

A STUDY ON PUBLIC OPINION TO INVEST IN STOCK MARKET

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

GOKULNATH D

(40740090)



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC I 12B Status by UGC I

Approved by AICTE

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CHENNAI-600119**

APRIL-2023



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFAIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **GOKULNATH. D (40740090)** who carried out the Project Training at **"ZEBU SHARE AND WEALTH MANagements PVT LTD"** under our supervision for a period of 3 months from January 2023 to March 2023.

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DECLARATION

I GOKULNATH.D (40740090) here by declare that the Project work done byme under the guidance of Dr. Gananath Khillia, Assistant Professor, MA.M. Phil, Ph.D and Mr. Sathish Kumar, Branch Manager at ZEBU SHARE & WEALTH MANAGEMENT LTD is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE: 29.04.2023

A handwritten signature in black ink, appearing to read 'Gokulnath.D.', written in a cursive style.

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

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GOKULNATH. D

ABSTRACT

Stock markets are without any doubt, an integral and indispensable part of a country's economy. But the impact of stock markets on the country's economy can be different from how the other countries' stock markets affect their economies. This is because the impact of stock markets on the economy depends on various factors like the organization of stock exchanges, its relationship with other components of the financial system, the system of governance in the country etc. All of these factors are distinct for each country; therefore, the impact of stock markets on a country's economy is also distinct. Over the years, the Indian capital market system has undergone major fundamental institutional changes which resulted in reduction in transaction costs, significant improvements in efficiency, transparency and safety. All these changes have brought about the economic development of the economy through stock markets. In the same way, economic expansion fueled by technological changes, products and services innovation is expected to create a high demand for stock market development. The present paper is divided into two parts: in the first section, the evolution of international stock markets and the developments in Indian stock markets are briefly reviewed to help us understand how stock markets have emerged as the driving economic forces that they are today; and the second part presents a number of studies that review the impact of financial development, stock market development.

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LIST OF ABBREVIATIONS

S.NO.	PARTICULARS	PAGE NO.
1	NSE - National Stock Exchange	12
2	BSE - Bombay Stock Exchange	12
3	MCX - Multi Commodity Exchange	13
4	SEBI - Stock Exchange Board of India	23
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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE TOPIC

During the last decade, the Indian economy has grown at a breakneck pace, with the corporate sector playing a key role in this development. During this time, India has experienced a substantial infusion of foreign investment as well as the establishment of Indian multinationals on the global corporate arena. During the current decade, the capital market and its expansion have played a significant role in boosting corporate sector growth. With the expansion of the capital market, certain Indian corporations now have market capitalization that place them among the top companies in the world. The minimal engagement of retail investors in the corporate economy, on the other hand, remains a source of concern. The overall number of retail investors in India has been estimated to be less than one percentage of the total population. In India households are rapidly shifting their investments to risk-free, low-yielding fixed-return instruments or non-financial assets. Households' lack of understanding of financial concepts and products has a direct impact on their use of the financial markets. Individuals' capacity to fulfill their financial goals and the efficient distribution of household savings are both influenced by financial literacy. Investors frequently rely on guesswork or seek advice from friends and family, which are generally poor approximations when compared to the results of scientific investigation.

They are more likely to make poor decisions, contribute insufficiently, start saving late, avoid contemporary finance, or fall victim to fraud or misleading. However, there is a growing demand for them to play a larger role. Less than 1% of our population invests directly in the stock market, with the remaining 2–3% investing through mutual funds. Worse, less than 2% of household savings are invested in the stock market.

The BSE and NSE

Most of the trading in the Indian stock market takes place on its two stock exchanges: the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). The BSE has been in existence since 1875. The NSE, on the other hand, was founded in 1992 and started trading in 1994. However, both exchanges follow the same trading mechanism, trading hours, settlement process, etc. At the last count, the BSE had about 4,700 listed firms, whereas the rival NSE had about 1,200. Out of all the listed firms on the BSE, only about 500 firms constitute more than 90% of its market capitalization; the rest of the crowd consists of highly illiquid shares.

Almost all the significant firms of India are listed on both the exchanges. NSE enjoys a dominant share in spot trading, with about 70% of the market share, as of 2009, and almost a complete monopoly in derivatives trading, with about a 98% share in this market, also as of 2009. Both exchanges compete for the order flow that leads to reduced costs, market efficiency and innovation. The presence of arbitrageurs keeps the prices on the two stock exchanges within a very tight range.

“Stock exchange means anybody or individuals whether incorporated or not, constituted for the purpose of assisting, regulating or controlling the business of buying, selling or dealing in securities.”

This project details with a comparative study of investors' preference towards equity market and commodity market. Investing in various types of assets is an interesting activity that attracts people from all walks of life irrespective of their occupation, economic status, education and family background. When a person has more money than he requires for current consumption, he would be coined as a potential investor. The investor who is having extra cash could invest it in equity market or securities in any other assets like gold or real estate.

Equities are simply stock ownership of a company. When you buy equities, you are in-effect purchasing partial ownership of a company including voting rights and the ability to take profits through the company in the form of dividends—special or otherwise—and participate in matters as if you were the sole owner of the company.

Equities are a preferred investment because they are easier to understand and profit from than are commodities. While most investors cannot wrap their head around how weather in the United States affects the price of corn, it is easy to understand that a profitable, growing company will be worth more in the future than it is today.

Equities are bought and sold on the open stock market through a brokerage firm. To buy equities, you need only pay a small commission to the brokerage service, which buys and sells on your behalf. Ownership in equity stock, unlike ownership in the commodity markets, allows you to buy and sell when you desire, and there is no expiration of common stock in the same way that there is expiration of commodity futures.

Equities are yours to hold onto for as long as the company remains in business. Your ownership of the company cannot be invalidated, and you own the company for as long as it operates. However, bankruptcy of a particular company almost certainly guarantees a financial loss, but not one that exceeds your ownership in the company. In fact, whereas you might lose money beyond what you had invested in the business as if you owned it, corporate structure means that losses are limited only to ownership, and do not extend into your other personal assets.

Commodities are products that are the same no matter where you buy them. Gas, for example, is a commodity because the gasoline sold in one place does not differ greatly from gasoline sold elsewhere. Likewise, soybeans are a commodity because they are the same from place to place, and soybeans produced in Kentucky, for example, can be used in the same processes as soybeans produced in Iowa.

Because commodities are products, they trade very differently than do equities. Commodities are bought and sold for speculative purposes, with investors placing wagers to make money on the rise and fall of the price of a particular good over time. Commodities do not pay dividends, nor do they produce income statements or cash flow to investors, but they do often make great investments. However, unlike equities, commodities require a substantial understanding of how the commodity is used, and how the future may affect supply (production) and demand for a particular good.

Commodities are purchased through a commodities broker who buys and sells on your behalf. Unlike equities, most commodities are purchased into the future, meaning that you buy and sell a future delivery of a commodity order, rather than buying them right now for immediate delivery.

Investors typically trade futures options, which give them the right, not the obligation, to buy commodities at a certain price sometime in the future before the date of expiration. This means that when you buy a commodities option contract you are buying the right to buy at a certain price, and that the contract will rise and fall in value based upon the demand for commodities, and the relative value of the strike price vs. the current commodities price.

The commodity derivatives markets in India are as old as those of the US. The origin of commodity derivatives markets in India can be traced back to 1875, when Bombay Cotton Trade Association Ltd., was set up to start trading in cotton Futures.

Subsequent to this, many other associations have started Future trading in commodities at different places. For example, the Futures trading in oil seeds started in 1900 at Bombay, raw jute and jute products in 1912 in Calcutta, wheat in Hapur in 1913, bullion in Bombay in 1920. However, in 1939, the Option trading in cotton was banned by the government of Bombay to restrict the speculative activity in the cotton market. In subsequent years, forward trading in various

commodities like oil seeds, food grains, vegetable oil, sugar cloth were also prohibited. India's commodity exchanges have come a long way since their opening up in the early twenty first century. In India, three national level exchanges namely

1. Multi Commodity Exchange of India (MCX)
2. National Commodity and Derivatives Exchange (NCDEX) and
3. National Multi Commodity Exchanges (NMCX)

These are operating to cater to the needs of Indian investors.

Most advisors recommend a balance of both equity and commodities in a given portfolio, as it allows for diversification, protection against downside risk, and security in knowing that even if part of your portfolio is in decline, the other may still show profits.

1.2 INDUSTRY PROFILE



Fig 1.2.1 INDUSTRY PROFILE

A Brokerage firm or brokerage company is a middleman who connects buyers and sellers to complete a transaction for stock shares, bonds, options, and other financial instruments. Brokers are compensated in commission or fees that are charged once the transaction has been completed. Most discount brokerages now offer their customers zero commission stock trading.

The companies make up for this loss of revenue from other sources, including payments from the exchanges for large quantities of orders products like mutual funds and bonds. The Indian stock market has been choppy and is likely to remain volatile through the year. That because there are several significant factors impacting market sentiment.

The Indian retail broking Industry consists of companies that act as agents for the buying & selling of securities on a commission or transaction fee basis. It has two main interdependent segments. Primary market and Secondary market. Now this market is extended to fields like currency, commodity, mutual fund, insurance etc... The Indian equity brokerage industry thrived on the back of equity markets sustained Bull Run during 2003-07.

Furthermore, the industry attracted domestic and foreign investment interest at high valuations of up to 45x P/E multiples. During this time, many of the key players started expanding their portfolio of services to include wealth management and advisory services, sale of insurance and mutual fund products, consumer financing and so on. However, post-2008, the economic downturn- muted trading turnover, relentless competitive pressure and decreasing margins, continued high operating costs and high marginal requirements – has put the industry under pressure. Profitability is muted and the major players are under pressure to build scale.

Expansion of scale and investments into technological systems has the the potential to lead the top brokerage firms into paths of higher growth, but the current economic climate is clearly against heavy investments, the basic function of a brokerage firm is to execute buy and sell orders for clients. Traditionally this firms have offered the investigation of the quality and the possibilities of investing in a variety of investment products. It is still accustomed for brokerage firms to offer information about possible investments free of charge. This activity of bringing free of charge stock investment reports is one of the main tools that are utilized by brokerage houses to compete against other firms and to investors. It continues to be important services.

MARKET SIZE AND CHARACTERISTICS

The Indian retail brokerage market is showing a phenomenal growth. The total trading volume of brokerage companies has increased from 1239.1\$ billion in 2004 to 1492.1\$ billion in 2005, and is expected to reach 6800\$ billion by 2016. Some of the main characteristics of the brokerage industry include growth in broking , growing derivatives market, decline in brokerage fee etc. Today, as per NSDL characteristics , we have only 2.8 million investors with Demat account in the country. Considering various investors combinations that are holding accounts we can presume the country has roughly 6-7 Lakhs. Active investors now.

