

INVESTORS BEHAVIOUR TOWARDS EQUITY INVESTMENTS IN STOCK MARKET

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Business Administration

BY

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

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

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this project Report is the bonafide work
Of **KONTHALA MALLESWARA RAO (39280017)** who have done project work
entitled "a study on investors behavior towards equity investments in stock
market" under our supervision for a period of 90 days from JANUARY 2022 to
MARCH 2022.

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Internal guide

Dr. BHUVANESWARI .G

Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

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External Examiner

DECLARATION

I Konthala Malleswara Rao(39280017) hereby declare that the project work by me under the guidance of internal(guide ms. sheeba.t

m.com,mba,m.phil,net,set) is submitted in partial fulfilment of the requirements for the award of Bachelor of business administration.

Konthala Malleswara Rao.

SIGNATURE OF THE CANDIDATE

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Abstract

Investors behaviour on equity investments in stock market indicates that investors do not behave rationally, rather several factors influences the investment decision. This study is based on the responses of equity investors selected by convenience sampling method in Andhra pradesh, telengana state and tamilnadu state . This study considers the theory of irrationality and of individual investors and investigates the factors that influence the Investment behaviour for Equity investment. Various statistical tools were used for data analysis purpose. The analysis showed that the investors are very conscious about their investment.

Ratio analysis is required to be considered. Technical and financial analysis of the company along with the

fundamental analysis of the companies is to be taken into account while investing in the capital market. This research

paper tries to find out the behaviour of investors in equity market and their preferences on various sectors of market.

The study used has unknown population, so

convenience sampling technique has been used. Primary data has been used for the

project and the data collected through online with help of Google form. The total sample

size of the study was 140. This project found that the investors are showing more interest towards safe and secure sectors and few are expecting more returns per annum.

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CHAPTER – 1.

INTRODUCTION.

1.1 : INTRODUCTION :

Investors behavior on equity investments in stock market indicates that investors do not behave rationally, rather several factors influences the investment decision. This study is based on the responses of equity investors selected by convenience sampling method in Andhra pradesh, telengana state and tamilnadu state . This study considers the theory of irrationality and of individual investors and investigates the factors that influence the Investment behavior for Equity investment. Various statistical tools were used for data analysis purpose. The analysis showed that the investors are very conscious about their investment.

Investment behavior on equity investments in stock market is one of the areas of modern economic research. Various empirical studies are accumulating concrete findings and made the important developments in the field of investment behavior. The theories of investment behaviors' are basically divided into economic theories and behavioral finance.

Economic theory on investment behavior treats the investment decision of the individual as a macroeconomic aggregate and the microeconomic foundations of it are drawn from utility theory. The axioms of utility theory , risk and 4. wealth maximizing. This theory further assumes that individuals maximize their expected utility- measured in terms of anticipated returns and variances from these expectations (the mean-variance approach), i.e. each investor selects portfolio that maximizes expected return while minimizing risk. The utility based on classic wealth criteria making a choice between consumption and investment through time. Economists assume that when a person is faced with a choice from among a number of possible options, the person will choose the one that yields the highest utility

The behavioral finance, a relatively new sub-discipline, focuses on impressive strides in explaining the behavioral aspects of investment decisions. This field merges the concepts of financial economics and cognitive psychology in an attempt to construct a more detailed model of human

behavior in financial markets. It investigates the choice under uncertainty and assumed that the information structure and the features of the market participants systematically influence individual's investment decisions. According to it, the behavior of investor in market derives from psychological principles of decision making. It also focuses on how investors interpret.

1.2 : main theme of the study :

The investor behavior has changed tremendously after the recession effect. Though India was not directly affected with the Sub-prime crisis effects which had lately hit the world. Fear has struck the minds of the investor heavily and spending lavishly has lost its energy as people have started investing more than spending. They are now looking for safety rather than a luxurious life. This was never guessed, the business must always be proactive to match up the changes that are taking place in the minds of the customer but at times it must also be reactive. So it's the time to study the behavior of an investor and to understand his feelings, his anticipations and perceptions

- To study the influence of age on the investment pattern
- To study the influence of gender on the investment pattern.
- To study the impact of income level on investment decisions.
- To analyze the investment pattern of investors to various capital market and financial market information.
- This is an empirical study of household preferred investment avenues.
- The study enquires into their profile, portfolio practices, experiences, preferences & risk perceptions, intentions & problems of the investors.
- Another objective of the study is to find out the relationship between personal and

demographic profile. • To identify the portfolio and investment pattern that has to be managed, monitored and

controlled by the individual investors.

- To identify a sense of general awareness about portfolio management.
- To study the impact of investors attitude on the profitability of investment portfolio.
- To suggest measures for creating profitable investment portfolio.
- To understand the preferences of males and females towards different investment.

1.3 :CHARACTERSTICS OF INVESTORSW BEHAVIOUR TOWARDS EQUITY INVESTMENTS :

Failing to plan is planning to fail!

A good investor will always have clear goal. It is very important to have a plan to achieve the goals. Variations most likely tend to divert an investor from the agenda. Having a plan of action within a defined period of time for a particular return on investment is a sign of a good investor. They are prepared for the uncertainty of the market while the plans are usually made considering both the sides

Knowledge

Qualities of a Successful Investor

When you know better, you do better!

Besides utilizing time to the best, a good investor possesses knowledge of the market. He/she understands the position of funds and has researched about the company investment strategy and philosophy. You need to know where your money is being utilized. A good investor analyses the growth pattern of the company over the years from genuine sources. On the accounts of the anticipations and knowledge a good investor will have a defined plan for exit point as well. An

active learner who is open to make a right choice on the basis of genuineness of knowledge is a good investor.

Right Decision

Listen to the world but do what is right!

A good investor knows the time. They keep an eye on current scenario in the market. They update their knowledge about market activities and growth. Having a sound understanding of trends enables the investors to overlook their plans and decide the term of investment. Having an understanding of current trends and company market position makes one a good investor. They own their mistakes and learn not to make them again. It's not necessary that the good investor jumps into the trends; he/she just does what is right.

Patience

Keep calm and carry on!

Over the period of time a good investor creates wealth due to his patience. It is probably the finest quality to have. A good investor has faith in his plans. They usually do not feel bad about the 10% downturn; they would rather sit tight to celebrate the 100% uptick. They are persistent about sticking to the plans. They usually do not get into the buy and sell trends.

Risk Aversion

Know thyself!

Good investors know the inherent risk in investing. They understand their plans and analyze their expected returns. Being risk averse is a quality shaped by experience, knowledge and confidence.

1.4 : INDUSTRIAL PROFILE :

The capital market is the backbone of every country as it can affect the financial position of the country and regulate the economy. The heart of economic growth lies in the capital market which

helps in providing the allocation of funds and mobilization of resources. The major understanding and regulation of the capital market have been an important requirement for the industrial and commercial development of the country. The capital markets cater to the need for a long-term fund that is required for the development of the industrial and commercial sectors.

The capital market is the place that acts as the platform between the suppliers and the buyers. The savings and investments are channelized between the persons who have capital and the person who needs capital. In simpler terms, the market where buyers and sellers engage in trading of financial securities like bonds, stocks, etc. However, the market is much wider than securities. The participants during such transactions can be an individual as well as an institution.

It includes all types of lending and borrowing. The capital market is generally for the raising of long-term funds. The markets deal mainly with debts and equity securities. There are different types of buyers such as businessmen, companies, government or it can be general people. The major regulatory body is the RBI(Reserve bank of India) assisted by the Ministry of Finance and the SEBI(Security Exchange Board of India).

The capital markets of India have a golden history of approximately 200 years or more than 2 centuries. It dates back to the year 1875 when India was under the direct control of the British Government and the Queen of England, the first time the Bombay Stock Exchange was set up and led to the introduction of capital markets in India among the local people. There was hardly any existence and role of the capital market as agriculture was the primary sector of the economy.

The capital market was mostly dominated by government securities and there were a few individual investors. It started flourishing in the early nineties with the introduction of liberalization, globalization, and privatization and Sensex touched more than 4,000 points from hardly a thousand.

1.5 : FUNCTIONS OF CAPITAL MARKET :

Many such functions depict the need for the capital market as they have primary functions such as mobilizing resources of investments, helps in the facilitation of buying and selling of securities, and formulation of effective and efficient price discovery. To settle the transactions as per the due date or within the given time frame. The market provides an effective source of investment as well as channels the funds of private and the government. The capital market has many such institutions which can be classified as holding capital and supply them as securities. For example:

1. Commercial banks such as SBI, Citi Bank, etc.
2. Insurance companies such as LIC, HDFC, Bajaj Finserv, etc.
3. Specialized financial institutions such as IFCI, IDBI, UTI, etc.
4. Provident Fund Societies and other such institutions. There are also individual investors in the market who supply their funds in the capital market. The market is based on lenders, ones who supply funds and the borrowers, ones who demand funds.

1.6 : NEED FOR THE STUDY :

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience base for the product. This time research methodology is framed for the purpose of finding the level of investors behavior on equity investments in stock market and changing trends of the investors' expectations.

1.7 : SCOPE OF THE STUDY :

- The research measures the experiences of investors behavior on equity investments.
- Defines and analyses the experiences based on key deliverables.
- Gains insights into investors expectations.
- investors experience is how investors engage with strong fundamental and high growth oriented shares throughout the entire arc of being a investor.

1.8 : OBJECTIVES OF THE STUDY :

This project is designed mainly to identify and evaluate the investors behavior towards equity investments in stock market.

1.8.1 : PRIMARY OBJECTIVE :

A STUDY On INVESTORS BEHAVIOUR TOWARDS EQUITY INVESTMENTS IN STOCK MARKET.

1.8.2 : SECONDARY OBJECTIVE :

- ☐ To analyze the investors behavior towards equity investments in stock market.
- ☐ To identify the factors which influence on investors behavior on equity investment decisions.

1.9 : LIMITATIONS OF THE STUDY

1. The analysis of the data has been collected regarding the investors behavior on equity investments.
2. Only 140 respondents were collected due to time constrict.
3. The results fully based on the given information.

CHAPTER - 2.

REVIEW OF LITERATURE.

2.1 : INTRODUCTION :

In this Chapter, the researcher has made an attempt to study and understand the investors Behavior towards the equity investments in stock market in This attempt includes, understanding the basic concepts of investors experience, analyzing research studies made by earlier researchers in respect of investors behavior towards equity investment in stock market For

this, the researcher has used various books, research Journals and websites.. Through this Literature Survey researcher wants to find out which are the important parameters of investors behavior towards equity investments in stock market.

2.2 : LIST OF REVIEWS :

1 .author : Roshal Chinnu Vinu

Teaching Assistant, TM-SIA

Dombivli, India

Investing in any form such as properties, gold or stock is a risky move. But what we do not know is that the decision in investing is influenced by traditional and behavioral finance. In traditional finance, the assumption is that both markets and investors are rational, and investors truly care about utilization characteristics. The information they need, and their decision are based on the data available. In short, traditional finance simply states that investors do not make their financial decision on emotions. But later studies show that there is an influence of psychology on the behaviour of investors or financial analyst and its subsequent effects on the markets. This include in behavior finance theory. In short behavioural finance states the fact that investors are not always rational and have their limits of their efforts and influenced by bias.

