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A Research On Investment Behavior Of Investors Towards The Stock Market

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ABSTRACT:

Retail investors now have more options for investing than ever thanks to economic liberalization. Depending on their risk tolerance, they can choose from a wider range of options, including bank deposits, government and private bonds, stocks and shares, exchange-traded funds (ETFs), mutual funds, insurance, derivatives, gold, silver, currencies, real estate, and more. The primary goal of most retail investors is to generate a consistent income stream. The expected rate of return varies depending on the investor's risk tolerance and level of market knowledge. The current study evaluates the actions of individual investors in the New Delhi area and finds that restoring investor trust in the stock market is necessary to promote capital raising through primary market issues. Based on an examination of the questionnaire, this has been determined.

Introduction:

A stock exchange is a platform where stockbrokers and traders can buy and sell securities, including stocks, bonds, and other financial instruments. They also facilitate the issue and redemption of securities and capital events like income and dividend payments. Stock exchanges function as "continuous auction" markets, with transactions typically conducted through open outcry at a central location or via electronic trading platforms. Trade is restricted to members of the exchange, and the primary market handles initial public offerings and subsequent trading in the secondary market. Stock exchanges are increasingly part of a global securities market and provide liquidity to shareholders.

Objective of the study:

The study aims to understand investors' investment decisions in the Indian stock market, their perceptions, understanding of fundamental factors like economics, industry analysis, and company analysis, as well as technical factors and issues in stock exchanges.

Research methodology:

A research design is a framework for collecting and analyzing data, ensuring economical procedures and relevant probing. Research methodology is a systematic approach to solving research problems, focusing on scientific study. Researchers must design their methodology to understand and improve systems, considering constraints and innovative thinking.

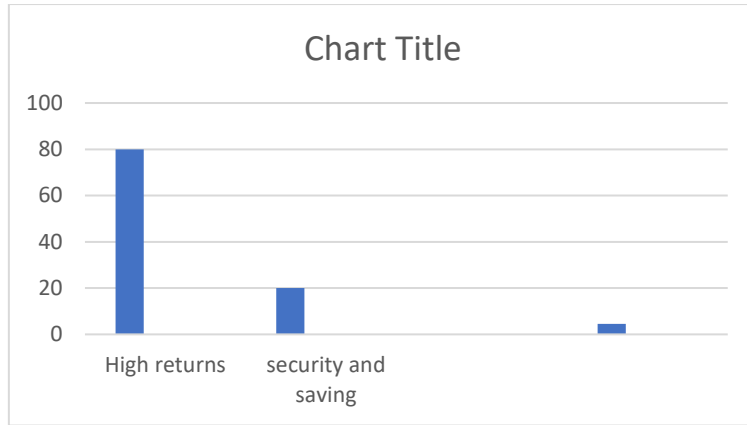
Research Design: A research design is a method for collecting and analyzing data that combines relevance and efficiency. Descriptive or Diagnostic research designs focus on new generalizations of facts, while diagnostic research studies determine frequency or association. The selection and technique used in research are crucial, with two types: descriptive and diagnostic.

Data Source:

The data has been analyzed from primary data and secondary data.

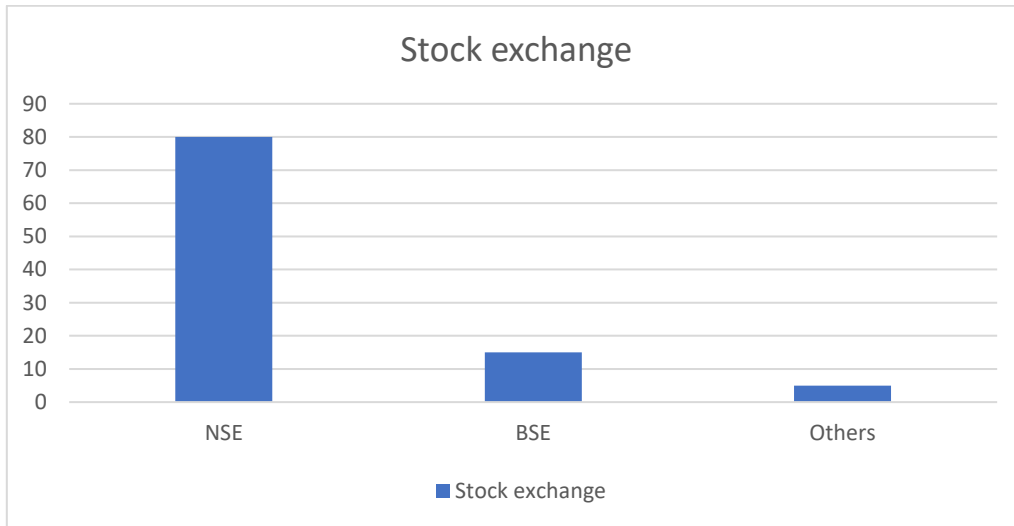
ANALYSIS OF DATA COLLECTED

What factors you will consider when making an investment.