This figure is unbelievably small compared to the potential number of investors, which is anything between 200 million to 250 million when we take into consideration the way transaction risk and cost in the Indian capital market is coming down , there will be a massive surge in the number of investors and also in the volumes. The only way to manage this kind of potential growth is to adopt state-of-the-art trading techniques. The growth of Internet-based trading as a mass trading technique in the country is unstoppable, going by the indicators available and the signal for future.

STOCK EXCHANGES

“Stock exchange means anybody or individuals whether incorporated or not, constituted for the purpose of assisting, regulating or controlling the business of buying, selling or dealing in securities.”

The securities include:

Shares, scrip, stocks, bonds. Debentures stock or other marketable securities of a like nature in or of any incorporated company or other body corporate; Government securities, and Rights or interest in securities.

HISTORY OF STOCK EXCHANGE

The only stock exchanges operating in the 19th century were those of Mumbai setup in 1875 and Ahmadabad set up in 1894. These were organized as voluntary non-profit-making associations of brokers to regulate and protect their interests. Before the control on securities under the constitution in 1950, it was a state subject and the Bombay securities contracts (control) act of 1925 used to regulate trading in securities. Under this act, the Mumbai stock exchange was recognized in 1927 and Ahmadabad in 1937. During the war boom, a number of stock exchanges were organized. Soon after it became a central subject, central legislation was proposed and a committee headed by a.d.gorwala went into the bill for securities regulation. On the basis of the basis of the committee's recommendations and public discussion, the securities contract (regulation) act became law in 1956.

FUNCTIONS OF STOCK EXCHANGE

Stock exchanges provide liquidity to the listed companies. By giving quotations to the listed companies, they help trading and raise funds from the market, savings of investors flow into public loans and to joint-stock enterprises because of this ready marketability and unequalled facility for transfer of ownership of stocks, shares and securities provided by the recognized stock exchanges as a result, over the hundred and twenty years during which the stock exchanges have existed in this country and through their medium, the central and state government have raised cores of rupees by floating public loans; municipal corporations, improvement trust, local bodies and state finance corporations have obtained from the public their financial requirements, and industry, trade and commerce- the backbone of the country's economy-have secured capital of crores or rupees through the issue of stocks, shares and debentures for financing their day-to-day activities, organizing new ventures and completing projects of expansion, diversification and modernization. By obtaining the listing and trading facilities, public investment is increased and companies were able to raise more funds. The quoted companies with wide public interest have enjoyed some benefits and assets valuation has become easier for tax and other purposes.

MAJOR STOCK EXCHANGES IN INDIA

NSE

The National Stock Exchange (NSE) of India Limited has genesis in the report of the High Powered Study Group on Establishment of New Stock Exchanges, which recommended promotion of a National Stock Exchange by financial institutions (FIs) to provide access to investors from all across the country on an equal footing. Based on the recommendations, NSE was promoted by leading Financial Institutions at the behest of the Government of India and was incorporated in November 1992 as a tax-paying company unlike other stock exchanges in the country.

On its recognition as a stock exchange under the Securities Contracts (Regulation) Act, 1956 in April 1993, NSE commenced operations in the Wholesale Debt Market (WDM) segment in June 1994. The Capital Market (Equities) segment commenced operations in November 1994 and operations in Derivatives segment commenced in June 2000.

NSE's mission is setting the agenda for change in the securities markets in India. The NSE was set-up with the main objectives of:

Establishing a nation-wide trading facility for equities, debt instruments and hybrids, Ensuring equal access to investors all over the country through an appropriate communication network, providing a fair, efficient and transparent securities market to investors using electronic trading systems, Enabling shorter settlement cycles and book entry settlements systems, and Meeting the current international standards of securities markets. The standards set by NSE in terms of market practices and technology has become industry benchmarks and is being emulated by other market participants. NSE is more than a mere market facilitator. It's that force which is guiding the industry towards new horizons and greater opportunities.

BSE

The Stock Exchange, Mumbai, popularly known as "**BSE**" was established in 1875 as "**The Native Share and Stock Brokers Association**". It is the oldest one in Asia, even older than the Tokyo Stock Exchange, which was established in 1878. It is a voluntary non-profit making Association of Persons (AOP) and is currently engaged in the process of converting itself into demutualised and corporate entity. It has evolved over the years into its present status as the premier Stock Exchange in the country. It is the first Stock Exchange in the Country to have obtained permanent recognition in 1956 from the Govt. of India.

The Exchange, while providing an efficient and transparent market for trading in securities, debt and derivatives upholds the interests of the investors and ensures redresses of their grievances whether against the companies or its own member-brokers. It also strives to educate and enlighten the investors by conducting investor education programmes and making available to them necessary informative inputs.

A Governing Board having 20 directors is the apex body, which decides the policies and regulates the affairs of the Exchange. The Governing Board consists of nine elected directors, who are from the broking community (one third of them retire every year by rotation), three SEBI nominees, six public representatives and an Executive Director & Chief Executive Officer (CEO) & a Chief Operating Officer (COO). The Executive Director as the Chief Executive Officer is responsible for the day-to-day administration of the Exchange and the Chief Operating Officer and other Heads of Departments assist him.

The Exchange has inserted new Rule No.126 A in its Rules, Byelaws pertaining to constitution of the Executive Committee of the Exchange. Accordingly, an Executive Committee, consisting of three elected directors, three SEBI nominees or public representatives, Executive Director & CEO and Chief Operating Officer has been constituted. The Committee considers judicial & quasi matters in which the Governing Board has powers as an Appellate Authority, matters regarding annulment of transactions, admission, continuance and suspension of member-brokers, declaration of a member-broker as defaulter, norms, procedures and other matters relating to arbitration, fees, deposits, margins and other.

REGULATORY FRAME WORK OF STOCK EXCHANGE

The “Securities Contract Regulation Act, 1956” and “Securities Exchange Board of India 1952” provided a comprehensive legal framework. Three tier regulatory structure comprising

- Ministry of finance
- The Securities And Exchange Board of India
- Governing body.

MEMBERS OF STOCK EXCHANGE

The securities contract regulation act 1956 has provided uniform regulation for the admission of members in the stock exchanges. The qualifications for becoming a member of a recognized stock exchange are given below:

1. The minimum age prescribed for the members is 21 years.
2. He should be an Indian citizen.
3. He should be neither a bankrupt nor compound with the creditors.
4. He should not be convicted for fraud or dishonesty.
5. He should not be engaged in any other business connected with a company.
6. He should not be a defaulter of any other stock exchange.
7. The minimum required educational is a pass in 12th standard examination

SECURITIES AND EXCHANGE BOARD OF INDIA {SEBI}

1. The securities and exchange board of India was constituted in 1998 under a resolution of government of India. It was later made statutory body by the SEBI act 1992. according to this act, the SEBI shall constitute of a chairman and five other members appointed by the central government.
2. With the coming into effect of the securities and exchange board of India act, 1992 some of the powers and functions exercised by the central government, in respect of the regulation of stock exchange were transferred to the SEBI.

OBJECTIVES AND FUNCTIONS OF SEBI

1. To protect the interest of investors in securities.
 2. Regulating the business in stock exchanges and any other securities market.
 3. Registering and regulating the working of intermediaries associated with securities market as well as working of mutual funds.
 4. Promoting and regulating self-regulatory organizations.
 5. Prohibiting insider trading in securities.
 6. Regulating substantial acquisition of shares and takeover of companies.
- Performing such functions and exercising such powers under the provisions of capital issues (control) act, 1947 and the securities to it by the central government.

SEBI GUIDELINES TO SECONDARY MARKETS: (STOCK EXCHANGES)

Board of Directors of Stock Exchange has to be reconstituted so as include non-members, public representatives and government representatives to the extent of 50% of total number of members. Capital adequacy norms have been laid down for the members of various stock exchanges depending upon their turnover of trade and other factors. All recognized stock exchanges will have to inform about transactions within 24 hrs.

Types of order

Buy and sell orders placed with members of the stock exchange by the investors. The orders are of different types.

Limit orders

Orders are limited by a fixed price' buy Reliance Petroleum at Rs.50. Here, the orders has clearly indicated the price at which it has to be bought and the investor is not willing to give more than Rs.50.

Best rate order

Here, the buyer or seller gives the freedom to the broker to execute the order at the best possible rate quoted on the particular date for buying. It may be lowest rate for buying and highest rate for selling.

Discretionary order

The investor gives the range of price for purchase and sale. The broker can use his discretion to buy within the specified limit. Generally the approximation price is fixed. The order stands as this “buy BRC 100 shares around Rs.40”.

Stop loss order

The orders are given to limit the loss due to unfavorable price movement in the market. A particular limit is given for waiting. If the price falls below the limit, the broker is authorized to sell the shares to prevent further loss. E.g., Sell ANDHRABANK at Rs.105 stops loss at Rs.100.

Buying and selling shares

There to buy and sell the share the investor has to locate register broker or sub broker who render prompt and efficient to service to him. The order to buy or sell specified number of shares of the company of investor's choice are placed with the broker. The order may be of any of the above any mentioned type. After receiving the order the broker tries to execute the order in his computer terminal. Once matching order is found, the order is executed. The broker the delivers the contract note to the investor.

It gives the details regarding the name of the company, number of shares bought, price, brokerage, and the date of delivery of share. In this physical trading form, once the broker gets the share certificate through the clearing houses he delivers the share certificate along with transfer deed to the investor. The investor has to fill the transfer deed and stamp it.

The stamp duty is one of the percentage considerations, the investor should lodge the share certificate and transfer deed to the register or transfer agent of the company. If it is bought in the DEMAT form, the broker has to give a matching instruction to his depository participant to transfer shares bought to the investors account. The investor should be account holder in any of the depository participant. In the case of sale of shares on receiving payment from the purchasing broker, the broker effects the payment to the investor

Share groups

The listed shares are divided into 3 categories:

Group A shares, B1 shares, B shares. The last 2 groups are referred to cleared securities or non specified shares. The shares that come under the specified group can avail the carry forward transaction. In 'A' group, shares are selected on the basis of equity, market capitalization and public holding. Further it should have good track record and dividend paying company. It should have good growth potential too. The trading volumes and the investor's base are high in 'A' group shares. Any company when it satisfies these criteria would be shifted from 'B' group to 'A' group.

