

## INVESTORS' AWARENESS TOWARDS INVESTMENT IN CORPORATE SECURITIES: A MICRO LEVEL STUDY

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### ABSTRACT

The recent year's corporate securities emerged as attractive investment avenues for the investors who were looking for higher returns and were ready to bear the risk. Corporate securities investment is the major part of financial sources of the company. Stock market helps to channelize the investors' savings to the corporate sectors which in turn facilitates the development of industrial and service sectors. Investors' awareness is the knowledge of investment and about the important updates of the market. Investors' awareness is an interchangeably used terms such as investors' literacy, investor education, investors' knowledge etc., because they help to create attentive investors. The prime responsibility of the stock market and related agencies should be known to the investors' awareness about corporate securities investment. This study is an exploratory attempt to find the awareness of individual investors in corporate securities in Chennai. The study reveals that the investors' socioeconomic factors have significant influence on investors' awareness. The study also discloses the use of information sources so as to know their awareness of corporate securities.

**KEYWORDS:** Investors' Awareness, Corporate Securities, Investors Profile, Information Sources.

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