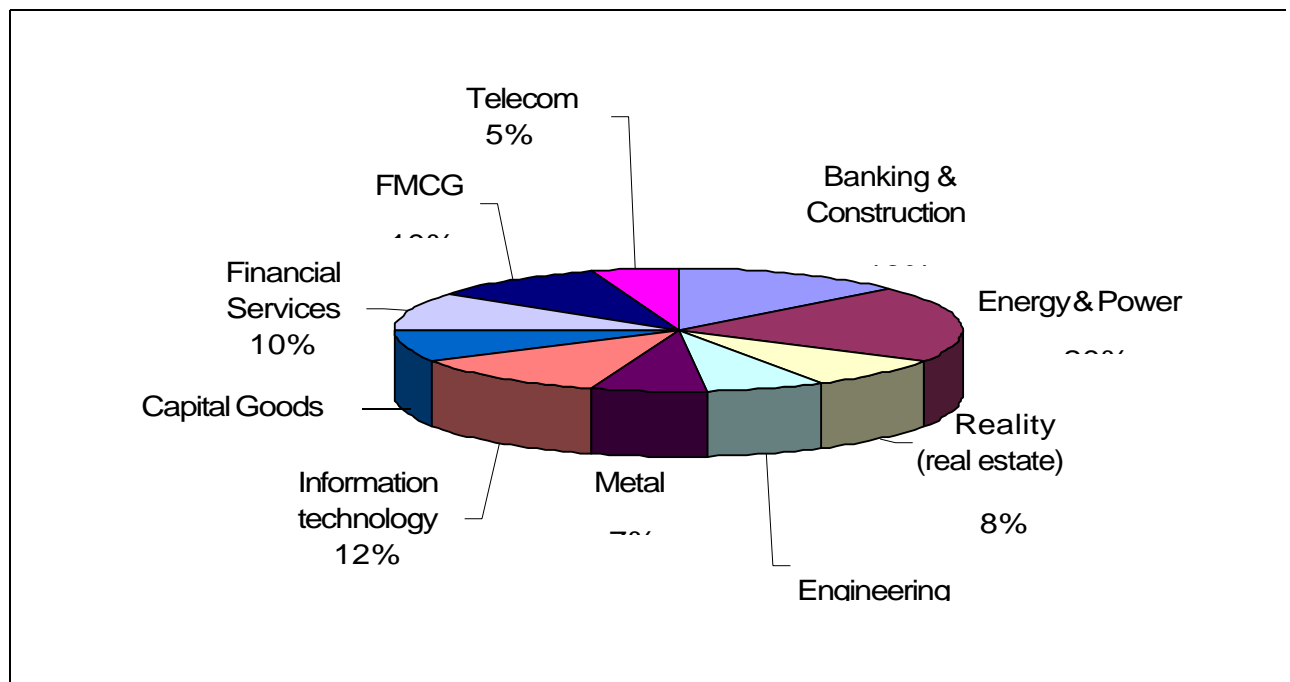
☐ Reality (real estate)      ☐ Engineering

☐ Metal      ☐ Information technology

☐ Capital Goods      ☐ Financial Services

☐ FMCG      ☐ Telecom

Sector	No. of persons
Banking & Construction	8
Energy & Power	12
Reality (real estate)	5
Engineering	4
Metal	4
Information technology	7
Capital Goods	5
Financial Services	6
FMCG	6
Telecom	3



Above show the chart 8% investment in banking and construction sector , 12% in energy & power , 5% in reality , 4% in engineering , 4% in metal , 7% in information sectors , 5% in capital Goods , 6 % in Financial service, FMCG in 3 %, and 3% in telecom

