FACTORS INFLUENCING ON RETAIL EQUITY INVESTORS IN INDIA

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ABSTRACT

What are the Factors influence retail equity investors, aims to probe by the researchers, with equity investments in Indian Capital Markets. Equity investors’ investment decision has become very crucial for any investor today amidst an array of investment avenues with relative advantages and disadvantages. Investment in equities is considered to be highly risky as compared to others, so investors need to study what the factors are showing their impact while making equity investment. Investors’ satisfaction basically depends on rate of return. The researchers’ wants to highlight and results of evaluation only on factors influencing equity investors, by using statistical tools with Statistical Package of Social Sciences.. Hence an attempt has been made by the researchers’ in the present study to analyze and disclose the factors influencing retail equity investors in the 21st century, with a view to aid management in corporate issues and strengthen retail equity investor participation in India.

KEYWORDS: factors, retail equity investors, liquidity, safety, India, equities