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A Study of Investment in Share Market with Special Reference to Karvy Company

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ABSTRACT

Karvy, the stock Broking Company, that deals in shares. Apart from security broking, Karvy company also deals with Dematservices, Mutual fund and Insurance services. It offers a wide range of financial services in order to meet different individuals financial planning. The study is about satisfaction level of customers with respect to various services and investment options provided by broking agencies. The study is also about the satisfaction levels of customers with respect to various brands of broking agencies.

Keywords: Investment, Satisfaction level.

INTRODUCTION

Investment is the work of assets on resources with the point of acquiring pay or capital appreciation. Venture implies giving your cash something to do to procure more cash or just talking it is yielding of cash today for future return. Speculation! A standout amongst the best approach to make monetary arrangements for the future, where a large portion of the conditions are indeterminate and capricious. With very much arranged speculation one can get the fulfillment of security and surety in life. We know about venture from beginning of human progress. At first the term sparing was better known, and was considered as most secure method for profiting stable. Venture might be said as keeping an entirety of cash beside the present reserve funds with the perspective of procuring profits for it. It is done on the cost of give up of present utilization of that piece of cash. The word reference significance of speculation is to submit cash with a specific end goal to acquire monetary return or to profit for future advantages or points of interest. Individuals confer cash to speculations with a desire to expand their future riches by putting cash to spend in future years. All speculations have some hazard, regardless of whether in stock, capital market, managing an account, budgetary segment, land, bullion, gold and so on. The level of hazard however changes on the premise of the elements of the advantages, ventures instrument, the method of speculation, time period or the backer of the security and so forth. Speculation benefits both economy and the general public. It is an outgrowth of monetary improvement and the development of present day private enterprise. For the economy in general, total venture authorized in the present time frame is a main consideration in deciding total request and, subsequently, the level of work.

Review of Literature

Sitkin and Pablo (1992), defined risk perception as risk assessment in uncertainty and it depends on the familiarity with organizational and management system. The authors also developed a model of determinants of risk behavior and identified personal risk preferences

and past experiences are the important risk factors and social influence also affects the individuals perception.

Rajeswari T.R and Ramamoorthy V.E (2001), have conducted a study to understand the factors influencing the fund selection behaviour of 350 MF investors in order to provide some meaningful inferences for Asset Management Companies (AMC) to innovatively design the products. The analysis was done on the basis of product qualities, fund sponsor qualities and investor services using questions framed on a five point Likert scale.

Shylajan C. S. and SushamaMarathe (2006), in their research article “A study of attitudes and trading behaviour of stock market investors”, identify the major factors responsible for determining the attitudes and trading behavior of stock market investors. Based on their shared investing attitude and behaviour, the stock market investors are classified into two categories i.e. aggressive investors and non-aggressive investors.

John Graham and Alok Kumar (2006), in their study “Do dividend clienteles exist? evidence on dividend preferences of retail investors” evaluates portfolio holdings of retail investors of older and low income category, this study suggests that these investors prefer dividend paying stocks, the study also highlights the trading behaviour of retail investors and indicates that the investor trades around dividend events are consistent with clientele behaviour. Further, it also points out that old and low income investor exhibits abnormal buying behaviour following dividend announcements.

Ayyappan S (2009), made an attempt to analyze investors satisfaction and their awareness. On the basis of the results of the study, the he has made some definite suggestions like taking good decision while investment, carefully selecting proper avenues, to compare the performance of return and investors could easily receive updated information for the further development of investment. It hopes that, the awareness of investors will be raised to a considerable extent if all the suggestions are implemented.

LakshmanaRao (2011),stated in his study on „Analysis of investors□ perceptions towards mutual fund schemes (with reference to awareness and adoption of personal and family considerations)□ that Investors between 31 to 40 years of age have highest awareness and adoption of different mutual fund schemes. It is also concluded that there is an association between respondents□ residential status and awareness of balanced fund and debt fund schemes.

OBJECTIVES OF STUDY

- To study the satisfaction level of customers with respect to various services and investment options provided by broking agencies.
- To study the satisfaction levels of customers with respect to various brands of broking agencies.

RESEARCH METHODOLOGY

The study was causal in nature with survey being used as the mode for conducting research.Customer satisfaction towards stock broking company for investment in share market.

RESEARCH DESIGN

Study was conducted to customer satisfaction .The population of the study was Karvy investors.

SAMPLING POPULATION

The population of the study was investors at Gwalior region.

SAMPLING TECHNIQUES

Non probable random sample technique was used for data collection.

SAMPLE SIZE

The sample size was selected carefully by giving an equal importance to age and income. The total sample size was 100.

TOOLS USED FOR DATA COLLECTION

For data collection self-design, structure and standardized questionnaire was used to collect data on Effect of customer satisfaction and investment attitude towards interact on Likert scale of 1-5.