9. From below mentioned share price range which range do you prefer for buying share?

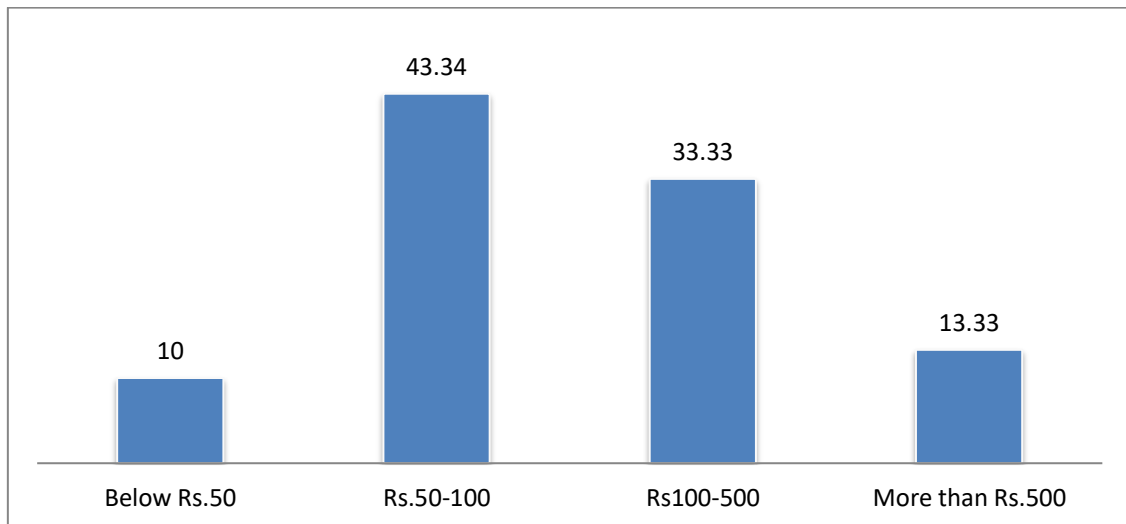
Below Rs.50

Rs.50-100

Rs100-500

More than Rs.500

Price range	No. of persons	Percentage
Below Rs.50	6	10
Rs.50-100	26	43.34
Rs100-500	20	33.33
More than Rs.500	8	13.33

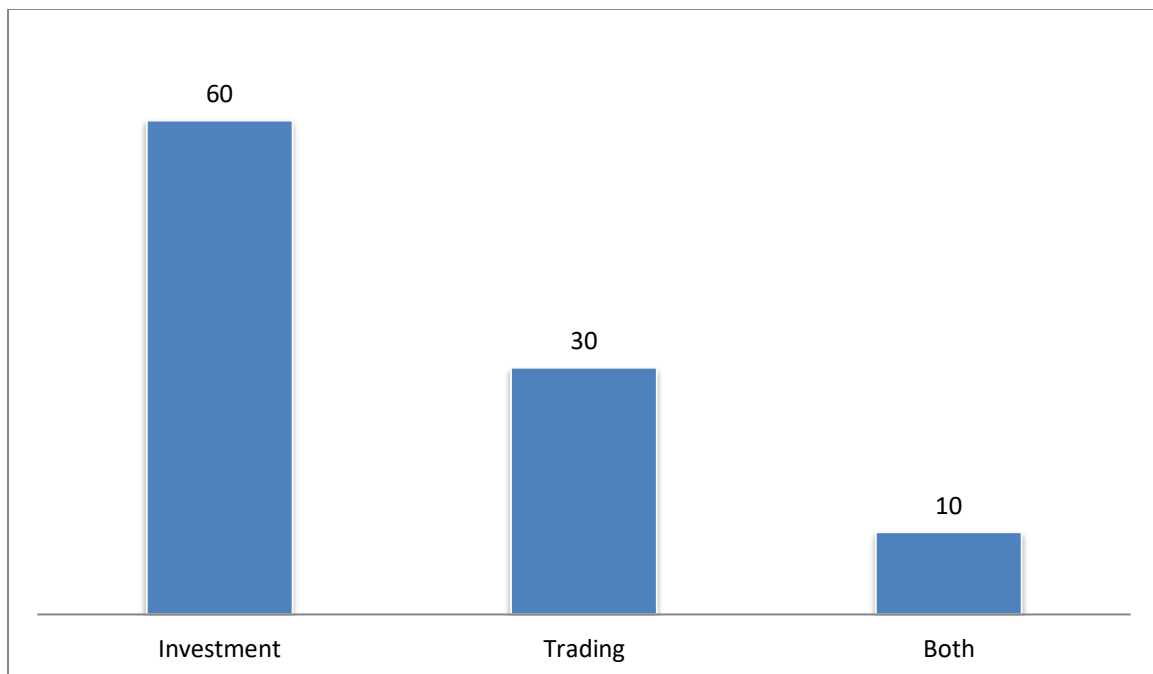


Above chart shows the price range preferred by various persons. From the above chart it can be concluded that majority of people prefer the price of share from 50 to 100

