



**A STUDY ON INVESTORS PERCEPTION TOWARDS EQUITY MARKET
WITH SPECIAL REFERENCE TO RICCHIE RICH INVESTMENTS**

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DEPARTMENT OF MANAGEMENT STUDIES

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ABSTRACT

This study aims to understand the behaviour of individual investor in stock market, specifically their attitude and perception with respect to the stock market. A survey is conducted to collect data relating to the above subject.

The primary objective of the study is to study the investor's behaviour towards equity market in Ricchie Rich Investments. For accomplishing the objective of the study, a survey was conducted by preparing a structured questionnaire, which contains open ended, close ended and ranking questions.

The research design for this study is descriptive in nature. The descriptive study helps researchers to find out various characteristics of the population. Convenience sampling technique was adopted for selecting sample units for the population. A sample size of 178 respondents was selected for analysing the data.

The statistical tools used for the study may include percentage chi square, weighted average, kruskal Wallis H- test. The analysed data is presented with the help of different charts to make a pictorial and diagrammatic representations, findings, suggestions and conclusion have been drawn from the opinion and suggestions given by the respondents it is found that Maximum investors are aware of all the investment options. Investors do not invest in a single avenue. They prefer different avenues and maximum investors prefer to invest in shares, mutual funds & debentures. Thus the study made above helps us to suggest Ricchie rich investments to improve its customized products for lending against shares.

From the conclusion part it is clearly understood that the nature of investment differs from individual to individual and is unique to each one because it depends on various parameters like future financial goals, the present & the future income model, capacity to bear the risk, the present requirements and lot more.

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INTRODUCTION

1.1 INTRODUCTION

Investors act as major key players in Indian stock market. Since they constitute a greater share of investments and income, the behavior of individual investor cannot be ignored by the regulators of the stock market. The above study is undertaken to understand and to be aware of the factors that bears an impact on behaviour and attitude of the retail investor.

Basic concentration lies on investors' quality of decisions and their viewpoints towards investing in stock market. Maximization of income and minimization of expenses proves to be main motive of the investors engaged in investment. The rational behavior of the investors routes them to spare their income between expenditure and savings. Decision-making becomes tough for the investors in the investment process, when probability of profit and loss is taken into consideration.

Well- framed and structured questionnaire is a technique adopted to know the perspective of investors in the stock market. The personality traits of investors and their stock preference are a factor that widely affects the investment decisions so utmost care is taken up to study these psychological traits of the investors.

In this volatile market, the perception and attitude of the investors towards stock market changes from time to time, taking into consideration of this aspect, this study was undertaken to understand the behavior of the investors and to know the awareness, taste and preferences of the investors regarding the various investment Avenues.

Stock Market is a physical place where investors can buy and sell stocks. Over the last few decades, the average person's interest in the Stock Market has grown exponentially due to increasing the level of protection of investor's interest, awareness and knowledge about the stock market, technological feasibility, eagerness to wealth creation of investors etc.

Investors in India can trade mainly two different Stock exchanges namely Bombay Stock exchange (BSE) and National Stock exchange (NSE).

The investors can trade shares of companies which are listed in these two exchanges through registered stock brokers. Investing stock markets would be highly returnable if invested at the right time and exit at the right time with very constructive diversified portfolio investment.

Investor's interest is extremely protected with Securities and Exchange Board of India (SEBI) and the financial information of the company is easily available for public interest in the company websites and stock exchange websites. The brokers are supporting to the investors in the compliance with SEBI rules for trading in the stock market.

The media play an importance role for giving awareness about the financial and operating competence of company and the transparent functions of stock market help the investors to take systematic decision to minimize the risk and maximize the return.

In the recent scenario most of the people are considered as potential investors for making enough money to preserve it for their future, but when it comes to investment they do not have required knowledge and skills for where to park their savings for the better returns. They considered investment is a risky business but the investors greatest asset is time if they are started investing in the early age it will add up to work for the future investment, capital appreciation and entrepreneurial activities.

Moreover, there is a profound responsibility of potential investors to invest in stock market, if they invested in good companies in the country it may give personal return in the form of dividend and capital appreciation and more importantly it will directly or indirectly helps for national growth by providing new job and better employment. Unemployment and business risk free capital are the big challenge in India if more and more people invest in the stock markets it would consequently raise risk free capitalization of companies which automatically generate more jobs and the money circulation.

In the current digital world and improved financial literacy period the stock market information and awareness are made available to facilitate investors to improve their knowledge, confidence and understanding of financial markets, financial products, risks level etc. but investors still considered stock market investment is highly risk and their negative behaviour resist to enter in to stock market investment.

The returns on equity investment are fluctuating and are received in periodic dividends and Increase in value of investment through change in share prices in secondary market. The equity market is highly volatile because large number of investors keep evaluating stocks and realigning their current investment position leading to fluctuating share prices.

Since performance of companies can be evaluated based on its share prices, the company with increasing rate in share prices indicates profitability whereas deteriorating stock prices indicate an overall decrease in company share prices and profits. Thus the major reason for an investor to invest in equity market is due to its high returns.

The risk to an equity investor is that the future benefits are not assured or guaranteed, but have to be estimated based on dynamic changes in the business environment and profitability of the business

The Chennai City investor's investment in the stock market is extremely low compared to other metropolitan cities in India. According to the SEBI sources of BSE and NSE City-wise investment turnover, the Chennai percentage of investment out of total investment in the Equity Segment at BSE and NSE in the year 2016-17 are 0.7 and 1.00 respectively. The growth rate of Chennai investment in BSE for last seven year is increased by 175 percent but in NSE it has been decreased by 37.5 percent.

Hence, it is a high time to study the investor's perception and their understanding in stock market to find the investor's perception and levels of satisfaction of the existing stock market investors in Chennai. This study is attempted to find out the Chennai investor's perception and satisfaction in stock market

.

The main objective is to find out which age groups of investors are actively participating in the stock market, people's perception and preference towards equity market in India.

The investors also differ in risk taking ability. The objective is also to find out in India investors are having aggressive approach or conservative approach. An Aggressive investor values maximizing returns and is willing to accept substantial risk. This investor believes maximizing long-term returns is more important than protecting principal.

An Aggressive investor may endure extensive volatility and significant losses. Liquidity is generally not a concern to an Aggressive investor.

A Conservative investor values protecting principal over seeking appreciation. This investor is comfortable accepting lower returns for a higher degree of liquidity and/or stability. Typically, a Conservative investor primarily seeks to minimize risk and loss of principal.

Equity represents ownership in the firm and consists of retained profits and shares issued either privately or through a stock market. Ownership interest or claim of a holder of common stock (ordinary shares) and some types of preferred stock (preference shares) of a company. On a balance sheet, equity represents funds contributed by the owners (stockholders) plus retained earnings or minus the accumulated losses.

However, many investors may not possess adequate expertise/knowledge to take informed investment decisions. Some of them may not be aware of the complete risk-return profile of the different investment options. Some investors may not be fully aware of the precautions they should take while dealing with market intermediaries and dealing with different securities. They may not be familiar with the market mechanism and the practices as well as their rights and obligations. Hence the study is made clearly to analyse the complete thoughts of investors about investment in the equity market.



1.2 COMPANY PROFILE

Introduction

Ricchie Rich Investments Private Limited is a private incorporated on **05 September 2012**.

We are a non-govt company and we are registered at Registrar of Companies, Chennai. We are involved in Monetary Intermediation.

Founder: Vijay Kumar K

Statement

Has been into the business of investment advisory and portfolio creation for over 6 years now. Founder Director K Vijay Kumar pursues his passion on equity market creating wealth for his clients comes with a rich experience of over 2 decades. We have been managing the asset of over **700 families** with an AUM of **100 crores** since 2012. During this short period we have established trust and satisfaction with our investors.

Mission statement

“We strive to deliver objective based financial advice to our clients which gives them the confidence to achieve their own passion and dreams.”

- ✓ We are one of the leading sub brokers of Motilal Oswal securities pvt ltd.
- ✓ We do financial planning for individuals and provide them various options for their future.
- ✓ We also provide health insurance partnered with Aditya Health Insurance for a secure and healthy living.

Vision statement

“To be one among the best and trusted financial advisor by providing excellent service to achieve the financial goals and creating wealth for our clients”

- Our core team consist of young and energetic trained staffs to be in constant touch with the investor and updating the current market trends.
- Our vision is to create wealth for our clients by providing excellent service and financial guidance.

Products:

Mutual funds – We are partnered with 17 asset management companies.

