



A STUDY ON INVESTORS' PERCEPTION AND ATTITUDE TOWARDS INVESTMENT IN INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO CHITTOOR DISTRICT

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ABSTRACT

The Equity market also known as the stock market is where the listed securities are traded in the secondary market. This is one of the most vital areas of a market economy, as investors have the opportunity to own a slice of ownership in a company with the potential to realize gains based on its future performance. The price of shares and other assets is an important part of the dynamics of economic activity, and can influence or be an indicator of social mood. The main focus of the research paper is to identify investors' investment objectives and awareness about the derivatives.

Keywords: *Investor, Return, Risk, Stock market*