10. What you perform more

☐ Investment ☐ Trading ☐ Both

Preference	No. of persons	Percentage
Investment	36	60
Trading	18	30
Both	6	10

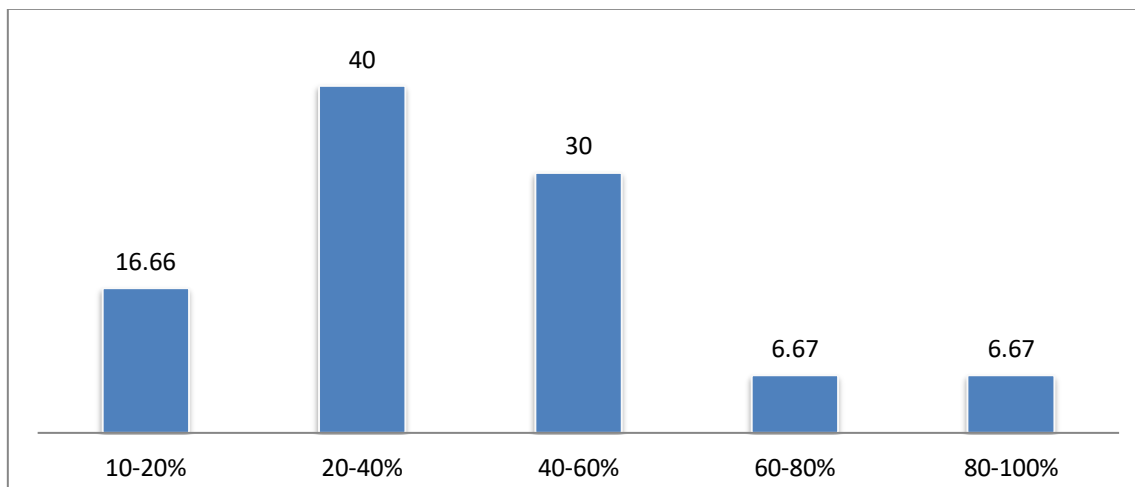


As per my research 60 % persons prefer investment while 30 % persons prefer trading and only 10 % persons prefer both investment & trading. So we can conclude that majority of the people prefer to invest rather than trading in the stock market

11. From the total saving how much portion of amount invest in stock exchange

- ☐ 10-20      ☐ 20-40  
☐ 40-60      ☐ 60-80  
☐ 80-100

Investment in stock market	No. of persons	Percentage
10-20%	10	16.66
20-40%	24	40
40-60%	18	30
60-80%	4	6.67
80-100%	4	6.67

