

A STUDY OF AWARENESS AND ACCEPTENCE OF STOCK MARKET IN KUNDAPURA REGION

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INTRODUCTION:

Stock market is the aggregate turnover of buyers and sellers of stock, it is also known as “shares”. It is a platform where publicly traded companies stocks and other securities are bought and sold by buyers and sellers during specific hours of the day while adhering to SEBI ‘s well defined guidelines. This also include securities listed on a stock exchange as well as those only traded privately. It is reliable barometer to measures the economic condition of a country. It plays an integral role in financial system. It offers attractive opportunities of investment in various securities.

OBJECTIVES:

- To know what percentage of people are invested in stock market in Kundapura region.
- To know the level of awareness about stock market among the people under this region.
- To know what percentage of students are aware about stock markets.
- To know the which investment app more preferred by investors in Kundapura region.

SCOPE :

The scope in research refers to the boundaries and extent of a study, defining its specific objectives, target population, variables, methods and limitations. It enhances the skill, knowledge, learning and helps to explore new areas of stock market and gather more information about investments made in our area.

METHODOLOGY :

In order to conduct the research a structured questionnaires were sent to 70 respondents, out of which all responses of the respondents were accepted. We approach the respondents who fall under all the age groups.

SOURCE OF DATA

Primary data :

The sources of primary data for this study were issue a physical form and given a google form to the respondents.

Secondary data :

The secondary data were used to supporting the study and to get findings of other research in the area.


The source of secondary data were internet sources.



LIMITATIONS:

- Lack of knowledge among individuals.
- Cannot cover the larger group of people.
- Unwillingness of people do share information and conveys the regards.

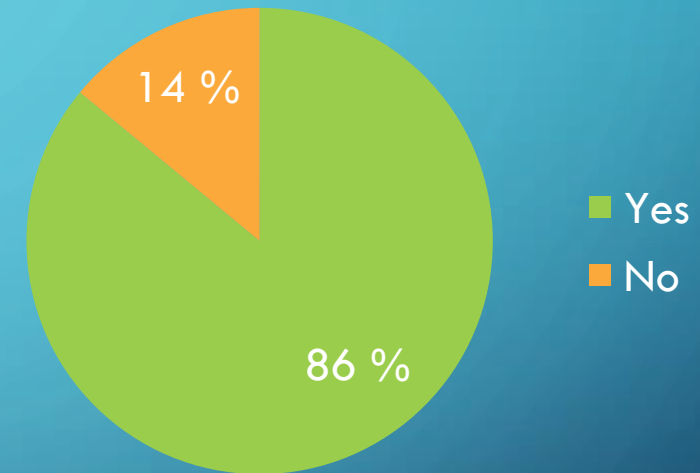
CHAPTER SCHEMES :

1. Introduction
 2. Objectives
 3. Scope
 4. Research Methodology
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Number of respondent aware about the stock market :

