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Abstract: Corona virus and lockdown leaved effects on various sectors of society. Peoples become jobless due commercial establishments remains closed. There was issue on salary cutting and somewhere no works no salary. People started thinking about to do something for earning, on account of this peoples start investing and trading in stock market. Indian investors opened a record 14.2 million new Demat accounts in FY21, nearly three times the figure in the previous fiscal year. 4.9 million Demat accounts were opened in FY20, with a three-year average of 4.3 million in the three fiscal years starting FY18, data from National Securities Depository Ltd (NSDL) and Central Depository Services Ltd (CDSL) showed. Researcher thinks that it is necessary to study Retail Investors Perception and Investment Decision of New Entrants in the Indian Stock Market during Covid 19 Pandemic. This study has been tried to seek answers for some questions and tried to find out relationship between like Occupation , educational qualification , gender , age group , marital status , types of trading behavior , motivation behind opening of demat account and overall performance / result from stock market.

Keywords: Retail investor, New Entrants, Covid 19, Lockdown etc.

I. INTRODUCTION
The First Case of Covid 19 reported in Wuhan, China in December 2019,within very short span of time it reached to India and caused first patient of in Kerala. On January, 2020, a 20 yr old female admitted to in General Hospital, with a one-day history of dry cough and sore throat. There was no history of fever, rhinitis or shortness of breath. First confirmed case in Maharashtra was reported on 9 March 2020 in Pune, where a couple returning from Dubai tested positive. Means corona virus completed journey within two months from China to India. Central as well as States Health and Administrative Authorities started to think about mysterious and strange virus. Doctors and health workers were not familiar with management and care of a covid patient. The one think came to know that Virus is transmitted through direct contact with respiratory droplets of an infected person and touching surfaces contaminated with the virus. The COVID-19 virus may survive on surfaces for several hours, but simple disinfectants can kill it. At that time it was challenge as How to control spreading of virus. On the evening of 24 March 2020, the Government of India under Prime Minister Command a nationwide lockdown for 21 days, restricting movement of the entire 138 population of Country as a preventive measure against the COVID-19 pandemic in India. On 22 March, Mahavikas Aghadi Sarkar promulgate that Section 144 would be imposed across the state, with effect from 23 March, sending the state into lockdown as effect of this borders of all the districts were closed, and a strict curfew implemented statewide. On 1 May, 2020 the Government of India extended the nationwide lockdown further by two weeks until 17 May and further extended till 31 May 2020. During this lockdown transport services were suspended, with exceptions Educational institutions, industrial establishments and hospitality services were also suspended.

Corona virus and lockdown leaved effects on various sectors of society. Peoples become jobless due commercial establishments remains closed. There was considerable migration from urban to rural area. Peoples by sitting at home getting tense about earning, as there was issue on salary cutting and somewhere no works no salary. After 21 days first phase of lock down people started thinking about to do something for earning, on account of this peoples start investing and trading in stock market. Indian investors opened a record 14.2 million new Demat accounts in FY21, nearly three times the figure in the previous fiscal year, as the global pandemic and business disruptions opened up new investment opportunities. In contrast, 4.9 million Demat accounts were opened in FY20, with a three-year average of 4.3 million in the three fiscal years starting FY18, data from National Securities Depository Ltd (NSDL) and Central Depository Services Ltd (CDSL) showed.
II. OBJECTIVE

To study the factors influencing the retail investors perception while investing in stock market as new entrants.

III. RESEARCH METHODS

The design of the study is exploratory and empirical. Researcher contacted new entrants respondents as retail investors in stock market. New entrants as who have open Demat account during lockdown. Researcher sent structured questionnaire to respondents to collect responses through Google form. Snow ball sampling technique is used to collect data. Fifty retail investors who have open Demat Account during lockdown taken for the study.

IV. FINDINGS AND ANALYSIS

Table 1.1 Details of Occupation of Investors

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Business</td>
<td>4</td>
</tr>
<tr>
<td>Farmers</td>
<td>6</td>
</tr>
<tr>
<td>Professional</td>
<td>20</td>
</tr>
<tr>
<td>Other</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
</tr>
</tbody>
</table>

Table 1.1 shows that the proportion of professional and other investors is higher among new investors which are 80 percent together.

Table 1.2 Details of Educational Qualification of Investors

<table>
<thead>
<tr>
<th>Educational Qualification</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>24</td>
</tr>
<tr>
<td>Graduate</td>
<td>17</td>
</tr>
<tr>
<td>Under Graduate</td>
<td>5</td>
</tr>
<tr>
<td>Professional /Other</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
</tr>
</tbody>
</table>

Table 1.2 shows the proportion of post graduate investors is the highest among the total investors which is 48 percent.
Table 1.3 Details of Suggestions or Advised to Open Demat Account

<table>
<thead>
<tr>
<th>Suggestion Advised</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Broker</td>
<td>6</td>
</tr>
<tr>
<td>Colleague</td>
<td>5</td>
</tr>
<tr>
<td>Friends</td>
<td>34</td>
</tr>
<tr>
<td>Relatives</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

Table 1.3 shows that Friends motivated or advised to open Demat account which is 68 percent.

