



## INVESTORS PERCEPTION REGARDING VARIOUS INVESTMENT AVENUES AVAILABLE AT THE STOCK MARKET

**RAJA SHARMA**

Under The Guidance of

**MR NAKUL SIR**

**Galgotias University, Greater Noida**

### ABSTRACT

The objective of this project is to test students' understanding of what they've learned in class. The knowledge I gained from this study will be invaluable to me in my future endeavours.

To the best of my ability, I have tried to condense my research on "Investors' Perception Regarding Various Investment Avenues Available at the Stock Market" into a single paper.

We BBA students know the value of learning the ins and outs of an organisation.

### Introduction

In Asia, investors' perspectives on the variety of investment options open to them go back quite a ways. About two centuries have passed since its

inception. Very little is known about the first recorded security transactions in India. The East India Company was a powerhouse financial organisation during the tail end of the 18th century, and its loan securities were actively traded.

Stocks and shares in financial institutions and cotton mills were actively traded in Bombay by the 1830s.

Despite 1839's longer list of commercial transactions, between 1840 and 1850, just six brokers were

formally acknowledged by banks and merchants. The brokerage sector of the 1850s attracted many young

men, and by 1860, it employed 60 people. The 'Share Mania' in India began when the United States initiated

its Civil War in 1860–1861. This caused a shortage of cotton in Europe. The number of brokers increased to

over 250.

After the American Civil War ended in 1874, successful brokers found a route (now appropriately known as Dalal highway) where they could congregate and conduct business. Bombay's "Native Share and Stock Brokers' Association" (also known as "The Stock Exchange") was established by them in 1887. After purchasing a facility there in 1895, the Stock Exchange opened for business a year later. A consolidated Bombay Stock Exchange was the end outcome.

The availability of capital for private companies in India is highly dependent on how the stock market is perceived by investors. The fundamental functions of stock markets are to allow for the direct mobilisation of money from investors, to provide liquidity to those investors, and to serve as a monitoring mechanism.

Discipline and instruction for managers.

**The two major stock exchanges in India are:-**

**National Stock Exchange (NSE)**

**Bombay Stock Exchange (BSE).**

### **National Stock Exchange**

After India's economy was liberalised, it became apparent that raising investors' awareness of the market's potential was essential for the country to remain internationally competitive. In accordance

with the recommendations of the weighty Pherwani Committee.

National Stock Exchange was officially created in 1992 by the Industrial Development Bank of India, Industrial Credit and Investment Corporation of India, Industrial Finance Corporation of India, all Insurance Corporations, and a number of commercial banks.

### **OBJECTIVES OF THE STUDY**

By carrying out this study, we want to achieve the following aims:

To examine how people generally feel about the various stock market investing alternatives available.

To be well-versed in the Capital Market and its many investing possibilities.

To get insight into people's attitudes on stock market investment.

This study investigates the factors that investors consider and use while making investment decisions.

### **RESEARCH METHODOLOGY**

A research technique is an approach to tackling a research problem in an organised and productive manner. A study's methods and processes may be found in a document titled "Research Methodology." Doing research is like being a master detective. Research, put simply, is making an attempt to learn as much as possible about a topic. Research methods

should be considered since they provide light on the process and steps used to finish the task.

### RESEARCH DESIGN:

The research design is the blueprint for how the study will be structured. The methods of collecting, measuring, and analysing data are modelled after those used in descriptive research. Self-reports, questionnaires, in-person or over-the-phone interviews, and direct observation are all valid data collection methods for descriptive studies. The majority of the research in this study was explanatory and definitive.

### SAMPLING DESIGN:

The phrase "Universe" is often used to refer to the whole of physical reality, including but not limited to: space, time, matter, energy, momentum, and the physical constants and laws that govern them. Each and every person that takes part in investments.

Investors from all across the world make investments in this hypothetical economy.

Prospective Investors: Individuals or institutions willing to spend money on polls asking stock market participants where and how they would invest their money.

The term "sampling unit" refers to the population from which a representative sample will be taken. The

study's sample population consisted of both students and working professionals in the city of Chandigarh.

When referring to a population, the word "sample size" is used to represent the approximate fraction of people who would respond to a survey. Fifty Investors were utilised as the sample size.

Sampling Is the Easy Way Out Sampling was used to choose the sample. The goal of the non-probabilistic sampling technique known as "convenience sampling" is to obtain a sample of the population that is representative of the whole. When conducting an interview using convenience sampling, the interviewer is given discretion over which participants to include. Information for this study was gathered via a questionnaire. A preliminary survey was conducted using this method of data collecting.

### FINDINGS

Following findings were generated from the study:-

The vast majority of investors are well-versed in all of their options.

Investors' capital is spread out over a number of different entities. However, stocks, mutual funds, and debentures are the most popular investment options.

The great majority of capitalists value quick profits above everything else.

When it comes to making investments, people are influenced both by their own discretion and the thoughts and feelings of those closest to them.

The rate of return is the single most crucial factor for each investor. The potential for loss, tax breaks, and growth in value are further factors to think about.

The average annual savings rate among investors is between 15% and 20%.

The most money is invested on a monthly basis.

The majority of people who invest money are content with the return they get.

Most affluent individuals use different methods of investment.

The projected rate of return had a crucial role in determining the investment strategy to pursue.

## CONCLUSION

In Asia, investors' perspectives on the variety of investment options open to them go back quite a ways. About two centuries have passed since its inception. Very little is known about the first recorded security transactions in India. The East India Company was a powerhouse financial organisation during the tail end of the 18th century, and its loan securities were actively traded. Investing strategies vary greatly from one individual to the next because

of variables such as long-term financial goals, present and projected source(s) of income, risk tolerance, and urgent requirements. As a person progresses through life and their goals alter financially, their unique profile as an investor evolves. The vast majority of investors are well-versed in all of their options. Investors' capital is spread out over a number of different entities. However, stocks, mutual funds, and debentures are the most popular investment options.

When it comes to making investments, people are influenced both by their own discretion and the thoughts and feelings of those closest to them. Most savers set aside between fifteen percent and twenty percent of their annual income. The projected rate of return had a crucial role in determining the investment strategy to pursue.

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