

A STUDY ON INVESTMENT BEHAVIOUR OF INVESTORS IN CHENNAI CITY WITH SPECIAL REFERENCE TO STOCK MARKET

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ABSTRACT

Today's world is very fast and people are forced to run towards their life styles. Plenty of industries grows very fast among that share market industry is one of the booming one in the present environment. Stock market is a market where stocks are bought and sold. In an economy, besides playing the role of a source for financing investment, stock market also performs a function as a signaling mechanism to managers regarding investment decisions, and a catalyst for corporate governance.

Due to positive correlation between stock market and economy, the rise of stock market will positively affect the development of the economy and vice versa. Thus the decisions of investors on stock market play an important role in defining the market trend, which then influences the economy. To understand and give some suitable explanation for the investor's decisions, it is important to explore the factors influencing the decisions of individual investors and how these factors impact their investment performance. It will be useful for investors to understand common behavior's, from which justify their reactions for better returns. This will help to have better understanding about investors to forecast more accurately and give better recommendations.

KEY WORDS: Economy, Factors, Investment, Investors, Stock Market.

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