A STUDY ON MOTIVES AND AWARENESS LEVELS OF STOCK MARKET INVESTORS – A CASE STUDY WITH REFERENCE TO KURNOOL DISTRICT IN A.P

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ABSTRACT

Capital markets play an indispensable role in the acceleration of growth of a developing economy like India. Today the stock markets in India indicate the financial health of the economy. The Foreign Institutional Investors (FIIs) and the domestic investors, mainly the mutual funds, appear to have been showing their persistent faith and unshaken confidence in Indian stock markets. The faith and confidence of investors towards stock markets is an essential prerequisite for the smooth, steady and stimulating performance of the stock markets in any economy. The spread of investment culture among the small and retail investors, especially among the rural investors also goes a long-way in the development of stock markets and helps in capital formation in the country. It is in this context, the present work entitled “Motives and Awareness Levels of Stock Market Investors” has been taken up. The study will be useful to the investors in particular, society and policy makers in general.