In the B1 group actively traded share are included. Carry forward transactions are not allowed in this group. Settlement takes place through the clearinghouse along with the 'A' group shares. The settlement cycle and the procedure are identical to 'A' group security. The rest of the company shares listed from the 'B' group.

Rolling settlement system

Under rolling settlement system, the settlement takes place n days (usually 1, 2, 3 or 5days) after the trading day. The shares bought and sold are paid in for n days after the trading day of the particular transaction. Share settlement is likely to be completed much sooner after the transaction than under the fixed settlement system.

The rolling settlement system is noted by T+N i.e. the settlement period is n days after the trading day. A rolling period which offers a large number of days negates the advantages of the system. Generally longer settlement periods are shortened gradually. SEBI made RS compulsory for trading in 10 securities selected on the basis of the criteria that they were in compulsory demat list and had daily turnover of about Re.1 core or more.

Then it was extended to "A" stocks in Modified Carry Forward Scheme, Automated Lending and Borrowing Mechanism (ALBM) and Borrowing and lending Securities Scheme (BELSS) with effect from dec 31, 2001.

SEBI has introduced T+5 rolling settlement in equity market from July 2001 and subsequently shortened the cycle to T+3 from April 2002. After the T+3 rolling settlement experience it was further reduced to T+2 to reduce the risk in the market and to protect the interest of the investors from 1st April 2003.

Activities on T+1

Conformation of the institutional trades by the custodian is sent to the stock exchange by 11.00 am. A provision of an exception window would be available for late confirmation. The time limit and the additional changes for the exception window are dedicated by the exchange.

The exchanges/clearing house/ clearing corporation would process and download the obligation files to the broker's terminals late by 1.30 p.m on T+1. Depository participants accept the instructions for pay in securities by investors in physical form up to 4 p.m and in electronic form up to 6 p.m. the depositories accept from other DPs till 8p.m for same day processing.

T+2 activities

The depository permits the download of the paying in files of securities and funds until 10.30 am on T+2 from the brokers' pool accounts. The depository processes the pay in requests and transfers the consolidated pay in files to clearing House/clearing Corporation by 11.00am/on T+2.

The exchange/clearing house/clearing corporation executes the pay-out of securities and funds latest by 1.30 p.m on T+2 to the depositories and clearing banks. In the demat mode net basis settlement is allowed. The buy and sale positions in the same scrip can be settled and net quantity has to be settled.

1.3 COMPANY PROFILE



Fig 1.3.2 COMPANY PROFILE

ZEBU SHARE AND WEALTH MANagements PVT.LTD 1st Floor, PSK Booshanam Mahal, No 127,Velachery Bypass Rd, Velachery , Chennai, TamilNadu 600042.

FOUNDER AND CEO : VIJAYAKUMAR . V

COMPANY CLASSIFICATION : Private Limited Indian Non-Governmentcompany.

HEAD OFFICE : CHENNAI

Zebu Share And Wealth Managements Private Limited is a Private incorporated on 24 July 2013.It is classified as Non-govt company and is registered at Registrar of Companies, Coimbatore. Its authorized share capital is Rs. 4.65 cr and its paid up capital is Rs. 4.62cr.Zebu was founded with a shared understanding of what the Indian trader lacked to become profitable.Zebu etrade provides an online trading platform for its customers to trade in financial assets . Zebu delivers trading platforms and solutions with a professional and ethical approach to help clients grow their wealth.Trusted by over a million traders, ZEBU is one of the fastest-growing Share Brokers in India.

Directors' ProfileVijayakumar V

Zebu was founded with a shared understanding of what the Indian trader lacked to become profitable. We started off with the aim of filling the technological and service gap that hindered traders' and investors' growth to increased returns.

We constantly roll out our products and services that serve every intricate need of a demanding trader, including powerful trading platforms across devices, a single margin for trading across asset classes, and an order generator for research analysts and investment advisors.

MEMBERSHIP

- National Stock Exchange of India Limited (NSE)
- MCX Stock Exchange Limited (MCX-SX)
- Multi Commodity Exchange of India Limited (MCX)
- National Commodity & Derivatives Exchange Limited (NCDEX)
- National Multi Commodity Exchange of India Limited (NMCE)
- Bombay Stock Exchange (BSE)

COMMODITIES

There are 13 main hierarchical levels in Zebu Shares and Wealth Pvt. Ltd. Commodities:

1. Trainees
2. Sales executives
3. Relationship Manager
4. City Sales Manager
5. Assistant Branch Manager
6. Branch Manager
7. Cluster Head

8. Business Head
9. Regional Head
10. Vice President
11. Country Head
12. Directors
13. CEO

Trading strategy

- Our Strategy is an important part of our success. So we request to all our members or traders please keep in mind it before began to follows our Real Time Tips or Recommendations.
- **Stop loss** Stop loss is the only tool for all over the world strategists for future trading no body can avoid it because market always uncertain we can't believe the markets on any time so stop loss is an escape to protect your capital for reentry from any exact level or change the trend track for your trading.
- **Book Part Profit** Part profit level is a most important level during the Real Time Tips here we advise **to square off 50%** quantity from the traded quantity and trail the stop loss at cost for rest quantity and wait for targets. So it's necessary to all our traders they will trail the stop loss strictly at cost when the market touch the recommending BPP level (Part Profit Level).
- **Cost Level (Entry Level)** Cost level or Entry Prices will be count as average price of recommended price range. Recommending entry price range only a reference entry price range, members or traders should always try to find approximately entry prices according to market volatility and concern commodity or equity movement nature and loss profit values of recommended call. We count our loss profit as call-by-call, Intraday, weekly & monthly basis and it we release as day summary, weekly and monthly summary for all our members same. We also advise and invite you all our members please tally your loss profit with us any time.

NEW TRADERS

- This is why new commodity traders have relied on Zebu shares trained brokers and advanced tools to help them find the path towards futures trading enlightenment. At Zebu shares we help new investors.
- Begin investing in commodity futures with the products that are most right for them.
- Advance their resources and skills for picking the right markets and timing.
- Perfect their strategy through an objective, systematic and disciplined approach.

EXPERIENCED TRADERS

Experienced traders know what they want, but don't always have the time to carry it out. Goodwill provided tools, resource and expert advice to help experienced traders further their trading skills. Experienced futures traders look for the right foundations to achieve their trading goals: advanced and straightforward tools, stable and advanced platforms, and quality execution they can depend on.

SERVICE

Zebu shares empower you with more ways to participate in the commodity futures markets. At Zebu shares we've created specialized online commodity futures trading divisions to facilitate your unique futures trading and investing needs. You can even combine approaches. We support you every step of the way, no matter which type of account you choose.

Our Approaches

- Our approach towards all commodity traders and investors can be felt throughout the trading life cycle. The trader/investor will enjoy every moment he spends with Zebu shares-online commodity trading. We know all traders are not same, one method work for a few and not for others. We classify every trader into segments with our in-depth psychological interactions and analyses

their objective, needs, strength, weakness and follow a customized trading method to make him reach his target and enjoy the way he expect trading in commodities.

- Our commodity trading service gives you the things you need to capitalize on great investment ideas; fair pricing, advanced platforms, expert advice and quality execution and easy-to-use tools.

QUALITY POLICY

- To achieve and retain leadership, Zebu shares shall aim for complete customer satisfaction, by combining its human and technological resources, to provide superior quality financial services. In the process, Zebu shares will strive to exceed Customer's expectations.

QUALITY OBJECTIVES

As per the Quality Policy, Zebu shares will:

- Build in-house processes that will ensure transparent and harmonious relationships with its clients and investors to provide high quality of services.
- Establish a partner relationship with its investor service agents and vendors that will help in keeping up its commitments to the customers.
- Provide high quality of work life for all its employees and equip them with adequate knowledge & skills so as to respond to customer's needs
- Continue to uphold the values of honesty & integrity and strive to establish unparalleled standards in business ethics.

- Use state-of-the art information technology in developing new and innovative financial products and services to meet the changing needs of investors and clients.
- Strive to be a reliable source of value-added financial products and services and constantly guide the individuals and institutions in making a judicious choice of it

SWOT ANALYSIS

STRENGTHS

- Online fund transfer.
- Research reports.
- Recommendations from clients.
- Free DEMAT a/c opening.
- Low annual maintenance charge

WEAKNESSES

- Insufficient depth of market participants.
- Trading rules that are inconsistent with global standards
- Unawareness among investors.

OPPORTUNITIES

- Increasing hedging needs due to rising volatility of commodity prices.
- Commodity futures attracting attention as a alternative investment.
- Changes in the commodity industry legislation.

THREATS

- An insufficient awareness of hedging.
- Capital flight from riskier financial products due to an excessive increase in Volatility.

VALUES

- Process Orientation
- Technology Adoption
- 360 Degree Awareness
- Complete Transparency

MISSION

“Our mission is to empower traders and investors to unleash their potential by supporting them with technology that is sensible and easy-to use”.

ORGANISATION CHART

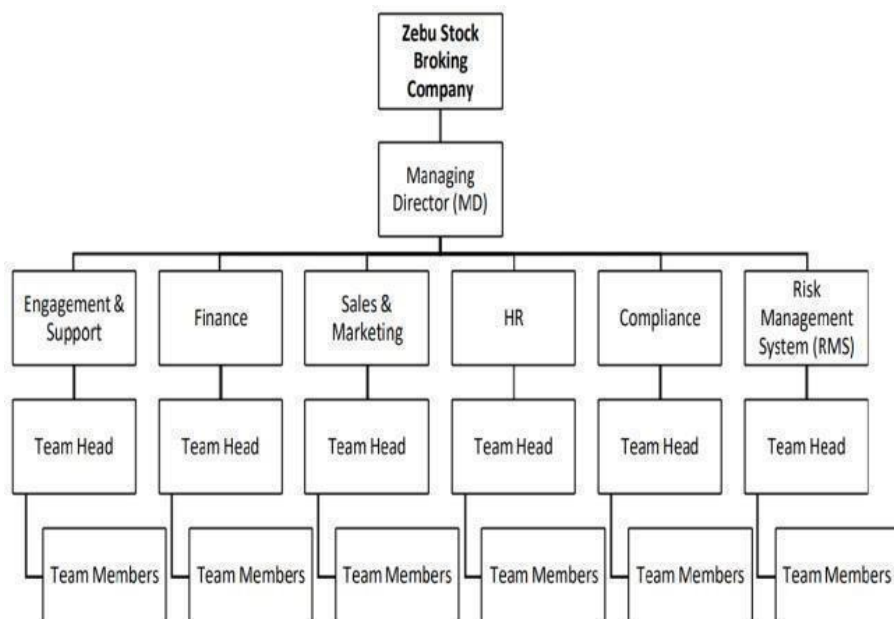


Fig 1.3.2 ORGANISATION CHART

1.4 PRODUCT PROFILE



Fig 1.4.1 Product profile

Zebu Shares and Wealth Managements PVT Ltd empowers you with more ways in the commodity futures markets. At Zebu Shares and Wealth Managements PVT Ltd. We have created specialized online commodity futures trading divisions to facilitate your unique futures trading and investing need. You can even combine approaches. We support you every step of the way, no matter which type of account you choose.