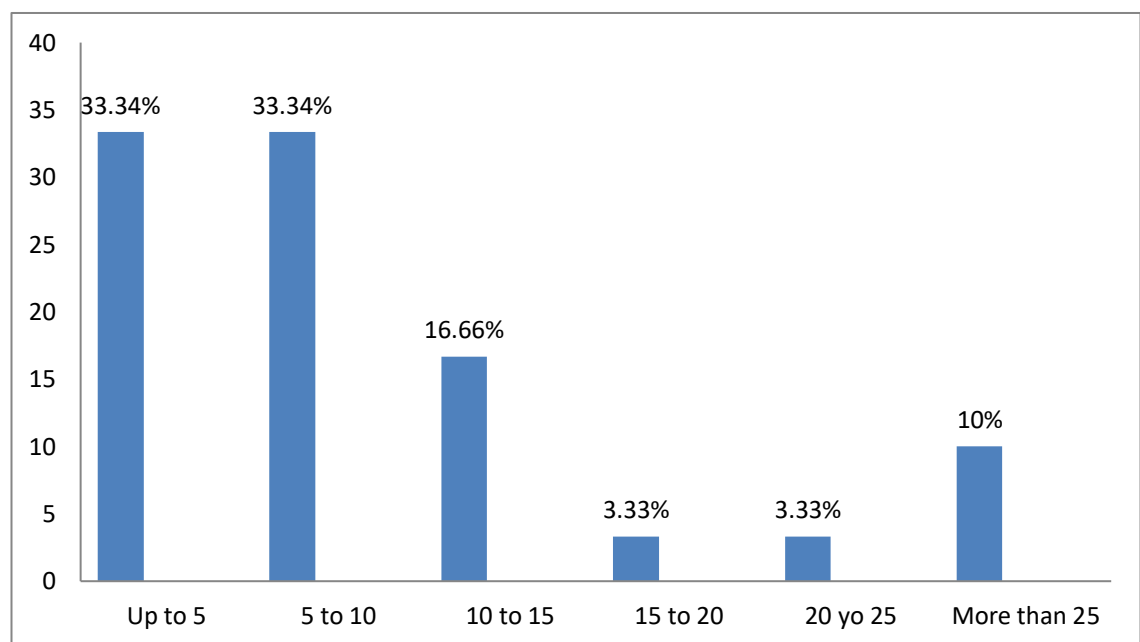


As per above chart about 16.66% persons invest 10 to 20% of their saving while about 40% persons invest 20 to 40% of their saving and about 30% persons invest 40 to 60% of their saving and about 6.67% persons invest 60 to 80% of their saving while about 6.67% persons invest 80 to 100% of their saving

12.How much do you invest at a time (in thousand)

- ☐ Up to 5                      ☐ 5-10  
☐ 10-15                      ☐ 15-20  
☐ 20-25                      ☐ More than 25

Investment at a time (In1000Rs.)	No. Of Person	Percentage
Up to 5	20	33.34
5-10	20	33.34
10-15	10	16.66
15-20	2	3.33
20-25	2	3.33
More than 25	6	10

