

CHAPTER 1 – INTRODUCTION

Investor perception means the elements influencing investor's perception are actually returned on risk, market trend, or investment, short term profitability, and costs of the share, dividend policy, past economic performance, company reputation, and standing of a board, present earnings of the business as well as expert's opinion.

Investors' perception of the stock market is typically influenced by their comprehending of the element that affects stock prices, such overall state of the economy, company performance, interest rates and global events.

Investors' perception could also be influenced by their personal biases, risk tolerance, investment goals, and past experiences with investing in the stock market.

Overall, investors' perception on stock market can have the significant impact on their investment decisions, as well overall performance of the market.

Following are the sum of factors of Investor perception

- Return
- Risk
- Safety
- Liquidity

RETURN:

Return refers to the profit or gain an investor makes from an investment. The return could be in the forms of dividends, interests or capital gains. The risk increases with the return, and vice versa. Investors need to consider the potential return of an investment when deciding where to invest their money.

RISK:

Risk is the likelihood of suffering financial loss, or failing to realize the anticipated return on investment. Before investing their money, investors must thoroughly assess the risk involved with a particular investment. Risks can be caused by a variety of variables, including market volatility, the state of the economies, the performance of a business, even geopolitical developments.

SAFETY:

The degree of safeguarding an investor gets from the destruction of capital is referred to as safety. Investments that are considered, safe typically have a low risk of loss of capital, but may offer lower returns. Examples of safe investments include government bonds, savings account, and certificate of Deposits.

LIQUIDITY:

Liquidity refers to how easily an investor can buy or sell an investment. Highly liquid investments can be purchased or sold without any hassle affecting the market price, while investments that are illiquid may take longer to sell or require a discount to sell quickly.

FACTORS INFLUENCING INVESTORS' PERCEPTION

- Economic condition
- Company performance
- Market Sentiment
- Interest rates
- Company news
- Government policies
- Global events

ECONOMIC CONDITION:

Investor' views of the stock market can be influenced by the state of the economy overall, including metrics like price inflation, unemployment rates, and growth in gross domestic product.

COMPANY PERFORMANCE:

To make investment decisions, investors actively analyze the performance of certain companies, including their sales, profitability, and prospects for future growth.

MARKET SENTIMENT:

The overall mood or sentiment of the market, which could be influenced by events such as political instability, natural disasters or change in global markets, can affect investors' perception.

INTEREST RATES:

Interest rates change can have an impacts on how investors view the stock market since higher rates might make other kinds of investments more alluring and cause a decline in stock demand.

COMPANY NEWS:

News related to individual companies, such as mergers, acquisitions, or scandals can significantly impact investors' perception of those companies and the overall market.

GOVERNMENT POLICIES:

Changes in government policies, such as tax laws, regulations can impact investor sentiment and their willingness to invest in stock market.

GLOBAL EVENTS:

Developments in other countries or regions can impact investor sentiment as global economic conditions are often closely interconnected

PROFILE OF THE INDUSTRY:

The equity market is a secondary market industry. Investors trade shares that were issued by the companies during the IPO (Initial Public Offering) on the secondary market. Even though it doesn't take part in revenue generating, this trade raises the company's share price. Equity market is a platform for investors.

Investors can trade without limitations in secondary markets, however there are some controls. Equity that has already being listed are purchased and sold; debt instruments such as bonds and debentures are traded; and preference shares are used as a source of fixed income. The other instruments are traded variable income products like stocks and derivatives, which have a higher risk but bigger reward.

The primary participants of market include retail investors' (individual investors), advisory service providers, brokers, financial intermediaries and non-banking firms.

Secondary markets are significant economic indicators because they channel individual savings into investments and support businesses' acquisition of securities. These are markets within the 2nd-ry market and the most regular of them is stock exchange.

MAJOR STOCK EXCHANGES IN INDIA:

In India, BSE and NSE are the two main stock exchanges, where the majorities of buying and selling of shares are conducted.

• NATIONAL STOCK EXCHANGE:

NSE is India's largest stock exchange, where you can buy and sell shares in publicly traded companies. It is located in Mumbai, that was founded in 1992. NIFTY 50 is the NSE's primary index. Based on trading volume and market capitalization, the index includes top 50 companies.

• BOMBAY STOCK EXCHANGE:

BSE is Asia's first as well as the oldest stock exchanges in India. It is in Mumbai and founded in 1875. The premier index of BSE is BSE SENSEX. It evaluates the financial health of the 30 largest, liquidest, and most economically viable companies across important industries.

HISTORY:

In accordance with the Securities Contracts Act of 1956, a stock exchange is "an association, organization, or body of persons, whether incorporated or not, established for the purpose of assisting, regulating, and overseeing business activities related to the purchase, sale, and trading of securities.

Stock exchanges are described as "an essential concomitant of the Economic system based on capitalism". It is indispensable for the proper functioning of corporate enterprise. It brings together substantial sums of money required for a nation's economic development. It is financial capital and centre of money market. It gives capital the essential mobility and allows for the indirect flow of capital into productive and successful businesses. It measures the total economic development of an country and has a substantial and major influence on whether business activity is stimulated or depressed.

The oldest stock exchange in Asia, the first organized stock market in India began operations in Bombay in 1875. To make it simpler, to exchange shares of the area's textile mills, the ASE was founded in 1894. The Calcutta stock exchange, was established in 1908 to give plantations and jute mills a market stake.

In 1920, the MSE was subsequently founded. There are currently 24 stock exchanges operating in the nation, 22 of which are regional ones with designated territories. The National Stock Exchange and, Over the Counter Exchange of India (OICEI), two other institutions founded during the reform era, are mandated to have nation-wide trading. They are situated in Mumbai, Kolkata, Bangalore, Ahmedabad, Vadodara, and Bangalore. Kochi, Coimbatore, Delhi, Guwahati, Hyderabad, Indore, Jaipur, Kanpur, Ludhiana, Chennai, Mangalore, Meerut, Patna, Pune, and Rajkot are some of the other cities in the world. The stock exchange is managed by its executive leaders and governing bodies. The Minister of Finance establishes policies for their regulation and management. To ensure the securities industry's regulation and orderly growth, and regulation of the securities industry and stock exchanges, the government also established the Securities and Exchange Board of India in April 1988.

SEBI REGULATIONS:

The Indian Stock Markets are governed by the 'SEBI'. SEBI's primary objectives are to safeguard the best interests of the individual investors, advance the growth of stock exchanges, and control the endeavor of market participants including financial intermediaries. SEBI ensures the following:

Protective Functions

As suggested by its name, SEBI performs these tasks to safeguarding investors' interests and other financial players.

It includes –

- Checking price rigging
- Prevent insider trading
- Promote fair practises
- Create awareness among investors
- Prohibit fraudulent and unfair trade practices.

Regulatory Functions

These obligations are primarily carried out to monitor how the company is conducting business on the financial markets.