TRADING PLATFORMS

➤ MYNT

PRODUCT PROFILE:

The Following are the Products that we can trade through Good Will Commodities

Bullions:

Gold is one of the oldest precious metals known to mankind. For thousands of years. Gold has been used in trading, as an investment and as an object of beauty. Because of its high stability gold is virtually indestructible and can always be recovered and recycled. Unlike other forces that affect financial assets, the factors affecting gold are very different.

Purity

- Gold purity is measured in terms of carats and fineness.
- Karat: Pure gold is defined as 24 karats
- Fineness: Parts per thousand.

Silver is a chemical element which is soft, white and lustrous transition metal. It possesses the highest electrical conductivity of any element and highest thermal conductivity of any metal. Silver is an alloy of gold. It is normally produced as a byproduct of copper, gold, lead and zinc refining.

Why?

- Silver is one of the most sought-after metals in the market which is also a precious metal.
- It is used in making currency coins, ornaments, jewelry, high-value tableware and utensils
- Lots of investments are made in silver coins and bullion as assets

Metals:

Copper is one of the most sort of industrial non-precious metals in the world. Copper prices are fixed on the basis of the rates that rule on LME the preceding day. It is one product whose fortune directly reflects the state of world's economy. It is a ductile metal with very high thermal and electrical conductivity. Pure copper is soft and malleable; a freshly exposed surface has a reddish-orange color. It is used as a conductor of heat and electricity, a building material, and a constituent of various metal alloys.

Why?

- Copper is the best non-precious metal conductor of electricity. The metal's exceptional Strength
- Ductility, and resistance to creeping and corrosion, makes it the preferred and safest conductor for building wiring
- Copper is also used in power cables, either insulated or non-insulated, for high, medium and low

What Impacts?

- Economic growth of the countries consuming copper – China, Germany etc.
- Growth and development in the building, electronics and electrical industry world over.

Nickel is a silvery-white lustrous metal with a slight golden tinge. Nickel belongs to the transition metals and is hard and ductile. Pure nickel shows a significant chemical activity that can be observed when nickel is powdered to maximize the exposed surface area on which reactions can occur, but larger pieces of the metal are slow to react with air at ambient conditions due to the formation of a protective oxide surface.

Why?

- Among base metals Nickel is the most volatile owing to its strong demand and tight supply
- About 65 per cent of nickel is used in manufacture of stainless steels, and 20 per cent in other steel and non-ferrous including “super” alloys, often for highly specialized industrial, aerospace and military applications.

What Impacts?

Nickel demand is derived demand based on the growth of different industrial sector thus exhibits High volatility Growth in consumption of Stainless steel.

Lead is a soft and malleable metal, which is regarded as a heavy metal and poor metal. Metallic lead has a bluish-white color after being freshly cut, but it soon tarnishes to a dull grayish color when exposed to air. Lead has a shiny chrome-silver luster when it is melted into a liquid. Lead is a very corrosion resistant, dense, ductile, and malleable blue-gray metal that has been used for at least 5,000 years. Early uses of lead included building materials, pigments for glazing ceramics, and pipes for transporting water. Today's major use of lead is in lead-acid storage batteries.

Why?

USA, Japan, China, EU and India are the major consumers of Lead

What Impacts?

- Economic growth rate of major consuming countries
- Global growth and demand in major consuming industries
- Prices of the alternative metal(s)

Aluminum is a silvery white, soft, ductile metal. Aluminum is the third most abundant element (after oxygen and silicon), and the most abundant metal, in the Earth's crust. It makes up about 8% by weight of the Earth's solid surface. Aluminum metal is so chemically reactive that native specimens are rare and limited to extreme reducing environments. Instead, it is found combined in over 270 different minerals. The chief ore of aluminum is bauxite.

Why?

- The largest aluminum markets are North America, Europe and East Asia.
- India is considered the fifth largest producer of aluminum in the world
- Aluminum ore, most commonly bauxite, is plentiful and occurs mainly in tropical and sub-tropical areas – Africa, West Indies, South America and Australia. There are also some deposits in Europe
- The leading producing countries include the United States, Russia, Canada, the European Union, China, Australia, Brazil, Norway, South Africa, Venezuela, the Gulf States (Bahrain and United Arab Emirates), India and New Zealand; together they represent more than 90 percent of the world primary aluminum production.
- Aluminum is remarkable for the metal's low density and for its ability to resist corrosion due to the phenomenon of passivation .

Zinc in commerce also spelter, is a metallic chemical element. Zinc is the 24th most abundant element in the Earth's crust and has five stable isotopes. Brass, which is an alloy of copper and zinc, has been used since at least the 10th century BC. Zinc metal was not produced in large scale until the 12th century in India, while the metal was unknown to Europe until the end of the 16th century.

Why?

Zinc is the fourth most widely used metal after steel, aluminum and copper in the world. Due to its resistance to non-acidic atmospheric corrosion zinc is instrumental in extending the life of buildings, vehicles, ships and steel goods and structures of every kind. Zinc is used for alloys, electroplating, metal spraying, electrical fuses, batteries, rubber, paint, glue and matches. Zinc is registered as a fungicide, herbicide, and rodenticide

What Impacts?

- Economic growth rate of major consuming countries
- Global growth and demand in major consuming industries
- Prices of the alternative metal(s)
- Participation of funds

Energy:

Crude Oil is a naturally occurring flammable liquid consisting of a complex mixture of hydrocarbons of various molecular weights and other liquid organic compounds that are found in geologic formations beneath the Earth's surface. The name Petroleum covers both naturally occurring unprocessed crude oils and petroleum products that are made up of refined crude oil. A fossil fuel, it is formed when large quantities of dead organisms, usually zooplankton and algae, are buried underneath sedimentary rock and undergo intense heat and pressure.

Why?

- Crude oil is taken to refineries to make a lot of petroleum products. • The largest share of oil products is used as “energy carriers”, i.e. various grades of fuel oil and gasoline
- From aviation industry, defense, automobile industry to household cooking crude oil is used in various forms.
- Petroleum products are also used in many pesticide, insecticide and agricultural products.

Natural gas is a naturally occurring hydrocarbon gas mixture consisting primarily of methane, but commonly includes varying amounts of other higher alkane and even a lesser percentage of carbon dioxide, nitrogen, and hydrogen sulfide. Natural gas is an energy source often used for heating, cooking, and electricity generation. It is also used as fuel for vehicles and as a chemical feed stock in the manufacture of plastics and other commercially important organic chemicals.

Hydroelectric plants

- Natural gas dispensed from a simple stove top can generate heat in excess of 2000°F (1093°C) making it a powerful domestic cooking and heating fuel.
- In much of the developed world it is supplied to homes via pipes where it is used for many purposes including natural gas-powered ranges and ovens, natural gas- heated clothes dryers, heating/cooling, and central heating. Home or other building heating may include boilers, furnaces, and water heaters
- CNG is a cleaner alternative to other automobile fuels such as gasoline (petrol) and diesel.
- Natural gas is a major feed stock for the production of ammonia, via the Haber process, for use in fertilizer production CNG is a cleaner alternative to other automobile fuels such as gasoline (petrol) and diesel
- Natural gas is a major feed stock for the production of ammonia, via the Haber process, for use in fertilizer production
- Natural gas can be used to produce hydrogen, with one common method being the hydrogen reformer. Hydrogen has many applications: it is a primary feed stock for the chemical industry, a hydrogenating agent, an important commodity for oil refineries, and the fuel source in hydrogen vehicles
- Natural gas is also used in the manufacture of fabrics, glass, steel, plastics, paint, and other products.

Agriculture & Other Products:

Guar Seed India is the main producer of guar in the world. Main producing states of guar seed are Rajasthan and Haryana. Gujarat, Punjab, UP and MP are also producer states but the production is low in these states. The sowing for guar is done at the onset of monsoon during June-August and harvesting is done between Sept-Nov.

Why?

- Guar gum is the main product produced from guar apart from Churi and Korma. Nearly 75% of Gum is exported
- Gum is mainly used in drilling purpose and it is also used in making Ice cream, bread, paste, powder etc.
- The short term and medium-term trend for guar seed price would depend totally on the production factor – which in turn would depend on the rains.

Potato is the world's fourth important food crop after wheat, rice and maize owing to its great yield potential and high nutritive value and accounts for nearly half of the world's annual output of all root and tuber crops. Thus, with an annual global production of about 300 million tons, potato is an economically important staple crop in both developed and developing countries.

Why?

- India being a highly populated nation, for feeding its population, no crop other than potato can make an impact
- Potato is the third most important staple crop in the world and is largely consumed in India. Potatoes were not produced in India till in the 17th century
- Fresh potatoes are exported to Sri Lanka, UAE, Mauritius, Nepal, Singapore, Maldives, Kuwait etc. With phenomenal increase in potato production in the last 10 years, recurring gluts have become common in the country.

Mentha Oil is obtained by steam distillation of *Mentha arvensis* leaves or commonly known as Pudina leaves. Mentha oil and its constituents and derivatives are used in food, pharmaceutical and perfumery and flavoring industry. Menthol is the main constituent of Mentha oil and slow cooling through refrigeration, crystallization, centrifugation and drying is done to obtain it. It is used in the manufacture of lozenges, toothpastes, pain balms, cold balms etc.

Why?

- India is the largest producer and exporter of mentha oil in the world. At present the major producers of mint oil in the world are India, China, Brazil and the US.

Cardamom (or cardamom) refers to several plants of the similar genera *Elettaria* and *Amomum* in the ginger family *Zingiberaceae*. Both genera are native to India, Nepal and Bhutan; they are recognized by their small seed pods, triangular in cross-section and spindle-shaped, with a thin, papery, outer shell and small black seeds.

Why?

- Cardamom is widely used in traditional medicines.
- It also is used to break up kidney stones and gallstones, and was reportedly used as an antidote for both snake and scorpion venom
- It is also part of traditional medicine of China, India, Pakistan, Japan, Korea and Vietnam.