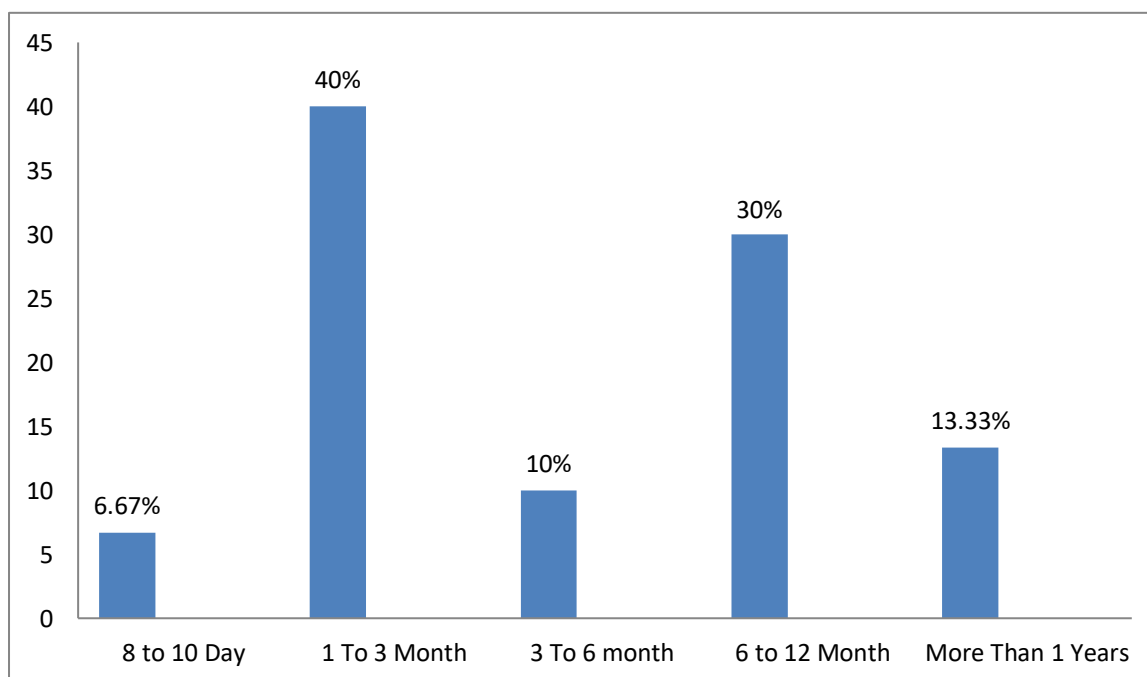


As per my research about 33.34% persons invest up to 5000 Rs. At a time and about 33.345 persons invest 5000 to 10000 Rs. At a time while about 16.66% persons invest 10000 to 15000 Rs. At a time and about 3.33% persons invest 15000 to 20000 Rs. At a time while another 3.33% persons would like to invest 20000 to 25000 Rs. At a time and about 10% persons invest more than 25000 Rs. At a time

13. For how much period you made investment

- ☐ 8-10 Day
 ☐ 1-3 Month  
☐ 3-6 Month
 ☐ 6-12 Month  
☐ More Than 1 Years

Period for investment	No. of persons	Percentage
8-10 Days	4	6.67
1-3 Month	24	40
3-6 Month	6	10
6-12 Month	18	30
More than 1 year	8	13.33



Above chart shows that about 6.67% persons invest for 8 to 10 days while about 40% persons invest for 1 month to 3 month and about 10% persons invest for 3 month to 6 month while 30% persons invest for 6 month to 12 month and about 13.33% persons invest for more than one year.

## **CHAPTER 4**

### **4.1 FINDING & CONCLUSION**

### **4.2 Suggestions & Recommendation**



## **4.1 FINDING & CONCLUSION**

- People who invest in stock market have experience of stock market average 2 to 4years.
- Most of the people do not want to invest in stock market more than 20 thousand.
- Many people take decision to invest in stock market as per opinion of their friendsand relatives.
- People prefer to invest in stock market rather than trading
- People who invest in stock market have some investment knowledge & understanding regarding stock market.
- Most of the people make investment in stock market weekly or monthly.
- People would like to invest about 40% of their saving in stock market.
- People like to invest up to 10,000 rs. At a time
- Most of the people would like to invest for 1 to 3 months in stock market.
- Most of the people expect 15 % return of their investment.
- Most of the people invest on the basis of their own study, broker's advice & marketsituation.
- Most of the people prefer to invest in energy & power sector and banking &construction sector.
- Most of the people prefer price of share about 50 to 100 rs.
- Invest in company which give good return to shareholder & have good performance.
- Take delivery and wait up to sufficient return
- Intention (market) environment based selection of sector

and in that sector invest in powerful companies

- Long term investment in powerful companies in recession time
- Study the companies, make your own policies for investment and do not fall victim of fear and greed

## **Limitations of the study**

- Some of the respondent does not give proper answers of questions.
- Respondent refuse to give answers of questions.
- Mostly in my research I have to face language barrier, people do not understand English language well, so I have to explain them in Hindi
- It is difficult to complete the research well in limited period.
- Some respondent tries to avoid feeling questionnaire.

## **CONCLUSION**

It is a good experience for me to conduct research about study of investor investment behavior in stock market .

It will prove very helpful to me in my future career.

While conducting this research I can understand the strategies of the people who invest in stock market, their preference for investment, their experience of stock market, frequency of investment, expected return, on which basis they invest & their views to about to make money in stock market.

## **4.2 Suggestions & Recommendation**

After reading how the stock market works and what are the concepts required for entering into the share market world, I would suggest that one must only get into the share market if he genuinely wants to do it wholeheartedly. If you are someone who is in it for some quick profit, then this is not the game for you. Share market requires lots of patience and proper judgment on when to buy and sell a stock. One must also consider this that he/she should only invest money that he/she can afford to lose. If you are earning 10000rs per month, and your budget is 9000rs. Your savings are 1000rs only then you should always think twice before investing that money in the stock market because if the share market doesn't work for you at the start, then there are high chances that one will be wrecked and sooner or later you will face financial problems. So it's always better to invest money that you can afford to lose. One should think of it as Bad debts with 50%-50% of return chances. Stock market exchanges are often called gamble, so play safe has patience and keep tracking the company movements/news of which you have bought shares to predict when the shares prices are going to scale up

Stock market exchanges are often called gamble, so play safe has patience and keep tracking the company movements/news of which you have bought shares to predict when the shares prices are going to scale up or dropdown.