It includes –

- Creating rules and a code of conduct to ensure that corporations and financial intermediaries operate properly.
- Regulations to take over companies.
- Conducting inquiries and audit of exchanges.
- Registration of brokers, sub-brokers, merchant bankers etc.
- Levying of fees.
- Performing and exercising powers.
- Register and regulate credit rating agency.

Development Functions:

This regulatory body also carries out some development-related tasks, such as,

- Imparting training to intermediaries
- Promoting ethical business processes and reducing fraud
- Carry out research work
- Encouraging self-regulating organizations
- Buy-Sell mutual funds directly from through a broker

CHAPTER 2: THEORETICAL BACKGROUND AND LITERATURE REVIEW

1. **Awais M (2016)** - In a study by Awais M in 2016, the factors influencing an investor's decision-making process were investigated. The research revealed that a strong grasp of financial information and its analysis enhances an investor's risk-taking ability.
2. **Sangeeta Jauhari (2015)** - Sangeeta Jauhari's 2015 research delved into the role of various factors in shaping investment choices in the stock market. The study found that elements such as investor age, education, income source, and available investment options significantly impact their investment decisions.
3. **Muhammad Sadiq (2019)** - Muhammad Sadiq's study in 2019 explored the link between corporate governance and investor confidence. The research demonstrated that investor confidence plays a crucial role in business investment decisions in both countries. Additionally, companies with robust corporate governance practices tend to attract greater investment.
4. **N.S.V.N Raju (2016)** - In 2016, N.S.V.N Raju conducted a study aimed at identifying factors that sway investor attitudes towards investment. The research identified key influential factors according to investors, including the company's activities, stock valuation, annual reports, and price-to-earnings ratio in assessing business success.
5. **U. Raghavendra Prasad (2016)** - U. Raghavendra Prasad's 2016 findings shed light on investors' bullish tendencies. The study outlined three primary motivations for investing: return on investment, capital growth, and safety.
6. **D. Harikanth and B. Pragathi (2013)** - The research by D. Harikanth and B. Pragathi in 2013 centered on the factors influencing investment choices. The study emphasized the significance of investors' risk-taking ability and educational background in shaping their investment preferences.
7. **Mittal M and Vyas (2008)** - Mittal M and Vyas, in 2008, investigated the factors impacting investment decisions. Their research revealed that variables like income, marital status, and education play a role in shaping an individual's investment choices.
8. **N. Piyatrapoomi (2004)** - N. Piyatrapoomi's study in 2004 highlighted the complexity of decision-making frameworks, which consider various political, social, environmental, and economic variables. The research emphasized the challenge of making informed decisions when faced with limited data, leading to risk and uncertainty.
9. **M. Jaya (2017)** - M. Jaya's 2017 study unveiled the primary reasons individuals invest in the stock market, including return on investment, tax advantages, and liquidity. The research also pointed out the strategy of risk reduction through diversified portfolio investments.
10. **Gnani Dharmaja (2012)** - Gnani Dharmaja's 2012 research investigated investor behavior in relation to accounting information, financial tolerance, and literacy. The study suggested that these factors significantly influence investment choices.
11. **Bhardwaj (2003)** - Bhardwaj's 2003 review of globalization's impact on Indian investors revealed the influence of Western perceptions on their preferences. The study highlighted the significant impact of Western worldviews on Indian investment trends.
12. **Singh (2006)** - Singh's 2006 analysis indicated that a majority of investors base their investment decisions on advice from professionals and financial advisors.
13. **Muttapan (2006)** - Muttapan's 2006 research concluded that tax exemptions are a primary factor influencing mutual fund investments.

- 14. Sujit and Amrit (1996)** - The study by Sujit and Amrit in 1996 found that tax advantages motivate the salaried and business class to invest in mutual funds.
- 15. Sarita (2011)** - Sarita's 2011 research discovered that individuals across various demographics seek to secure their future through insurance policies, irrespective of their education, employment, age, or income.
- 16. Ashok Kumar (2014)** - Ashok Kumar's 2014 study highlighted the popularity of fixed deposits in banks as a safe and liquid investment option. The research also ranked other investment avenues like gold, UTI units, mutual funds, and equity shares based on their perceived safety and liquidity.
- 17. 5Paisa.com (2022)** - The stock markets have a love-hate relationship with Indians. as per research, only 2% of Indian investors, participate in the stock market. Because the equity markets have not been able to ensure the same level of trust that other forms of investment (like fixed deposits) provide, the general public has the opinion that stocks should be avoided. Additionally, lack of financial literacy leads investors to favour safe traditional investment strategies.
- 18. SAMCO Securities (2023)** - Jimeet Modi, founder and CEO, said: "Performance measurement, reporting and benchmarking are done fairly well in MFs. Sebi has even recommended the same for PMS from April 1. However, performance measurement is fairly poor among individual retail investors even though they are their own money managers. We are thrilled to launch our next-gen CRP platform to empower stock participants to achieve their best financial performance."
- 19. Rajarajan (1997, 1998, 2000, and 2003):** Rajarajan conducted extensive research spanning multiple years, focusing on investor characteristics and their financial product needs. The research utilized cluster analysis to segment investors based on demographics, lifestyles, and risk-taking capacity.
- 20. Shanmugham (2000):** Shanmugham's 2000 survey of individual investors highlighted the dominance of psychological and sociological factors over economic factors in share investment decisions. The research emphasized the significance of information sourcing, investment strategies, and motivational factors in shaping investment choices

CHAPTER-3: RESEARCH DESIGN

Problem statement:

The equity market has always been an, attractive avenue for individuals seeking to grow their wealth and achieve financial independence. However, despite the wealth of information and resources available, a significant number of individual investors continue to face challenges and encounter difficulties in achieving sustainable success in the stock market. This research aims, to explore the underlying reasons behind the failure of individual investors in the stock market.

Objectives of the study:

- To comprehend how individual investors behave on the Indian stock market.
- To figure out the preferred source of information that influences investment decisions.
- To gain insight into the psychology of investors in various market circumstances.

Scope of the Study:

1. Evaluating diverse investors demographics and their influence on perceptions and decisions.
2. Examining factors shaping investors perception on investments.

Methodology:

1. Research Methodology:

The research targeted individuals aged 18 and above. Data collection involved the distribution of online questionnaires to 100 participants.

2. Sample size: The sample size is limited to 100.

3. Data collection:

- Primary data: The primary data has been, collected through random sampling; the questionnaire sent through online for the sample respondents.
- Secondary data: The secondary data has been, collected from various websites and articles appeared in newspapers.

Limitations of the study:

- With the growth of technology, investors attitudes vary from time to time.
- Sample size of this study is 100, it can't be considered as a whole.
- Some of the respondents' responses might be biased.
- The use of questionnaires as the primary way of gathering information may have a few drawbacks.

CHAPTER SCHEME**CHAPTER 1: INTRODUCTION**

A summary of the project and the stock exchange industry are given in Chapter 1.