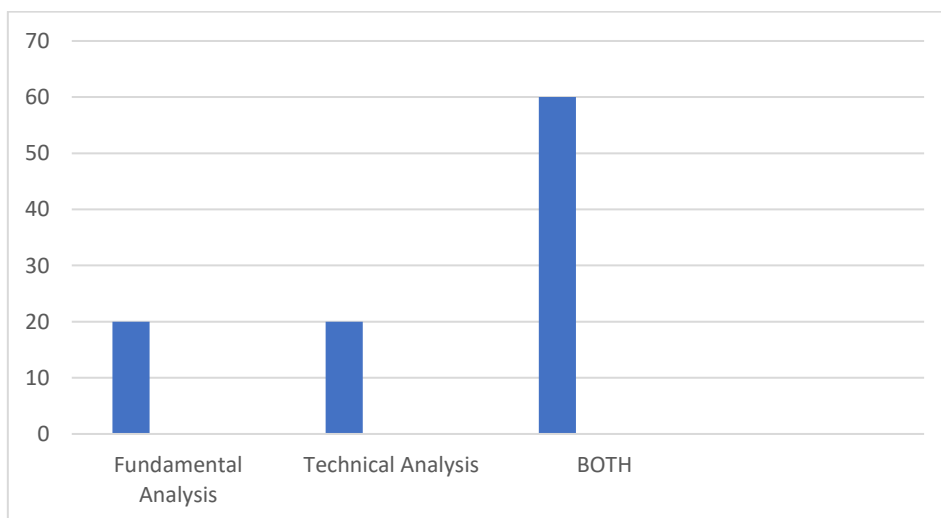
According to the finding we see that investors consider high returns is 80% and 20 % of the investors consider security and savings.

Which among the below is the most favorite stock exchange?



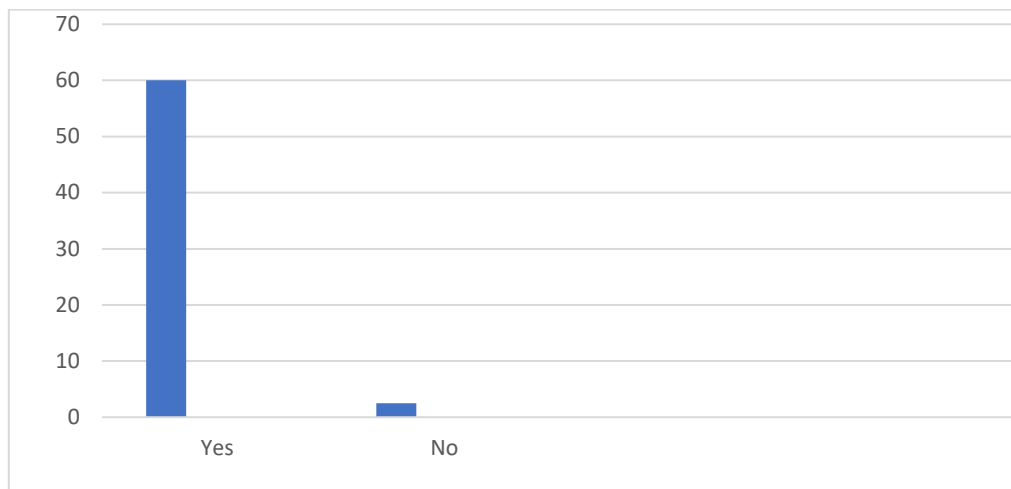
According to the findings most of the investors favorite stock exchange is NSE 80%, 15% of the investors prefer BSE.

Which basis would you choose to invest in stock market.



According to the findings most of the investors 60% of them choose both the analysis, 20% choose fundamental analysis, 20% of them choose technical analysis.

Do you think it is important to educate investors regarding investments.



According to the finding, 60 % feels that it is important to educate investors.

Conclusion:

- Regaining Investor Confidence in Stock Market
- Encourage capital mobilization through primary market issues.
- Allow authorities to dismiss cases summarily and award compensation.
- Provide detailed information about investments, including organization, management, capital adequacy, liabilities, defaults, and past regulatory actions.

Market Disequilibrium Control

- Imposition of margin money.
- Volume restrictions.
- Circuit breakers.
- Proposed Uniform Organizational Structure for Stock Exchanges
- Demonstrates democratic representation of interest groups.
- Facilitates prompt, firmly, and impartial crisis response.

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