

Attitude of Investors Towards the Stock Market

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Abstract: *Investor attitudes significantly impact the dynamics of financial markets. Understanding these attitudes is vital for investors, financial professionals, and policymakers. This research paper investigates the attitude of investors towards the stock market, exploring their perceptions, emotions, and behaviour. The study employs a mixed-methods approach, incorporating surveys and in-depth interviews, to analyse investor sentiment. Findings reveal the nuanced nature of investor attitudes, shedding light on factors influencing investment decisions and risk tolerance. The research emphasizes the importance of investor education and proactive policy measures to foster confidence in the stock market, ultimately enhancing market stability and investor outcomes.*

Keywords: Investors, Stock, Market, Attitude, Behaviour, Financial Markets