Table 1.4 Details of Age Group of Investors

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>20-30 Yrs.</td>
<td>15</td>
</tr>
<tr>
<td>30-40 Yrs.</td>
<td>31</td>
</tr>
<tr>
<td>40-50 Yrs.</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

Table 1.4 shows that the proportion of investors in the age group of 30-40 is 62 percent.

Table 1.5 Details of Marital Status of Investors

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Married</td>
<td>43</td>
</tr>
<tr>
<td>Unmarried</td>
<td>07</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

Table 1.5 shows that the proportion of married investors is high which 86 percent are.

Table 1.6 Details Level of Gender of Investors

<table>
<thead>
<tr>
<th>Gender</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Male</td>
<td>44</td>
</tr>
<tr>
<td>Female</td>
<td>06</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

Table 1.6 shows that proportion of female investors is very low which only 12 percent is and male investors is 88 percent.

Table 1.7 Details Types of Trade

<table>
<thead>
<tr>
<th>Types of Trade</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Delivery</td>
<td>23</td>
</tr>
<tr>
<td>Derivatives</td>
<td>04</td>
</tr>
<tr>
<td>Intra day</td>
<td>07</td>
</tr>
<tr>
<td>All of the Above</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

Table 1.7 shows that 46 percent investors preferred delivery type of trading means they did not shows their interest in derivatives and intraday trading.

Table 1.8 Details of Duration of Holdings

<table>
<thead>
<tr>
<th>Holding Duration</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Long Term (more than one year)</td>
<td>20</td>
</tr>
<tr>
<td>Medium Term (three months to one year)</td>
<td>10</td>
</tr>
<tr>
<td>Short Term (Less Than Three Months)</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

Table 1.8 shows the details regarding duration of holding 40 percent investors hold stock for more than one year and 40 percent investors hold stock for less than one year.
Table 1.9 Details Types of Companies / Sectors preferred

<table>
<thead>
<tr>
<th>Types of Companies / Sectors</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Automobile</td>
<td>5</td>
</tr>
<tr>
<td>Banking and Financial Services</td>
<td>15</td>
</tr>
<tr>
<td>Chemical</td>
<td>2</td>
</tr>
<tr>
<td>Energy, Oil, Gas, Power etc</td>
<td>5</td>
</tr>
<tr>
<td>Information and Technology</td>
<td>7</td>
</tr>
<tr>
<td>Pharmaceutical and Health Care</td>
<td>11</td>
</tr>
<tr>
<td>FMCF / Consumer Goods</td>
<td>4</td>
</tr>
<tr>
<td>Entertainment</td>
<td>1</td>
</tr>
<tr>
<td>Metal and Cement</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

Table 1.9 shows types of companies or sectors which investors preferred to invest investor's shows interest in banking, financial services, and health care, pharmaceutical which is 52 percent together.

Table 1.10 Details Types Behavior of Investors

<table>
<thead>
<tr>
<th>Types of Behavior</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Aggressive</td>
<td>7</td>
</tr>
<tr>
<td>Balanced</td>
<td>35</td>
</tr>
<tr>
<td>Conservative</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

Table 1.10 shows types of behavior of investors 70 percent investors shows balance behavior, 14 percent investors shows aggressive, 16 percent shows conservative behavior towards trading.

Table 1.11 Details Goal behind investing into stock Market

<table>
<thead>
<tr>
<th>Goal behind investing</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Covered loss from Primary Activity</td>
<td>2</td>
</tr>
<tr>
<td>Creation of Wealth</td>
<td>12</td>
</tr>
<tr>
<td>Future Planning</td>
<td>18</td>
</tr>
<tr>
<td>Passive / Secondary Income</td>
<td>18</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

Table 1.11 shows details about goal behind investing in stock market 4 percent investors invest to covered loss from primary activity, 24 percent investors invest for creation of wealth, 36 percent investors invest for future economic planning and 36 percent investors invest to have secondary or passive income source.

Table 1.12 Details of Analysis Followed by Investors

<table>
<thead>
<tr>
<th>Types of Analysis</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Fundamental</td>
<td>12</td>
</tr>
<tr>
<td>Technical</td>
<td>10</td>
</tr>
<tr>
<td>Both</td>
<td>28</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

Table 1.12 shows details about type of analysis of stock followed by investors, 24 percent follows fundamental analysis, and 20 percent follow technical analysis and 56 percent follow both type of analysis before investing.

Table 1.13 Details of Overall Performance / Result

<table>
<thead>
<tr>
<th>Overall performance / Result</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Profit</td>
<td>36</td>
</tr>
<tr>
<td>Loss</td>
<td>5</td>
</tr>
<tr>
<td>No Profit No Loss</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

Table 1.13 shows details of overall performance or result of investment activities, 72% investor's secured profit from stock market and 10 percent investors suffered loss.
Table 1.14 shows details about continuation in the stock market. 76 percent of investors decided to continue as investors in the stock market.

V. CONCLUSION

The researcher collected responses from 40 new entrants’ investors for the study. Studies show that there is a growing tendency for people to invest in the stock market. Investors are investing in a cautious role. The proportion of married investors is higher than that of unmarried investors. More and more investors have decided to remain consistent in the stock market. The proportion of farmers and small traders as well as women is very low.

VI. LIMITATIONS

The present study is based solely on the behavior of new investors after the COVID situation. Study is limited to retail investors only.

REFERENCES