CHAPTER 2: THEORETICAL BACKGROUND AND LITERATURE REVIEW

Theoretical context and a literature review typed on approved scholars' judgments. The consumers and readers can better understand the topic thanks to this literature research and background investigation.

CHAPTER 3: RESEARCH DESIGN

Research designs for Chapter 3 includes a statement of the problems, the objective of the study, its scope, and its methodology. Also presented are limitations of the inquiry and hypotheses.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

The total data gathered from the entire study is analyzed and interpreted in Chapter 4.

CHAPTER 5: FINDINGS, SUGGESTIONS, AND CONCLUSIONS

Chapter 5 presents the study's findings, makes recommendations based on them, and should conclude the issue.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

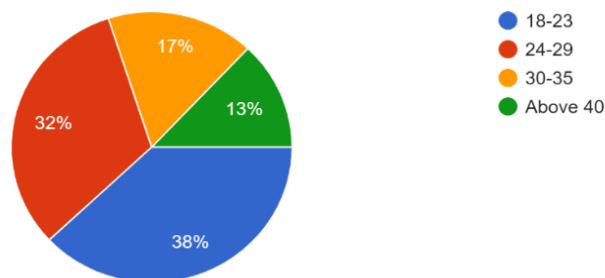
For analysis and interpretation, Google Form was used and Analysis is shown in the form of graphs. During the survey 100 responders in the survey. In the survey a total of 21 questions were asked, including 4 demographic questions asked in the survey.

1. AGE OF THE RESPONDENTS

| Age group | No. of Respondents | % of Respondents |
|-----------|--------------------|------------------|
| 18-23 | 38 | 38% |
| 24-29 | 32 | 32% |
| 30-35 | 17 | 17% |
| Above 40 | 13 | 13% |
| Total | 100 | 100% |

Chart 4.1

Age
100 responses



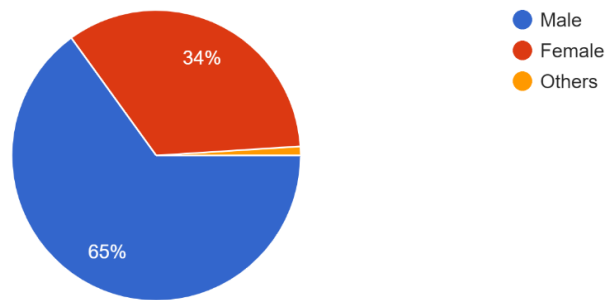
From the above chart, it can be said that 38 % of people belongs to 18-23 age group, 32 % people belong to 24-29 age group, 17 % people belong to 30-35 age group and 13 % people belong to age group of Above 40.

2. GENDER OF THE RESPONDENTS

| Gender | No. of Respondents | % of Respondents |
|--------|--------------------|------------------|
| Male | 65 | 65% |
| Female | 34 | 34% |
| Others | 01 | 01% |
| Total | 100 | 100% |

Chart 4.2

Gender
100 responses



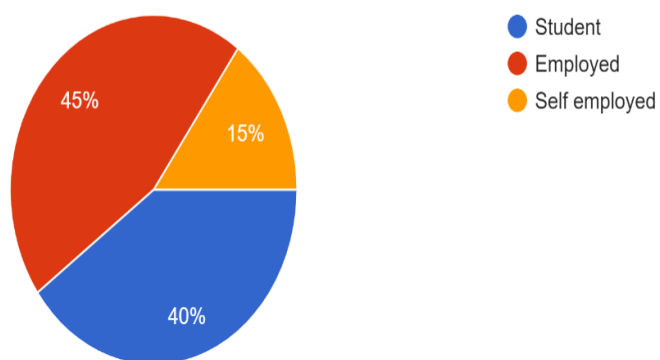
From the above chart it can be said that 65 % of people are Male, 34 % people are female and 1 % of people belong to Others.

3. OCCUPATION OF THE RESPONDENTS

| Occupation | No. of Respondents | % of Respondents |
|---------------|--------------------|------------------|
| Employed | 45 | 45% |
| Student | 40 | 40% |
| Self Employed | 15 | 15% |
| Total | 100 | 100% |

Chart 4.3

Occupation
100 responses



From the above chart it can be said that 40 % of them are student, 45 % people are employed and 15 % of people are self-employed.

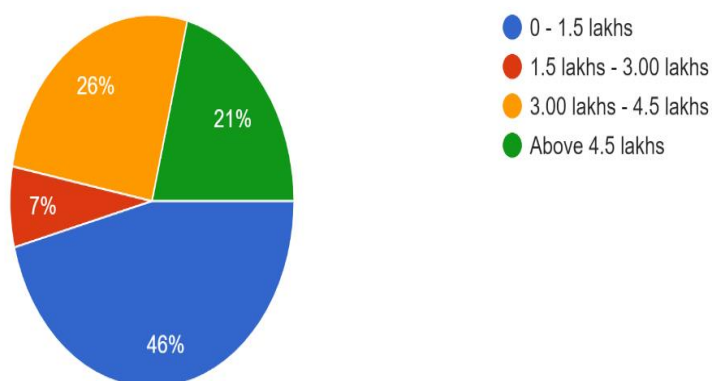
4. INCOME RANGE OF RESPONDENTS

| Income Range | No. of Respondents | % of Respondents |
|-------------------|--------------------|------------------|
| 0 – 1.5 lakhs | 46 | 46% |
| 1.5 – 3.00 lakhs | 07 | 07% |
| 3.00 – 4.50 lakhs | 26 | 26% |
| Above 4.50 lakhs | 21 | 21% |
| Total | 100 | 100% |

Chart 4.4

Income Range (Yearly)

100 responses



From the above chart it can be seen that 46 % people are having 0 – 1.5 lakhs of income range, 7 % people are having 1.5 – 3.00 lakhs income range, 21 % of people are having income of Above 4.5 lakhs of income and 26 % of people are having 3.00 – 4.5 lakhs of income.

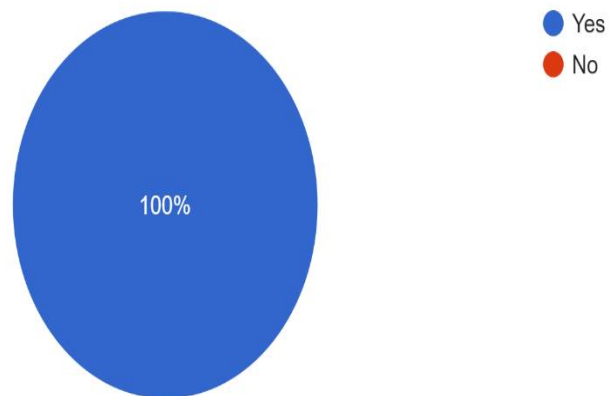
5. DO YOU INVEST IN STOCK MARKET?

| Investment in Stock Market | No. of Respondents | % of Respondents |
|----------------------------|--------------------|------------------|
| Yes | 100 | 38% |
| No | 00 | 32% |
| Total | 100 | 100% |

Chart 4.5

Do you invest in Stock Market

100 responses



From the above graph shows that 100% people are investing in Stock market.