- **Birla sun life mutual fund.**
- **DSP Blackrock mutual fund**
- **DHFL Pram Erica mutual fund.**
- **Franklin Templeton investment**
- **HDFC mutual fund**
- **L&T mutual fund**
- **Axis mutual fund**
- **Mirae asset**
- **IDFC mutual fund**
- **Canara robeco mutual fund**
- **UTI mutual fund**
- **ICICI prudential mutual fund**
- **IDFC mutual fund**
- **SBI mutual fund investment**
- **Invest co mutual fund**
- **Sundaram mutual fund**
- **Equity – stocks and securities.**
- **Health insurance**
- **Commodity trading**

AWARDS AND ACHIEVEMENTS :

- was awarded champion award by Pram Erica mutual fund for being a part of Successful NFO's of pram Erica diversified equity fund.
- DHFL pram Erica mutual fund has presented star award for the highest number of SIP's in the southern region – May 2018.
- IDFC mutual fund has awarded as a caring and committed advisory firm.
- GWP topper in June 2018 – Aditya Birla health insurance.
- Member of Aditya Birla Health Insurance – included in the Zonal Club member – 2018.
- Aditya Birla Health Insurance – Presented 3 star award for September 2018.

DEVELOPMENT OF MAIN THEME

2.1 NEED OF THE STUDY

The need of the study is to analyze the investment pattern of investors. These try to understand the investor's perception and risk taking ability in equity market. This analysis on investor's behaviour is an attempt to know the profile of the investors also knows the characteristics of the investors and so as to know the preferences with respect to their investment.

2.2 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

- To study the investors behaviour towards equity market in RICCHIE RICH INVESTMENTS.

SECONDARY OBJECTIVE:

- To study the opinion of investors in equity market.
- To identify the factors influencing investors in equity market.
- To know the trading pattern of investors in equity market.
- To study the perception of investors towards investing in RICCHIE RICH INVESTMENTS.

2.3 SCOPE OF THE STUDY

The research study undertaken does not probe too much about whether the respondent have a very fine insight into equity market and the research involves around a general awareness level and investors behaviour towards equity market. The primary market starts from broad environmental factors to the industry, which influences the share price and finally analysing the companies' potentiality by considering possible risk associated with securities for investing public income and risk factors play a major role while selecting particular products in equity markets, as it can create an opportunity for one product and may not for the other, the analysing impact of income and risk on investment pattern of investors is important. As research reports shows that frequency of investment pattern, factors, income level play more significant role in deciding pattern of investment. So analysing the factors that affect the investment pattern of the investors and other investment criteria provide the valuable insights.

2.4 LIMITATIONS OF THE STUDY

- The study is basically confirmed only to the investors of RICCHIE RICH INVESTMENTS.
- Exact information were not given by the customers.
- Difficult in getting appointment from investors within given time.
- Profile of the customers being contacted is similar.

2.5 REVIEW OF LITERATURE

Understanding investor behaviour has become a topic of high importance in academic research due to the size of equity oriented securities across the globe. Especially after Daniel Kahneman and Vernon Smith shared the prestigious Nobel Prize in the year 2002 for their extraordinary contribution to the area of behaviour finance and the recent global economic recession, research in this area is attracting attention.

Boobalan and Selvavinayagam (2021) highlighted the Investors' Attitude towards Risk and Return in Indian Stock Market. The study finds that majority investors from urban area government and private employees investing through online trading and expected to get both return and capital appreciation. It concluded that the investors are majority of investment using technical analysis to analyse the market and to avert the risk and they are satisfied with their investment and return.

Sadeq and Abdul (2020) investigate Factors influencing Individual Investor Behaviour: Evidence from the Kuwait Stock Exchange. The authors find that well educated investor's decision, behaviour and decision more matured and they are familiar with technical analysis, different social media information and chats and getting technical analysis advice from listed shares from the professionals. The results of the surveys confirm that psychological factors like herd behaviour, optimism, pessimism and risk, do affect investors' decisions in Kuwait Stock Exchange.

Hari Priya and Thenmozhi (2019) highlighted a Conceptual Study on Investors Attitude towards Stock Market Investment in India. The study finds that there is a significant relationship between the investors' attitudes and stock market returns. The added optimistic boldness enhancement strategies are introduced, the additional it is calm for resident investors to invest in the stock market. It is being a general and noticeable phenomenon that investment configuration and its degree also consider the age, knowledge level and source of income.

Renuka (2018) conducted a Study on Investors Attitudes towards Stock Market Investment. The study reveals that there is a positive relationship between investor's attitudes and the stock market investment and it confirmed that only with stock market awareness and confidence are investing in stock market. The study concluded that salaried and business people are more comfortable for stock market and most of the stock market investors are well-known only equity market compare to any other option in the stock market.

Anuradha Samal and Das Mohapatra (2017) carried out survey in the Odisha Province to know Factors Influencing Investment Decisions in Indian Capital Market. The survey reveals that investors primarily influenced by organization efficacy, mediators influence, return on investment, fear of loss, risk factors and income level of the investors.

Anitha Kumari, Ramasamy and Sandhya (2013) measured Investor Perception towards Online Trading in Chennai. The study finds that most of the respondents are satisfied with online trading and Chi square analysis concludes that there is no significant relationship between the age of the investor and the expected returns. There is a positive correlation between online trading services and financial advisors in diversifying investments.

Gag a Kukreja (2012) examines the Investors' Perception for Stock Market Evidences from National Capital Region of India. The researcher evaluated the factors influencing investor's perception in Indian Stock Market. The study found three factors which are significantly influence the investors perception in Indian Stock Market namely one is Educational Qualification which helps the investors to understand the functions of the market, past performance of the company. Second one occupation which influences to understand the market risk, size of the investment and services of stock broker in future and option. Third factor is age of the investor that plays an important role to understand the market, future & option and life insurance.

Tetlock (2017) studied the impact on "stock market" and came up with the finding that some pessimistic issues highlighted in media result in a momentary negative impact on the asset returns that are reserved later and more over they are observed that during permission the trade volume also used to be abnormally high or low.

Srinivasan and Ibrahim (2010) attempted to model and forecast the volatility of the Sense Index returns of Indian stock market. Results showed that the symmetric GARCH model performed better in forecasting conditional variance of the Sensex Index return rather than the asymmetric GARCH models, despite the presence of leverage effect. Few are against conditional volatility models. Can be believed that there have been quite a few extensions of the basic conditional volatility models to incorporate observed characteristics of stock returns. It was found that for estimating the volatility, the extreme value estimators perform better on efficiency criteria than conditional volatility models. In terms of bias conditional volatility models performed better than the extreme value estimators.

Edmans (2008) indicate that outcome of sporting events involving the country as a whole impact the stock market of the country. It is hard to imagine what else but mood could cause this effect.

Barber and Odeon (2006) argued that investors were found to be involved in excessive trading because of their behavioural trait of over confidence and ultimately resulted in diminished return by capturing whenever the prices are falling and are able to earn additional prod.

Grinblatt and keloharju (2001, 2002) observed that sell trades of individual investors are responsive to high past returns more as compared to buy trades.

Kamstra (2002) document that returns around the weekend of the switch to standard time from daylight savings time are very negative, and suggest that induced depression from the switch amongst investors suffused with seasonal affective disorder causes the negative return.

Slovic (2001) Investors behaviour is defines as how the investor judge, predict, analyse and review the procedures for decision making, which includes investment psychology, information gathering, defining and understanding, research and analysis.

Abdulla (2001) discussed stock return volatility in the Saudi stock market. Results provided evidence of the existence of a positive risk premium, which supported the positive correlation hypothesis between volatility and the expected stock returns.

Azarmiet. al. (2000) examined the empirical association between stock market development and economic growth for a period of ten years around the Indian market “liberalization” event. The data suggested that stock market development in India is not associated with economic growth over a twenty-one year study period. The results were consistent with the suggestion that the Indian Stock market is a casino for the sub-period of post liberalization and for the entire ten-year event study period.

Gupta and Basu (2000) explained that hypothesis of market efficiency is an important concept for the investors who wish to hold internationally diversified portfolios. With increased movement of investments across international boundaries owing to the integration of world economies, the understanding of efficiency of the emerging markets is also gaining greater importance. The evidence suggested that the series do not follow random walk and there is an evidence of autocorrelation in both markets rejecting the weak form efficiency hypothesis.

DATA ANALYSIS AND INTERPRETATION

3.1 RESEARCH METHODOLOGY

RESEARCH METHODOLOGY:

Research Methodology is a way to systematically solve the research problem. The Research Methodology includes the various methods and techniques for conducting a research. Research is an art of scientific investigation. In other word research is a scientific and systematic search for pertinent information on a specific topic. The logic behind taking research methodology into consideration is that one can have knowledge about the method and procedure adopted for achievement of objective of the project.

RESEARCH DESIGN:

Research design is the empirical structure within which research is conducted. It constitutes the blueprint for collection, measurement and analysis of data was a descriptive research. Descriptive research involves collecting numerical through self-reports collected, through questionnaires or interviews (person or phone), or through observation. For present study, the research was descriptive and conclusion oriented.

SAMPLE DESIGN:

Universe: The Universe is most commonly defined as everything that physically exists: the entirety of space and time, all forms of matter, energy and momentum, and the physical laws and constants that govern them. All those persons who make investment.

Theoretical Universe: It included investors make investment in all over world.

Accessible Universe: It included investors make investment in Indian Stock Market.

Sampling unit–The target population must be defined that has to be sampled. The sampling unit of research included professionals and others residing in Chennai city.

Sample size –This refers to number of respondents to be selected from the universe to constitute a sample. The sample size of 178 Investors was taken.

Sampling Technique –Convenience Sampling was used to select the sample. Convenient sampling is a nonprobability sampling technique that attempts to obtain a sample of convenient elements .In case of convenience sampling, the selection of sample depends upon the discretion of the interviewer. In this project, Questionnaire Method was used for the collecting the data. With the help of this method of collecting data, a sample survey was conducted.

DATA COLLECTION:

Information has been collected from both Primary and Secondary Data.

Data collection is a systematic approach to gathering information from a variety of sources to get a complete and accurate picture of an area of interest. In this study responses are collected through two different sources. The sources of data collection are;

❖ Primary data collection ❖ Secondary data collection

❖ PRIMARY DATA COLLECTION: Primary data is a type of information that is obtained directly from first-hand sources by means of surveys, observation or experimentation. It is data that has not been previously published and is derived from a new or original research study and collected at the source such as in mark Primary data collection techniques used in this study is QUESTIONNAIRE METHOD. Questionnaire was circulated to 178 respondents through emails as GOOGLE FORMS and data has been collected from the investors of ricchie rich. Hence with the help of Google forms and internet websites an effective conclusion was been able to make for the above study.

In this study various questionnaire techniques are used and they are:

- CLOSED ENDED QUESTIONS
- OPEN ENDED QUESTIONS

CLOSED ENDED QUESTIONS:

Different types of closed ended questions are,

- DICHOTOMOUS TYPE:
- MULTIPLE CHOICE QUESTIONS
- RATING QUESTIONS
- OPEN ENDED QUESTIONS

❖ **SECONDARY DATA COLLECTION:** Secondary data is collected by someone other than the user. Common sources of secondary data for social science include censuses, organizational records and data collected through qualitative methodologies or qualitative research.

PILOT STUDY:

Pilot study is usually carried out on members of the relevant population but not on those who will form part of the final sample. This is because it may influence the later behaviour of research projects if they have already been involved in the research.

A pilot experiment/study is often used to test the design of the full scale experiment which then can be adjusted. It is a potentially valuable insight and should anything be missing in the pilot study it can be added to the full scale experiment to improve the chances of clear outcome

For the given study the sample of 30 is taken and pilot study calculation is made for the given sample size

SAMPLE SIZE FORMULA:

Since the population is known, the sample size is determined by using the following formula:

$$n = \frac{Z^2 P Q}{e^2}$$

Z=confidence interval=1.96%

p=No of success= 90%= 0.9

q=No of failure=30%=0.3

e=Error term=0.05

By applying the pilot study formula for the sample

$$\text{Sample size} = (1.96)^2 * 0.9 * 0.1 \div (0.05)^2$$

Sample size =178

DATA ANALYSIS

The collected data is sorted out and analysed to prepare the final report. The tools and techniques used in the analysis are.

ANALYTICAL TOOLS USED IN THE STUDY:

Tools used for the analysis

Chi-square

Weighted average method

Percentage analysis

Kruskal Wallis test

Interval estimation

CHI-SQUARE:

Chi square test, also referred as chi-square test or χ^2 test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true. Also considered a chi-squared test is a test in which this is true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired by making the sample size large enough.

The formula to calculate chi square test is,

$$\chi^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij} \quad \text{Where}$$

O_{ij} = observed frequency and

E_{ij} = expected frequency = $E_{ij} = R_i C_j$

R_i = No of Rows

C_j = No of columns

G = Grand total

The results of a chi square test, along with the degree of freedom, are used with a previously calculated table of chi square distributions to find a p-value. The p-value can then be used to determine the significance of the test.

WEIGHTED AVERAGE METHOD:

When using the weighted average method, divide the cost of goods available for sale by the number of units available for sale, which yields the weighted average cost per unit. In this calculation, the cost of goods available for sale is the sum of beginning inventory and net purchases. You then use this weighted average figure to assign a cost to both ending inventory and the cost of goods sold.

Weighted average = sum of weighted terms/ total terms.

PERCENTAGE ANALYSIS:

Percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the no of respondents response to a particular question is percentage arrived from the total population selected for the study. It is one of the simple forms of analysis which is very easy for anyone to understand the outcome of the research. It is normally used by commercial research organisation and pictorially presented with different diagrams.

The formula for percentage analysis is,

$$\text{Percentage Method} = \frac{\text{No of respondents replied} \times 100}{\text{total no of respondents}}$$

KRUSKAL WALLIS TEST:

The Kruskal Wallis test is the nonparametric alternative to the One Way an ova nonparametric means that the test doesn't assume your data comes from a particular distribution. The H test is used when the assumptions for ANOVA aren't met (like the assumption of normality). It is sometimes called the **one-way ANOVA on ranks**, as the ranks of the data values are used in the test rather than the actual data points.

The test determines whether the medians of two or more groups are different. Like most statistical tests, you calculate a test statistic and compare it to a distribution cut-off point. The test statistic used in this test is called the **H statistic**. The hypotheses for the test are:

- H_0 : population medians are equal.
- H_1 : population medians are not equal.

The Kruskal Wallis test will tell you if there is a significant difference between groups. However, it won't tell you *which* groups are different. For that, you'll need to run a Post Hoc test.

The formula for Kruskal Wallis H test is,

$$H = 12 [R1^2 / n1 + R2^2 / n2 + R3^2 / n3] - 3 (n + 1) / n (n+1)$$

Where $R1 = R2 = R3$ = Ranks assigned to the variables

$n1 = n2 = n3$ = No of respondents in each variables

n = Total No of respondents

INTERVAL ESTIMATION:

The process of estimating a parameter of a given population by specifying an interval of values and the probability that the true value of the parameter falls within this interval.

The formula used for interval estimation is;

$$\text{Confidence Interval} = p \pm z_{\alpha/2} \sqrt{pq / n}$$

Where p = No of Success

q = No of Failure = $1 - p$

n = No of respondents

$Z_{\alpha/2}$ = Confidence Level

3.2 DATA ANALYSIS AND INTERPRETATION

TABLE 3.2.1: GENDER OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
MALE	102	56.2
FEMALE	76	43.8
TOTAL	178	100

FINDINGS:

In the above figure it shows that 56% of respondents are male and 44% of response are from female.

INFERENCE:

From the above table it is inferred that the majority are from male.

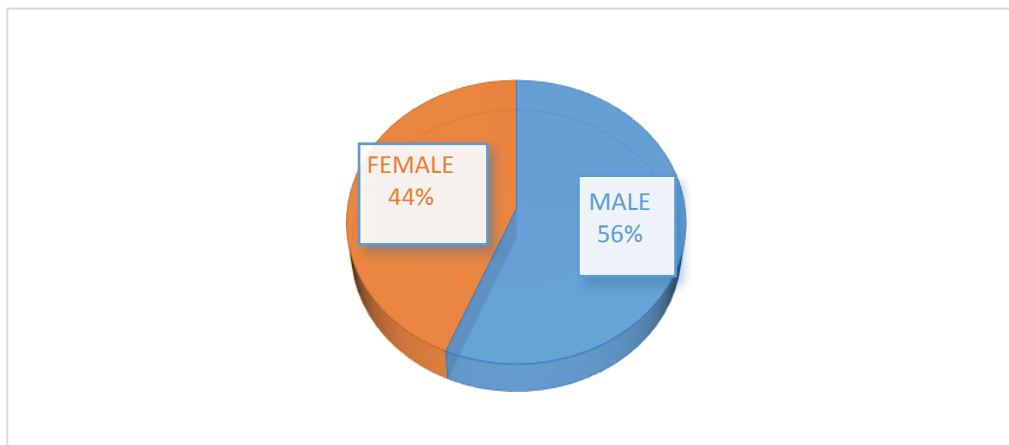


CHART 3.2.1: GENDER OF RESPONDENTS

TABLE.3.2.2. AGE OF THE RESPONDENTS

AGE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
BELOW 30	57	30.9
30-40	38	19.7
40-50	32	18.5
50-60	28	16.3
ABOVE 60	23	14.6
TOTAL	178	100

FINDINGS:

In the above table 31% response is from age group below 30. 20% response from age group 30-40, 18% response from 40-50, 16% response is from age group 50-60 and finally only 15% response is obtained from age group above 60.

INFERENCE:

From the above table it is inferred that the majority of the respondents are from age group of below 30.

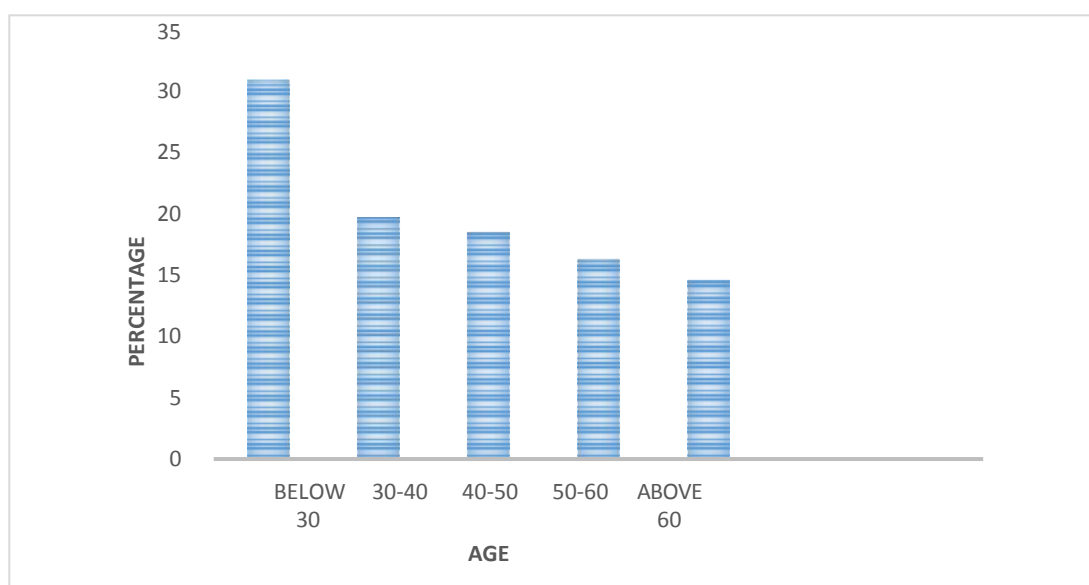


CHART 3.3.2: AGE OF THE RESPONDENT

TABLE 3.2.3: OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
PRIVATE SECTOR	54	28.1
PUBLIC SECTOR	32	18.5
SELF EMPLOYED	38	20.8
PROFESSIONAL	29	17.4
RETIRED	25	15.2
TOTAL	178	100

FINDINGS:

In the table it is shown that 28% of the respondents are from private sector. 20% are from public sector employees. 21% of the respondents are from self-employed, 17% are from professional employee, 15% response from retired persons.

INFERENCE:

From the above table it is inferred that majority of respondents are from private sector

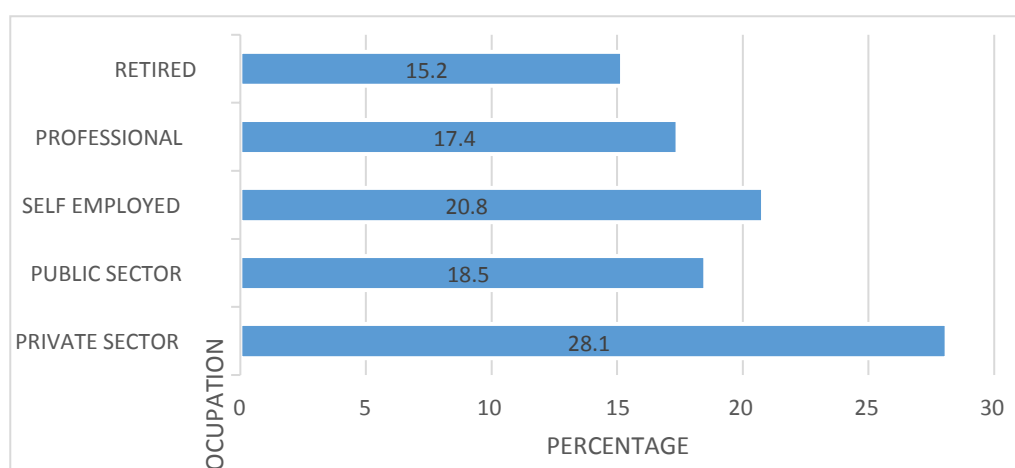


CHART 3.2.3: OCCUPATION OF THE RESPONDENTS

TABLE 3.2.4: INCOME OF THE RESPONDENTS

INCOME	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
UPTO 50,000	36	20.2
50,000-1,00,000	40	23
1,00,000-2,00,000	47	23.6
2,00,000-5,00,000	29	19.2
ABOVE 5,00,000	26	14
TOTAL	178	100

FINDINGS:

The above table shows that 20% of the respondent earn income up to 50,000, 23% earns of 50,000-1,00,000, 24% earns 1,00,000-2,00,000, 19% earns from 2,00,000-5,00,000 and finally 14% only earns above 5,00,000.

INFERENCE:

From the above table it is inferred that majority of the respondents income is 1, 00,000-2, 00, 000.

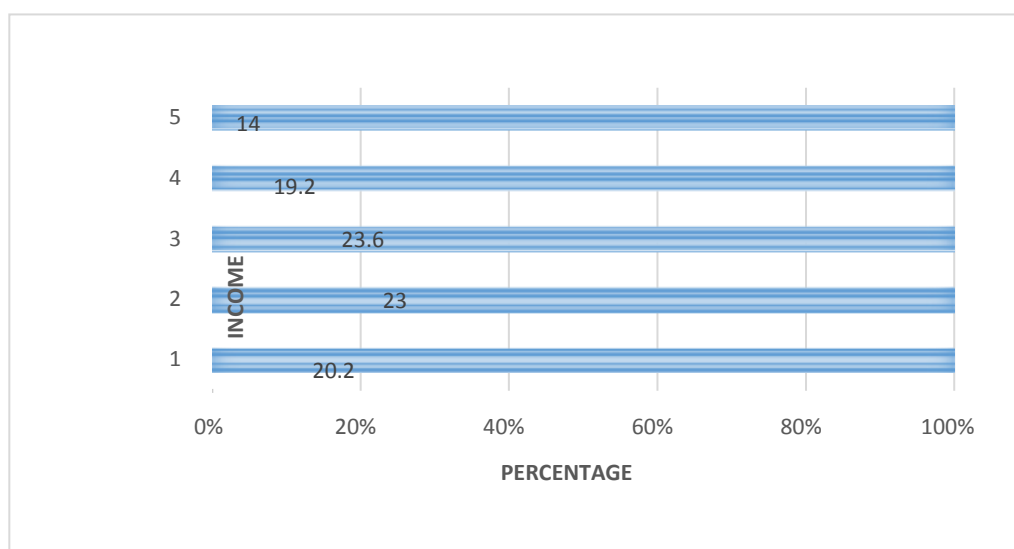


CHART 3.2.4: INCOME OF THE RESPONDENTS

TABLE 3.2.5: ANNUAL SAVINGS OF THE RESPONDENTS

ANNUAL SAVINGS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
UPTO 10,000	29	16.9
10,000-25,000	47	25.8
25,000-50,000	36	20.8
50,000-1,00,000	26	14.6
ABOVE 1,00,000	40	21.9
TOTAL	178	100

FINDINGS:

In the above table it shows that 16.9% of the respondents annual savings is up to 10,000, 25.8% is in the range of 10,000-25,000, 20.8% of respondents savings is from 25,000-50,000, 14.6% is in the range of 50,000-1, 00,000, finally 21.9% of the respondents savings is in the range of above 1,00,000.

INFERENCE:

From the above table it is defined that majority of the respondents saves from 10,000- 25,000 annually.

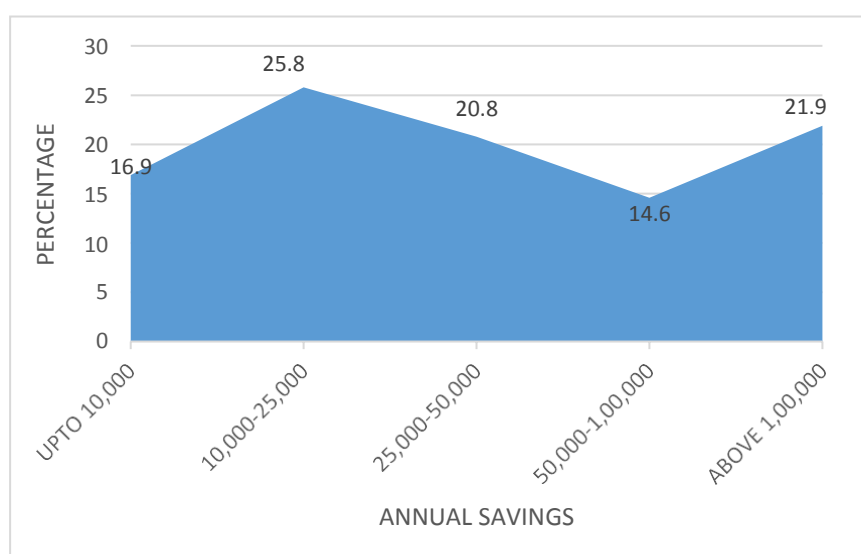


CHART 3.2.5: ANNUAL SAVINGS OF THE RESPONDENTS

TABLE. 3.2.6 REASONS FOR INVESTMENT

REASONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
RETURNS	29	18
TAX BENEFITS	40	22.5
CAPITAL APPRECIATION	47	24.2
SAFETY	36	19
LIQUIDITY	26	16.3
TOTAL	178	100

FINDINGS:

In the above table it shows that 18% of the respondents are motivated by returns. 22.5% are motivated by tax benefits. 24.2% are motivated by capital appreciation. 19% are motivated by safety and finally 16.3% are motivated by liquidity.

INFERENCE:

From the above table it is inferred that majority of the respondents are motivated by the capital appreciation in the equity market.

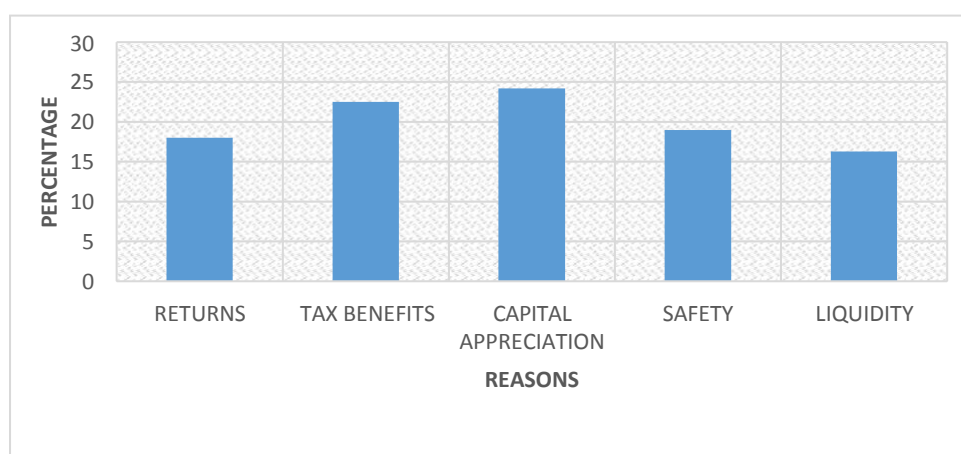


CHART 3.2.6: REASONS FOR INVESTMENT

TABLE 3.2.7. TIME HORIZON OF THE INVESTMENT

TIME HORIZON	NOOF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
< 1 MONTH	26	16.9
1-3 MONTHS	36	19
3-6 MONTHS	47	23.6
6-12 MONTHS	40	22.5
> 1 YEAR	29	18
TOTAL	178	100

FINDINGS:

In the above table it shows that 16.9% time horizon for investing in equity market is for less than 1month. 19% of the respondents for investing in equity market with time horizon of 1-3months.23.6% of respondent's time horizon is 3-6months. 22.5% respondent's time horizon is 6-12months and finally 18% of respondent's time horizon is more than 1year for investing in equity market.

INFERENCE:

From the above table it is inferred that majority of the respondents time horizon of investing in equity market is 3-6months.

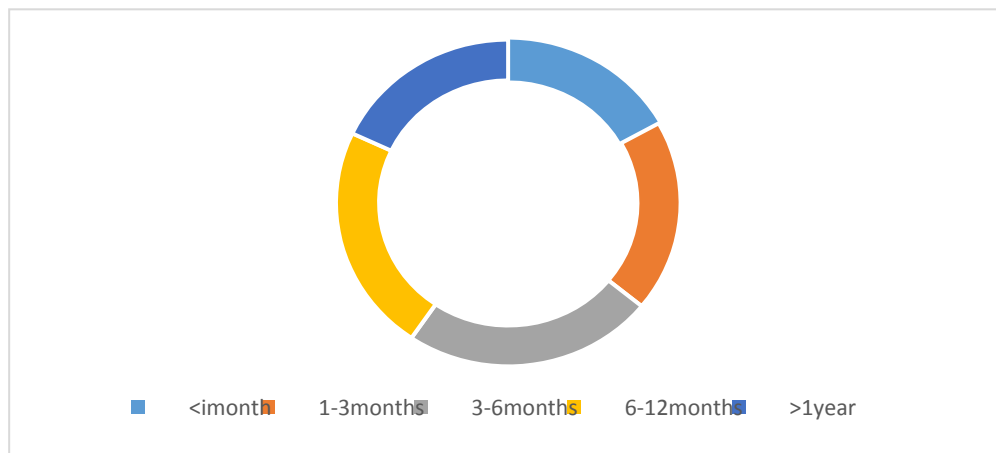


CHART 3.2.7: TIME HORIZON OF THE INVESTMENT

TABLE 3.2.8: RETURN IN EQUITY MARKET IS RELATIVELY HIGH

RETURNS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
HIGHLY SATISFIED	26	14
SATISFIED	47	35.4
NEITHER SATISFIED NOR DISSATISFIED	36	17.4
DISSATISFIED	40	18
HIGHLY DISSATISFIED	29	15.2
TOTAL	178	100

FINDINGS:

In the above table it shows that 14% of them feels that they are highly satisfied, 35.4% are satisfied, 17.4% are neither satisfied nor dissatisfied, 18% are dissatisfied and finally 15.2% are highly dissatisfied by equity market returns.

INFERENCE:

From the above table it is inferred that majority of the respondents are satisfied with equity market returns.

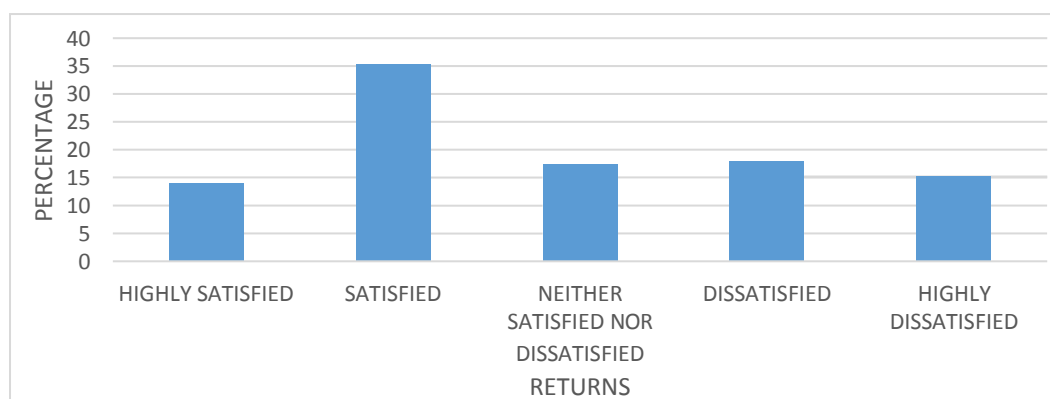
**CHART 3.2.8: RETURN IN EQUITY IS RELATIVELY HIGH**

TABLE3.2.9: RESOLVING TO CUSTOMER QUERIES

	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
YES	90	55.1
NO	50	29.2

FINDINGS:

In the above table it shows that 55.1% of respondents convey yes, 29.2% say no and 15.7% say may be to the for the response to resolving customer queries in ricchie rich.

INFERENCE:

From the above table it shows more no of customers say yes to the customer service done by ricchie rich investments.

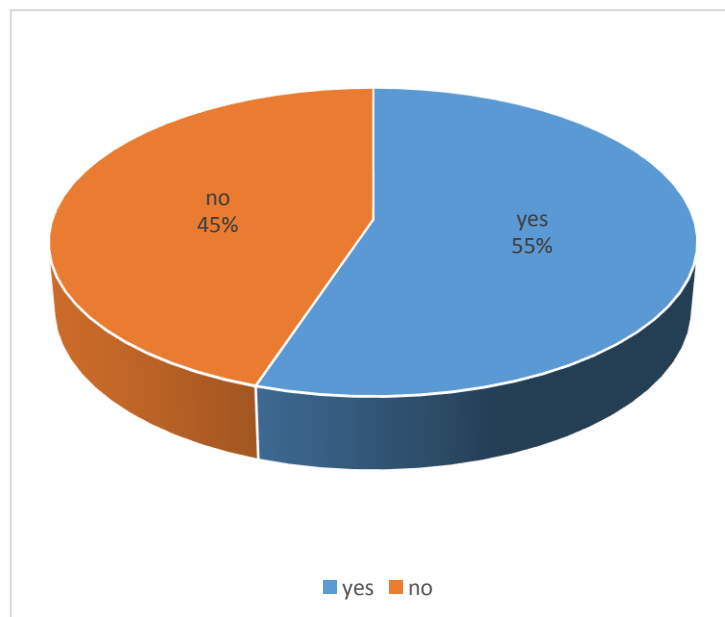


CHART 3.2.9: RESOLVING TO CUSTOMER QUERIES

INTERVAL ESTIMATION:

$$\text{Confidence Interval} = p \pm z_{\alpha/2} \sqrt{pq / n}$$

Where, p = No of Success = 0.55

q = No of Failure = 0.45

n = No of respondents = 178

$Z_{\alpha/2}$ = Confidence Level = 1.96

$$\text{Confidence Interval} = 0.55 \pm 1.96 \sqrt{(0.55)(0.45)/178}$$

$$= 0.55 \pm 0.03$$

$$\text{C.I} = 0.52, 0.58$$

Conclusion: It is found that the statistical parameter lies between 0.52 and 0.58. Hence it is concluded that customer service in ricchie rich is helpful in solving the customer's queries.

