CHAPTER 5

FINDINGS
In this chapter, finding of the study is highlighted, finding states the outcome of the hypothesis and present what originally study have proposed to find out.

- For the purpose of the study a survey method was used and researcher has taken 500 respondents from the capital market out of 500 respondents 299 were males and 201 were females.

- Age wise classification shows 80 (16%) respondents were in 18 - 25 years category, 190 (38%) were in 26 - 35 years category, 120 (24%) respondents were in 36 - 45, 70 (14%) respondents were under the 46 - 55 years category and 40 (8%) were above 55 years category.

- Marital status wise classification shows that 170 (34%) respondents were single, 310 (62%) were married and only 20 (4%) were divorced.

- Educational qualification was categorize in 6 category 105 (21%) respondents were High school passed, 80 (16%) were under graduate, 170 (34%) respondents were Bachelor, 130 (26%) respondents were masters, 5 (1%) were doctorate and 10 (2%) were having other qualification.

- Investment Experience of the respondents shows 180 (36%) respondents were having experience for under five years, 250 (50%) respondents were experience from 5 - 10 years and 70 (14%) respondents were having experience for more than 10 years. 90 (18) respondents had monthly income less than of Rs. 15,000. 120 (24%) respondents had monthly income between Rs. 15,000 - 30,000. 170 (34%) respondents had monthly income between Rs. 30,000 - 45,000. 75 (15%) respondents had monthly income
between Rs. 45,000 - 100,000 and 45 (9%) respondents had monthly income over Rs. 1,00,000

- How long respondents have been the part of stock market shows that 35 (7%) respondents were under 1 year. 100 (20%) were having experience from 1 - 3 years. 90 (18%) respondents were having experience 3 - 5 years. 100 (20%) were having experience of 5 - 10 years and 175 (35%) were having experience over 10 years. we found company wise classification.

- Karvy has highest account holders 123 (24.6%) followed by India Infoline 86 (17.2%) and Reliance Securities 77 (15.4%).

- Course attended by the respondent’s shows that Only 50 (10%) respondents have attended any course of stock exchange while 450 (90%) respondents have not attended any course of stock exchange.

- Total amount invested in the stock market shows that 75 respondents (15%) have invested under Rs. 50,000. 167 (33.4%) respondents have invested Rs. 50,000 - 1,00,000. 194 respondents (38.8%) have invested Rs. 1,00,000 - 2,00,000. 34 (6.8%) respondents have invested Rs. 2,00,000 and 5,00,000. 24 (4.8%) respondents have invested Rs. 5,00,000 - 10,00,000 and only 6 (1.2%) respondents have invested Rs. 10,00,000 and above.

- Monthly amount invested in the stock market is 275 respondents (55%) have invested under Rs. 50,000. 125 (25%) respondents have invested Rs. 50,000 - 1,00,000. 67 respondents (13.4%) have invested Rs. 1,00,000 - 2,00,000. 10 (2%) respondents have
invested Rs. 2,00,000 and 5,00,000. 21 (4.2%) respondents have invested Rs. 5,00,000 - 10,00,000 and only 2 (.4%) respondents have invested Rs. 10,00,000 and above.

- The study revealed that questionnaire got the correlation value more than 0.8, that means all the items were consistent, relevant and accepted for the study. As no changes were needed for the study this section was continued as it was. It indicated that all the questions used in the study were relevant and useful for the purpose of investigation.
- Researcher found that the calculated value of Cronbach’s alpha .894 which was more than the standard value of Cronbach’s alpha which is (0.7) can be used for the analysis. Hence questionnaire is reliable.
- The study also revealed that there was no significant difference for investment by the investors in the capital market in different level of educational qualification, F (1.413), p=0.218.
- Researcher found that there was no significant difference for investment by the investors in the capital market in different level of marital status, F (1.888), p=0.152.
- The study revealed that there was no significant difference for investment by the investors in the capital market in different level of experience of investment, F (1.39), p=0.870.
- Researcher found that there was significant difference for investment by the investors in the capital market in different level of Age group of investors, F (11.838), p=0.000.
- The result of ANOVA shows the variance between groups and it was found that there was no significant difference for investment by the investors in the capital market in different level of Monthly Income group of investors, F (.276), p=0.893.
• Researcher have also applied independent samples t-test which indicated that the 299 males had a mean of 86.50 total points in the class, the 201 females had a mean of 104.86 total points in the class, and the means differ significantly at the p<.05 level (note: p=.000). Levene’s test for equality of variance indicates variances and differs significantly from each other. Therefore there is significant difference in the behavior of male and female while they invest in the capital market.

• Confirmatory Factor analysis was applied as the factors were reviewed from various researches they are grouped into four named heuristic, Prospect, market and Herding. Factors were identified by calculating standardized regression weight. Model fit the data very well with CMIN/Df is 1.610; where DF (120-36) = 84, GFI = 0.98; CFI = 0.98; RMSEA = 0.037 which is a indicator of good model. So, Behavioural factors (Heuristic, Prospect, Market and Herding) influence investors decision making and investment performance so investors should consider all the factors while investing.

• All the behavioural factor have moderate impact on investment decision making except variable named S13 have low impact on individual investors’ decision making which shows all investors are cautious while decision making, so it is recommended to investors to make investment after analysis.

• Model fit summary for Structural Equation Model shows χ2/df was 1.79, absolute fit measures i.e. GFI and RMSEA were 0.97 and 0.04, respectively, the incremental fit measures i.e. CFI was 0.97 respectively and the parsimony fit measure i.e. AGFI was 0.95. Which is a indicator of good fit. Regression weight estimate revealed that only heuristic factor and herding have positive and statistically significant impact on
investment performance, prospect factor do not have impact on investment performance and market factors have negative effect on investment performance. It is suggested to consider the entire behavioural factor except prospect while investing.