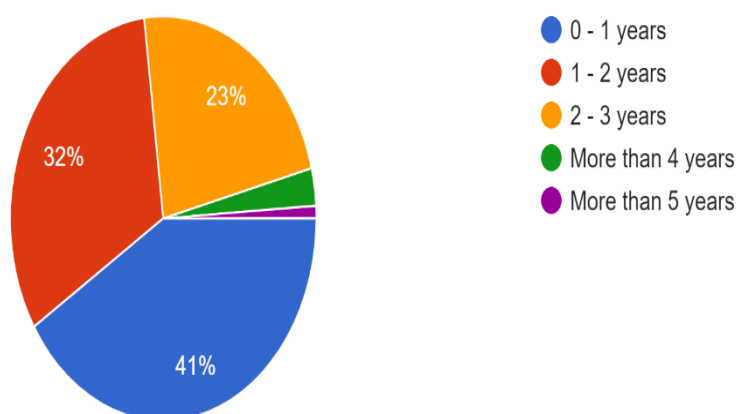
6. IF YES, FOR HOW LONG YOU HAVE BEEN INVESTING?

| Year of Investment | No.of Respondents | % of Respondents |
|--------------------|-------------------|------------------|
| 0 – 1 years | 41 | 41% |
| 1 – 2 years | 32 | 32% |
| 2 – 3 years | 23 | 23% |
| More than 4 years | 03 | 03% |
| More than 5 years | 01 | 01% |
| TOTAL | 100 | 100% |

Chart 4.6

If yes, for how long you have been investing?

100 responses



The chart indicates that 41% of individuals have an investment duration of 0-1 years, while 32% have invested for 1-2 years. Additionally, 23% of respondents have investments spanning 2-3 years. A minority of 3% have an investment history exceeding 4 years, and a further 1% have maintained investments for over 5 years.

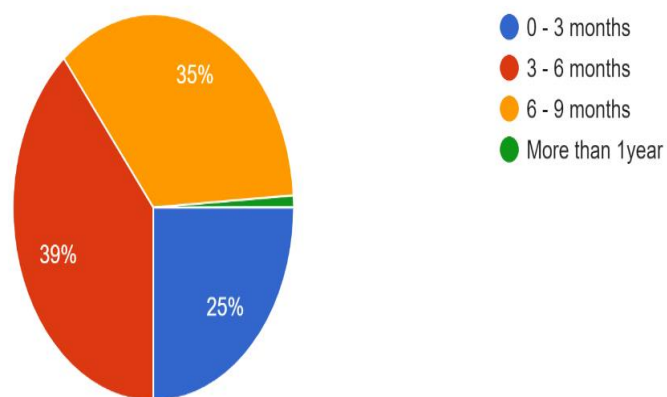
7. HOW FREQUENT DO YOU INVEST?

| Frequency | No. of Respondents | % of Respondents |
|------------------|--------------------|------------------|
| 0 – 3 months | 25 | 25% |
| 3 – 6 months | 39 | 39% |
| 6 – 9 months | 35 | 35% |
| More than 1 year | 01 | 01% |
| Total | 100 | 100% |

Chart 4.7

How frequent do you invest?

100 responses



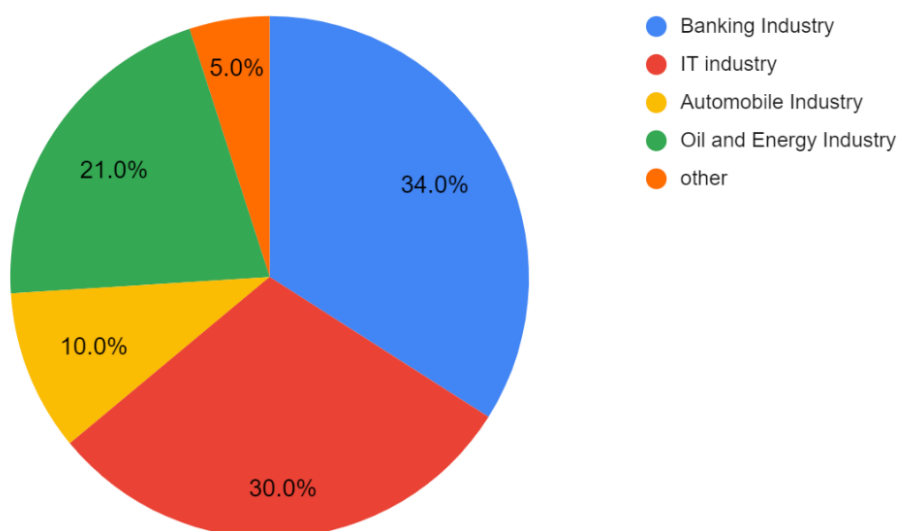
Based on the depicted graph, it can be inferred that 39% of individuals exhibit an investing frequency of 3-6 months. Meanwhile, 35% of respondents prefer investing every 6-9 months, and a quarter (25%) opt for an investment frequency of 0-3 months. Additionally, a minor portion of 1% engages in investing with a frequency exceeding 1 year.

8. WHICH TYPE OF INDUSTRY YOU USE FOR INVESTING?

| Type of Industry | No.of Respondents | % of Respondents |
|-------------------------|-------------------|------------------|
| Banking Industry | 34 | 34% |
| IT industry | 30 | 30% |
| Automobile Industry | 10 | 10% |
| Oil and Energy Industry | 21 | 21% |
| Other | 05 | 05% |
| Total | 100 | 100% |

Chart 4.8

Which type of Industry you use for investing?



Based on the chart, it can be observed that the Banking Industry is chosen for investing by 34% of individuals. The IT industry serves as an investment choice for 30% of respondents, while the Oil and Energy Industry attracts 21% of investors. The Automobile industry is preferred by 10% of participants for investment purposes, while 5% of individuals opt for other industries for their investments.

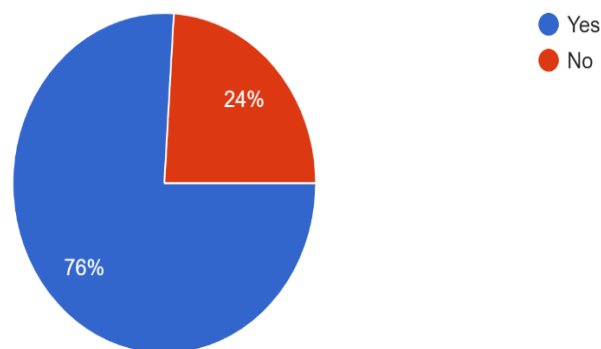
9. DO YOU INVEST IN PENNY STOCK (BELOW RS20)

| Investment in Penny Stock | No.of Respondents | % of Respondents |
|---------------------------|-------------------|------------------|
| Yes | 76 | 76% |
| No | 24 | 24% |
| Total | 100 | 100% |

Chart 4.9

Do you invest in penny stocks (below Rs 20)

100 responses



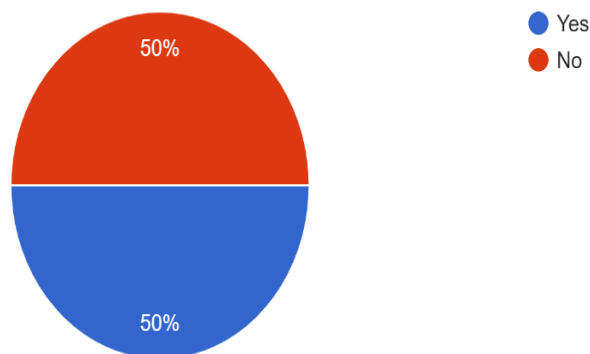
In the preceding data, it is evident that 76% of individuals have answered affirmatively, while 24% have provided a negative response.

