A STUDY ON THE SATISFACTION OF STOCK MARKET INVESTORS WITH REFERENCE TO CHENNAI CITY

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ABSTRACT

Stock market is a place where buying and selling of shares which are already issued. This study is an attempt to find the investment satisfaction of stock market investors. Investor is a person, who expects something such as safety, liquidity, return etc., before investing their money in any one or many investment avenues, but no one can expect or like to take risk. Each and every investor has a wish to earn more return from their investment. Stock market is the only place which gives more return to the investors who are investing in it. The aim the study is to know whether the stock market investors are satisfied or not, because they also expect before investing or after invested in the stock market.

Key words: Investment, Liquidity, satisfaction

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1. INTRODUCTION

The recent global economic situation has witnessed immense highs and lows including some unfortunate happenings related to stock market. This has surged a debate on is it really that easy to make money in Indian stock market today. Timing is the most important factor while investing in stock market. The stock market is one of the most interested and inquisitive area for investment. Investment in shares will bring healthier returns compared to any other forms of investment.

2. OBJECTIVES OF THE STUDY

- To know the demographic status of the respondents
- To identify the most attracted investment other than stock market
- To find the savings pattern of the respondents
- To measure the level of satisfaction of the respondents.

3. STATEMENT OF THE PROBLEM

Stock market investment is not an easy one because it has many ups and downs. The Indian stock market is not only depending on the Indian Economy, Government policies etc., but it also depends the world economy, so the fluctuation in the stock market is not a newer one. Apart from all many investors not an investors addict of stock market regularly investing in stock market and earning high return within short period and also expediently facing the risk, how they attracted by stock market, in what ways they are satisfying. These two are the basic questions for conducting this study.

4. RESEARCH METHODOLOGY

For doing this research both primary and secondary data were collected. Primary data were collected from well structured questionnaire. Secondary data were collected from various books, journals, and websites.

4.1. Sampling Design

Convenience sampling was used for this study. The questionnaire was collected from the sample of sample of 80 respondents from T.Nagar in Chennai city.

4.2. Scaling Technique

For accessing the level of satisfaction of the investment in stock market, five factors were taken which influence the investors to invest in stock market with help of five point scale they were Highly Satisfied, Satisfied, Neutral, Dissatisfied and Highly Dissatisfied

4.3. Data Analysis

After collecting the data it was systematically tabulated and analysed by using SPSS.

5. LIMITATIONS OF THE STUDY

- Due to paucity of time this study limited to 80 respondents only.
- The study was conducted in Chennai city so the findings of this study are not applicable for rural and urban investors.
- Owing to time constrains the study doesn't cover the entire Chennai city.

6. ANALYSIS AND DISCUSSION

Table - 1

AGE OF RESPONDENTS		
Particulars	Frequency	Percent
20-40	68	85
41-60	10	12
Above 60	2	3
Total	80	100

(Source: primary Data)

The above table shows the age- wise classification of respondents. It was inferred that the majority of respondents 85% were belongs to the category of 20 – 40, 12% were comes under the category of 41- 60 and the remaining 2% were in the age group of above 60.

Table - 2

GENDER OF RESPONDENTS		
Particulars	Frequency	Percent
Male	52	65
Female	28	35
Total	80	100

(Source: primary Data)

The above table explains the gender of respondents. It was found that 65% were male, 35% were female.

Table - 3

OCCUPATION		
Particulars	Frequency	Percent
Salaried	30	38
Agriculturist	22	27
Business	26	32
Others	2	3
Total	80	100

(Source: primary Data)

The above table shows the occupation of the investors. It was revealed that 38% of the investors were salaried people, 27% were agriculturist, 32% were doing business and the remaining 2% were belongs to others such as retired, Housewife.

Table - 4

MONTHLY INCOME		
Particulars	Frequency	Percent
Upto 20,000	52	65.0
20,0001 - 40,000	8	10.0
40,001 - 60,000	16	20.0
Above 60,000	4	5.0
Total	80	100.0

(Source: primary Data)

The above explains the monthly income of the investors. It was found that 65% were earned up to 20,000, 10% were in the category of 20,001 – 40,000, 20% were belongs to above 60,000.

Table - 5

MARKET EXPERIENCE		
Particulars	Frequency	Percent
Less than 2 years	38	47
2-3years	10	13
4 - 5 years	26	32
Above 5 years	6	7
Total	80	100

(Source: primary Data)

The above table explains the market experience of the stock market investors. It shows that 47% were less than 2 years. 13% were experienced 3 – 4 years, 32% were experienced 4 – 5 years and the remaining 7% were experienced above 5 years.

Table - 6

OTHER INVESTMENT		
Particulars	Frequency	Percent
Bank Deposits	38	47.5
Insurance	8	10.0
Mutual Fund	10	12.5
Post Office	6	7.5
Gold	6	7.5
Real Estate	10	12.5
Others	2	2.5
Total	80	100

(Source: primary Data)

The above table shows the investment choices of stock market investors other than stock market investment. It shows 47% were invested in bank deposits, 10% were invested in insurance, 13% were invested in mutual fund, 8% were invested in post office savings, 7% were invested in gold, 12% were invested in real estate, 3% were invested in others such as chit funds, government bonds.