2 . Author : DANFORD PHINIAS GAMBALIKo.[2015]

The Open University of Tanzania,

This study aimed to assess the contribution of investors to stock market development in Tanzania using DSE as a case study. Specifically, the study aimed to analyze the growth of the market value of equity share listed in Dar es Salaam Stock Exchange by the investors, to analyse the increase of market value of equity share traded in Dar es salaam stock Exchange, to identify and examine efforts being made by stock exchanges to attract participation in the market place and to analyze the extent to which DSE has been successful in achieving its objectives. The methodology used to conduct this study was case study research method and used both primary and secondary data. The study found that equity share was growing year after year at DSE as market value of shares listed have been growing at the annual average rate of 52.3% for the last eight years (2007-2014). Compared to the Nairobi and Uganda Stock exchanges, DSE was found to have the highest percentage change of market value of share listed followed by Uganda Stock Exchange (USE). In terms of market value to equity share traded, the value at DSE has been increasing at the annual average rate of 12.6% for the last eight years. Likewise, DSE was ahead of Nairobi Stock Exchange (NSE) and Uganda Stock Exchange (USE) in terms of percentage change of market value of equity share traded. The study noted that DSE was effective in attracting investors. According to the calculation made, it was interpreted that DSE has made big efforts in attracting investors. Lastly, it was recommended that DSE should make more efforts to attract more investors since it was found that stock exchange performance depended much on the value of equity share traded.

3 . Author : ; DR. KALPANA NANDANWAR2

1ASSISTANT PROFESSOR,

INTERNATIONAL INSTITUTE OF MANAGEMENT SCIENCE,

UNIVERSITY OF PUNE.

Financial market providing ample opportunities for investors to invest. The individual investor plays an important role in the financial market because of their big share of gross savings in the country.

The study attempts not only to understand the behavior of individual investor in financial market but

also it is conducted to attain the objectives of the paper. The researcher has studied the published work. The individual investors buying behavior is influenced by various factors such as social, economic, psychological and demographic. Individual investor's investments are backed by benefits and money. Individual investor still prefers to invest in financial products which give risk free returns. The study also confirmed that Indian investors even if they are of high income, well educated, salaried, and independent are conservative investors who prefer to play safe in the market. Financial regulators have to organize seminars, programs and sessions for creating awareness in individual investors as well as to boost confidence level among them.

4 .

Authors : Kannadas s.

JOURNAL "Investment Management and Financial Innovations"

Investment activity, followed by household and external savings, often plays a decisive role in strengthening the financial status of individual investors, as it contributes to further increases in wealth. This study analyzes the investors' investment motives and actions to find better investment strategies and to do a systematic review of the investment behavior available for both short- and long-term individual investors. The study is mainly focused on factors and priorities influencing investment decisions. The data

were obtained using the questionnaire approach from 201 individual investors within the age group from 18 to 80 from different parts of India. Every individual investor's risk-tolerant score has been calculated on the basis of the investors' holistic behavior, namely, investors with high-risk appetite, investors with a moderate and low-risk appetite. Non-parametric tests are applied to evaluate the behavioral approach of investors that are differently correlated to these factors. T-test is used to distinguish between the population mean of short-term and long-term investors' risk-taking ability and priority of safeguarding the principal over return preference, rather than identified investment factors. As a result of the study, the factors influencing the investors' decisions were found: income level, market participation experience and risk-return proportions, rather than age, gender, risk-taking ability and investment priority. This study enhances the existing literature by analyzing income, risk-return proportion and investment experience factors that influence investment decisions.

5 .

author : Alistair Byrne, CFA

University of Edinburgh.

This review of behavioral finance aims to focus on articles with direct relevance to practitioners of investment management, corporate finance, or personal financial planning. Given the size of the growing field of behavioral finance, the review is necessarily selective. As Shefrin (2000, p.

3) points out, practitioners studying behavioral finance should learn to recognize their own mistakes and those of others, understand those mistakes, and take steps to avoid making them. The articles discussed in this review should allow the practitioner to begin this journey.

Traditional finance uses models in which the economic agents are assumed to be rational, which means they are efficient and unbiased processors of relevant information and that their decisions are consistent with utility maximization. Barberis and Thaler (2003, p. 1055) note that the benefit of this framework is that it is “appealingly simple.” They also note that “unfortunately, after years of effort, it has become clear that basic.

6 .

Author : Khusboo Srivastava

Assistant Professor, Institute of Business Management,

GLA University, Mathura, (Uttar Pradesh), India.

(Corresponding author: Khusboo Srivastava.

Investors often exhibit irrational investment decisions due to the dominance of sentiments therefore it has become essential consequently to distinguish and classify the various factors driving investor sentiments and furthermore to comprehend their implications on investment decisions. The present research work is a critical evaluation of the literature focusing on identifying the different classification of those factors which affect the sentiments of investors. The study will help in understanding factors driving investor sentiments and will leverage in exploring different investments strategies and suitable aids to avoid judgmental errors and

irrational behavior with respect to the investor's decision making. More specifically, this literature review approach has helped to propose a conceptual framework which embraces Psychological and emotional factors, Market factors, Economic factors, Herd Behavior and Investors awareness that are driving the investor sentiments and their investment decisions.

7 .

Authors : , Ben Jackson M. Charles² and Paul M. Mwanja³

School of Business and Economics, Africa International University, Kenya.

The purpose of this paper is to create awareness of a number of existing theories in Finance area

of specialization. The compilation and analyses on the theories will help scholars quickly identify

theories existing in finance and application of the theories in a scholarly manner. However the theories analyzed are not exhaustive. Scholars are allowed to add to the list of analyses.

8 .

Author : Divya Verma¹, Dr. Deepak Sahni²

Assistant Professor, Dean Management,

,Shri Guru Ram Rai University, Dehradun, Uttarakhand, India. In India where and how the people make investment of their earned money is a very important decision because all investment avenues professed risky by investors. Investment refers to any mechanism used for the purpose of generating future income. The main features of investment are safety of principal amount,

regular return, and liquidity. there are various avenues of investment available such as shares, bonds, debentures, gold, mutual funds, FDs etc. Indian people usually having a habit to save money for future but mostly people are not able to make appropriate investment decisions because people are not much aware about the various financial product available in market. As each financial product is unique in terms of risk and return. The objective of the research is to study the various factors that affects the choice of investment of a common man. Various research has been conducted in this area but there is scarcity of literature that shows whether people are able to make appropriate decision in regard to achievement of their investment goals and whether the performance of their selected avenues are able to meet their expectations. So this study is conducted to analyze the available literature on investment patterns to get an insights of the investment pattern of different class of people.

9 . Author : JORGENSON

University of California, Berkeley.

There is no greater gap between economic theory and econometric practice than that which characterizes the literature on business investment in fixed capital. According to the neoclassical theory of capital, as expounded for example by Irving Fisher, a production plan for the firm is chosen so as to maximize utility over time. Under certain well-known conditions this leads to maximization of the net worth of the enterprise as the criterion for optimal capital accumulation. Capital is accumulated to provide capital services, which are inputs to the productive process. For convenience the relationship between inputs, including the input of capital services, and output is summarized in a production function. Although this theory has been known for at least fifty years, it is currently undergoing a great revival in interest. The theory appears to be gaining increasing currency and more widespread.

10 . Author : Dr. Mohammad Shafi

Associate Professor, Department of Business & Financial Studies,

University of Kashmir Srinagar Kashmir.

Although finance has been studied for several decades, behavioral finance which considers the human behaviors in finance is a quite new area. Behavioral finance theories, which are based on the psychology, attempt to understand how emotions and cognitive errors influence individual investors' behavior. The individual investor plays a vital role in the stock market because of their good savings. The regulators of the stock market cannot ignore the behavior of individual investors. Many individuals find investments to be fascinating because they can participate in the decision making process and see the results of their choice. Not all investments will be profitable, as investors' whims not always result in fruitful returns. Recent studies on the behavior of individual investors' have shown that investors do not act in a rational manner. Several behavioral factors influence their investment decisions in stock markets. The present study aims to review the research studies and literature to gain knowledge about key factors that influence investment behavior in different countries and the ways these factors impact investment risk tolerance and decision making process among men and women and among different age groups.

11 . Author : Subham Surana.

ITM University.

the aim of this paper is to critically evaluate the literature on individual investor behaviour and identify the factors affecting their behaviour for investment on the basis of available literature for the last 10 years. By keeping different parameters in view, different application area of different countries are studies to know customer satisfaction, loyalty and behaviour etc. One of the important objectives is to identify the gap from the literature and provide future research path in the domain of individual investor behaviour.

12 . Author : , Jasdeep Kaur Dhami

(Assistant Professor, DCMS University School of Open Learning, Panjab University, India].

In Traditional Finance, the Financial models hold a fundamental assumption that investors are fully rational .The rational investors aim to maximize their wealth with available information.

Even the dominance of efficient Market theory around 1970's also contain assumption of rational investor and stated that stock prices incorporates the best available information . However, Standard Finance models have systematic errors and anomalies represented by presence of high volatility and presence of —Bubble|| in stock market which indicates the Irrational Exuberance (Robert Shiller). The Behavioral Finance plays a significant role to understand the complexities that are prevalent in Investor Financial Behavior. The present study attempts to review the literature available in traditional & behavioral finance. The study of literature also aims at recognizing the role of financial literacy and its implication that help in improvement of personal financial management of an Individual investor.

13 . Author : Rohtash Kumar.

* Associate Professor, Department of Economics, OPJS University, Churu,
Rajasthan (India)

Investment is the sacrifice of present surplus funds or comfort for gaining future benefits in future. Every investor wants to save and invest in present saving to spend in later in life. There are various investment alternatives available in which an individual can invest their surplus funds such as bank deposit, debentures, real estate, precious goods and derivatives etc. We can define investment as postponed consumption. But the future profit is uncertain and mainly depends upon the two components such as time and risk. Return is the reward for sacrifice the present consumption which received after passes the time. Some investment may affect by the time element while other investment may be affected by risk element. Sometime, the risk and time both factors have great influence on the investment pattern. Every investment involves risk and return.

14 . Authors : Dr. K. Malar Mathi and , A. Kungumapriya.

Associate professor at Bharathiar school of Management and Entrepreneur
Development (BSMED),

Bharathiar University, Coimbatore.600 046, India.

The diversification of the financial services sector has provided the individual investor with a wide range of opportunities to invest. Savings are the mantras that any investment advisor will recite. Savings are the difference between the amount investor earns and the amount investor spends. One reason could be that there are certain materials goals that they want to save for. Indian investor's behavior has been changing drastically in the post-economic reforms era in investment activity, preferences in selecting various financial instruments, evaluating and in analyzing the investment avenues. In this paper the diverse literature available worldwide on individual investor behavior has been explored. Its main objective is to understand individual investor behavior. In order to review the literature, research papers have been collected from various referred journals related to individual investors' behavior.

15 . Authors : Priyanka^{1*} and Tripathi L.K.².

1. School of Commerce, Devi Ahilya Vishwavidyalaya, Indore, INDIA

2. Dean, Student Welfare, DAVV, Indore, INDIA.

Today, modern economy has become dynamic. The financial and investment sectors have widened their scope. Various modes of investments are available for the investors of various categories. If the money is put in any mode with a proper planning and strategy, then an investor can generate wealth for his future. An individual contributes in the economic growth by his economic activity. Through production, consumption, exchange, distribution and investment, the economy runs. Savings, investments and the economic growth and development are inter-related aspects. In the present review, literature related with individual saving and investment behaviour has been reviewed to identify the factors which influence the investment behaviour. The study covers that there are numerous variables that direct an investor's decision to invest. It also proposes the further studies which can be done to study the saving and investment behaviour of professional women of Indore. The outcomes of present study would be of great relevance to investors, financial planners, policy makers and wealth managers etc.

16 . Author : Preeti Yadav

Amity University Rajasthan, Jaipur, Rajasthan, India.