10. DO YOU READ ANY BOOKS OR WATCHED TUTORIAL CLASSES FOR INVESTING IN STOCK MARKET?

| Watched any tutorial / Read any books | No. of Respondents | % of Respondents |
|------------------------------------------|--------------------|------------------|
| Yes | 50 | 50% |
| No | 50 | 50% |
| Total | 100 | 100% |

Chart 4.10

Do you read any books or watched tutorial classes for investing in Stock market
100 responses



Based on the information, it is observable that 50% of individuals have engaged in reading or viewing tutorial materials to learn about investing in the Stock Market, while the remaining 50% have not utilized any such educational resources.

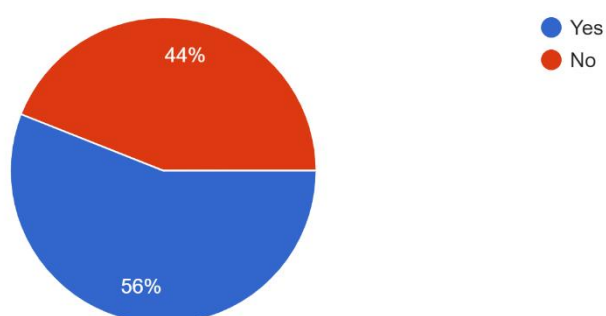
11. DO YOU ANALYSE COMAPANIES/STOCKS BEFORE INVESTING?

| Analysis before Investing | No. of Respondents | % of Respondents |
|---------------------------|--------------------|------------------|
| Yes | 56 | 56% |
| No | 44 | 44% |
| Total | 100 | 100% |

Chart 4.11

Do you analyze companies/Stocks before Investing?

100 responses



Based on the graph provided, it can be deduced that 56% of individuals conduct an analysis of companies/stocks before making investments, whereas 44% of respondents do not engage in such analyses before investing.

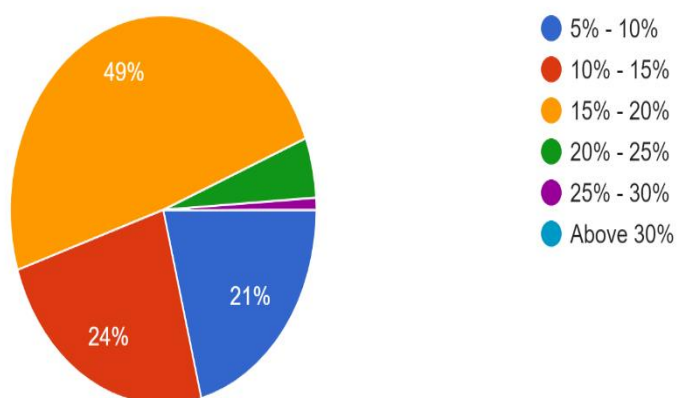
12. HOW MUCH RISK YOU ARE READY TO TAKE FOR YOUR INVESTMENT

| Risk taking (in %) | No. of Respondents | % of Respondents |
|--------------------|--------------------|------------------|
| 5 – 10% | 21 | 21% |
| 10 – 15% | 24 | 24% |
| 15 – 20% | 49 | 49% |
| 20 – 25% | 5 | 5% |
| 25 – 30% | 1 | 1% |
| Above 30% | 0 | - |
| Total | 100 | 100% |

Chart 4.12

How much risk you are ready to take for your Investment

100 responses



Based on the provided chart, it becomes apparent that 49% of individuals are prepared to assume a risk level ranging from 15% to 20% for their investments. Moreover, 24% of respondents are open to taking a risk of 10% to 15% for their investments, while 21% are comfortable with a risk range of 5% to 10%. A smaller percentage, 5%, is amenable to a risk of 20% to 25%, and only 1% of participants are willing to undertake a risk of 25% to 30% for their investments.

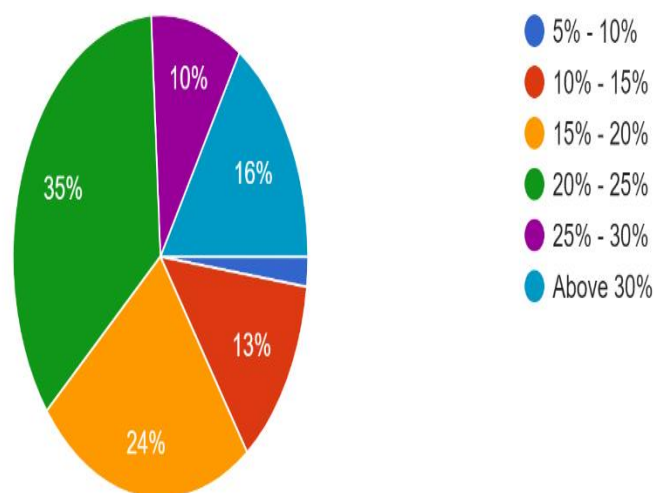
13. WHAT IS YOUR EXPECTED RETURN ON YOUR INVESTMENTS?

| Expected Return (in %) | No. of Respondents | % of Respondents |
|------------------------|--------------------|------------------|
| 5 – 10% | 02 | 2% |
| 10 – 15% | 13 | 13% |
| 15 – 20% | 24 | 24% |
| 20 – 25% | 35 | 35% |
| 25 – 30% | 10 | 10% |
| Above 30% | 16 | 16% |
| Total | 100 | 100% |

Chart 4.13

What is your expected return on your Investments?

100 responses



From the above chart, it can be said 35% of people expecting the return of 20-25% of return for their investment, 24% of people are expecting the return of 15-20% on their investment, 16% of people are expecting the return of Above 30%, 13% of people expecting the return of 10-15% for their investment, 10% of people are expecting return of 25-30% for their investment and 2% of people are expecting return of 5-10% for their investment.