1.5 STATEMENT OF THE PROBLEM

When it comes to investing in India, consumers are only given two options: fixed deposits or gold. According to several surveys, just 2.5 percent of the country's 1.3 billion people are aware of investment possibilities other than the typical fixed deposit or gold, meaning that investment options are only available to those who live in metro areas. This study aims to find out how much people know and understand about different investing possibilities, as well as their attitudes on stock market investment. This study will help us establish how well-informed a person is about the many investment options available in India, as well as the various factors that influence a person's decision to invest their money. The significance and relevance of this study is that it will reveal how people invest and save money in order to maximise their profits. This study will reveal the factors that people evaluate while making investing decisions. This study will also look at those who have only been working for 1-2 years to see how they feel about investing and what degree of knowledge they have.

1.6 NEED OF THE STUDY

FULL TIME STUDENT PROFILE

As mentioned before, the biggest difference lies in the amount of time spent being enrolled within an academic period. Full time course require its students to spend a majority of their time dedicated to a specific number of credit hours. Students work. If at all within the university campus. A majority of the time commitment is thus reserved for classes. Such a structure is usually suitable, and in fact preferable, to students who have fewer personal or professional responsibilities. Young individuals, who are fresh out of school, are thus its primary recipients.

PART - TIME STUDENT PROFILE

Part- time degree is targeted at an individual who has other primary occupations- be it job or family. Part time education is thus a convenient go to for mature adults who plan to return to school later in their career or personal life. Students enroll in less than the full course load. Thus it takes longer to complete a degree as compared to full-time students. However, the flexibility that its timing provides outweighs the duration of the part time programs. students can attend classes after office hours ,over the weekends or evenings/nights.

1.7 SCOPE OF THE STUDY

- Making money is everyone's dream but people often get scared by the risks. Stock Market is one such field where a person having its knowledge is prepared to take a calculated risk which in return gives him a profit multiplied by manifolds.
- Investing in many different stocks can help build your wealth by leveraging growth in different sectors of the economy, resulting in a profit even if some of your individual stocks lose value.

1.8 OBJECTIVES OF THE STUDY

Primary objective

- To study a comparative study of investors preference towards equity market and commodity market.

Secondary objective

- To find out the investor's preference for investment in equity market and commodity market.
- To find out the parameters involved in opening a trading account.
- To find out the purpose of trading in equity and commodity market.
- To find out the influence of margin amount in trading.

1.9 LIMITATIONS OF THE STUDY

- This study has limited sample size.
- Some of the replies from the respondents may be biased.

The use of questionnaires as the principle method of getting information may have few limitations.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

- Awais M (2016) conducted a research to know the factors which influence the investors decision making process and found that high knowledge about financial information and its analysis improves the investors risk taking capacity.
- Sangeeta Jauhari (2015) identified that investor's pattern of investment mainly depends on the age, educational level and source of income and investment alternatives available in the stock market.
- Muhammad Sadiq (2019) Research has been conducted to know the impact of corporate governance and investor confidence on the corporate investment decisions and identified that there is a significant impact of investor confidence on corporate investment decisions in both countries and also the investment level is higher in the firms with good corporate governance practices.
- N.S.V.N Raju (2016) conducted a study to identify the factors influencing investors attitude towards investment and found that top five highly influential factors according to the investors' were what the company does ,valuation of the company's Stock , company's annual reports , Price to earnings ratio, Is the company profitable.
- U.Raghavendra Prasad (2016) identified that investors are bullish in nature. Rate of return, capital appreciation and safety of investment are the major motives for investment.

- D. Harikanth and B. Pragathi (2013), found that Risks taking capacity and educational qualification of investors are the factors which affects the selection of investments.
- Mittal M and Vyas (2008) found that factors like income, marital status and education has an effect on individual's investment decisions
- N.Piyatrapoomi (2004) Political, social, environmental and economic factors are included in decision-making frameworks but incomplete information of these factors become risk and uncertainty in decision making.
- M.Jaya (2017) found that return on investment, tax benefits and liquidity are the major reasons for the investment in stock markets. To avoid risk investors are adopted a strategy by not investing in the risk area and followed portfolio investment
- Gnani Dharmaja (2012) found that financial literacy, investor's financial tolerance and accounting information are influencing the investor's behavior.
- 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.
- Sujit and Amrit (1996), stated that the main factor influenced the salaried and business class group to invest in mutual fund were tax benefit.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

A research design is an arrangement of conditions for data collection and analysis of data in a manner that aims to combine relevance to the research purpose. Research design is a conceptual structure within which the research is conducted. Research design must focus on the following:

- Formulating the objectives of the study.
- Designing method of data collection.
- Selection the sample.
- Collecting data.
- Processing and analyzing the data.

3.2 SOURCE OF DATA

Primary data: The primary data was directly collected through questionnaire from employees. It is first information to the researcher.

Secondary data: The secondary data marks the beginning of the research process information was gathered from internal and external sources. Secondary data was gathered through journals, books, manuals and websites.

DESCRIPTIVE RESEARCH

- The research design in the present investigation is DESCRIPTIVERESEARCH. It includes survey and a fact enquires of different kinds. The major purpose of descriptive research is description of state of affairs, as it exists at present. In social science and business research we quite use the term ex posit fact to research for descriptive research studies.

- Descriptive research concerns a univariate question in which we ask about or state something about the size, form, distribution, or existence of a variable.
- The main characteristics of this method are that the researcher has no control over the variables. Descriptive research also includes attempts by researcher to discover causes even when they cannot control the variables.

3.3 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about public and the second part contained public opinion on investing the stock market.

QUESTIONNAIRE:

Structured questionnaire is selected as the tool for data collection, which includes various types of questions concerning different aspects of this study.

These are the type of question included in the questionnaire:

1. Multiple Choice Questions.
2. Rating Questions.
3. Ranking Questions.

Multiple choices:

These questions have a set of given alternatives.

Likert scale:

This is one which has options either from “Highly Satisfied to highly dissatisfied” or “strongly agree to strongly disagree”.

Close ended question:

This question consists of options and respondents should select from them.

3.4 SAMPLING:

Sampling is defined as the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made.

3.5 POPULATION:

All items in any field of inquiry constitute a population. The attributes that are the objective of study are referred to as characteristics and the units possessing them are called as elementary units. The aggregate of such units is generally described as population.

3.6 SAMPLE SIZE

The collected data from 110 respondents is being used for research.

3.7 SAMPLING TECHNIQUE

Convenience sampling is adopted to collect data from the respondent. A Convenience sampling method is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

PERIOD OF STUDY

The period of study is January 2023 through March 2023.

ANALYTICAL TOOLS

Percentage is appropriate when it is important to know how many of the participants.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 GENDER OF THE RESPONDENT

GENDER	FREQUENCY	PERCENTAGE
MALE	62	61.8
FEMALE	38	38.2
TOTAL	100	100

TABLE 4.1 GENDER RESPONDENT

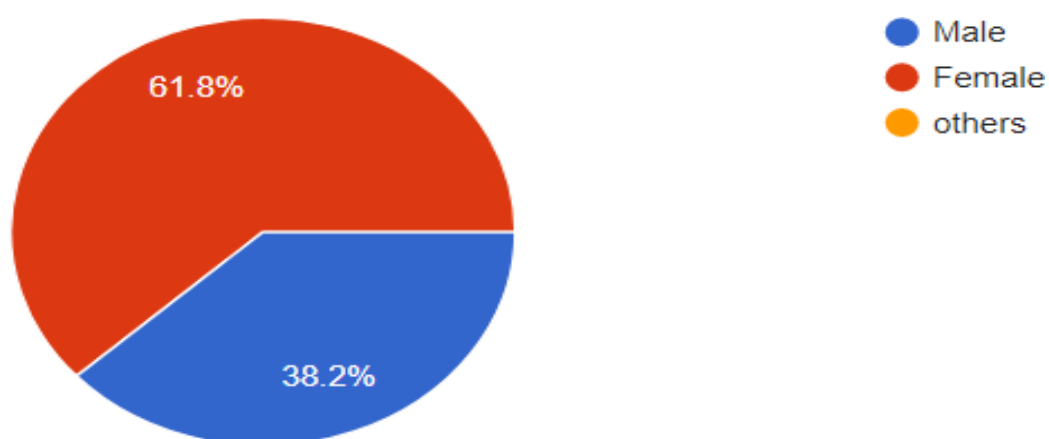


Fig 4.1 GENDER RESPONDENT

INTERPRETATION

38.2 % of the respondents are Males and 61.8% are Females. This shows that financial literacy is more among females.

4.2 AGE OF THE RESPONDENT

Age	Frequency	Percent
Below 20	13	13.0
Between 20-30	22	22.0
Between 31-40	40	40.0
Above 40	25	25.0
Total	100	100.0

TABLE 4.2 AGE RESPONDENT

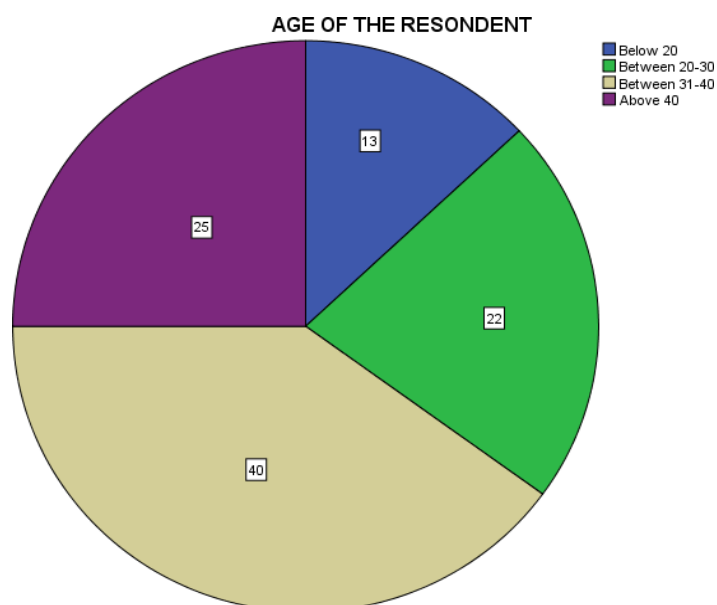


Fig 4.2 AGE RESPONDENT

INTERPRETATION

It is interpreted from the above table that out of 100 respondents, 13% of the respondents are in the age group below 20 yrs, 22% of the respondents are between 20-30 yrs, 40% of the respondents are between 31-40 yrs and remaining 25% of the respondents are above 40.