The present study tries to find out the factors that have major influence on the share investment decisions of a sample of 100 investors in Moradabad city of Uttar Pradesh. Revolution in the finance industry is brought about through the advent and evolution of behavioural finance. Investors hardly act rationally in taking decisions while investing. Investors simply react on the available information possessed by them and react accordingly. Lots of consideration is required to be dealt with before investing in the equity market. Ratio analysis is required to be considered. Technical and financial analysis of the company along with the fundamental analysis of the economy is to be taken into account while investing in the capital market. The present paper tries to find out the perception of male and female investors regarding various considerations to be kept in mind while investing in the equity market. The paper tries to cram the attitude of male and female investors towards variety of investment alternatives. The researchers have selected 60 male investors and 40 female investors from Jaipur and Moradabad cities. The study uses independent t-test, mean scores. The paper concludes that investors should as far as possible try to make fundamental, technical and financial analysis before investing in the shares. Investors whether male or female, should look in all avenues while investing their funds in different assets. Investors should look in all avenues while investing their funds. Some investments are risky and some are not, so as per the age of investors they should decide about risky or less risky investments.

CHAPTER -3.

RESEARCH METHODOLOGY.

3.1 RESEARCH DESIGN

A Research design is the arrangement of conditions for collections and analysis of data in a manner that aims to combine relevance to the research uses with economy in procedure. The

study adopts the Descriptive research design. Data is collected from the investors of equity investments.

3.1.1 Descriptive Research Design

Descriptive research is a study designed to represent the participants in an accurate way. More simply Put. descriptive research is all about describing people who take part in the study.

3.2 SAMPLING TECHNIQUE

Sampling is the part of statistical practice occupied with the selection of some people for the observation proposed to yield knowledge about a population of concern mainly for the purpose of statistical inference. Each and every

3.2.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.3 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

3.3.1 : primary data :

The Primary data is defined as the data, which is collected for the first time and fresh in nature, and happens to be original in character through field survey. The data collection method which is used in this research is questionnaire. Here the data are systematically recorded from the respondents. Primary Data – Questionnaire given to 140 respondents

3.3.2 : secondary data : The Secondary datum are those which have already existed and are already collected by someone else and have been passed through statistical process. The main sources of secondary data are websites, articles, journals. Secondary Data -Websites and online journals, Published reports & Review of literature from published articles

3.4 STRUCTURE OF QUESTIONNAIRE

In this study, a questionnaire is used to collect the primary data from the sample. A questionnaire is sent to the persons concerned with the request to answer the question and return the questionnaire consists of many questions set in a definite order or set of forms. In this study, likert scale is used in most of the questions. Firstly, the demographic factors occupy the questionnaire, followed by the questions related to the variables used for the study. The questionnaire is mailed to respondents who are expected to read and understand the questions and write down the reply in the space left for the purpose in the questionnaire itself. The respondents have to answer the questions on their own. Questionnaire was divided into two parts First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's experience

3.5 SAMPLE SIZE

The sample of the study is 140 responses.

3.6 PERIOD OF STUDY

The duration of study is from January 2022 to March 2022 which is a three months.

CHAPTER -4 DATA ANALYSIS AND INTERPRETATION.

4.0 : percentage analysis :

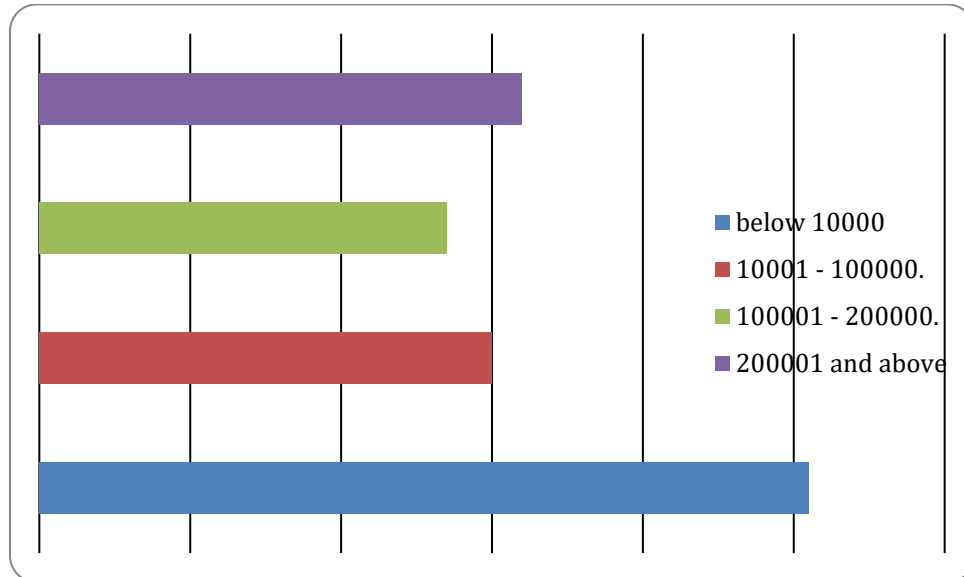
Table 4.1 : age of respondents :

s.no	Particulars	no.fo respondents.	Percentage.
1	below 20	30	21.84%
2	21-30 years	54	38.57%
3	31-40 years	27	19.28%
4	41 and above.	29	20.71%
	Total	140	100%

Source : primary data.

Chart 4.1.1 : age of respondents :

-



Interpretation :

From the above table it is interpreted that the number of responses from the category of below 20 years 30 which is approximately 21.84% , 21-30 is 54 responses which is

approximately 38.57% , 31-40 years is 27 responses which is approximately 19.28% and above 41 years is 29 responses which is approximately 20.71.

majority of responses [38.57%] category of 21 and 30 years group.

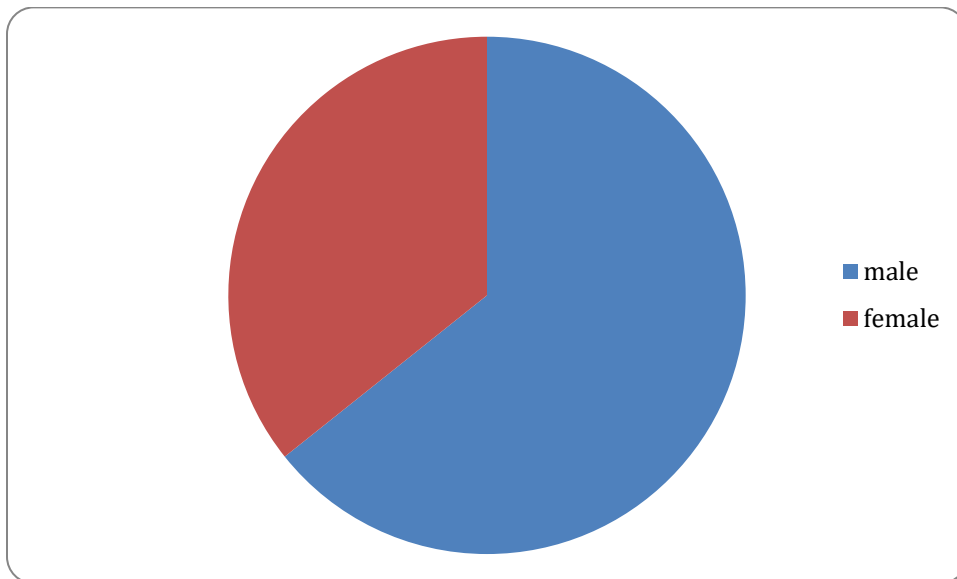
4.2 : gender of the responses :

Table of gender of respondents :

s.no	Particulars.	No.of responses.	Percentage.
1	Male	90	64.29
2	Female	50	35.71%
	Total	140.	100%

Source : primary data.

-Chart of the gender respondents :



Interpretation :

From the above table the number of responses from male is 90 which is almost 64.29% and female is 50 responses which is around 37.71%

Inference :

Majority of responses is male [90] responses 64.29%.

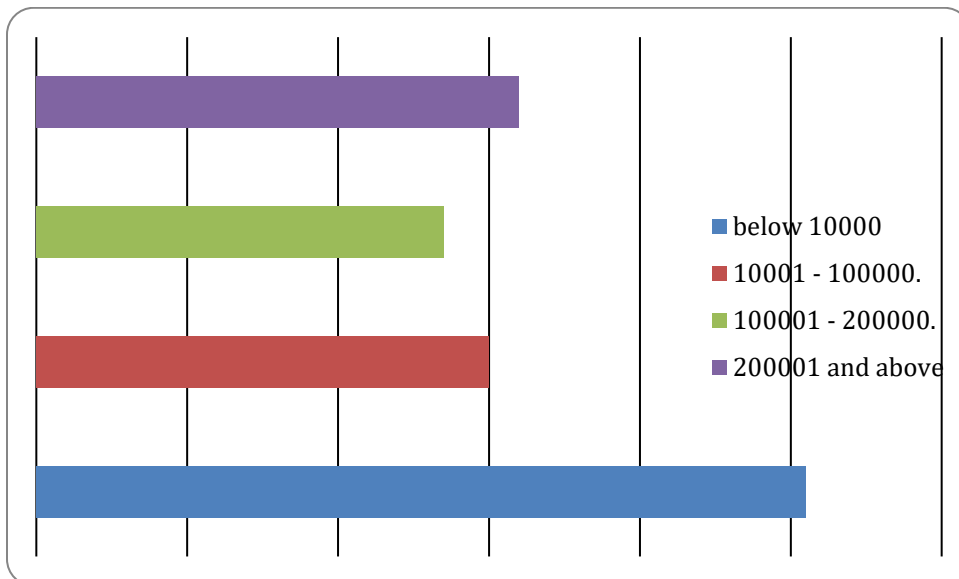
4.3 : occupation :

Table of occupation responses :

s.no	Particulars	No.of responses	percentage
1	Student.	58	41.83%
2	Business man.	28	20%
3	Employee.	39	27.86%
4	Others.	15	10.71%
	Total	140	100%

Source : primary data.

Chart of occupation responses :



Interpretation :

From the above table it is interpreted that the category of occupation , from the students the respondents is 58 which is about 41.83% , business man is 28 respondents which is around 20% , employees is 39 respondents which is approximately 27.86% and other is 15 respondents which is calculated in the percentage is 10.71%.

Inference :

Majority of responses has registered under the students is 58 which is around 41.83%.

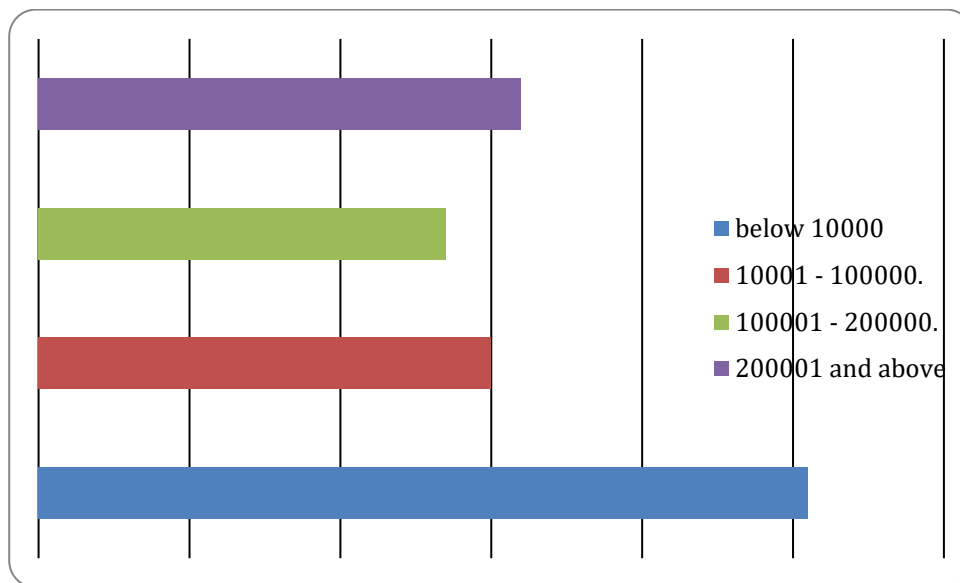
4.4 : income :

Table of income respondents :

s.no	Particulars	No.fo responses	Percentage
1	Below 10000.	51	36.43
2	10001 – 100000.	30	21.43
3	100001 -200000.	27	19.29
4	200001 and above.	32	22.85%
	Total	140	100%

Source : primary data.

