THE INFLUENCE OF INDIAN INVESTOR’S PERCEPTION OF STOCK MARKET INCENTIVES, STOCK MARKET REGULATIONS AND LEVEL OF AWARENESS ON THE INTENTION TO PARTICIPATE IN NATIONAL STOCK EXCHANGE

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ABSTRACT
The researcher was inspired by the persistent lack of investors participating on the National Stock Exchange (NSE). The study used a cross-sectional survey design and applied quantitative data. The study also used descriptive and correlation approaches to establish the relationships amongst the study variables. A sample of 200 respondents was used and the findings were analyzed using SPSS. The data was presented using tables, bar charts, pie charts and frequency tables. The study established that stock market regulation, stock market incentives and Investor awareness all affected the decision to invest on the stock exchange positively and accounted for 35% of the variance in decision to invest. But Investor awareness was the strongest predictor in terms of influencing Indian investor decisions to invest on the stock exchange. The study made several recommendations among which to increase investor awareness as a means of encouraging investors to list on the stock exchange. The regulatory authorities should improve on their performance in order to increase the confidence of the investor. Furthermore they should introduce investor incentives to boost the volumes traded on the exchange.

KEY WORDS: Indian investors, stock market regulation, investors awareness, stock market incentives.

REFERENCE:


