INVESTORS’ PREFERENCE TOWARDS INVESTMENT AVENUES IN CAPITAL MARKET: A STUDY WITH REFERENCE TO DERIVATIVES

RAKESH H M

ASSISTANT PROFESSOR, DEPT. OF MBA,
VVCE, MYSORE.

ABSTRACT
The capital market investment avenues are perceived to be risky by the investors in India. The younger generation investors are willing to invest in capital market instruments and that too very highly in Derivatives segment. Even though the knowledge of the investors in the Derivative segment is not adequate, they tend to take decisions with the help of the brokers or through their friends and try to invest in market. This study is undertaken to find out the awareness level of various capital market instruments and also to find out their risk preference in various segments. This Study Intends to find preference level of investors on various Capital Market instruments, to find out the type of risk which are considered by the investors, to find out the ways through which the investors on various minimizes their risk and lastly to find out the preferences of Investors in derivatives market. About 150 samples were collected from Mysore city from various investors through a structured questionnaire and awareness about derivatives and the investor risk preference in an elaborate way.

KEY WORDS: Capital Market, Derivatives, Capital Market Instruments, Investors.

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