Chart of occupation responses :



Interpretation :

From the above table it is interpreted that the number of responses from the category of below 10000 is 51 responses which is 36.43% , 10001 – 100000 is 30 respondents is recorded which is 21.43% , 100001 – 200000 is 27 respondents which is about 19.29% and above 200001 is 32 which is around 22.85%.

Inference :

Majority of responses from below 10000 is 51 which is almost 36.43%.

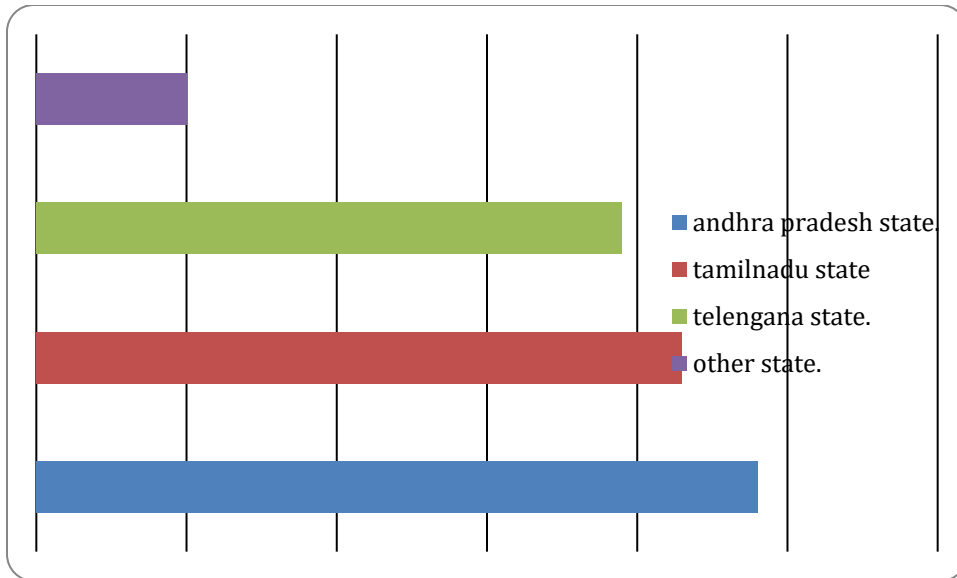
4.5 : area of residence :

Table of responses on area of residence from states Andhra pradesh , tamilnadu , telengana and other state.

s.no	Particulars.	No.of responses	Percentage
1	Andhra pradesh.	48	34.29%
2	Tamilnadu	43	30.71%
3	Telengana	39	27.86%
4	Other state	10	7.14%
	Total	140	100%

Source : primary data.

Chart of responses on area of residence :



Interpretation :

From the above table it is interpreted that the number of responses from Andhra Pradesh is 48 respondents which is 34.29% , tamilnadu is 43 respondents which is almost 30.71% , telengana is 39 respondents is recorded which is about 27.86% and other states is 10 is about 7.14%.

Inference :

Majority of responses from Andhra pradesh is 48 which is approximately 34.29%.

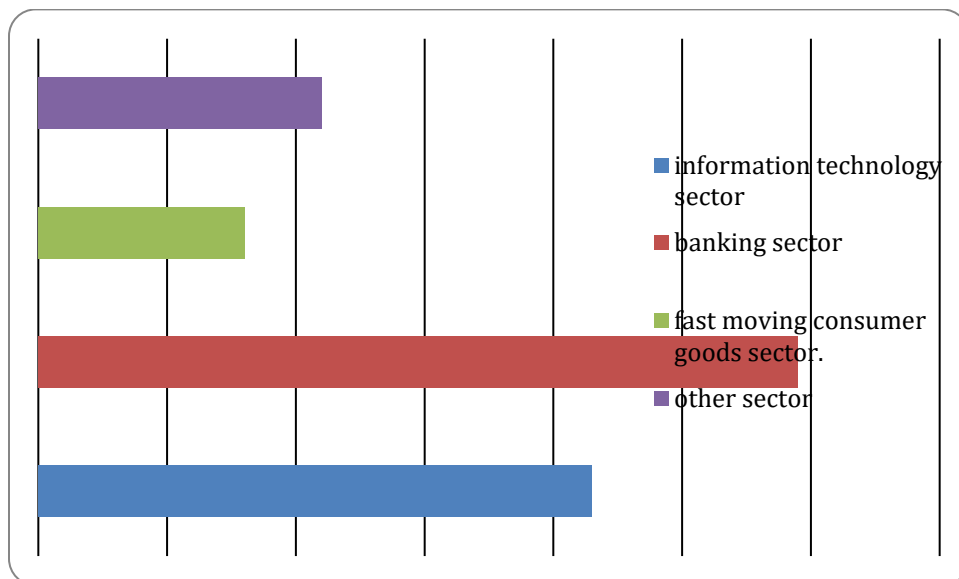
4.6 : high preferred sector in equity market :

Table of respondents on high preferred sector :

s.no	Particulars.	No.of responses.	Percentage.
1	Information technology sector	43	30.71%
2	Banking sector	59	42.14%
3	Fast moving consumer goods sector	16	11.43
4	Other sector	22	15.71%
	Total	140	100%

Source : primary data.

Chart of responses on high preferred sector :



Interpretation :

From the above table it is interpreted that the no of responses from IT sector is 43 responses

Which is about 30.71% , banking sector is 59 respondents which is around 42.14% , FMCG sector is 16 responses which is about 11.43% and other sector is 22 respondents which is recorded in the calculation of percentage is 15.71%.

Inference : majority of responses is from banking sector which is about 42.14%[59].

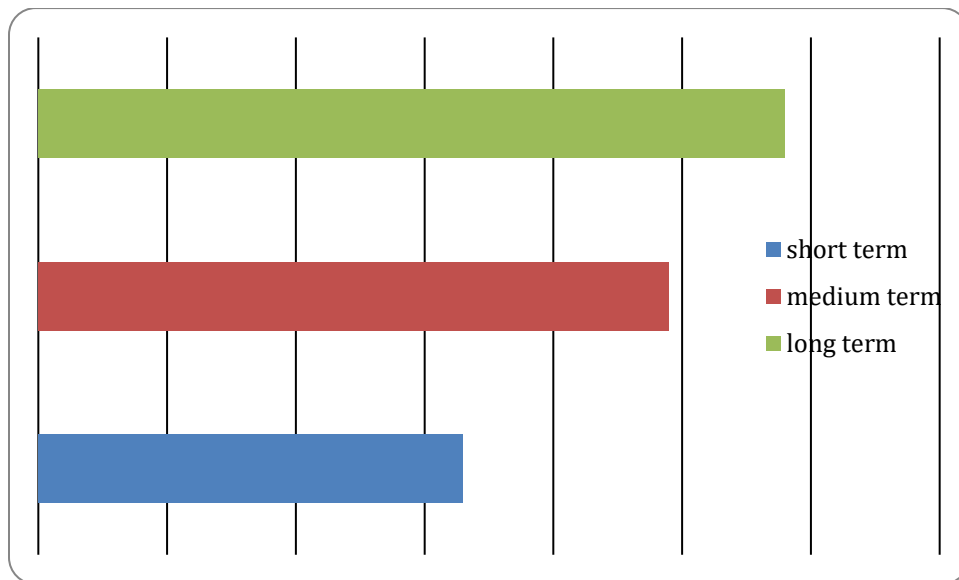
4.7 : term of investments.

Table of respon

s.no	Particulars	No.of responses	Percentage
1	Short term.	33	23.57%
2	Medium term.	49	35%
3	Long term.	58	41.43%
	Total	140	100%

Source : primary data.

Chart of respondents on term of investments:



Interpretation :

From the above table the number of responses from short term is 33 which is about 23.57% , medium term is 49 respondents which is about 35% and long term is 58 respondents which is approximately 41.43%.

Inference :

Majority of responses from long term which is about 41.43%[58 respondents].

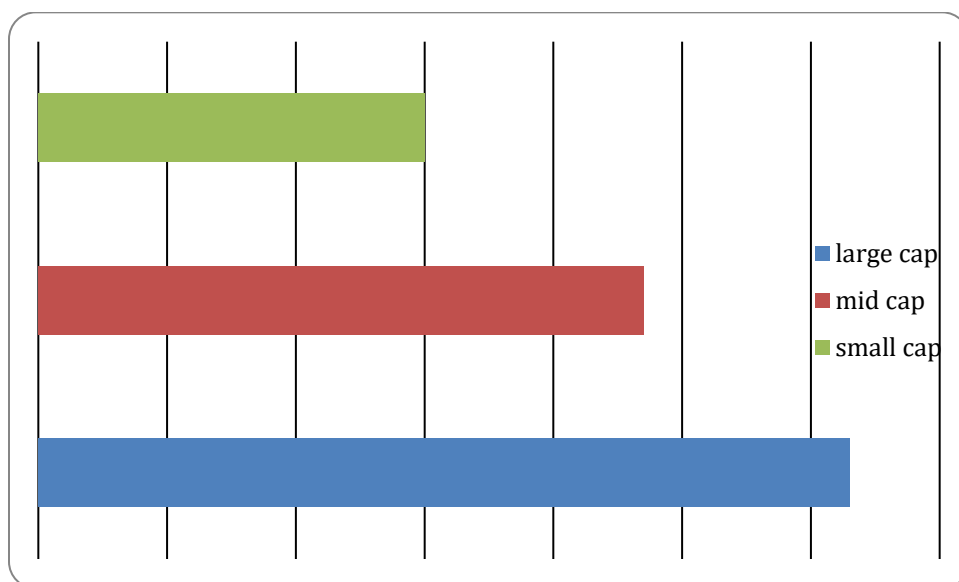
4.8 : size of companies allocation for investments :

Table of responses for size of capital companies for investments

s.no	Particulars	No.of responses	Percentage of responses.
1	Large cap	63	45%
2	Mid cap	47	33.57%
3	Small cap	30	21.43%
	Total	140	100%

Source : primary data.

Chart of responses of size of companies allocation for investments :



Interpretation :

From the above table it is interpreted that the number of responses from large cap is 63 which is around 45% , mid is 47 respondents which is almost 33.57% and large cap is 30 respondents which is 21.43%.

Inference :

Majority of respondents from large cap which is almost 45%[63 respondents.

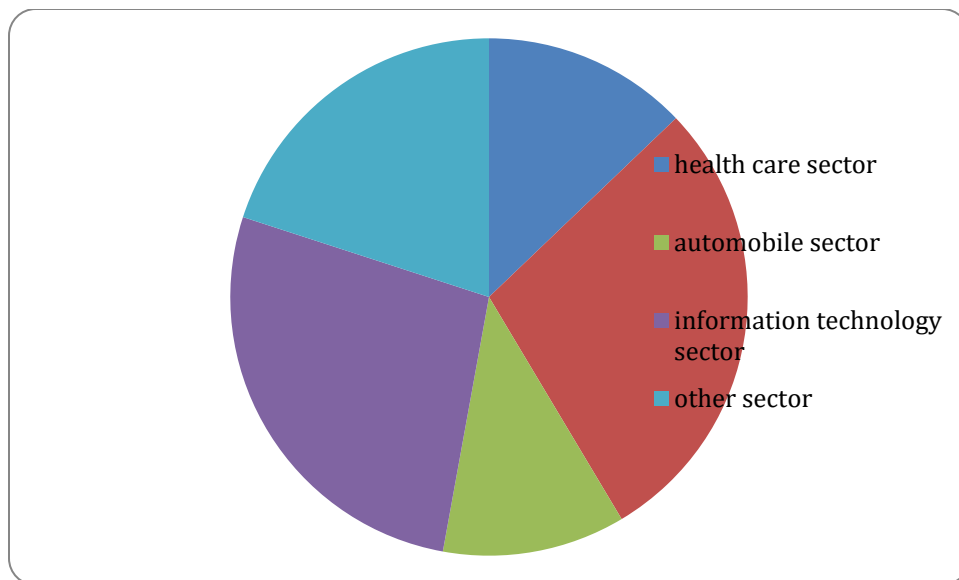
4.9 : safety sector:

Table of responses of safety sector :

s.no	Particulars	No.of responses	Percentage of responses.
1	Health care sector	18	12.86%
2	Fast moving consumer goods sector	40	28.57%
3	Automobile sector	16	11.43%
4	Information technology sector	38	27.48%
5	Other sectors	28	20%
	Total	140	100%

Source : primary data.

