

## Investors Satisfaction Towards Stock Market In Thoothukudi City

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**Abstract:** The globalization of economic markets has been raise the size of the society of retail investors' in excess of the past two decades by providing a wide range of market and investment options. Therefore, it makes their investment decisions development more multifaceted. The factors influence investor's awareness are return on investment, market trend or risk, short term profitability, price of the share, dividend policy, past financial presentation, company character, standing of the board, current earnings of the company and specialist judgment. This study focuses investor satisfaction towards stock market in Thoothukudi city

**Keywords:** Investors, stock market, Satisfaction

### 1. Introduction

Indian stock marketplace behaves in a impulsive method built on the fluctuations in universal marketplaces as the vital explanations similar global crude oil values, product prices, investment by Foreign Institutional Investors (FIIs) in Indian stock market. India perceives fast monetary development in past few years and as a outcome India has seen huge fund inflows and outflows by FIIs into Indian market from across the world. Furthermost of these foreign funds are in great major and their movement in the market consequences in large volatility in stock markets and it also moves the exchange rate.

India has a well-developed share market system, which is one of the top in the emerging world. Secondary market in India got a improvement when Over the Counter Exchange of India (OTCEI) and National Stock Exchange (NSE) were well-known. It may be distinguished that NSE and OTCEI have been recognized by the all India financial Institution, while extra stock exchanges are in the procedure of associations.

### 2. Review Of Literature

Charles (1999) has analyzed that the bewildering development in Americans' stock portfolios in the 1990s has been a main strength behind the evolution of user spending. This article reviews the relationship between stock market activities and consumption. Using several econometric methods and provisions, the authors find that the inclination to consume out of collective household wealth has revealed variability over the postwar period. They also display that the dynamic response of consumption growth to an unexpected modification in wealth is enormously short- lived, suggesting that forecasts of consumption growth one or more accommodations ahead are not characteristically enhanced by accounting for deviations in current wealth.

Nidhi Walia and Ravinder Kumar (2007) conclude that the Indian stockholders are more conservative, they do not modification brokers for trading, where net dealers are more contented with online trading for its transparency and whole control of the terminal.

Ravichandran, K.S, have detailed that conventionally, technical investigation method that predicted stock market prices and volume, basic ideas of trends, price concepts trends, price patterns and oscillators, were usually used by stockholders to help investment choices. In current year most of the studies had measured the coming predictions in the stock market complete Neural Networks.

Panda et al. (2011) analyzed that majority of the investors trusted on newspapers as the source of information. Financial journals and business magazines were ranked next to newspapers. A big number of investors were of the view that they were not in a situation to get the vital information from the company in time. Substantial number of investors was initiate to face problems though selling securities. 'Safety and Regular Return' raised first and second with esteem to the factors associated with investment activities. Equity shares were chosen for their highest rate of return by the investors.

### 3. Objectives Of The Study

- To know the Demographic Profile of the investors
- To analyse satisfaction of the investors

**4. Methodology Of The Study**

The study is founded on primary data collected from 150 Investors in Thoothukudi city. Convenience sampling technic has been used to select the sample investors. The data stood collected with the help of questionnaire.

**5. Data Analysis And Interpretation**

**Table 1** General Profile of the Respondents

Particular	Variable	No of Respondents	Percentage
Age	Below 30 years	43	28.67
	31 to 40 years	68	45.33
	41 to 50 years	27	18.00
	Above 51 years	12	8.00
	Total	150	100.00
Gender	Male	104	69.33
	Female	46	30.67
	Total	150	100.00
Occupation	Self employed	33	22.00
	Government employee	21	14.00
	Retired person	19	12.67
	Private employee	73	48.67
	Others	4	2.67
	Total	150	100.00
Educational Qualification	School level Education	3	2.00
	Graduate	62	41.33
	Post graduate	76	50.67
	professional	9	6.00
	Total	150	100.00
Monthly Income	Below 15000	2	1.33
	Rs. 16000 – Rs. 24000	6	4.00
	Rs. 25000 – Rs. 34000	14	9.33
	Rs. 35000 – Rs. 44000	82	54.67
	Above Rs. 45000	46	30.67
	Total	150	100.00

**Source: Primary Data**

Table 1 portrait that out of 150 respondents, 45.33 percent of the respondents are age group of 31 to 40 years, 69.33 percent of the respondents are male, 48.67 percent of the respondents are Private employee, 50.67 percent of the respondents are Post graduate and 54.67 percent of the respondents are family monthly income in Rs. 35000 – Rs. 44000.

**Table 2** Level of Satisfaction in Stock Market

S. No	Parameters	HS	S	N	DS	HDS	Total	Mean	Rank
1	Fluctuation in the market condition	120	72	36	6	1	235	1.56	I
2	Transparency of information	110	68	30	2	1	211	1.40	III
3	Rate of return	95	52	27	2	1	177	1.18	IV
4	Risk involvement	40	24	6	2	2	74	0.49	X
5	Availability of many options	70	40	21	4	1	136	0.90	VIII
6	Updated information through electronic media	90	48	15	2	1	156	1.04	VI
7	Investors education program of SEBI	115	76	21	2	1	215	1.43	II
8	Tax exemption	60	32	12	2	1	107	0.71	IX
9	Transaction process	85	48	18	2	1	154	1.02	VII
10	Safety and Security of the corporate securities	80	44	33	2	1	160	1.06	V

Table 2 reveals that the mean score of respondents in satisfaction level of investment in stock market. Investors are given first rank in Fluctuation in the market condition, second rank are given investors education program of SEBI, third rank given Transparency of information, fourth place given rate of return, fifth place given safety and security of the corporate securities, sixth place given updated information through electronic media, seventh place given transaction process and eighth place given availability of many options, ninth rank are given tax exemption and tenth rank are given risk involvement.

**6. Findings Of The Study**

- Out of 150 investors, Majority (69.33 per cent) of the investors are male.
- Majority (45.33 present) of the investors are under the age group of 31 - 40 years.
- 48.67 present of the investors are private employees.
- Most of the investors are post graduate.
- Majority (54.67 per cent) of the investors are Rs. 35,000 – Rs. 44,000.

**7. Conclusion**

The major decision of the study is that investor's satisfaction for investment in itemized firms of shares was the liquidness and high rate of return and the persuading features of investment decision was broker’s information relatively than the investor’s individual decision. demographic profile and the level of satisfaction of the investors in the area of study would be certainly improved and stock market growth and our country’s economic development would ultimately also be achieved.

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