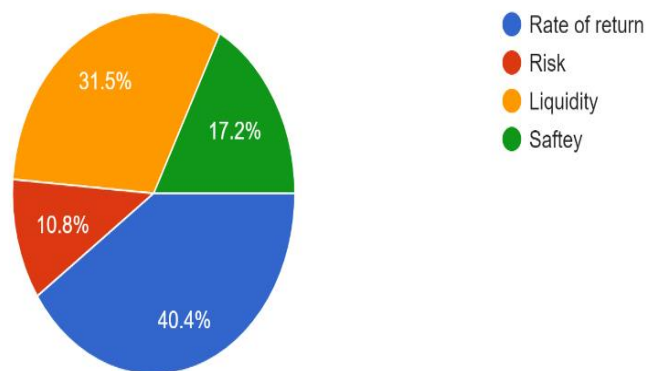
14. WHAT ARE THE FACTORS DO YOU LOOK FOR WHEN INVESTING?

| Factors | No. of Respondents | % of Respondents |
|----------------|--------------------|------------------|
| Rate of Return | 21 | 21% |
| Risk | 24 | 24% |
| Liquidity | 49 | 49% |
| Safety | 5 | 5% |
| Total | 100 | 100% |

Chart 4.14

What are the factors do you look for when investing

100 responses



Based on the depicted chart, it is evident that 40.4% of individuals prioritize Rate of Return as a key consideration for their investments. Additionally, 31.5% of people emphasize Liquidity, while 17.2% seek Safety as a significant factor in their investment decisions. Lastly, 10.8% of participants factor in Risk when making investment choices.

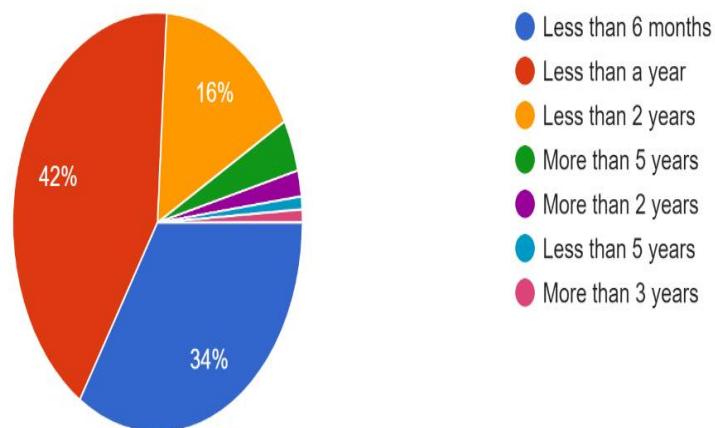
15. HOW LONG DO YOU KEEP YOUR INVESTMENT

| Duration | No. of Respondents | % of Respondents |
|-------------------|--------------------|------------------|
| Lessthan 6 months | 34 | 34% |
| Lessthan a year | 42 | 42% |
| Lessthan 2 years | 16 | 16% |
| Morethan 5 years | 04 | 04% |
| Morethan 2 years | 02 | 02% |
| Morethan 3 years | 01 | 01% |
| Lessthan 5 years | 01 | 01% |
| Total | 100 | 100% |

Chart 4.15

How long do you keep your investment

100 responses



Based on the chart provided, it is evident that individuals' investment durations vary as follows: 42 % of people maintain their investments for less than a year, 34 % for less than 6 months, 16 % for less than 2 years. A smaller portion, 4 %, holds investments for over 5 years, whereas 2 % retain investments for more than 2 years. Moreover, 1 % of respondents hold investments for more than 3 years, and another 1 % for less than 5 years.

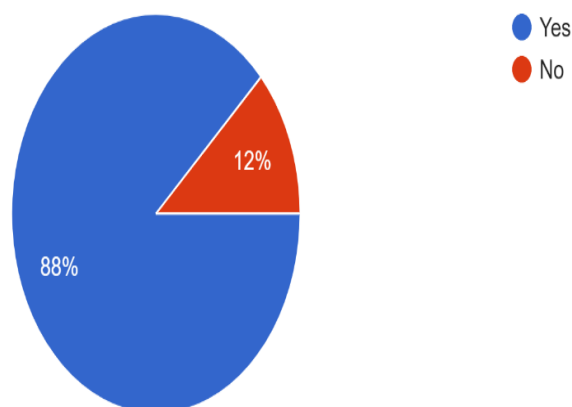
16. DO YOU INVEST SUGGESTIONS BASED ON SOCIAL MEDIA/ANY OTHER PLATFORMS?

| Investing based on Suggestion | No. of Respondents | % of Respondents |
|-------------------------------|--------------------|------------------|
| Yes | 88 | 88% |
| No | 12 | 12% |
| Total | 100 | 100% |

Chart 4.16

Do you invest suggestions based on Social media or any other platforms?

100 responses



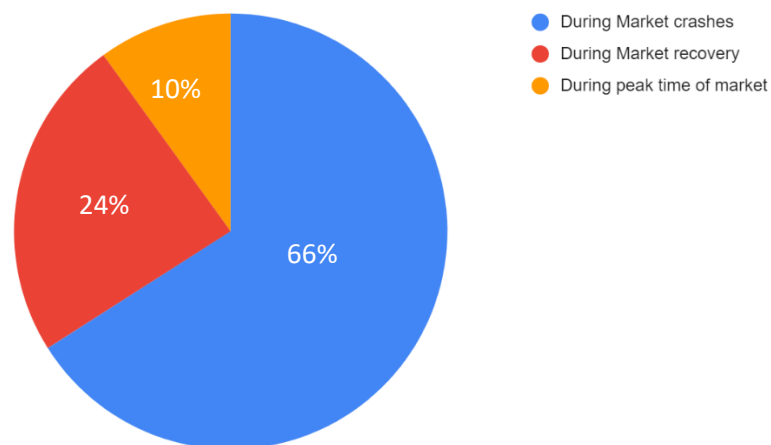
Based on the provided diagram, it becomes evident that 88% of individuals are inclined to consider suggestions from social media or other platforms, while 12% of people express their disagreement with seeking suggestions from such sources.

17. WHAT TIME DO YOU THINK IS BEST FOR THE INVESTMENT FOR LONG TERM?

| Best time to Invest | No. of Respondents | % of Respondents |
|----------------------------|--------------------|------------------|
| During Market crashes | 66 | 66% |
| During Market recovery | 24 | 24% |
| During peak time of market | 10 | 10% |
| Total | 100 | 100% |

Chart 4.17

What time do you think is best for Investment for long term



From the above chart, that 66% of people think market crashes are the best time to invest, 24% of people think market recovery time is the best time to invest and 10% of people think peak time of market is the best time to invest.