Chart of responses of safety sector :



Interpretation :

From the above table it is interpreted that the number of responses from health care sector is 18 which is about 12.86% , fast moving consumer goods sector is 40 which is about 28.57% , automobile sector is 16 respondents which is about 11.43% , information technology sector is 38 respondents which is about 27.48% and other sector is 28 respondents which is about 20%.

Inference : majority of responses from FMCG sector which is 28.57%.

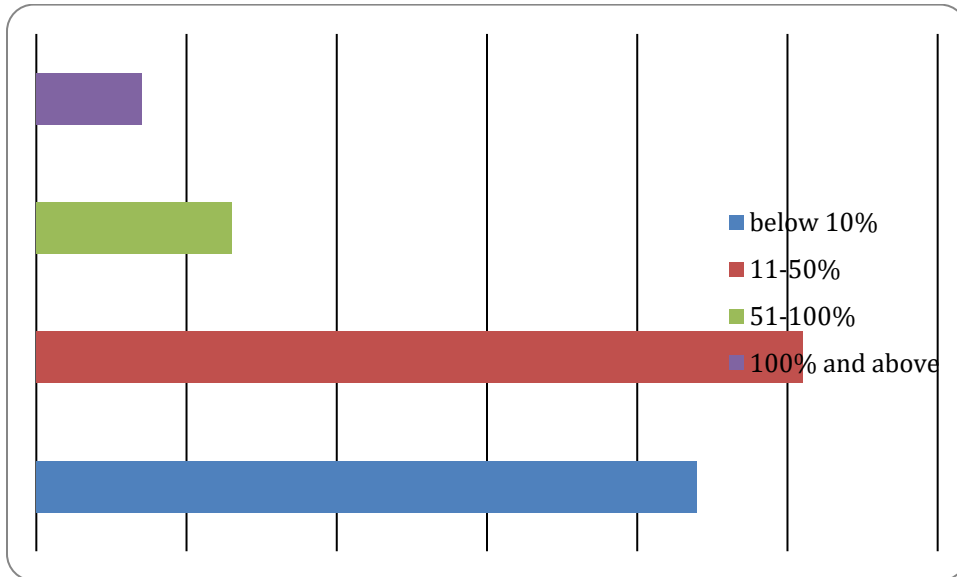
4.10 : profit expectation in a annum :

Table of responses of profit expectation in a annum:

s.no	Particulars	No.of responses	Percentage of responses
1	Below 10%	44	31.43%
2	11 – 50%	51	36.43%
3	51 – 100%	13	9.29%
4	Above 100%	7	5%
	Total	140	100%

Source : primary data.

Chart of responses of profit expectation in an annum :



Interpretation :

From the above table it is interpreted that the number of responses from below 10% is 44 which is about 31.43% , 11-50% is 51 respondents which is about 36.43% , 51-100% is 13 respondents which is around 9.29% and above 100% is 7 respondents which is about 5%.

Inference :

Majority of responses from 11-50% is 51 respondents which is about 36.43%.

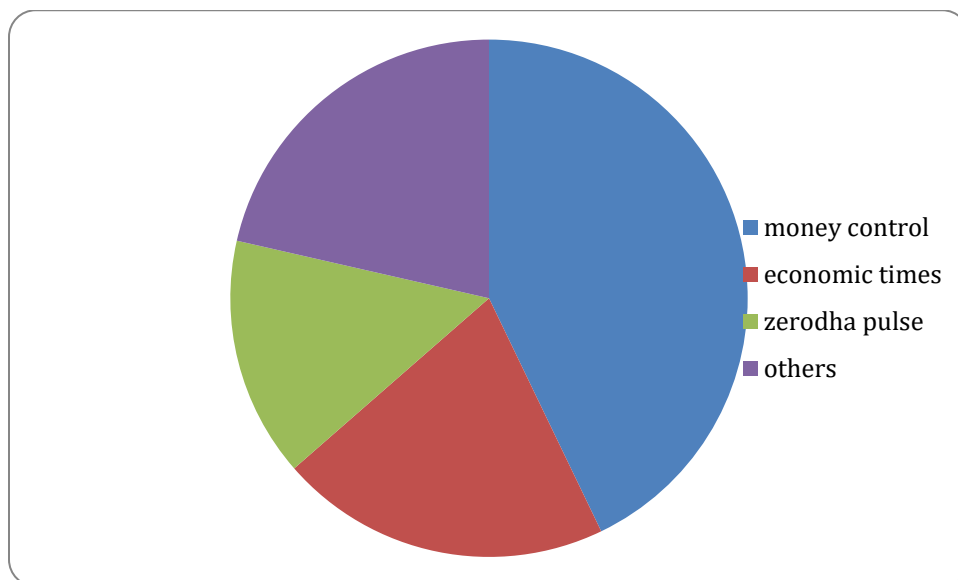
4. 11 :usage of application software for enhancement of investment knowledge:

Table of responses of usage of application software for enhancement of investment knowledge :

s.no	Particulars	No.of responses.	Percentage of responses.
1	Money control	60	42.86%
2	Economic times	29	20.71%
3	Zerodha pulse	21	15%
4	Others	30	21.43%
	Total	140	100%

Source : primary data.

Chart of responses of usage of application software for enhancement of investment knowledge :



Interpretation :

From the above table it is interpreted that the no of responses from money control is 60 which is approximately 42.86% , economic times is 29 respondents which is about 20.71% , zerodha pulse is 21 respondents which is about 15% and other respondents is 30 is about 21.43%.

Inference :

Majority of responses from money control is 60 respondents which approximately 42.86%.

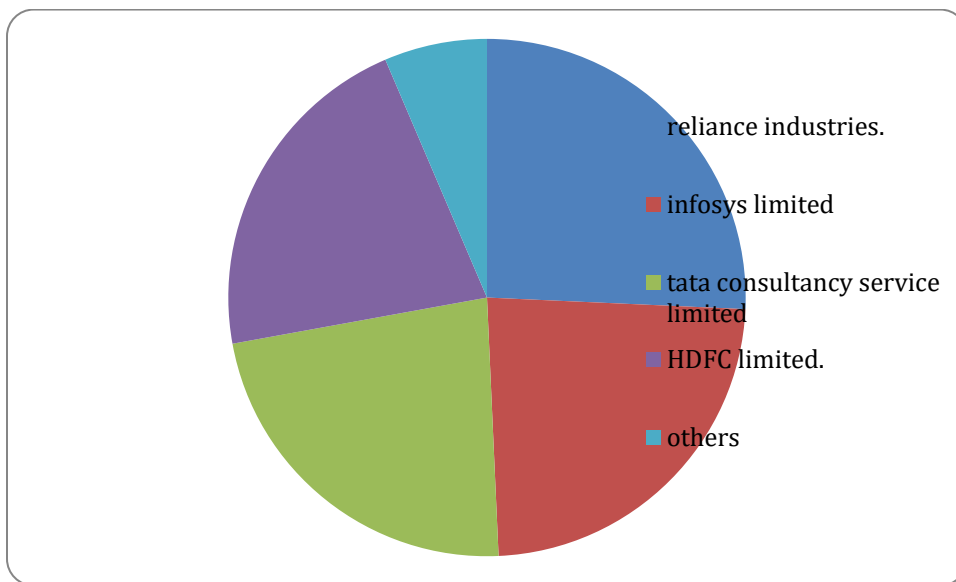
4.12 : preferred nifty 50 company :

Table of responses of preferred nifty 50 company :

s.no	Particulars	No.of responses.	Percentage of responses.
1	Reliance industries	36	25.71%
2	Infosys limited	33	23.57%
3	Tala consultancy service limited.	32	22.86%
4	HDFC limited	30	21.43%
5	Other companies	9	6.43%
	Total	140	100%

Source : primary data.

Chart of responses of preferred nifty fifty company :



Interpretation :

From the above table it is interpreted that the no of responses from reliance industries is 36 which is about 25.71% , Infosys is 33 respondents which is about 23.57% , tata consultancy service

limited is 32 respondents which is about 22.86% , HDFC limited is 30 responses which is about 21.43% and other is 9 respondents which is about 6.43%

Inference :

Majority of responses from reliance industries is 36 responses which is approximately 25.71%.

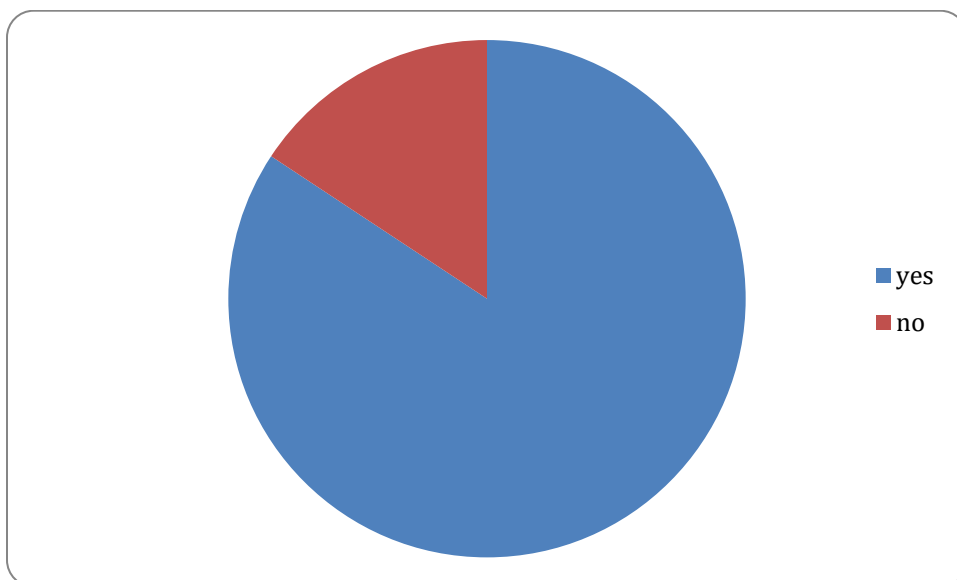
4.13 : preferred dividend yield stocks :

Table of responses of preferred dividend yield stocks :

s.no	Particulars	No.of responses	Percentage of responses.
1	Yes	118	84.29%
2	No	22	15.71%
	Total	140	100%

Source : primary data.

Chart of responses of preferred dividend yield stocks.



Interpretation :

The number of responses from the yes is 118 respondents which is about 84.29% and no recorded is 22 respondents which is about 15.71%.