DATA ANALYSIS AND INTERPRETATION

1. Age

Age	No. of Respondents
20-30	30
30-40	55
40 above	15

Interpretation:

The above reveals that out of 100 respondents, 30 respondents are in the age group of 20-30, 55 persons between 30-40 and the remaining 15 come under the age group of above 40.

2. You invest in

Investment type	No. of Respondents
Mutual Fund	64
Equity	24
Derivatives	12

Interpretation:

The table represents that out of 100 respondents, 64 respondents prefer to invest in mutual funds, 24 prefer to invest in equity and rest in derivatives.

3. Annual Income

Annual Income	No. of Respondents
3 lakh	70
5 lakh	15
5 lakh above	15

Interpretation:

From the above graph out of 100 respondents, 70 respondents belongs to 3 lakh income category, 15 persons belongs to 5 lakh income category and rest belongs to 5 lakh above category.

4. Return on investment

Return	No. of Respondents
High Profitable	71
Somewhat Profitable	18
Loss	11
High Loss	00

Interpretation:

The above table reveals that out of 100 respondents 71 persons attain high profit by investment, 15 persons attain little profit, 11 persons attain loss and none get high loss through investment.

Now all rest questions will be analysed through likert typescale. Responses are measured through 1 to 5 scale.

5. My company gives me information timely regarding investment.

Responses	No. of Respondents
Strongly agree	69
Agree	25
Neutral	06
Disagree	0
Strongly Disagree	0

Interpretation:

The above table represents that out of 100 respondents 69 are strongly agree upon getting timely information regarding investment by the company, 25 are agree upon it, 06 are neutral and none of them were disagree or strongly disagree.

6. My company responds quickly to my grievances.

Responses	No. of Respondents
Strongly agree	64
Agree	06
Neutral	30
Disagree	0
Strongly Disagree	0

Interpretation:

The above table represents that out of 100 respondents, 64 are strongly agree upon which the company provides quick responses to its customers, 30 are neutral, 6 are agree and none is disagree or strongly disagree.

7. My broker understands my investment needs.

Responses	No. of Respondents
Strongly agree	71
Agree	10
Neutral	12

Disagree	07
Strongly Disagree	0

Interpretation:

The above graph points out that out of 100 respondents 71 are strongly agree that the company understands the needs of customers, 10 are agree, 12 are neutral, 7 are disagree and none is strongly disagree.

8. My company always take action when I am in trouble regarding investment.

Responses	No. of Respondents
Strongly agree	66
Agree	15
Neutral	11
Disagree	0
Strongly Disagree	08

Interpretation:

From the above table it has been seen that out of 100 respondents 66 are strongly agree on the company that take correct actions when customers feel any trouble regarding investment, 15 agree upon it, 11 are neutral, none is disagree and 8 are strongly disagree.

9. I feel secure regarding investment on my brokers advice.

Responses	No. of Respondents
Strongly agree	80
Agree	12
Neutral	00
Disagree	08
Strongly Disagree	00

Interpretation:

From the above graph it is to be founded that out of 100 respondents 80 are strongly agree by the advice that their brokers gives regarding investment, 12 agree upon it, none is neutral, 08 disagree upon it, and none is strongly disagree on it.

10. My company have highly knowledgeable advisers.

Responses	No. of Respondents
Strongly agree	68
Agree	10
Neutral	13
Disagree	09
Strongly Disagree	00

Interpretation:

From the above table it is to be founded that out of 100 respondents 68 are strongly agree upon the statement that their company have knowledgeable advisers ,10 agree upon it,13 are neutral,09 disagree upon it, and none is strongly disagree.

11. The advisory charges are fair enough to be charged upon.

Responses	No. of Respondents
Strongly agree	00
Agree	81
Neutral	10
Disagree	09
Strongly Disagree	00

Interpretation:

From the above graph it is to be founded that out of 100 respondents, none of them were strongly upon the statement that their company charges fair amount of charges ,81 are agree upon it,10 are neutral,09 were disagree upon it, and none is strongly disagree on it.

12. I am overall satisfied with my company.

Responses	No. of Respondents
Strongly agree	50
Agree	31
Neutral	00
Disagree	19
Strongly Disagree	00

Interpretation:

The bar graph represents that out of 100 respondents 50 are strongly satisfied to the company,31 are agree upon it ,none are neutral,09 of them were disagree and none of them were strongly disagree.

CONCLUSION

The study entitled "Customer Satisfaction towards Stock Broking Company for Investment in Share Market" has been undertaken with the objective to analyze the investment pattern of investors in karvy stock broking ltd. It is concluded that most of the investors in Gwalior were not highly educated and therefore, they considered own study and observation as an important factor for their investment decisions. Therefore the investors faced difficulties in differentiating various investment patterns also they are lack in knowledge and skills of investing. It is concluded that investors prefer safe and secured investment avenues to save tax and also they give preference to investment avenues which will help them to get dual benefit. . It can be concluded that investors are not strongly agreeing regarding knowledge in the field of investments. At last it can be said that the result are reliable and the study is open for further research.

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