INVESTMENT HABIT ON EQUITY SHARE AMONG COLLEGE TEACHERS

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Abstract:
Savings plays a vital role in the economic growth of any nation. With the savings invested in various options available to the people, the money acts as the driver for growth of the country. Indian financial system too offers a list of opportunities to the investors. Even though our financial system is not the outstanding one when compared with other nations, it provides good avenues for an individual who wishes to invest their money in the stock market. Indian Capital market has grown remarkably during the recent years in tune with the global financial markets. Equity improves the borrowing power of the firm from banks and financial institutions. If a firm is able to mobilize substantial amount of equity capital through primary market, it can approach banks to fund long-term investment. This study aims to analyse the demographical relation on Equity Share investment habit Among College Teachers and trying to evaluate the Attitude towards investment in equity on the basis of risk Sampling Unit- College teachers. Sample size – 200. Sampling Area – Kerala, Sources of data- Primary data for this study has been collected through Structured questionnaire containing mostly closed ended questions. Secondary data for this study has been collected through various books and journals. Statistical tools - The statistical tools used for the purpose of analysis of this study are chi square test, cross tabulation and percentage analysis .

Key Words: Investment Habit, Share Market, Investment Options, Investment Decision, College Teachers

Introduction:

Investment benefits both economy and the society which in turn helps in the economic development and the maturation of modern capitalism. For the economy as a whole, aggregate investment sanctioned in the current period is a key factor in determining aggregate demand, the level of employment and so on. And as such investment behaviour and saving habits is a necessity in each and everyone's life which contributes to greater economic growth and prosperity.

An investor is one who makes an investment into one or more categories of assetsequity, debt securities, real estate, currency, commodity, derivatives such as put and call options, etc. with the objective of making a profit.

Investors are the backbone of capital market. A developing economy, like India, needs a growing amount of savings to flow to corporate enterprises. The level of equity market participation of the retail investors has been increasing over the past few years. Investment is the flow of capital which is used for productive purposes. There is a great emphasis on investment for being the primary instrument of economic growth and development for a country. There are a large number of investment instruments available today. Some of them are marketable and liquid while others are non-marketable and illiquid. There are instruments which are highly risky while others are almost riskless.

The capital market is used as a main vehicle to mobilize funds for the economic growth of the country. It performs important functions like the conversion of savings of the households and institutions into investment, creation of financial assets and development of asset-related products. A well functioning securities market is favorable to the sustained economic growth of any country in the world. Indian corporates mainly raise funds through capital market. The growth of the securities market changes the quantum and composition of savings and investment of the households. The availability of yield-bearing securities induces people to consume less and invest more in high yielding, divisible, liquid securities. A strong domestic stock market performance forms the basis for the well performing domestic corporate to raise capital in the international markets. The securities market facilitates the internationalization of the economy by linking it with the rest of the world. This linkage happens through the inflow of capital in the form of portfolio investment. With the