Inference :

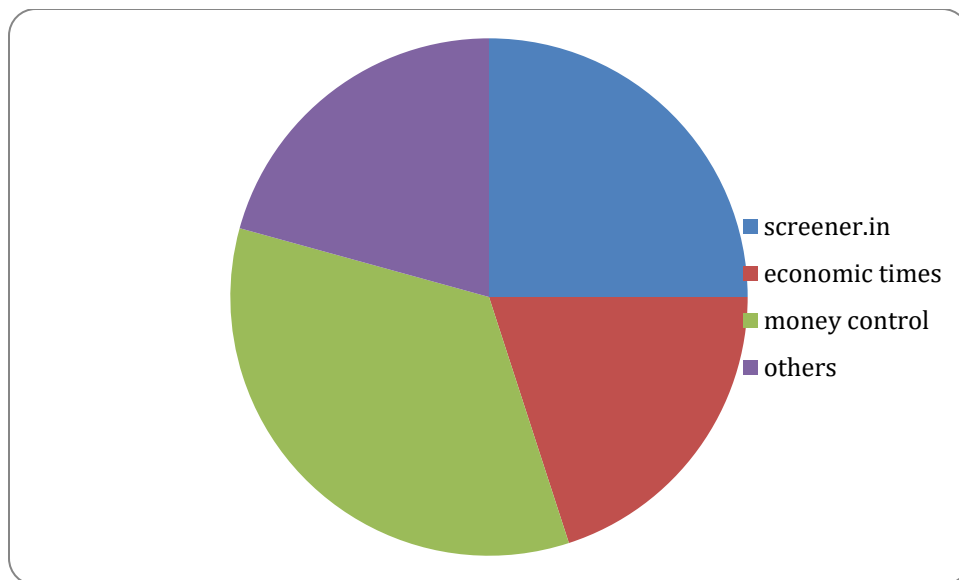
The number of responses from yes is 118 respondents which is about 84.29%.

4.14 : Table of responses for usage of website for stock analysis :

s.no	Particulars	No. of responses	Percentage of responses
1	Screener .in	35	25%
2	Economic times	28	20%
3	Money control	48	34.29%
4	Others	29	20.71%
	Total	140	100%

Source : primary data.

Chart of responses of usage of website for stock analysis:



Interpretation :

The number of responses from screener.in is 35 which about 25% , economic times is 28 which is about 20% , money control is 48 respondents which is about 34.29% and others is 29 which is about 20.71%.

Inference :

Majority of responses from money control is 48 respondents which is about 34.29%.

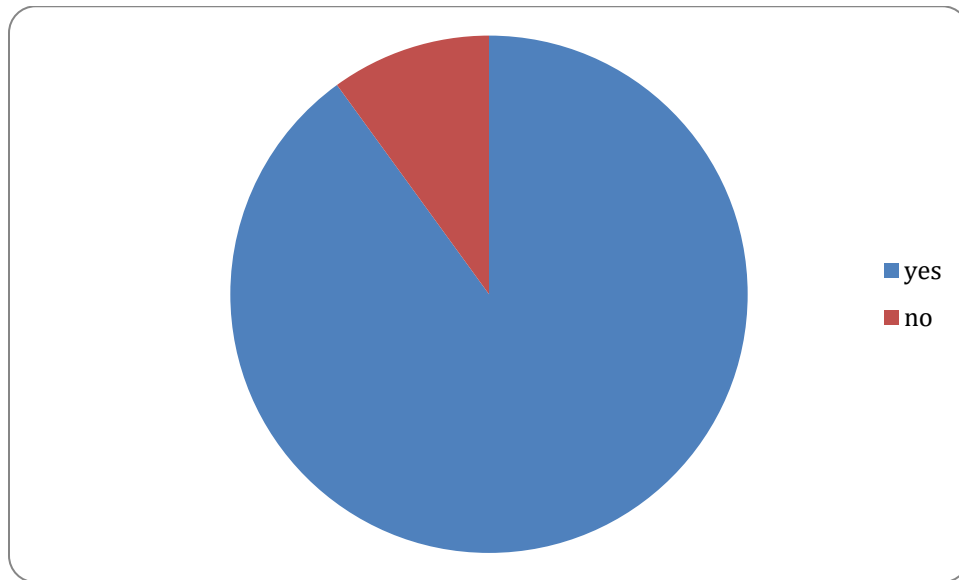
4.15 : preferred bonus issued stocks :

Table of responses of preferred bonus issued stocks :

s.no	Particulars	No.of responses	Percentage of responses
1	Yes	126	90%
2	No	14	10%
	Totoal	140	100%

Source : primary data.

Chart of responses of preferred bonus issued stocks :



Interpretation :

From the above table it is interpreted that the no of responses from yes is 126 which is about 90% and no is 14 respondents which is approximately 10%.

Inference : Majority of responses from yes is 126 which is about 90%.

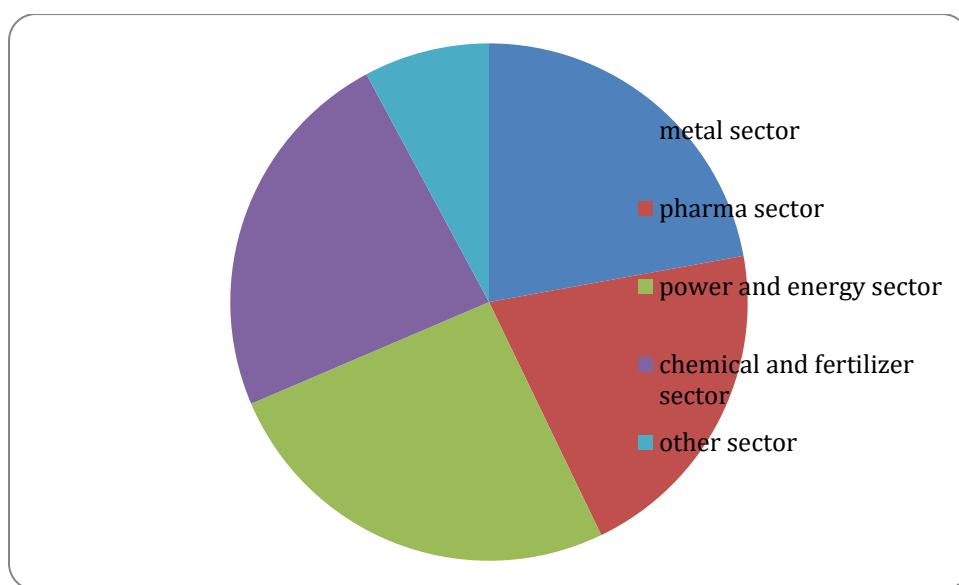
4.16 : considered as high risky sector in equity market :

Table of responses for considered as high risky sector in equity market :

s.no	Particulars	No.of responses	Percentage of responses
1	Metal sector	31	22.14%
2	pharma sector	29	20.71%
3	Power and energy sector	36	25.71%
4	Chemical and fertilizer sector.	33	23.57%
5	Other sectors	11	7.86%
	Total	140.	100%

Source : primary data.

Chart of responses considered as high risky sector in equity market :



Interpretation :

From the above table it is interpreted that the no of responses from metal sector is 31 is about 22.14% , pharma sector is 29 respondents is about 20.71% , power and energy sector is 36 respondents which is about 25.71% , chemical and fertilizer sector is 33 respondents is about 23.57% and other sector is 11 respondents is about 7.86%.

Inference : majority of responses from power and energy sector is 36[25.71%].

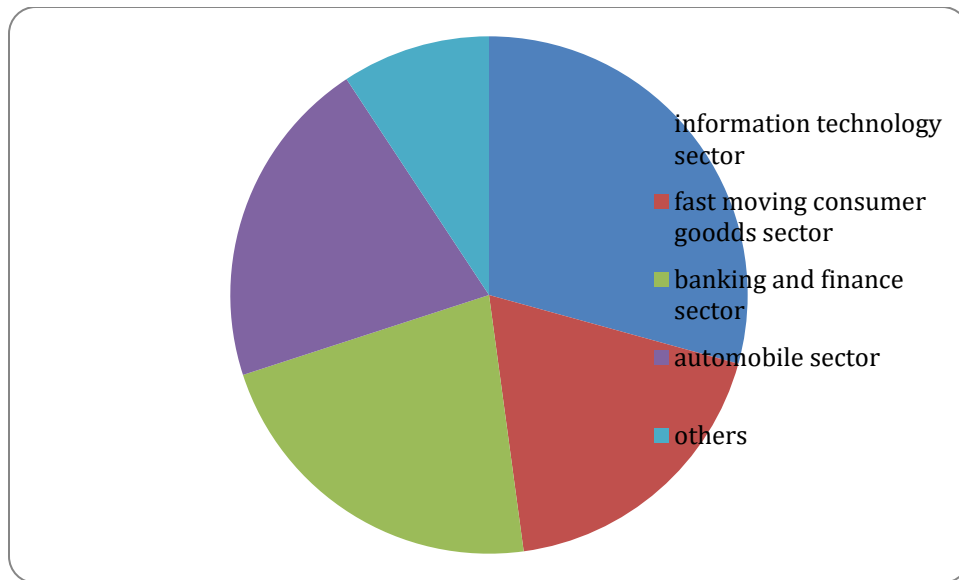
4.17 : considered to be a consistent returner stock in equity market :

Table of responses of considered to be a consistent returner stock in equity market :

s.no	Particulars	No.of responses	Percentage of responses.
1	Information technology sector	41	29.29%
2	Fast moving consumer goods sector	26	18.57%
3	Banking and finance sector.	31	22.14%
4	Automobile sector	29	20.71%
5	Others.	13	9.29%
	Total	140	100%

Source : primary data.

Chart of responses of considered to be a consistent returner stock in equity market :



Interpretation :

From the above table it is interpreted that the number of responses from IT sector is 41 is about 29.29% , fast moving consumer goods sector is 26 respondents which is about 18.57% , banking and finance sector is 31 which is about 22.14% , automobile sector is 29 respondents which is about 20.71% and other sectors is 13 respondents which is about 7.29%.

Inference :majority of responses from IT sector is 41[29.29%].4.18 : opinion of investors regarding poor returns sector in equity market :

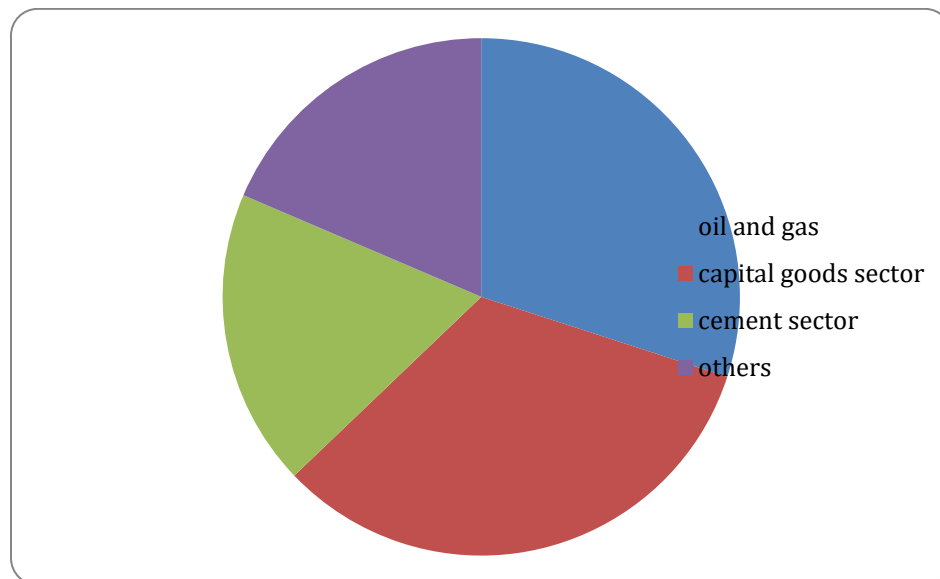
Table of responses of opinion of investors regarding poor returns sector in equity market :

s.no	Particulars	No.of responses	Percentage of responses
1	Construction sector.	42	30%
2	Oil and gas sector	46	32.86%
3	cement sector	26	18.57%
4	Other sector	26	18.57%
	Total	140	100%

Source :

primary data.