TABLE 3.2.10: BROKERAGE CHARGED BY RICHIE RICH

BROKERAGE CHARGES	NO OF RESPONDENTS	PERCENTAGE OF RESONDENTS (%)
HIGHLY SATISFIED	40	20.8
SATISFIED	47	24
NEITHER SATISFIED NOR DISSATISFIED	36	19.9
DISSATISFIED	29	18.4
HIGHLY DISSATISFIED	26	16.9
TOTAL	178	100

FINDINGS:

From the above table it shows that 20.8% of the respondents are highly satisfied with brokerage charges of ricchie rich investments, 24% are satisfied, 19.9% are neither satisfied nor dissatisfied, 18.4% are dissatisfied, 16.9% are highly dissatisfied.

INFERENCE:

From the above table it shows that majority of the respondents are satisfied with brokerage charges of ricchie rich investments.

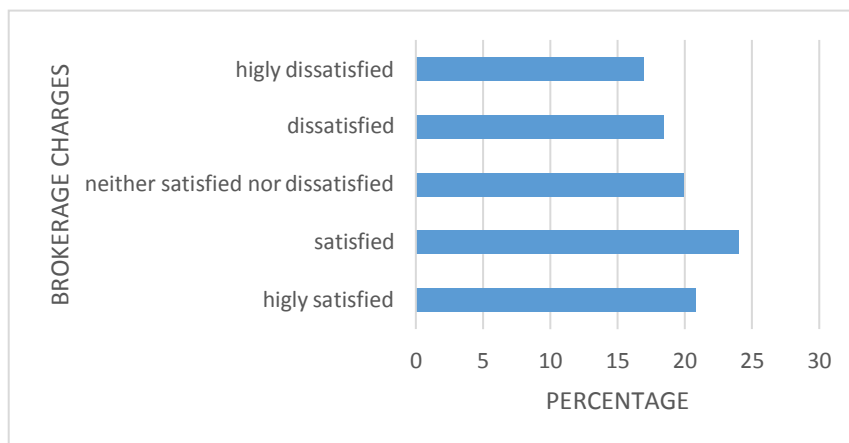


CHART 3.2.10: BROKERAGE CHARGED BY RICCHIE RICH

TABLE 3.2.11: INVESTOR TRADING TYPE

TRADING TYPE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
INTRADAY	36	19.1
SPECULATION	29	18.5
ARBITRAGERS	47	24.7
DELIVERY	26	18
HEDGING	40	19.7
TOTAL	178	100

FINDINGS:

From the above table it is shown that 19.1% respondents are intraday traders, 18.5% are speculators, and 24.7% are arbitrageurs, 18% are delivery takers and 19.7% are hedging.

INFERENCE:

From the above table it is shown that majority of the respondents are arbitrageurs.

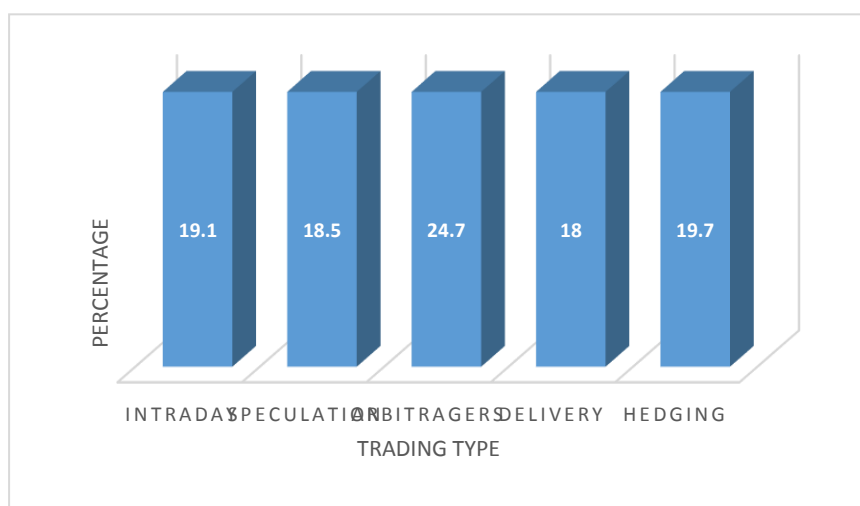


CHART 3.2.11: INVESTOR TRADING TYPE

TABLE 3.2.12: SERVICES RENDERED BY RICCHIE RICH

SERVICES	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
HIGHLY SATISFIED	40	15.2
SATISFIED	47	29.8
NEITHER SATISFIED NOR DISSATISFIED	36	23
DISSATISFIED	29	16.3
HIGHLY DISSATISFIED	26	15.7
TOTAL	178	100

FINDINGS:

From the above table it shows that 15.2 % of the respondents are highly satisfied with services of ricchie rich investments, 29.8% are satisfied, 23% are neither satisfied nor dissatisfied, 16.3% are dissatisfied, 15.7% are highly dissatisfied.

INFERENCE:

From the above table it shows that majority of the respondents are satisfied with services of ricchie rich investments.

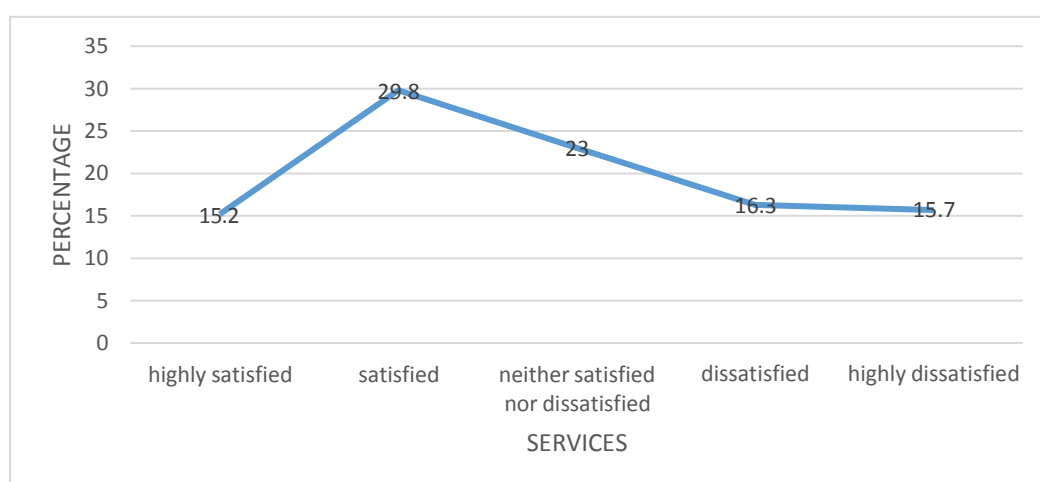


CHART 3.2.12: SERVICES RENDERED BY RICCHIE RICH

TABLE 3.2.13: EXTERNAL FACTORS STIMULATING INVESTMENT BEHAVIOUR

FACTORS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
HIGHLY SATISFIED	26	16.3
SATISFIED	47	30.9
NEITHER SATISFIED NOR DISSATISFIED	40	18.5
DISSATISFIED	36	17.4
TOTAL	178	100

FINDINGS:

From the above table it shows that 16.3 % of the respondents are highly satisfied with the influence of External factors , 30.9% are satisfied, 18.5% are neither satisfied nor dissatisfied, 17.4% are dissatisfied, 16.9% are highly dissatisfied.

INFERENCE:

From the above table it shows that majority of the respondents are satisfied with external factor which influence them to make investment in equity.



CHART 3.2.12: EXTERNAL FACTORS STIMULATING INVESTMENT BEHAVIOUR

TABLE 3.2.14: RETURN RATE EXPECTED FOR A YEAR

RETURN	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
10%-15%	47	27
15%-20%	40	25.8
20%-25%	36	17.4
25%-30%	26	14.6
MORE THAN 30%	29	15.2
TOTAL	178	100

FINDINGS:

From the above table it shows that 27 % of the respondents expect Return rate 10-15% for a year, 25.8% expect 15-20%, 17.4% expect 20-25%, 14.6% expect 25-30%, and 15.2% expect more than 30%.