4.3 OCCUPATION OF THE RESPONDENT

Occupation	Frequency	Percent
Business	34	34.0
Professional	22	22.0
Student	6	6.0
Retired Person	20	20.0
Others	18	18.0
Total	100	100.0

TABLE 4.3 OCCUPATION OF THE RESPONDENT

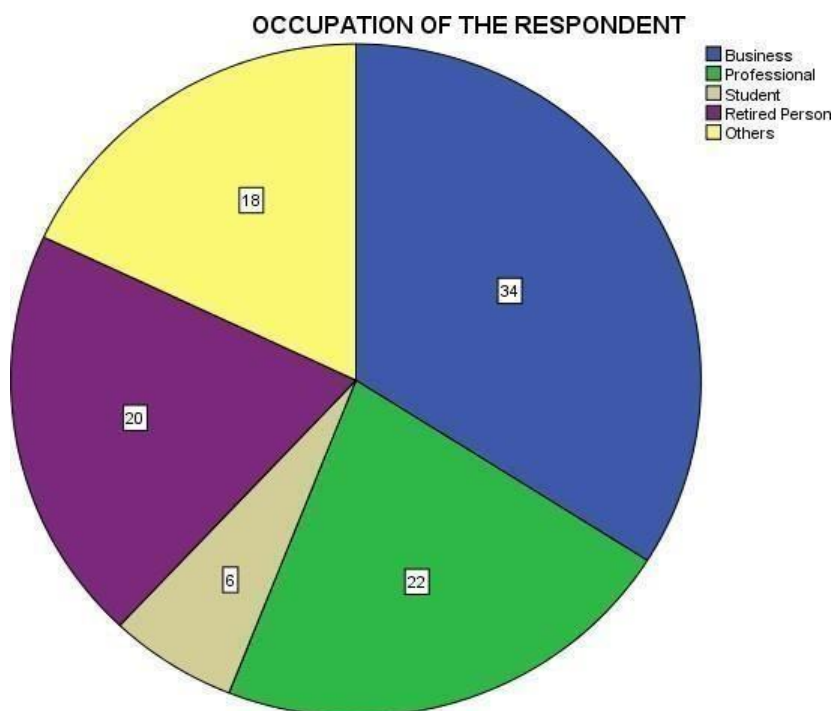


Fig 4.3 OCCUPATION OF THE RESPONDENT

INTERPRETATION

It is interpreted from the above table that out of 100 respondents, 34% are business with occupation of the respondent, 22% are professional, 6% are student, 20% are retired and remaining 18% are other.

4.4 PREFERABLE INVESTMENT IN EQUITY MARKET

Opinion	Frequency	Percent
Investment	21	21.0
High return	13	13.0
Ownership	12	12.0
Diversified portfolio	18	18.0
Business	12	12.0
High flexibility(liquidity)	13	13.0
Low investment	11	11.0
Total	100	100.0

TABLE 4.4 PREFERABLE INVESTMENT IN EQUITY MARKET

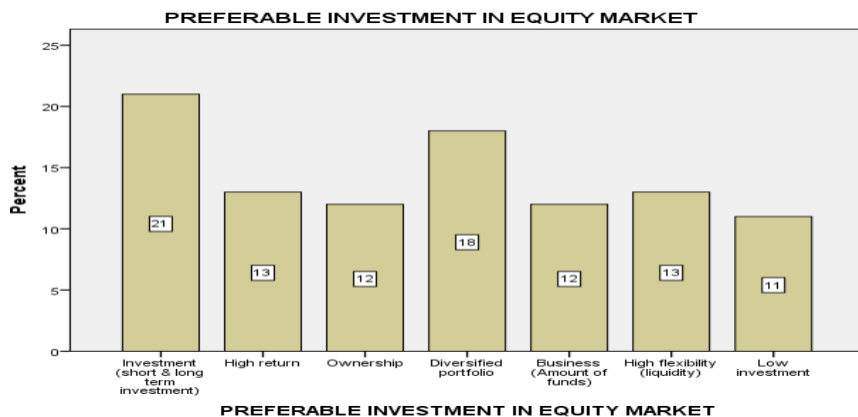


Fig 4.4 PREFERABLE INVESTMENT IN EQUITY MARKET

INTERPRETATION

It is interpreted from the above table that out of 100 respondents, 21% of the respondents are invested in short & long term investment with preferable investment in equity market, 13% of the respondents are invested in high return, 12% of the respondents are invested in ownership, 18% of the respondents are invested in diversified portfolio, 12% of the respondents are invested in business, 13% of the respondents are invested in high flexibility and the remaining 11% of the respondents are invested in low investment.

4.5 METHODS USED TO CONDUCT RESEARCH BEFORE INVESTING IN STOCK MARKET

OPTIONS	FREQUENCY	PERCENTAGE
INTEREST	38	38.2
FRIENDS ADVICE	36	36.3
NEWS PAPER	17	16.7
TELEVISION	8	7.8
BY HAVING EXPERT ADVICE	1	1
TOTAL	100	100

TABLE 4.5 METHODS USED TO CONDUCT RESEARCH BEFORE INVESTING IN STOCK MARKET

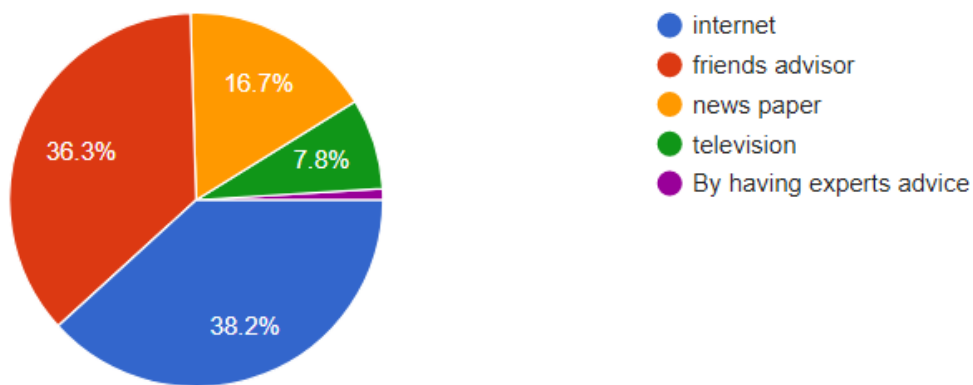


Fig 4.5 METHODS USED TO CONDUCT RESEARCH BEFORE INVESTING IN STOCK MARKET

INTERPRETATION

It is interpreted that out of 100 respondents 38.2% has used internet to conduct stock market research before investing 36.3% has taken friends advice 16.7% has used newspaper 7.8% has used television.

4.6 RESPONDENTS ATTRACTION TOWARDS EQUITY MARKET

OPTIONS	FREQUENCY	PERCENTAGE
PECULATION	30	30.4
DIVIDEND	52	52
LIQUIDITY OFINVESTED	18	17.6
TOTAL	100	100

TABLE 4.6 RESPONDENTS ATTRACTION TOWARDS EQUITY MARKET

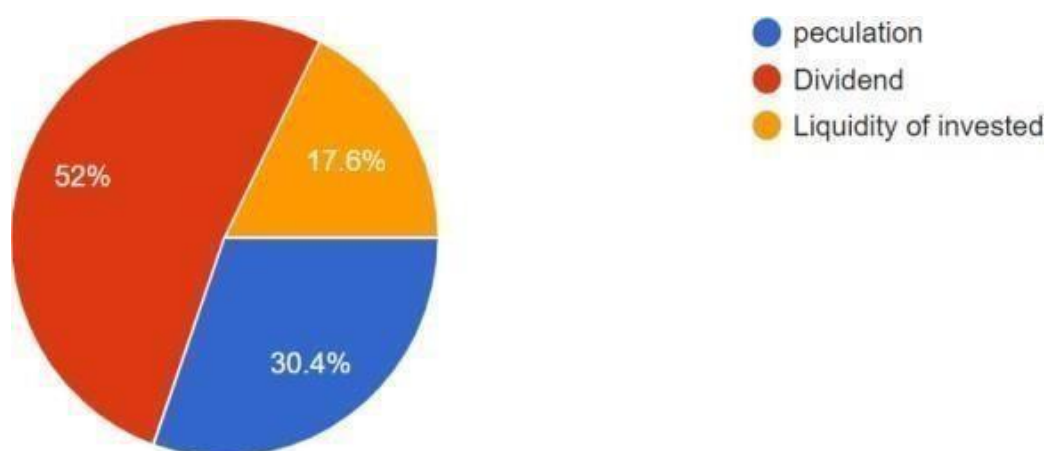


Fig 4.6 RESPONDENTS ATTRACTION TOWARDS EQUITY MARKET

INTERPRETATION

It is interpreted that out of 100 respondents 52% has been attracted by dividend 30.4% by peculation and 17.6% by liquidity of invested.

4.7 SOURCE OF FUND USED TO TRADE

OPTIONS	FREQUENCY	PERCENTAGE
SAVING / PERSONNEL	55	54.9
LOANS	31	31.4
PLEDING	14	13.7
TOTAL	100	100

TABLE 4.7 SOURCE OF FUND USED TO TRADE

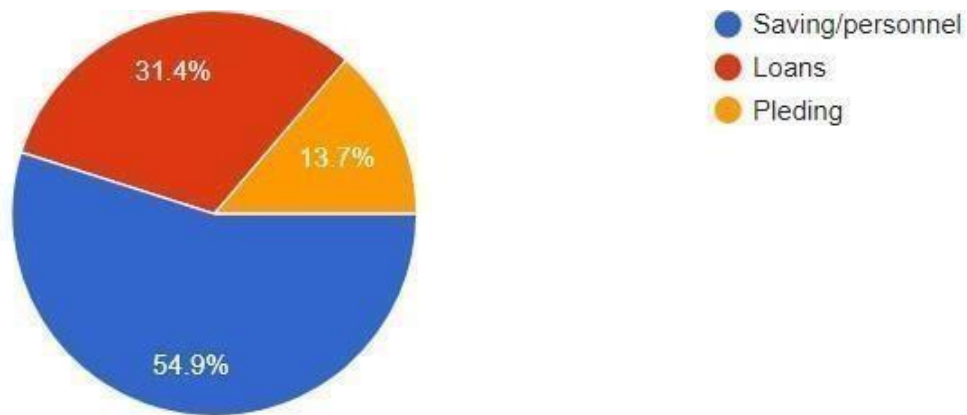


Fig 4.7 SOURCE OF FUND USED TO TRADE

INTERPRETATION

It is interpreted that out of 100 respondents 54.9% uses saving/personnel 31.4% uses loans 13.7% uses pledging funds to trade in stock market.