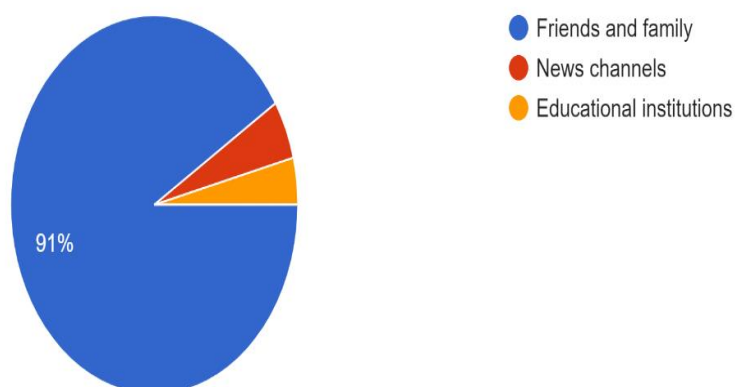
18. WHAT MADE YOU TO INVEST IN STOCK MARKET?

| Influences | No. of Respondents | % of Respondents |
|--------------------------|--------------------|------------------|
| Friends and Family | 91 | 91% |
| News channel | 05 | 05% |
| Educational Institutions | 04 | 04% |
| Total | 100 | 100% |

Chart 4.18

What made you to invest in Stock market

100 responses



From the above chart, it can be said that 91% of are influenced by friends and family, 5% of people are influenced by News channels and 4% people are influenced by the Educational Institutions.

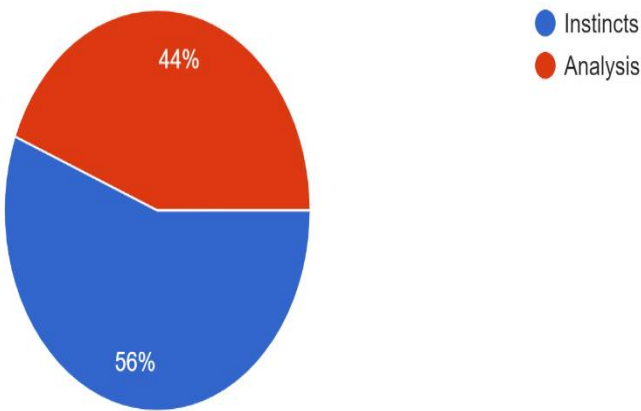
19. DO YOU INVEST BASED ON INSTINCTS OR BASED ON ANALYSIS?

| Investment based on | No. of Respondents | % of Respondents |
|---------------------|--------------------|------------------|
| Instincts | 56 | 56% |
| Analysis | 44 | 44% |
| Total | 100 | 100% |

Chart 4.19

Do you invest based on Instincts or based on Analysis?

100 responses



From the above diagram, that 56% of people are investing based on Instincts and 44% of people are investing based on Analysis.

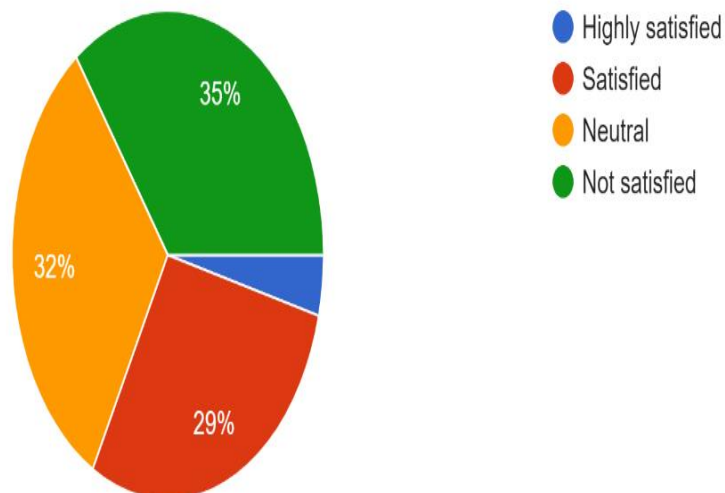
20. ARE YOU SATISFIED WITH THE MARKET RETURN FOR YOUR INVESTMENT UNTIL NOW?

| Satisfaction scale | No. of Respondents | % of Respondents |
|--------------------|--------------------|------------------|
| Highly Satisfied | 04 | 04% |
| Satisfied | 29 | 29% |
| Neutral | 32 | 32% |
| Not satisfied | 35 | 35% |
| Total | 100 | 100% |

Chart 4.20

Are you satisfied with market return for your investment until now?

100 responses



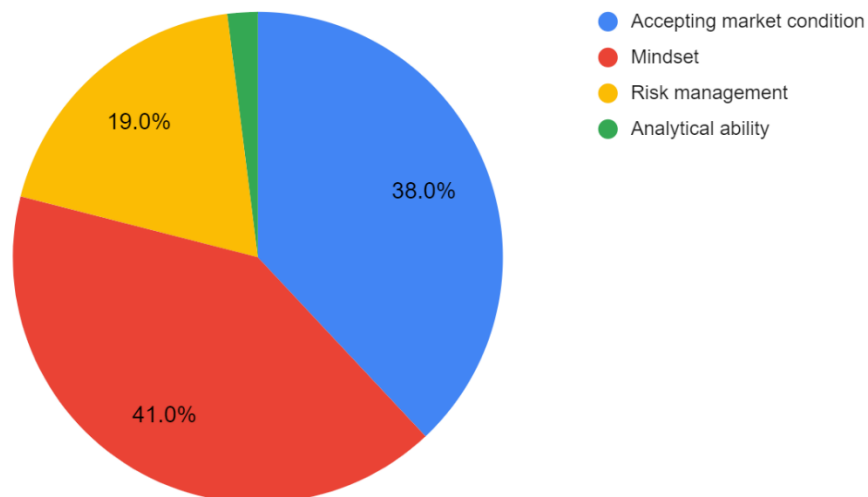
Based on the chart, it is evident that 35% of individuals express dissatisfaction with their investments, while 32% maintain a neutral stance. Additionally, 29% of people are contents with their investment, and a smaller percentage, 4%, are highly satisfied with their investment choices.

21. ACCORDING TO YOU WHAT IS THE MAIN FACTOR SHOULD BE LEARNT DURING THE JOURNEY IN STOCK MARKET

| Factor should be learnt | No. of Respondents | % of Respondents |
|----------------------------|--------------------|------------------|
| Accepting Market condition | 38 | 38% |
| Mindset | 41 | 41% |
| Risk Management | 19 | 19% |
| Analytical Ability | 02 | 02% |
| Total | 100 | 100% |

Chart 4.21

Which type of Industry you use for investing?



Based on the chart provided, it is apparent that various learning points can be derived from the stock market: 38% of individuals believe that understanding and accepting market conditions is a key lesson, 41% consider developing the right mindset important, 19% emphasize the significance of learning risk management, and 2% value the advancement of analytical abilities from the equity market.