INFERENCE:

From the above table it shows that majority of the respondents expect 10-15%return a year

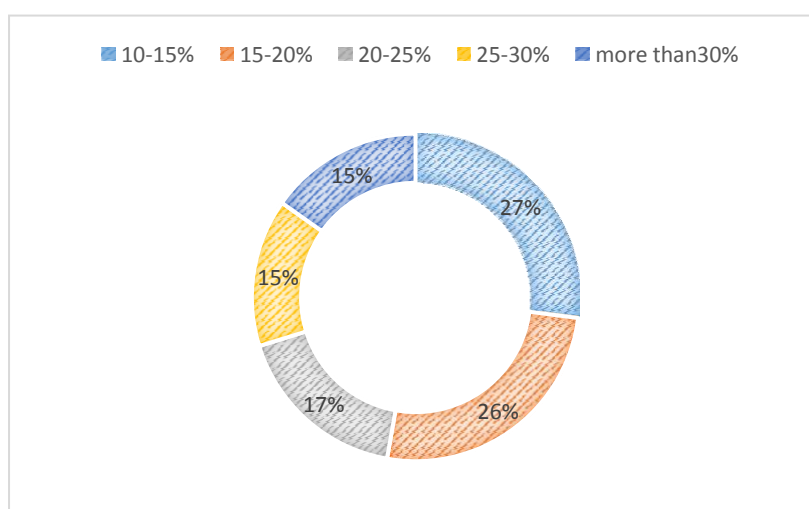


CHART 3.2.14: RETURN RATE EXPECTED FOR A YEAR

**TABLE.3.2.15: INVESTMENT OPTION THAT YIELDS
GOOD RETURN**

FACTORS	5	4	3	2	1
EQUITY SHARES	30	39	29	36	44
MUTUAL FUNDS	23	40	37	47	31
IPO	25	37	56	37	23
BONDS	35	43	34	41	25
FIXED DEPOSIT	53	32	25	49	19

5- Highly satisfied, 4- Satisfied, 3-Neutral, 2-Unsatisfied

1-Highly unsatisfied

WEIGHTED AVERAGE METHOD

5	4	3	2	1	TOTAL	WEIGHTED AVERAGE	RANK
150	156	87	72	44	556	37	2
115	160	111	94	31	556	37	2
125	148	168	74	23	538	36	3
175	172	102	82	25	585	39	1
265	128	75	98	19	509	33	4

FINDINGS:

From the above table it shows that bonds get the first rank. Equity shares and mutual funds got second rank. IPO gets third rank. Finally fixed deposits get fourth rank.

INFERENCE:

It is inferred that bonds get the first rank among the investment options.

TABLE 3.2.16: FACTORS IN INFLUENCING INVESTMENT BEHAVIOUR

KRUSKAL WALLIS TEST (H-TEST)

FACTORS	5	4	3	2	1
FRIENDS& RELATIVES	45	20	29	26	58
MARKET PERFORMANCE	27	41	51	35	24
MEDIA	31	25	33	40	48

H₀ =There is no significant difference in the factors influencing investment behaviour

H₁ =There is significant difference in the factors influencing investment behaviour

VALUES	ATTRIBUTE	RANK
20	A	1
24	B	2
25	C	3
26	A	4
27	B	5
29	A	6
31	C	7
33	C	8
35	B	9
40	C	10
41	B	11
45	A	12
48	C	13
51	B	14
58	A	15

$$R_1 = \text{Rank of A} = 37$$

$$R_2 = \text{Rank of B} = 40$$

$$R_3 = \text{Rank of C} = 42$$

$$N = 5 + 5 + 5 = 15$$

$$\begin{aligned} H &= \frac{12}{n(n+1)} \left[\frac{(R_1)^2}{n_1} + \frac{(R_2)^2}{n_2} + \frac{(R_3)^2}{n_3} \right] - 3(n+1) \\ &= \frac{12}{15(15-1)} [37^2/5 + 40^2/5 + 42^2/5] - 3(15+1) \\ &= 0.05(273.8 + 320 + 352.8) - 48 \end{aligned}$$

$$\text{Calculated value} = 0.67$$

$$\text{Table value} = k-1 = (3-1) = 2$$

$$T.V = 5.991$$

$$\text{Calculated value} < \text{Table value}$$

$$0.67 < 5.991$$

Accept H_0

FINDINGS:

From the above calculation, it was observed value that calculated is less than the table value, so, **Accept H_0** . Hence there is no significant difference in the factors influencing investment behaviour.

INFERENCE:

It is inferred that there is no significant difference in the factors influencing investment behaviour.

TABLE 3.2.17: INVESTOR TRADING PLATFORM

	Mobile trading	Online trading	Terminal trading	Intraday trading	Technical trading
Observed frequency	15	26	56	44	37
Expected frequency	36	36	36	36	36

CHI SQUARE TEST:

H₀: There is no significant difference between respondent's opinion and trading platform (independent).

H₁: There is a significant difference between respondent's opinion and trading platform (dependent).

$$\begin{aligned} E_i &= \sum o_i/n = (15+26+56+44+37)/5 \\ &= 36 \end{aligned}$$

CHI SQUARE FORMULA:

$$\chi^2 = \sum (O_i - E_j)^2 / E_j$$

OBSERVED	EXPECTED	(O-E) ²	(O-E) ² /E
15	36	441	12.25
26	36	100	2.77
56	36	400	11.11
44	36	64	1.77
37	36	1	0.02
Total			27.92

SIGNIFICANCE	D.F	CRITICAL VALUE
0.05	4	9.49

Calculated value	Table value
27.92	9.49

>

REJECT H₀.

FINDINGS: From the above calculations, it was observed that calculated value is higher than the table value. So, **Reject H₀**, Hence the respondent's opinion and trading platform are not independent

INFERENCE: It is inferred that there is a significant difference between responder's opinion and trading platform.

TABLE: 3.2.18: FACTORS FOR PREFERRING RICCHIE RICH

FACTORS	5	4	3	2	1
ZERO BROKERAGE	40	35	40	39	24
INNER SERVICES	37	45	41	32	23
INTERACTIVE PRODUCTS	44	38	46	34	16
EASY MONEY TRANSFER	38	43	34	33	30
FINANCIAL ADVICE	41	30	33	40	34

5- Highly satisfied, 4- Satisfied, 3-Neutral, 2-Unsatisfied

1-Highly unsatisfied

WEIGHTED AVERAGE METHOD

5	4	3	2	1	TOTAL	WEIGHTED AVERAGE	RANK
200	140	120	78	24	562	37	3
18	180	123	64	23	575	38	2
220	152	138	68	16	594	40	1
190	172	102	66	30	560	37	3
205	120	99	80	34	538	36	4

FINDINGS:

From the above table it shows that Interactive products get the first rank. Inner services got second rank. Zero brokerage and easy money transfer gets third rank. Finally financial advises get fourth rank.

INFERENCE:

It is inferred that interactive products get the first rank among the investment options.

TABLE 3.2.19: OPINION ON STAFF MEMBERS BEHAVIOUR

FACTORS	5	4	3	2	1
COURTESY	55	41	24	30	29
EFFICIENCY	44	53	39	25	18
HELPFULNESS	36	43	61	25	13
SOLVING INVESTMENT GRIEVANCE	31	55	35	38	19
AFTER SALE SERVICES	48	36	34	31	29

5- Highly satisfied, 4- Satisfied, 3-Neutral, 2-Unsatisfied

1-Highly unsatisfied

WEIGHTED AVERAGE METHOD

5	4	3	2	1	TOTAL	WEIGHTED AVERAGE	RANK
275	164	72	60	29	600	40	2
220	212	117	50	18	615	41	1
180	172	183	50	13	598	40	2
155	220	105	76	19	575	38	4
240	144	102	62	29	577	39	3

FINDINGS:

From the above table it shows that Efficiency get the first rank. Courtesy and helpfulness got second rank. After sale services gets third rank. Finally solving investment grievances gets fourth rank.

INFERENCE:

It is inferred that efficiency get the first rank among the investment options.

TABLE.3.2.20: SATISFACTION WITH EQUITY MARKET TRENDS

	Highly satisfied	satisfied	Neither satisfied nor dissatisfied	dissatisfied	Highly dissatisfied
Observed frequency	5	27	55	43	42
Expected frequency	34	34	34	34	34

CHI SQUARE TEST :

H₀: There is no significant difference between respondent's satisfaction and equity trends (independent).