Chart of respondents of opinion of investors regarding poor returns sector in equity market :



Interpretation :

From the above it is interpreted that the number of responses from oil and gas sector is 42 which is about 30% , capital goods sector is 46 responses which is about 32.86% , cement sector is 26 responses which is about 18.57% and other sectors is 26 respondents which is about 18.57%.

Inference :

Majority of respondents from capital goods sector is 46 respondents which is approximately 32.86%.

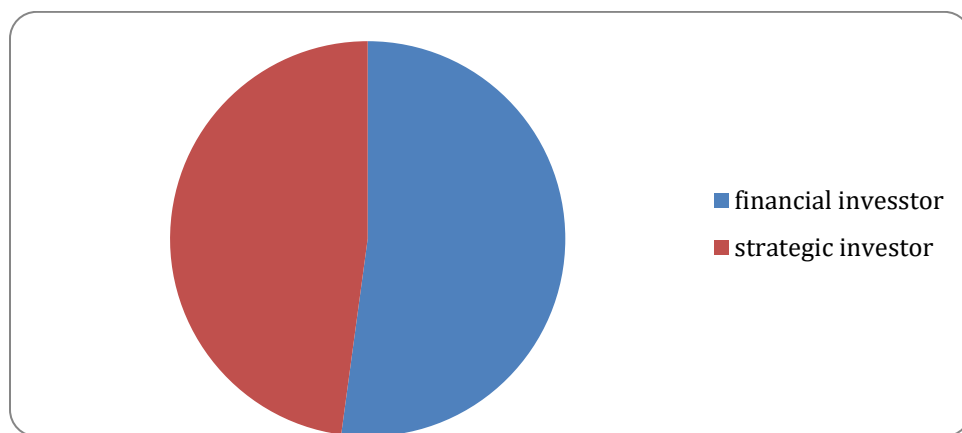
4.19 : Table of respondents whether strategic investor or financial investor :

s.no	Particulars	no.of responses	Percentage of responses.
1	Financial investor	73	52.14%
2	Strategic investor	67	47.86%
	Total	140	100%

Source : primary data.

Chart of respondents of whether strategic investor or financial investor :

of whether strategic investor or financial investor :



Interpretation :

From the above table it is interpreted that the number of responses from financial investor is 73 respondents which is about 52.14% and strategic investor is 67 respondents which is 47.86%.

Inference :

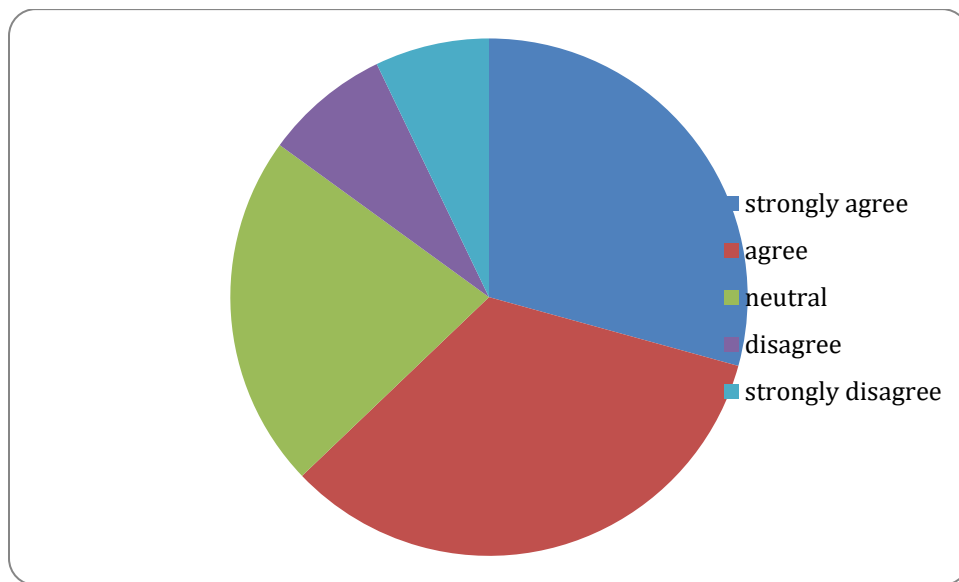
Majority of responses from financial investor is 73 respondents which is about 52.14%.

4.20 : Table of respondents of equity investments is safe :

s.no	Particulars	No.of responses	Percentage of responses.
1	Strongly agree	41	29.29%
2	Agree	47	33.57%
3	Neutral	31	22.14%
4	Disagree	11	7.86%
5	Strongly disagree	10	7.14%
	Total	140	100%

Source : primary data.

Chart of respondents of equity investments is safe :



Interpretation :

From the above table it is interpreted that the number of responses from strongly agree is 41 respondents which is about 29.29% , agree is 47 respondents

Which is about 33.57% , neutral is 31 respondents which is about 22.14% , disagree is 11 respondents which is about 7.86% and strongly disagree is 10 respondents which is about 7.14%.

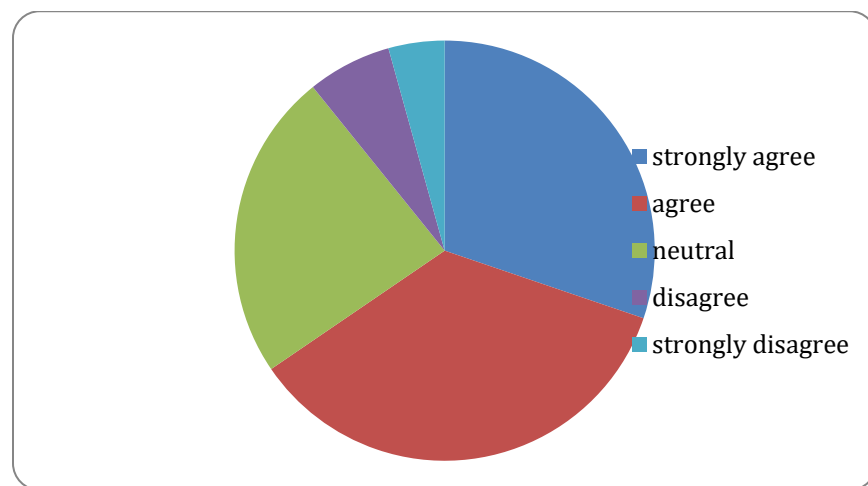
Inference : majority of responses from agree is 47 respondents which is 33.57%.

4.21 : Table of responses of respondents of information technology is a consistent return sector :

s.no	Particulars	No.of responses	Percentage of responses.
1	Strongly agree	42	30%
2	Agree	49	35%
3	Neutral	33	23.57%
4	Disagree	9	6.43%
5	Strongly disagree	6	4.29%
	Total	140	100%

Source : primary data.

Chart of responses of respondents of information technology is a consistent return sector :



Interpretation : from the above table it is interpreted that the number of responses from strongly agree is 42 is about 30% , agree is 49 respondents which is about 35% , neutral is 33 which is 23.57% , disagree is 9 responses is about 6.43% and strongly disagree is about 6 respondents which is about 4.29%

Inference :

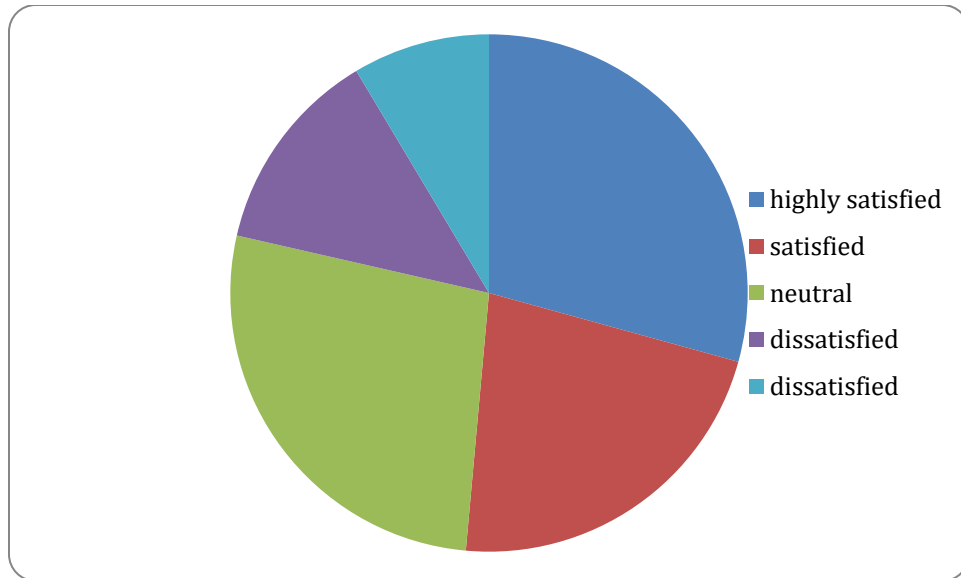
Majority of responses from agree 49 respondents which is about 35%.

4.22 : Table of responses of overall your investment outcome in the form of satisfaction :

s.no	Particulars.	No.of responses.	Percentage of responses.
1	Highly satisfied.	41	29.29%
2	Satisfied.	31	22.14%
3	Neutral.	38	27.14%
4	dissatisfied.	18	12.86%
5	Highly dissatisfied.	12	8.57%
	Total	140	100%

Source : primary data.

Chart of responses of overall investment outcome in the form of satisfaction :



Interpretation :

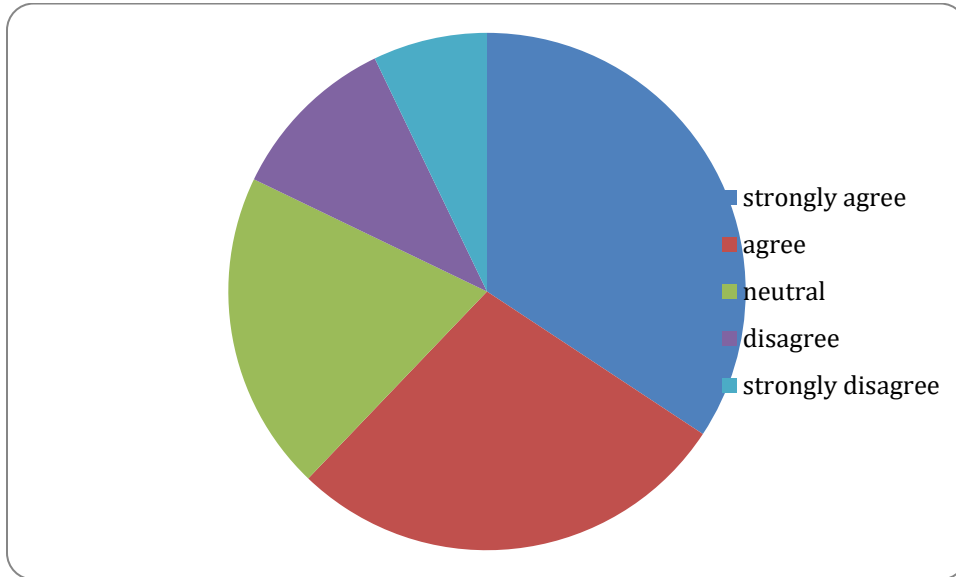
From the above table it is interpreted that the number of responses from highly satisfied is 41 which is about 29.29% , satisfied is 31 responses which is about 22.14% , neutral is 38 responses which is 27.14% , dissatisfied is 18 respondents which is about 12.86% and highly dissatisfied is 12 respondents which is about 8.57%.