Option	No. of responses	Percentage (%)
Yes	60	86
No	10	14
Total	70	100

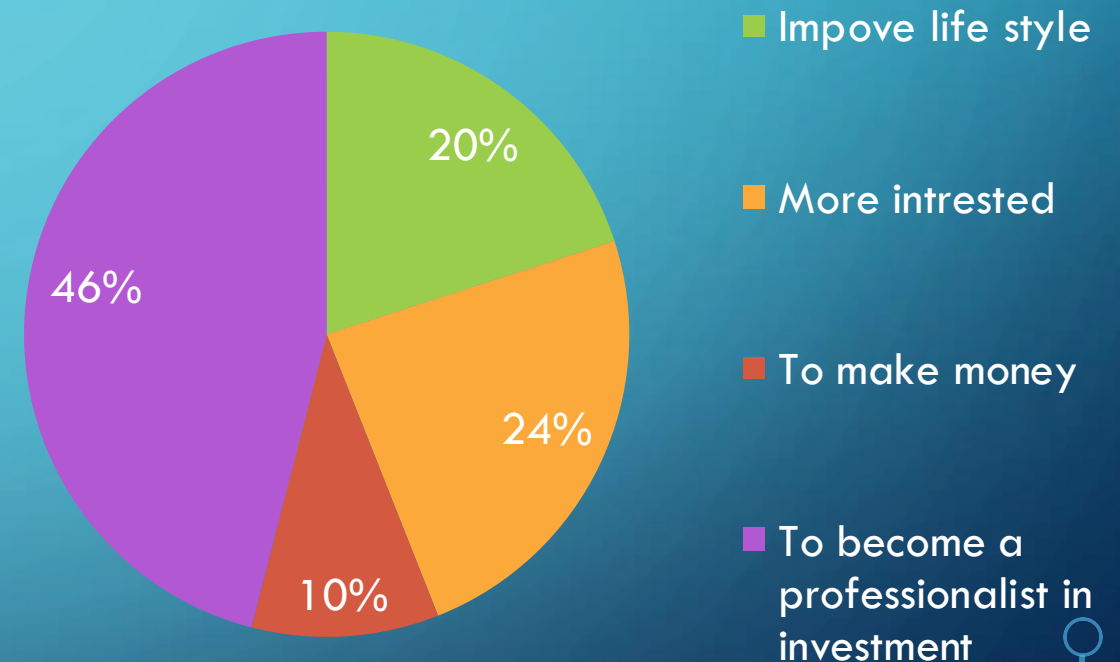


Interpretation :

In our research 86% of the respondent have awareness about the stock market and 14% of the respondent doesn't have awareness about the stock market in kundapura region.

Reason for investing in stock market :

Reason	No. of responses	Percentage (%)
Improve life style	10	20
More intrested	12	24
To make money	5	10
To become a professionalist in investment	23	46
Total	50	100

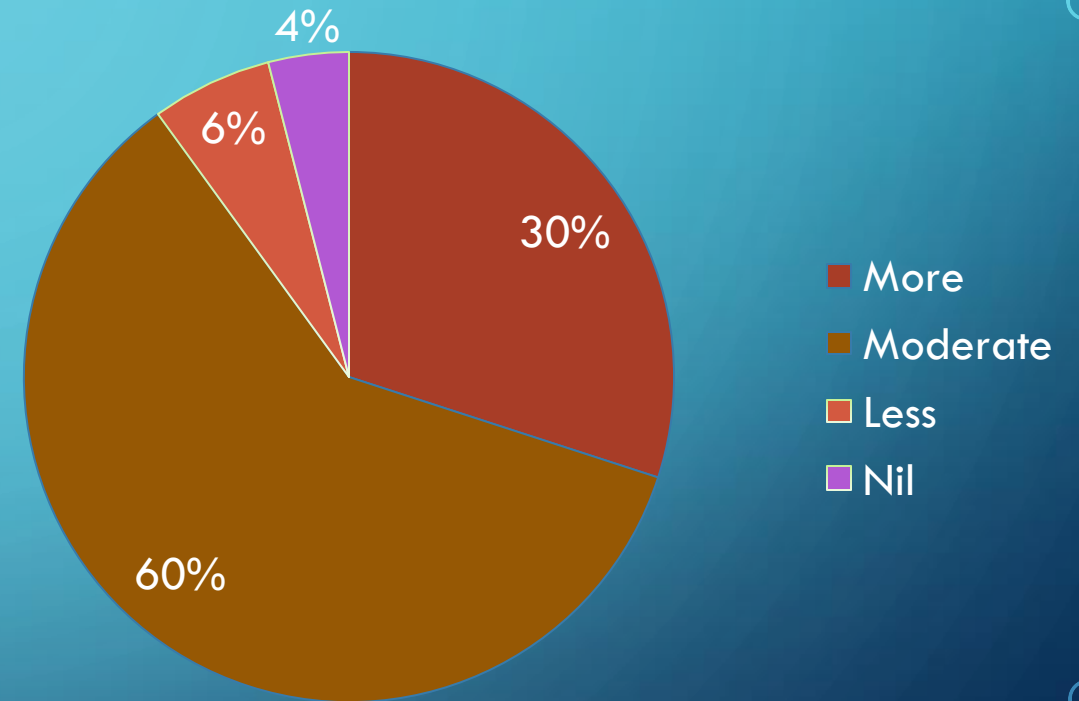


Interpretation :

In our research, more than 70% of the respondents are invested in stock markets. Because of improve life style, more interested in the stock market, to make money in stock market and to became a professionalists in investment.