H₁: There is a significant difference between respondent's satisfaction and equity trends (dependent).

$$\begin{aligned} E_i &= \sum o_i/n = (5+27+55+43+42)/5 \\ &= 34 \end{aligned}$$

CHI SQUARE FORMULA:

$$\chi^2 = \sum (O_i - E_j)^2 / E_j$$

OBSERVED	EXPECTED	(O-E) ²	(O-E) ² /E
5	34	841	24.73
27	34	49	1.44
55	34	441	12.97
43	34	81	2.38
42	34	64	1.88
Total			43.4

SIGNIFICANCE	D.F	CRITICAL VALUE
0.05	4	9.49

Calculated value

43.4

>

Table value

9.49

REJECT H₀.

FINDINGS:

From the above calculations, it was observed that calculated value is higher than the table value. So, **Reject H₀**, Hence the respondent's satisfaction and equity trends are not independent

INFERENCE:

It is inferred that there is a significant difference between responder's satisfaction and equity trends.

TABLE 3.2.21 RISK INVOLVED IN EQUITY MARKET

	Very high	high	moderate	low	Very low
Observed frequency	69	52	35	15	12
Expected frequency	37	37	37	37	37

CHI SQUARE TEST:

H₀: There is no significant difference between respondent's opinion and risks in equity market (independent).

H₁: There is a significant difference between respondent's opinion and risks in equity market (dependent).

$$E_i = \sum o_i/n = (69+52+35+15+12)/5 \\ = 37$$

CHI SQUARE FORMULA:

$$\chi^2 = \sum (O_i - E_j)^2 / E_j$$

OBSERVED	EXPECTED	(O-E) ²	(O-E) ² /E
69	37	1024	27.67
52	37	225	6.08
35	37	4	0.10
15	37	484	13.08
12	37	625	16.89
Total			63.82

SIGNIFICANCE	D.F	CRITICAL VALUE
0.05	4	9.49

Calculated value

63.82

>

Table value

9.49

REJECT H₀.

FINDINGS:

From the above calculations, it was observed that calculated value is higher than the table value. So, **Reject H₀**, Hence the respondent's opinion and risks in equity market are not independent.

INFERENCE:

It is inferred that there is a significant difference between responder's opinion and risks in the equity markets.

TABLE3.2.22: FACTORS STIMULATING INVESTOR TOWARDS EQUITY MARKET

FACTORS	5	4	3	2	1
FRIENDS	40	35	40	39	24
RELATIVES	37	45	41	32	23
MAGAZINES	44	38	46	34	16
MEDIA	38	43	34	33	30
RESEARCH REPORTS	41	30	33	40	34

5- Highly satisfied, 4- Satisfied, 3-Neutral, 2-Unsatisfied

1-Highly unsatisfied

WEIGHTED AVERAGE METHOD

5	4	3	2	1	TOTAL	WEIGHTED AVERAGE	RANK
200	140	120	78	24	562	37	3
185	180	123	64	23	575	38	2
220	152	138	68	16	594	40	1
190	172	102	66	30	560	37	3
205	120	99	80	34	538	36	4

FINDINGS:

From the above table it shows that Magazines get the first rank. Relatives got second rank. Media and friends gets third rank. Finally research reports get fourth rank for making investor to invest in equity market.

INFERENCE:

It is inferred that magazines get the first rank among the investor for stimulating them towards equity market.

3.3 SUMMARY OF FINDINGS

1. Maximum investors are aware of all the investment options.
2. Investors do not invest in a single avenue. They prefer different avenues and maximum investors prefer to invest in shares, mutual funds & debentures.
3. Maximum investor's wants their investment grow at fast rate.
4. The investment decision of investors is influenced by their own decision and through service broking.
5. Different factors considered by investors while investing are return, risk, tax benefits, capital appreciation and the most prominent factor is the return on any investment avenue.
6. Majority of investors invest 10-15% of their annual income.
7. Maximum investors invest on monthly basis.
8. The investors investing in different avenues are highly satisfied with the return generated by their investment option.
9. Maximum investors have other investment policies.
10. The most important factor is Return which influenced the decision regarding investment.

3.4 SUGGESTIONS

- Ricchie rich investments should give special preferences to trading via branch network, telephones and Internet account. It should provide more awareness to clients about its mobile apps so that investors can do online trading from anywhere from the world.
- Ricchie rich investments has to improve customized products for lending against shares.
- Integrated Trading and Depositary Account should have to be modified according to the need of the investors.
- Technology transforming desktop should have to be NEAT like terminal for Internet trading.
- One Screen for both Cash and Derivatives Trading system have to be revised and modified.
- Equity Research Department at Ricchie rich investments should have to study the market and provides information.
- Ricchie rich investments should have to customize Insurance services.

3.5 CONCLUSION

The nature of investment differs from individual to individual and is unique to each one because it depends on various parameters like future financial goals, the present & the future income model, capacity to bear the risk, the present requirements and lot more. As an investor progresses on their life stage and as his/her financial goals change, so it depends on the unique investor profile. Maximum investors are aware of all the investment options. Investors do not invest in a single avenue. They prefer different avenues and maximum investors prefer to invest in shares, mutual funds & debentures. The investment decision of investors is influenced by their own decision and through friends & relatives. Majority of investors invest 10-15% of their annual income.

APPENDIX
QUESTIONNAIRE
A STUDY ON INVESTORS PERCEPTION TOWARDS EQUITY
MARKET WITH SPECIAL REFERENCE TO RICCHIE RICH
INVESTMENTS.

a) Name

b) Gender

a) Male b) female

c) Age

a) Below 30 b) 30-40 c) 40-50 d) 50-60 e) Above 60

d) Occupation

a) Private sector employee b) public sector employee c) Self-employed

d) Professional e) Retired

e) Income

a) Up to 50,000 b) 50,000-1, 00,000 c) 1, 00,000-2, 00,000

d) 2, 00,000-5, 00,000 e) Above 5, 00,000

f) Annual savings

a) Up to 10,000 b) 10,000-25,000 c) 25,000-50,000 d) 50,000-1,00,000

e) Above 1, 00,000

1) Which factor motivates you for investing in equity markets?

a) Returns

b) Tax benefits

c) Capital appreciation

d) Safety

e) Liquidity

2) What is the rate of return expected by you from equity market in 1 year?

a) 10-15% b) 15-20% c) 20-25% d) 25-30% e) More than 30%

3) Return in equity market is relatively

- a) Highly satisfied b) Satisfied c) Neither satisfied nor dissatisfied
d) Dissatisfied e) Highly dissatisfied

4) Rank the investment option that yields good return in the order of you prefer

INVESTMENT OPTION	5	4	3	2	1
Equity shares					
Ipo					
Mutual funds					
Bonds					
Fixed deposits					

5) Risk involved in investing in equity market is.....

- a) Very high b) High c) Moderate d) Low e) Very low

6) Satisfaction with the current trend of the equity market in terms of expected return is

- a) Highly satisfied b) Satisfied c) Neither satisfied nor dissatisfied
d) Dissatisfied e) highly dissatisfied

7) Rank the impact of the various factors in stimulating you towards entering into equity market?

STIMULATING FACTORS	5	4	3	2	1
FRIENDS					
RELATIVES					
MAGAZINES					
MEDIA					
RESEARCH REPORT					

8) Influence of external factors in stimulating investment behaviour is

- a) Highly satisfied b) Satisfied c) Neither satisfied nor dissatisfied
d) Dissatisfied e) highly dissatisfied

9) Rank the significant played by the factors mentioned below in your investment behaviour

FACTORS	5	4	3	2	1
FRIENDS& RELATION					
MARKET PERFORMANCE					
MEDIA					

10) How do you trade in equity market?

a) Intraday b) Delivery c) Speculation d) Arbitragers e) Hedging

11) What type of trading you do?

a) Online trading b) Terminal trading c) Mobile trading d) Terminal trading
e) Technical trading

12) What is the time horizon for investing in equity markets?

a) Less than 1 month b) 1-3months c) 3-6months d) 6-12months
e) More than 1 year

13) Services rendered by Ricchie rich investments is

a) Highly satisfied b) Satisfied c) Neither satisfied nor dissatisfied
d) Dissatisfied e) Highly dissatisfied

14) State the extent you are satisfied with the brokerage charged by RICCHIE RICH INVESTMENTS?

a) Highly satisfied b) Satisfied c) Neither satisfied nor dissatisfied
d) Dissatisfied e) Highly dissatisfied

15) Rate the factors mention below for preferring RICCHIE RICH INVESTMENTS

FACTORS	5	4	3	2	1
ZERO BROKERAGE					
INNER SERVICE					
INTERACTIVE PRODUCTS					
EASY MONEY TRANSFER					
FINANCIAL ADVICE					

16) Rate your opinion on behaviour and attitude of managers and staff of RICCHIE RICH INVESTMENT

FACTORS	5	4	3	2	1
COURTESY					
EFFICIENCY					
HELPFULNESS					
SOLVINGINVESTMENT GRIEVANCES					
AFTER SALE SERVICES					

17) Do you think the customer services in RICCHIE RICH INVESTMENT is helpful to resolve your queries immediately?

a) Yes b) No

18) Suggestions

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