4.23 Table of responses of fundamental analysis is suitable for long term investments :

s.no	Particulars.	No.of responses.	Percentage of responses.
1	Strongly agree	48	34.29%
2	Agree	39	27.86%
3	Neutral.	28	20%
4	Disagree	15	10.71%
5	Strongly disagree	10	7.14%
	Total	140	100%

Source : primary data.

Chart of responses of fundamental analysis is suitable for long term investments :



Interpretation :

From the above table it is interpreted that the number of responses from strongly agree is 48 responses which is about 34.29% , agree is 39 respondents which is about 27.86% , neutral is 28 respondents which is about 20% , disagree is 15 responses which is about 10.71% and strongly disagree is 10 responses which is about 7.14%.

Inference :

Majority of responses from strongly agree is 48 responses which is about 34.29%.

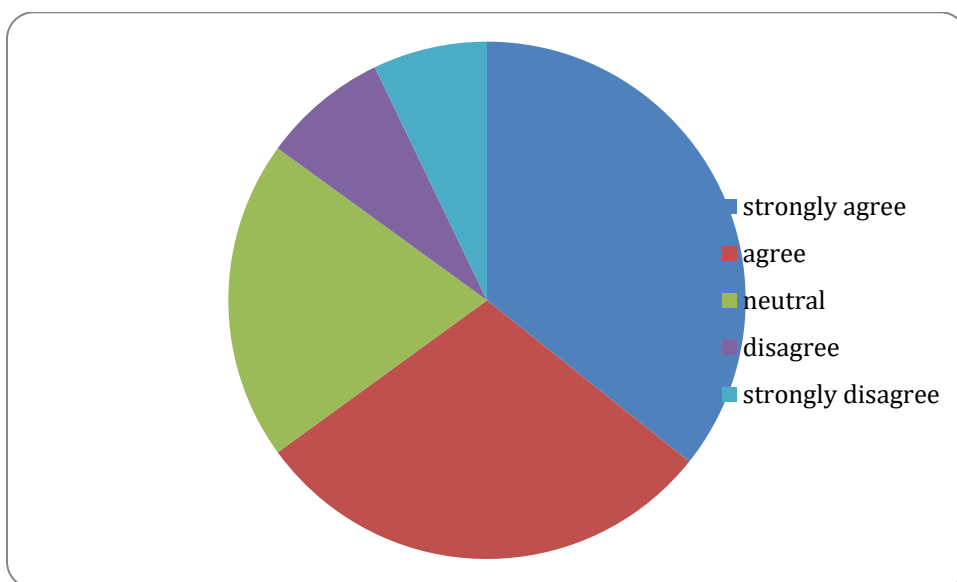
4.24 : technical indicators or technical analysis is suitable for short term investments :

Table of responses of technical indicators or technical analysis is suitable for short term investments :

s.no	Particulars	No. of responses	Percentage of responses.
1	Strongly agree	50	35.71%
2	Agree	41	29.29%
3	Neutral	28	20%
4	Disagreed	11	7.86%
5	Strongly disagree	10	7.14%
	Total	140	100%

Source : primary data.

Chart of responses of technical indicators or technical analysis is suitable for short term investments :



Interpretation :

From the above table it is interpreted that the number of responses from strongly agree is 50 which is 35.71% , agree is 41 which is 29.29% , neutral is 28 respondents which is 20% , disagree is 11 respondents which is 7.86% and strongly disagreed is 10 which is 7.14%.

Inference:

Majority of responses is 50 which is approximately 35.71%.

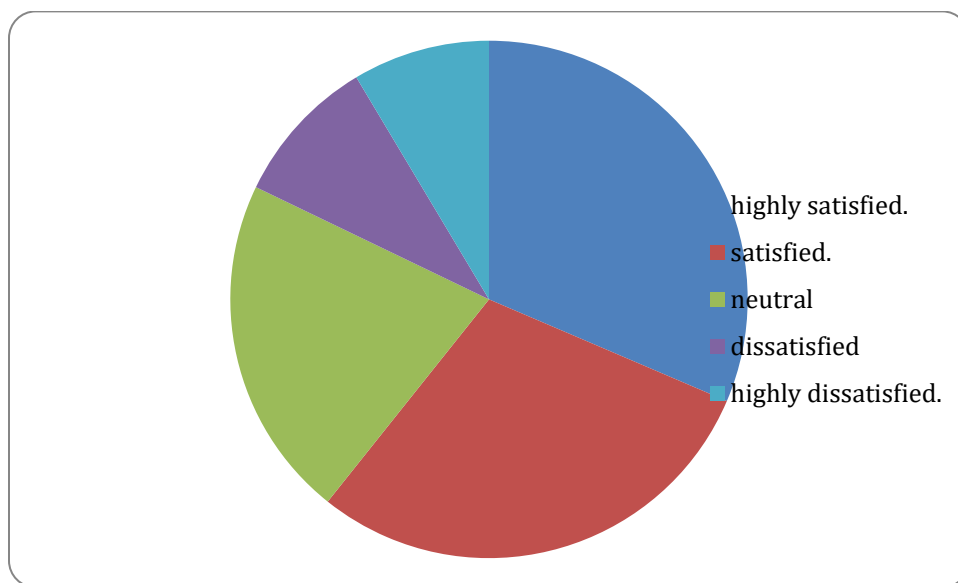
4.25 : overall opinion on equity investments in the form of satisfaction :

Table of responses of overall opinion on equity investments in the form of satisfaction :

s.no	Particulars.	no. of responses	Percentage of responses.
1	Highly satisfied.	44	31.43%
2	Satisfied.	41	29.29%
3	Neutral.	30	21.43%
4	Dissatisfied.	13	9.29%
5	Highly dissatisfied.	12	8.57%
	Total	140	100%

Source : primary data.

Chart of responses of overall opinion on equity investments in the form of satisfaction :



Interpretation :

From the above it is interpreted that the number of responses from highly satisfied is 44 respondents which is about 31.43% , satisfied is 41 which is about 29.29% , neutral is 30 respondents which is about 21.43% , dissatisfied is 13 which is 9.29% and highly dissatisfied is 12 respondents which is about 8.57%.

Inference: majority of responses from highly satisfied is 44 [31.43%].

CHAPTER – 5.

5.1 : findings:

Majority 57% of the respondents are 21-30 years.

Majority 64.29% of the respondents are male.

Majority 41.83% of the respondents are students.

Majority 36.43% of the respondents are

Under 10000 income.

Majority 34.29% of the respondents are Andhra pradesh state under area of residence.

Majority 42.14% of the respondents are banking sector.

Majority 41.43% of the respondents are long term investments.

Majority 45% of the respondents are large cap companies.

Majority 28.57% of the respondents are fast moving consumer goods sector

Majority 36.43% of the respondents are 11-50% profit expectation per annum.

Majority 42.86% of the respondents are money control app.

Majority 25.71% of the respondents are reliance industries.

Majority 84.29% of the respondents are yes under bonus issued stocks.

Majority 25.71% of the respondents are power and energy sector.

Majority 29.29% of the respondents are information technology sector.

Majority 32.86% of the respondents are capital goods.

Majority 52.14% of the respondents are financial investor.

Majority 33.57% of the respondents are agree.

Majority 35% of the respondents are agree under consistent IT sector returns.

Majority 29.29% of the respondents are highly satisfied.

Majority 34.29% of the respondents are strongly agree.

Majority 35.71% of the respondents are strongly agree under technical analysis helpful for short term investments.

Majority 31.43% of the respondents are highly satisfied.

5.2 : SUGGESTIONS :

- Investors need to modify some behavioral actions towards profit expectations per annum.
- Investors are focusing more on higher profits rather than focusing towards consistent returns.
- Behavior of investors in the area of growth oriented companies , the investors need to focus towards long term investments for proper profits in that particular stocks or shares.
- Investors likely to take higher risk on small cap over large cap and mid cap , but one thing need to remember that investing in small cap is not a mistake where the problems arise are not investing in large cap and mid cap.
- Investors need to understand that they need to divide their capital into several categories based on sectors , size of capital companies and other several parameters.
- Investors need to give more importance to fundamental analysis or fundamental research for any company for the purpose of long term investments more than focusing towards technical analysis.
- Investors behavior , for the short term investments must follow technical analysis that does not mean avoiding fundamental analysis , fundamental research shall be performed for safety of our capital.
- Investors should focus not only focusing on one of the indicators of both fundamental analysis and technical analysis , both shall be considered equally for investment decision.

5.3.CONCLUSION :

The study on investors behavior on equity investments in stock market to identify the behavior of the investors in their

Equity investments. This study has revealed that the three factors are influencing more on the behavior of investors over confidence , under confidence and social and economical factors in the equity investments.

Based on this three factors the decisions of investors will be reflected on their decision and indirectly on profits.

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APPENDIX (questionnaire)

1. Name

2. Age

a. below 20.

b. 21 to 40.

c. 41 to 60.

d. 61 and above.

3. gender.

a. male.

b. female.

4. occupation.

a. student.

b. employee.

c. business man.

d. others.

5. income.

a. below 10000.

b. 100001 to 2 lakh.

c. 200001 and above.

6. are of residence.

a. Andhra pradesh.

b.tamilnadu.

c. telengana.

d. other state.

7. which sector do you prefer more .

a. information technology sector.

b. banking sector.

c. fast moving consumer goods sector.

d. other sector.

8. which term investments do you prefer more.

a. long term.

B. medium term.

c. short term.

9. which capital companies do you allocate more .

a.large cap.

b. mid cap companies.

c. small cap.

10. which sector do you feel as a safety sector.

a. health sector.

B. fast moving consumer goods sector.

c. automobile sector.

d. information technology sector.

11. how much profit do you expect per annum.

a. below 10%.

b. 10% to 50%.

c. 51% to 100%

d. 100% and more.

12. which app do you prefer to enhance your investment knowledge.

a. money control.

b. economic times.

c. zerodha pulse.

d. other apps.

13. which nifty fifty stock do you prefer more.

a. reliance industries.

b. Infosys.

c. TCS company.

d. HDFC limited.

e. other company.

14. do you prefer dividend yield stocks.

a. yes.

b. no.

15. which website do you use to do stock analysis.

a. screener.in

b. economic times.

c. money control.

d. other websites.

16. do you prefer bonus issued stocks.

a. yes.

b. no.

17. which sector do you thing as a very risky sectors.

a. metal.

b. pharma sector.

c. chemical sector.

d. other sector.

18. which sector generates consistent returns as per your opinion.

a. information technology sector.

b. travelling and tourism.

c. power and energy.

d. banking sector.

.

19. Which sector gives poor returns as per your opinion.

a. metal sector.

b. health sector.

c. oil and gas sector.

d. capital goods sector.

20. are you a financial investor or strategic investor.

a. financial investor.

b. strategic investor.

21. choose the below statement as per your opinion.

Equity investments is safe when compare with F/O.

a. Strongly agree.

b. .agree.

c. . neutral.

d. . disagree.

e. . strongly disagree.

22. choose the below statement as per your opinion.

IT sector is a consistent returns sector.

a. Strongly agree.

b. . agree.

c. . neutral.

- d. . disagree.
- e. . strongly disagree.

23. overall your investment outcome in the form of satisfaction.

- a. Highly satisfied.
- b. . satisfied.
- c. . neutral.
- d. . dissatisfied.
- e. . highly dissatisfied.

24. fundamental analysis is suitable for long term investments.

- a. Strongly agree.
- b. . agree.
- c. . neutral.
- d. . dissatisfied.
- e. . strongly dissatisfied.

25. technical indicators or technical analysis is suitable for short term investments.

- a. Strongly agree.
- b. . agree.
- c. . neutral.
- d. . disagree.
- e. . strongly disagree.

26. overall opinion on equity investments in the form of satisfaction.

- a. Highly satisfied,
- b. . satisfied.
- c. . neutral.
- d. . dissatisfied.
- e. -. highly dissatisfied.