The perceptions about the risk in the market by the respondents :

Perceptions	No. of responses	Percentage (%)
More	15	30
Moderate	30	60
Less	3	6
Nil	2	4
Total	50	100

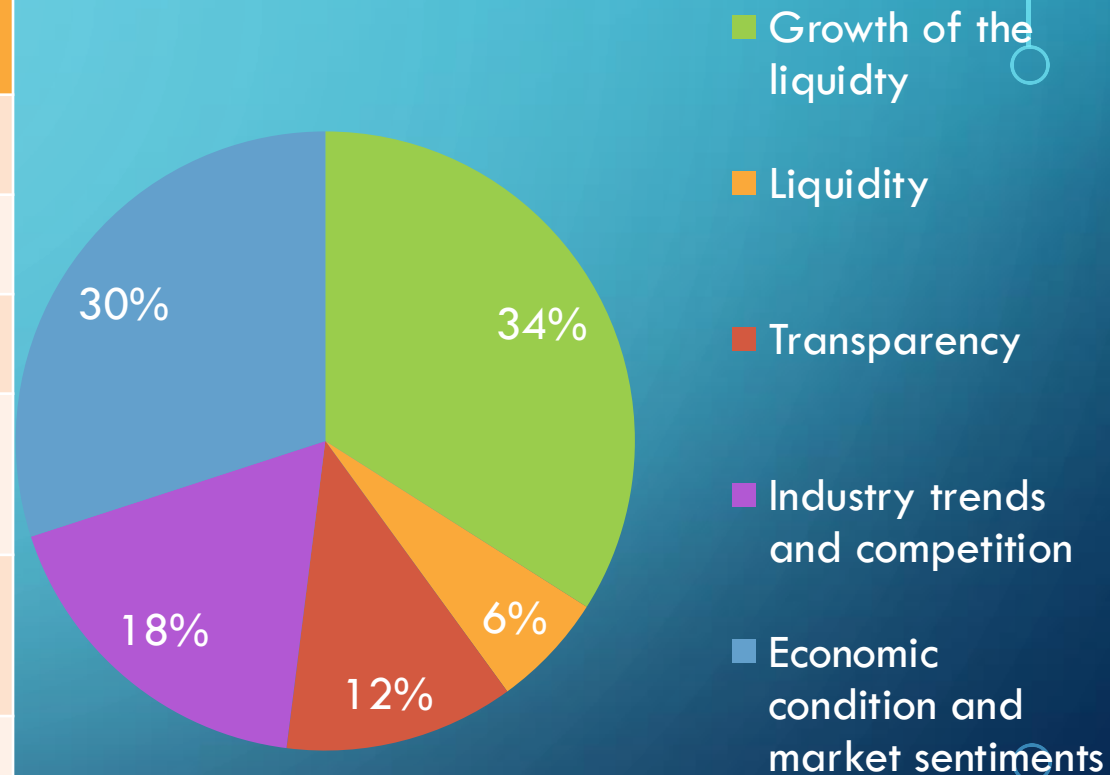


Interpretation :

In our research most of the respondents given moderate risk are there in the stock market and 30% of the respondents are given more risk are there in the stock market.