4.8 TYPES OF INVESTOR

OPTIONS	FREQUENCY	PERCENTAGE
SHORT TERM	51	51
MID TERM	32	32.4
LONG TERM	17	16.7
TOTAL	100	100

TABLE 4.8 TYPES OF INVESTOR

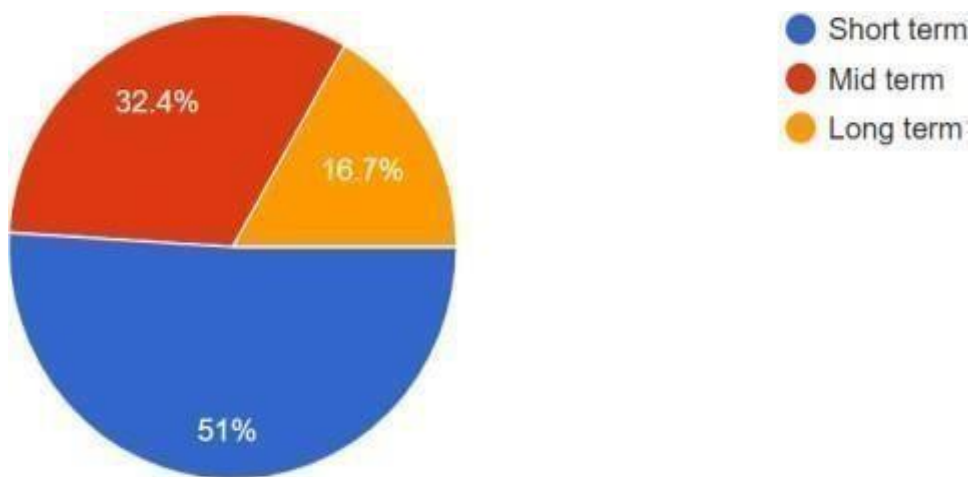


Fig 4.8 TYPES OF INVESTOR

INTERPRETATION

It is interpreted that out of 100 respondents 51% are short term investor 32.4%are mid-term investor 16.7% are long term investor.

4.9 FACTORS TAKEN INTO ACCOUNT WHILE INVESTING IN STOCK MARKET

OPTIONS	FREQUENCY	PERCENTAGE
DIVIDEND	27	26.5
LOW SHARE PRICE	48	48
EXPECTATION OF SHRE PRICE INCREASE	25	24.5
TOTAL	100	100

TABLE 4.9 FACTORS TAKEN INTO ACCOUNT WHILE INVESTING IN STOCK MARKET

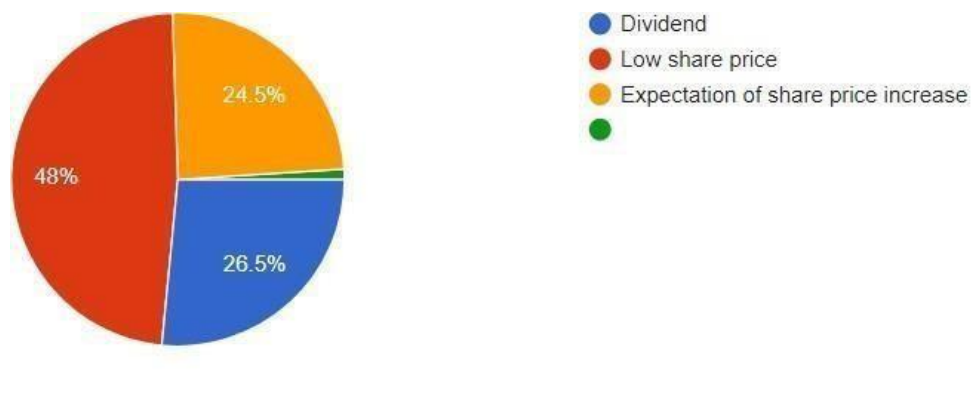


Fig 4.9 FACTORS TAKEN INTO ACCOUNT WHILE INVESTING IN STOCK MARKET

INTERPRETATION

It is interpreted that out of 100 respondents 48% takes low share price in account while investing 26.5% takes dividend and 24.5% takes expectation of share price increase.

4.10 FUNDAMENTAL ANALYSIS BEFORE INVESTING

OPTION	FREQUENCY	PERCENTAGE
YES	67	66.7
NO	34	33.3
TOTAL	100	100

TABLE 4.10 FUNDAMENTAL ANALYSIS BEFORE INVESTING

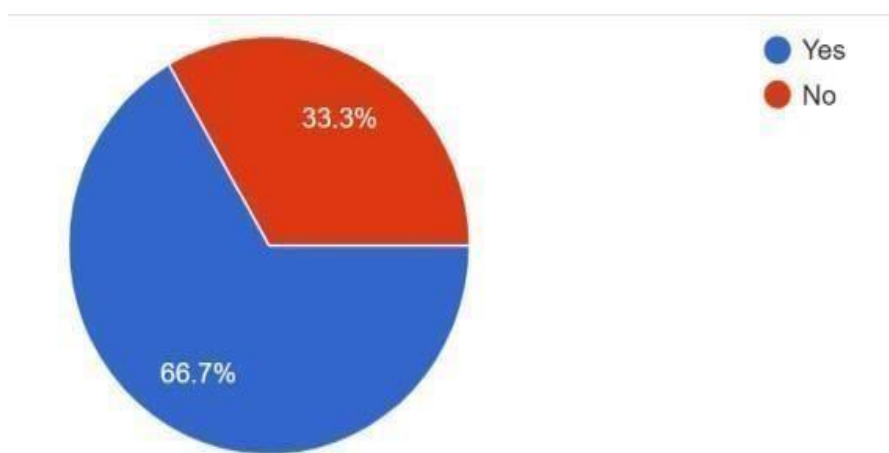


Fig 4.10 FUNDAMENTAL ANALYSIS BEFORE INVESTING

INTERPRETATION

It is interpreted that out of 100 66.7% do fundamental analysis before investing and 33.3% says no.

4.11 RESPONDENTS FACED

OPTIONS	FREQUENCY	PERCENTAGE
PROFIT	64	63.7
LOSS	36	36.3
TOTAL	100	100

TABLE 4.11 RESPONDENTS FACED

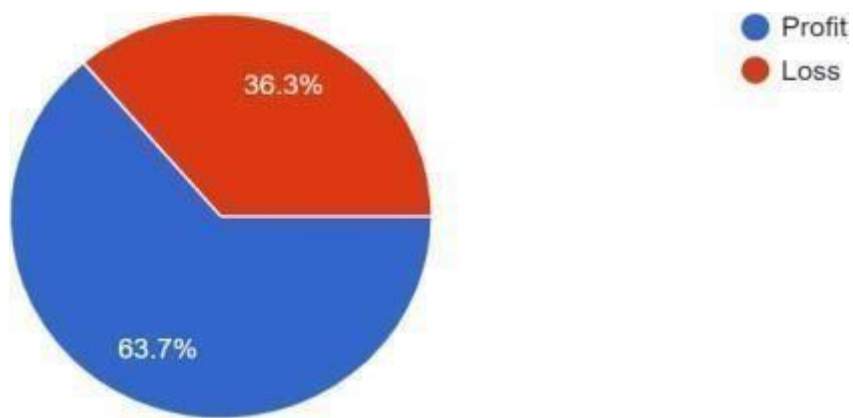


Fig 4.11 RESPONDENTS FACED

INTERPRETATION

It is interpreted that out of 100 respondents 63.7% faced profit and 36.3% faced loss.

4.12 CURRENT MARKET VALUATION

OPTIONS	FREQUENCY	PERCENTAGE
OVER VALUED	29	29.4
FAIRLY VALUED	37	37.3
UNDER VALUED	15	14.7
NOT SURE ABOUT VALUATION	19	18.6
TOTAL	100	100

TABLE 4.12 CURRENT MARKET VALUATION

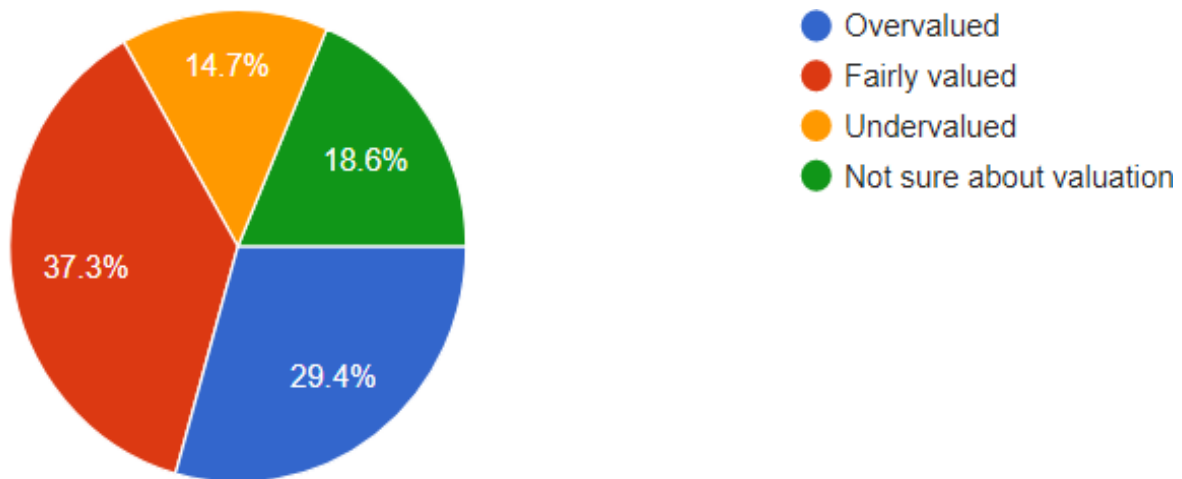


Fig 4.12 CURRENT MARKET VALUATION

INTERPRETATION

It is interpreted that out of 100 respondents 37.3% says it is fairly valued 29.4% says over valued 18.6% says not sure about valuation and 14.7% says undervalued.