CHAPTER 5: FINDINGS, SUGGESTIONS, AND CONCLUSIONS

FINDINGS: -

1. The majorities of survey participants fall within the age bracket of 18-23 years.
2. Most of the respondents identify as male.
3. The majority of participants are employed.
4. A significant no. of respondent has a income below 1.5 lakhs.
5. Every respondent is engaged in investing in the secondary market.
6. A majorities of the respondents have been investing for a period of 0-1 year.
7. The prevalent investment frequency among respondents lies within the 3-6 months range.
8. A significant portion of participants directs their investments towards the banking industry.
9. The majority of participants show a preference for invest in penny stocks.
10. There is a neutral perspective regarding reading books or attending tutorial classes for investment.
11. Most survey takers perform company and stock analysis before making investment decisions.
12. The majority of respondents exhibit a risk tolerance of 15-20% for their investments.
13. A significant percentage of respondents anticipate returns ranging from 20-25% for their investments.
14. Majorities of the participants prioritize ROR when making investment choices.
15. A substantial portion of respondents maintains investments for <1year.
16. A majority of attendees base their investment decisions on information from social media.
17. The majorities of survey participants believe that investing during market crashes presents the optimal opportunity.
18. Friend and family play a important role in influencing the investment decisions of most respondents.
19. The inclination to invest based on instincts is evident among the majority of respondents.
20. A considerable number of attendees expresses dissatisfaction with theirs investment outcomes.
21. Most participants agree that developing the right mindset is a crucial aspect to be learned throughout their stock market journey.

SUGGESTIONS:

- Investors' should always look for long term investment with minimum risk for their investment.
- Investors' should always double check the information about particular stocks they get.
- Investors' should always analyse the stocks after they get the suggestions from family, friends or any other platforms.
- Investors' should attend webinars, seminars or any YouTube videos for time-to-time for improvement of knowledge and information.
- Investor should invest in different industries or sectors to minimise their risk.
- Investors should always follow their analysis not the instincts for the consistent profit in Stock market.
- Investors' should always think for the long term instead of short-term gains.
- If you want invest for short term, always invest with minimum risk or maintain Risk: Reward ratio
- Risk management is an essential skill to be learnt during the journey of stock market.

CONCLUSION:

In my perspective, it's quite evident that a significant number of individuals enter the stock market with the aspiration of enhancing their financial gains through investments. However, a considerable portion of these individuals tends to hold their investments for quite short periods, typically less than a year. Interestingly, those who maintain their investments for more than a year tend to experience more favourable outcomes.

What particularly captures my attention is the substantial influence exerted by friends and family over individuals' investment choices. Equally surprising is the significant weight people give to informations sourced from social media's and similar platforms when they're making investment decisions.

A noticeable trend that stands out is that individuals frequently rely on their instincts when navigating the complexities of the equitymarket. The primary objective for most individuals seems to be maximizing profits and achieving higher rates of return. Additionally, it's intriguing how many people perceive market crashes as potential opportunities to invest, despite conventional wisdom suggesting otherwise.

The crux of the matter lies in the paramount importance of effective risk management in stockmarkets dealings. This aspect appears to pose challenges for many individual investors, particularly within the context of the Indian stockmarket. In essence, all these factor converge to elucidate the varying degrees of success experienced by individuals in the Indian stockmarket, with some achieving prosperity while others encounter challenges.

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Mittal M and Vyas R.K, (2008), “Personality type and Investment choice An empirical study”, The Icfai University journal of Behavioural Finance, Vol. V, No.3 pp.6- 22.

Bhardwaj (2003) has stated the literature on globalization; He found the pervasiveness of the west’s perception of the world affect on Indian investors that affects the trends in investor’s choice. They are hugely affected by the west’s views and so changes in Indian trends occur.

N. Piyatrapoomi et.al, “Framework for Investment Decision-Making under Risk and Uncertainty for Infrastructure Asset Management Economic Impacts of Intelligent Transportation Systems: Case Studies” Research in Transportation Economics, Volume 8, 199–214.

<https://www.sebi.gov.in/>

ANNEXURES:

- 1. Age**
 - ☐ 18 – 23
 - ☐ 24 – 29
 - ☐ 30 – 35
 - ☐ Above 40
- 2. Gender**
 - ☐ Male
 - ☐ Female
 - ☐ Others
- 3. Occupation**
 - ☐ Student
 - ☐ Employed
 - ☐ Self Employed
- 4. Income range**
 - ☐ 0 – 1.5 lakhs
 - ☐ 1.5 lakhs – 3 lakhs
 - ☐ 3.00 lakhs – 4.5 lakhs
 - ☐ Above 4.5 lakhs
- 5. Do you invest in stock market**
 - ☐ Yes
 - ☐ No
- 6. If yes, for how long you have been investing?**
 - ☐ 0 – 1 years
 - ☐ 1 – 2 years
 - ☐ 2 – 3 years
 - ☐ Other_____
- 7. How frequent do you invest?**
 - ☐ 0 – 3 months
 - ☐ 3 – 6 months
 - ☐ 6 – 9 months
 - ☐ Others_____
- 8. Which type of Industry you use for investing?**
 - ☐ IT Industry
 - ☐ Automobile Industry
 - ☐ Oil and Energy Industry
 - ☐ Banking Industry
 - ☐ Other_____
- 9. Do you invest in penny stocks (Below RS 20)**
 - ☐ Yes
 - ☐ No
- 10. Do you read any books or watched tutorial classes for investing in stock market.**
 - ☐ Yes
 - ☐ No

11. Do you analyse companies / stocks before investing?

- ☐ Yes
- ☐ No

12. How much risk you are ready to take for investment

- ☐ 5% - 10%
- ☐ 10% - 15%
- ☐ 15% - 20%
- ☐ 20% - 25%
- ☐ 25% - 30%
- ☐ Above 30%

13. What is your expected return on your investment?

- ☐ 5% - 10%
- ☐ 10% - 15%
- ☐ 15% - 20%
- ☐ 20% - 25%
- ☐ 25% - 30%
- ☐ Above 30%

14. WHAT ARE THE FACTORS DO YOU LOOK FOR WHEN INVESTING?

- ☐ Rate of return
- ☐ Risk
- ☐ Liquidity
- ☐ Safety
- ☐ Other_____

15. HOW LONG DO YOU KEEP YOUR INVESTMENT

- ☐ Less than 6 months
- ☐ Less than a year
- ☐ Less than 2 years
- ☐ Other_____

16. DO YOU INVEST SUGGESTIONS BASED ON SOCIAL MEDIA/ANY OTHER PLATFORMS?

- ☐ Yes
- ☐ No

17. WHAT TIME DO YOU THINK IS BEST FOR THE INVESTMENT FOR LONG TERM?

- ☐ During Market crashes
- ☐ During Market recovery
- ☐ During peak time of market
- ☐ Other_____

18. WHAT MADE YOU TO INVEST IN STOCK MARKET?

- ☐ Friends and family
- ☐ News channel
- ☐ Educational Institutions
- ☐ Other_____

19. DO YOU INVEST BASED ON INSTINCTS OR BASED ON ANALYSIS?

- ☐ Instincts
- ☐ Analysis

20. ARE YOU SATISFIED WITH THE MARKET RETURN FOR YOUR INVESTMENT UNTIL NOW?

- ☐ Highly satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Not satisfied

21. ACCORDING TO YOU WHAT IS THE MAIN FACTOR SHOULD BE LEARNT DURING THE JOURNEY IN STOCK MARKET?

- ☐ Mindset
- ☐ Risk Management
- ☐ Accepting the market condition
- ☐ Other_____