Table - 7

TOTAL SAVINGS * TOTAL INVESTMENT						
		TOTAL INVESTMENT				Total
		BELOW 5%	5-10%	10-15%	ABOVE 15%	
TOTAL SAVING S	Below 10%	32	2	0	0	34
	10-20%	0	26	0	0	26
	21-30%	0	0	18	0	18
	Above 30%	0	0	0	2	2
Total		32	28	18	2	80

(source: primary data)

The above gives the information related to savings and investment pattern of investors. It explains percentage of total investment in stock market from their total percentage of savings. It was observed from the table 7, the majority of 32 investors were saving 5% of from income among the 10%, below 5% were invested in stock market. 26 investors were 5 – 10% from their income among that 10 – 20% were invested in stock market.

Table - 8

DIVIDENDS		
Level of satisfaction	Frequency	Percent
Highly Satisfied	46	57.5
Satisfied	28	35.0
Neutral	6	7.5
Total	80	100

Source: primary data

The table shows the level of satisfaction of investors on the basis getting dividend. It was inferred 57.5% of the investors were highly satisfied, 35% of the investors were satisfied. 7.5% of the investors were felt neutral.

Table - 9

QUICK GAIN		
Level of satisfaction	Frequency	Percent
Highly Satisfied	22	27.5
Satisfied	40	50.0
Neutral	14	17.5
Dissatisfied	4	5.0
Total	80	100.0

Source: primary data

The above table shows the level of satisfaction of investors on the basis of earning quick gain. It shows 27.5% of the investors were Highly Satisfied, 50% of the investors were Satisfied, 17% of the investors were Neutral, 5% of the investors were Dissatisfied.

Table - 10

LIQUIDITY		
Level of satisfaction	Frequency	Percent
Highly Satisfied	28	35
Satisfied	38	48
Neutral	12	15
Dissatisfied	2	2
Total	80	100

Source: primary data

The above table shows the level of satisfaction of investors on the basis of Liquidity of the investment. The majority of the investors 48% were satisfied, 35% were highly satisfied, 15% of the investors were opinioned neutral only 2% of the investors were dissatisfied.

Table -11

SAFETY		
Level of satisfaction	Frequency	Percent
Highly Satisfied	14	18
Satisfied	38	48
Neutral	26	32
Dissatisfied	2	2
Total	80	100

Source: primary data

The above table explains the level of satisfaction of investors on the basis of safety of their investment. 18% of the investors were highly satisfied on the safety of the investment, 48% of the investors were Satisfied, 32% were neutral about the safety of investment and only a little portion of 2% were dissatisfied.

Table -12

TAX BENEFITS		
Level of satisfaction	Frequency	Percent
Highly Satisfied	16	20
Satisfied	38	47
Neutral	17	21
Dissatisfied	5	7
Highly Dissatisfied	4	5
Total	80	100

Source: primary data

The above table revealed the level of satisfaction of investors on the basis of tax benefits. It was found that 20% of the investors were highly satisfied, 47% of the investors were satisfied, 21% of investors were neutral, 7% of the investors were dissatisfied and the remaining 5% were highly dissatisfied.

Table – 13

Garratt Ranking for Factors Influencing to Invest in Stock Market

Value	1 (75)	2 (60)	3 (50)	4 (39)	5 (24)	Total	Mean	Rank
Particulars						Score	Score	
Dividend	12 (900)	4 (240)	24 (1200)	16 (624)	24 (576)	3540	44.25	IV
Quick Gain	16 (1200)	36 (2160)	12 (600)	8 (312)	8 (192)	4464	55.80	II
Liquidity	40 (3000)	12 (720)	20 (1000)	4 (156)	4 (96)	4972	62.15	I
Safety	4 (400)	20 (1200)	20 (1000)	32 (1248)	4 (96)	3844	48.05	III
Tax Benefits	8 (600)	8 (480)	4 (200)	20 (780)	40 (960)	3020	37.75	V

The above tab shows the ranking of various factors which influence the investors to invest in stock market. For this study five factors were taken they are dividend, quick gain, liquidity, safety and tax benefit. Among the five liquidity gets first rank, quick gain gets the second rank, safety gets the third rank, dividend gets the fourth rank and tax benefits gets the last rank.

7. FINDINGS

- It was found that the majority of the investors were male and the maximum of investors were comes under the age group of 20 – 40.
- It was observed from the study 38% of the investors were monthly salaried, and they earn the monthly income of below 20,000.
- It was identified that 47.5% of the investors invest their savings in bank deposits other than stock market.
- It was reveals from the study that 57.5% of the investors were highly satisfied with their dividend, 50% were satisfied with quick gain, 48% were satisfied with their liquidity and safety of investment. 47% were satisfied with tax benefits.

8. CONCLUSION

Stock market is the one of the good investment avenues for earning maximum return, safety of investment, quick gain and also for the liquidity of investment. . Now – a – days investors have

positive prospects to invest in stock market. It was concluded from this study the investors of stock market are satisfied their investment in various aspects like safety, liquidity, tax benefits, dividend and quick gain. Finally concluded this study that time period off investment and deep knowledge in market trend give more and more return.

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