4.13 RESPONDENTS PREFERENCE

OPTIONS	FREQUENCY	PERCENTAGE
EQUITY	42	42.2
COMMODITY	58	57.8
TOTAL	100	100

TABLE 4.13 RESPONDENTS PREFERENCE

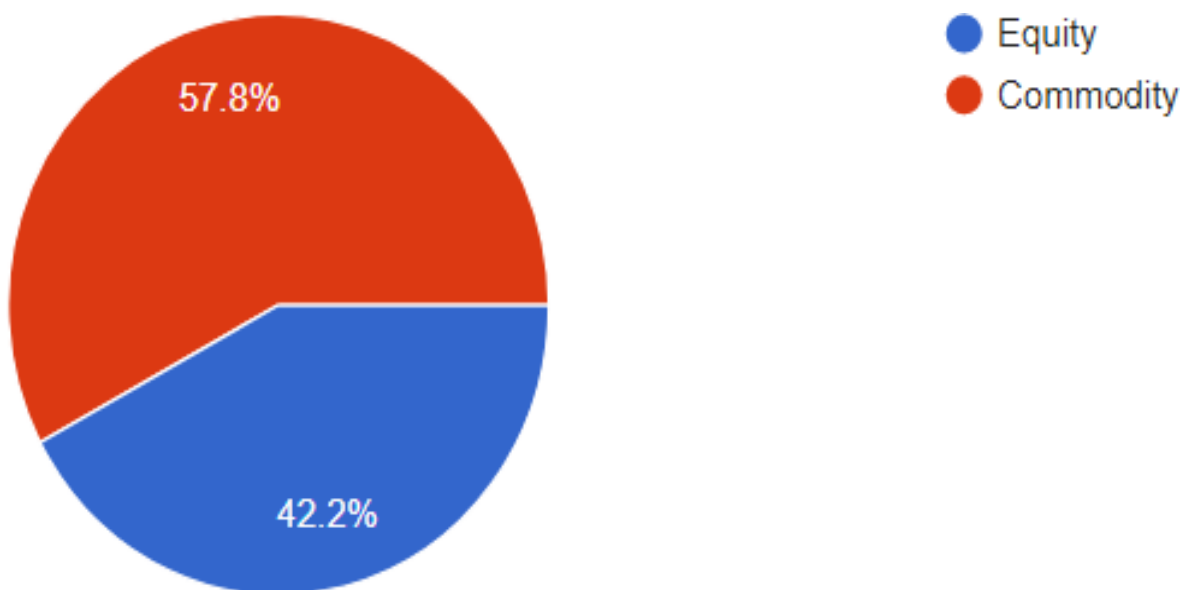


Fig 4.13 RESPONDENTS PREFERENCE

INTERPRETATION

It is interpreted that out of 100 respondents 57.8% go for commodity and 42.2% go for equity market.

4.14 INVESTING MOSTLY A RISK OR OPPORTUNITY

OPTIONS	FREQUENCY	PERCENTAGE
MOSTLY AN OPPORTUNITY	46	46.1
MOSTLY A RISK	53	52.9
BOTH	1	1
TOTAL	100	100

TABLE 4.14 INVESTING MOSTLY A RISK OR OPPORTUNITY

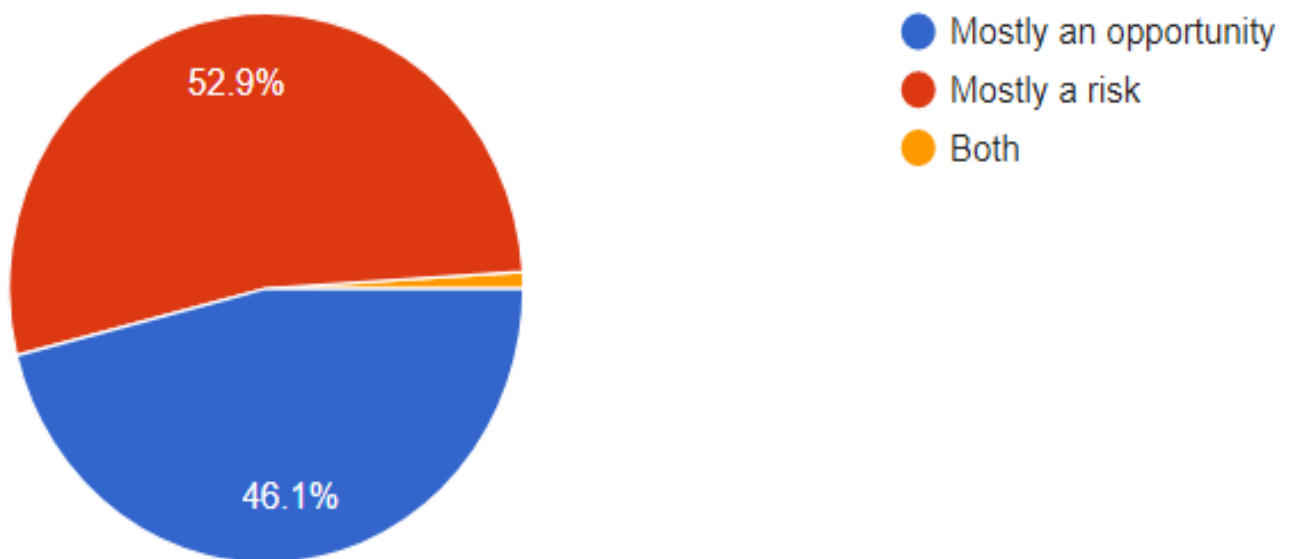


Fig 4.14 INVESTING MOSTLY A RISK OR OPPORTUNITY

INTERPRETATION

It is interpreted that out of 100 respondents 52.9% says it is mostly a risk 46.1% says mostly an opportunity.

CHAPTER 5

FINDINGS,SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY

- 38.2% of the respondents are Males and 61.8% are Females.
- In respect of occupation of participants in this survey, 53.9% of participants are from students and around 57.1% are from Direct Employees of companies & service industries.
- 64.7% of the participants are preferred to invest in stock market.
- 57.8% of the participants are preferred to invest in equity market.
- Internet is the mostly used to conduct a stock market research before investing money in shares
- Dividend attracts to equity market.
- Savings and personnel are the source of fund used to trade in stock market.
- There are Short term 51% and Mid term 32.4% investors in stock market.
- Low share price are the factors taken into account while investing in stock market.
- Mostly they are regular investor.
- 66.7% of people go through the fundamental analysis before investing.
- 63.7% of people are faced profit.
- 54.9% of them have experience in stock market before they invest .
- Considering the market valuation 37.3% says fairly valued, 29.4% says over valued ,18.6% are not sure about the valuation , 14.7% says under valued
- 45.1% agree to invest in stock at the current level 57.8% prefer to invest in commodity market.
- Thinking again of the stock market and investing 52.9% of them thinks its mostly a risk and others thinks it is an opportunity.

5.2 SUGGESTIONS

- Most of the respondents felt margin amount as the barrier for participating in equity market so can give a small margin of schemes to them.
- 5% of income only many of the respondents have invested in equity market so can explain them about the importance of investment in equity market.
- Low risk and low return schemes only people are choosing for investment we have to encourage them to invest high risk and high return.
- Training with commodities market have to improve.
- Small amount of investment only invested in energy we should give more awareness about energy sector.
- Some of the respondent felt knowledge about investment in commodities is not an assets this though want be change.
- People are not interested to recommend other to enter commodity market we can encourage them to recommend others for this.
- Now a days people not investing in commodities market for the reason of speculation it should be change between the investors.
- We should keep giving awareness about commodity and equity markets then only investors made investment in these thing.
- Encourage the investors to proper analysis before investment in commodities.
- Investment decisions have to improve.
- Income level is the most important factor to the purpose of trading in commodities so we can concentrate on more wealth people.
- Compared to equity market there is high risk in commodity market. So investors are highly prefer to invest in equity market.
- To reduce the risk in commodity market, it is advisable commodity investors not to do intra- day and invest of objective of long term. It will reduce the cost of investment and increase the return.
- The awareness of the equity market and commodity market must be provided to the investors.
- The company can encourage the investor to start demat account at free of cost.
- Majority of respondents are earning 2L-3Lakh so they are prefer to invest in equity market.

- Investors should prefer long term investment that provides maximum return with minimum risk.
- Reliable information about the investment Avenues should be given to the investors frequently.
- In order to improve financial literacy webinars, seminars, advertisements should be done for the betterment of society.
- Financial literacy should be given to everyone without any discrimination .
- Investors should always allocate their capital in a diversified manner and should not put their capital in one asset.
- Investor protection should be taken seriously by the govt authority
- Investors should always invest after research and making consultation with experts.
- Investors must be given proper investment guidance so that they will be aware of the commodity market they are investing.
- Since most of the investors are those who trade in share market and it is very easy to make them invest in higher margin commodities.
- Workshops can be conducted in villages for the farmers to educate them about commodity market.

5.3 CONCLUSION

According to the survey, the majority of people participate in the stock market for the high returns and to hedge their risk by investing a large portion of their income in the stock market. The majority of people here speculate in the stock market and invest for one to three months. In general, investors that invest for a long time, say more than a year, benefit greatly from the equities market. Most investors are encouraged to invest in the stock market by their friends and the media, and they expect more from the stock market. The majority of investors prefer the IT sector for their investments because of the market trend, profitability, industry condition, and economic condition.

REFERENCE

<https://zebuetrade.com/>

ANNEXURE (QUESTIONNAIRE)

1. Gender :

- a) Male
- b) Female

2. Age

- a) Below 20
- b) Between 20-30
- c) Between 31-40
- d) above 40

3. Occupation

- a) Business
- b) Professional
- c) Student
- d) Retired person
- e) Others

4. Preferable investment in equity market

- a) Investment
- b) High return
- c) Ownership
- d) Diversified portfolio

5. Which of the methods do you use to conduct a stock market research ?

- a) Internet
- b) Friends advisor
- c) News paper
- d) Television
- e) Others

6. What attracts you to equity market?

- a) Speculation
- b) Dividend
- c) Liquidity of invested fund

7. What source of fund you use to trade in stock market?

- a) Saving/personnel
- b) Loans
- c) Pledging

8. What type of investor are you?

- a) Short term
- b) Mid term
- c) Long term

9. What factors are taken into account while investing in stock market?

- a) Dividend
- b) Low share price
- c) Expectation of share price increase
- d) Others

10. Do you go through the fundamental analysis before investing?

- a) Yes
- b) No

11. What have you faced more?

- a) Profit
- b) Loss
- c) None

12. Current market valuation?

- a) Over valued
- b) Fairly valued
- c) Under valued
- d) Not sure about valuation

13. Which market do you prefer?

- a) Equity
- b) Commodity

14. On your point investing mostly a risk or a opportunity?

- a) Mostly a risk
- b) Mostly a opportunity
- c) Both