Factors considered before investing in a stock market :

Factors	No. of responses	Percentage (%)
Growth of the company	17	34
Liquidity	3	6
Transparency	6	12
Industry trends and competition	9	18
Economic condition and market sentiments	15	30
Total	50	100

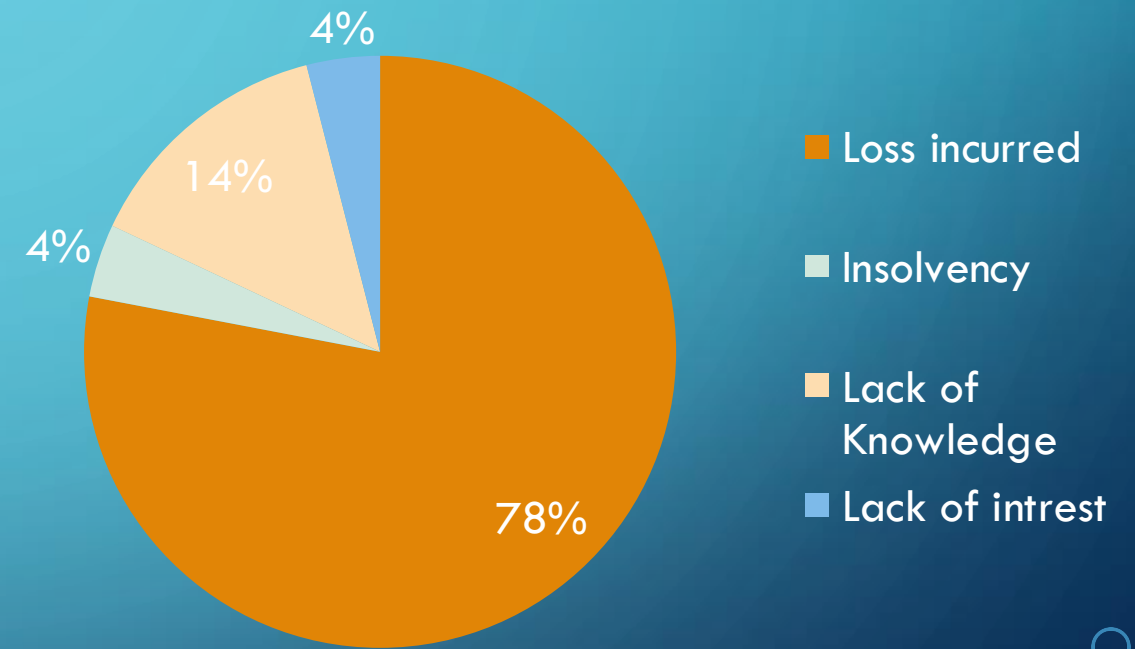


Interpretation :

The above table says that in the kundapura region most of the respondents consider the growth of the firm. It means more than 32% people consider growth of the firm for investing the stock market and above 25% peoples consider the economic condition and market sentiment for investing the stock market.

Problem faced by the respondents in stock market :

Reason	No. of responses	Percentage (%)
Loss incurred	10	20
Insolvency	12	24
Lack of Knowledge	5	10
Lack of interest	23	46
Total	50	100



Interpretation :

In our study, we got to know that more than 70% respondents are invested in the stock market and also facing problems when investing in stock market. And more than 35% of the respondents facing problem in the stock market due to loss incurred.

FINDING:

- From this survey, we came to know that, around 71% of the respondents of the Kundapura region people are invested the stock markets .
- Supply and demand dynamics and current exchange rates are the major factors influences for changes in stock market, if the opinion of the respondents.

SUGGESTIONS :

- To conduct a awareness programme for stock market investors in Kundapura region.
- Stay updated with news about the stock market and specific companies, what people are saying about the stock market on platform like Twitter and Reddit.

CONCLUSION :

Carrying out of this research , it helped to understand that, most of the investors prefer the stock market for investing the money. Because, it helps to become a professionalists in stock markets, it improves the knowledge about stock market and this market helps to maximize the income from the investments. Stock market providing the opportunity to part of the growth of the companies and potential realizes the financial gains.

THANK

YOU