When it comes to investing in stocks, there is so much to learn. Once a person is educated on the subject, there's a lot of money to be earned. You are about to be given some advice that can have you becoming a stock market investing professional and making money in no time.

Do not look at investing in the stock market as a hobby. It is something that has a lot of risks involved, and it should be taken very seriously. If you do not have enough time, effort, and patience to take it seriously, then you should not get yourself involved with it.

To increase your profits in the stock market, create a sensible plan, and avoid picking your stocks emotionally.

By now, you should realize that it is possible to be successful with stock market investments. Always be willing to do your homework before employing a new strategy and only make wise moves

# QUESTIONNAIRE

## Section-A

I am Aman Sharma this questionnaire is to study the “ **STUDY OF INVESTOR INVESTMENT BEHAVIOR IN STOCK EXCHANGE A CASE STUDY OF GHUMARWIN MARKET** ”.

You are requested to please give few minutes to fill the questionnaire and provide us with valuable information. All the information provided by you will be treated as confidential. We will be glad to share the summary of the survey with you

### Personal Details

Name.....

Age.....

Marital status ☐ Married ☐ Unmarried

Educational qualification.....

Professional qualification.....

Designation.....

1. From how many years you are in the stock market?

☐ 0-2 year

☐ 2-4 year

☐ 4-6 year

☐ more than 6 year

2. How much investment have you made in the market?  
(Approximate)

☐ 0-2 Thousand

☐ 2-4 Thousand

☐ 4-6 Thousand

☐ more than 6 Thousand

3. Who brings you in stock market?

☐ Friends & Relative

☐ News paper

☐ Advertise

☐ Mega public issue

4. How much investment experience do you have?

☐ Very little knowledge & experience

☐ Some investment knowledge & understanding

☐ Very huge experience & good knowledge of investment

5. How frequently do you invest in the market?

☐ Weekly

☐ Monthly

☐ Quarterly

☐ Half yearly



**6. How much return you expect on your investment decision?**

- |                                 |                                       |
|---------------------------------|---------------------------------------|
| <input type="checkbox"/> 8-12%  | <input type="checkbox"/> 12-16%       |
| <input type="checkbox"/> 16-20% | <input type="checkbox"/> More than 20 |

**7. On what basis you take your investment decision?**

- |   |   |
|---|---|
| <input type="checkbox"/> Brokers advise         | <input type="checkbox"/> Market situation     |
| <input type="checkbox"/> Tips, paid service     | <input type="checkbox"/> News paper, Magazine |
| <input type="checkbox"/> Company's news, Result | <input type="checkbox"/> Own study            |

**8. At current level which sector do you prefer more for investment**

- |   |   |
|---|---|
| <input type="checkbox"/> Banking & Construction | <input type="checkbox"/> Energy & Power         |
| <input type="checkbox"/> Reality (real estate)  | <input type="checkbox"/> Engineering            |
| <input type="checkbox"/> Metal                  | <input type="checkbox"/> Information technology |
| <input type="checkbox"/> Capital Goods          | <input type="checkbox"/> Financial Services     |
| <input type="checkbox"/> FMCG                   | <input type="checkbox"/> Telecom                |

**9. From below mentioned share price range which range do you prefer for buying share?**

- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Below Rs.50 | <input type="checkbox"/> Rs.50-100        |
| <input type="checkbox"/> Rs100-500   | <input type="checkbox"/> More than Rs.500 |

**10. What you perform more ?**

☐ Investment    ☐ Trading    ☐ Both

**11.** From the total saving how much portion of amount invest in stock exchange

☐ 10-20                      ☐ 20-40  
☐ 40-60                      ☐ 60-80  
☐ 80-100

**12.**How much do you invest at a time (in thousand )

☐ Up to 5                      ☐ 5-10  
☐ 10-15                      ☐ 15-20  
☐ 20-25                      ☐ More than 25

**13.** For how much period you made investment ?

☐ 8-10 Day                      ☐ 1-3 Month  
☐ 3-6 Month                      ☐ 6-12 Month  
☐ More Than 1 Years

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