

An Analysis of Investors Behaviour in Indian Stock Market in TCS Company Hyderabad

¹K. Vinay Kumar ,²P.V.N.Nataraj

¹Department Of MBA, Sri Chaitanya Institute Of Technology & Research Ugc Autonomous
Institution Khammam

²Department Of MBA, Sri Chaitanya Institute Of Technology & Research Ugc Autonomous
Institution Khammam

ABSTRACT

The Indian stock market plays a significant role in the economic development of the country by mobilizing savings and channelizing investments into productive sectors. Investor behaviour is an important aspect that influences stock market performance, investment decisions, and market volatility. This study focuses on analyzing the behaviour of investors towards investments in Tata Consultancy Services shares in Hyderabad. The research examines the factors affecting investment decisions such as risk perception, return expectations, market trends, company reputation, financial awareness, and technological advancements in trading platforms. Primary data was collected through questionnaires from investors in Hyderabad, while secondary data was gathered from journals, company reports, and stock market publications. The study identifies that most investors prefer TCS due to its strong financial performance, stable returns, brand reputation, and long-term growth opportunities. It was also found that demographic factors like age, income, education, and occupation significantly influence investment behaviour. The research highlights that investors are increasingly relying on digital platforms, market analysis, and expert recommendations before investing. The study concludes that investor confidence in TCS remains high due to its consistent market performance and reliability in the Indian stock market.

Keywords: Investor Behaviour, Indian Stock Market, Tata Consultancy Services (TCS), Investment Decision-Making, Investor Sentiment, Stock Market Analysis, Risk Perception, Investment Preferences, Market Trends, Hyderabad Investors.

I. INTRODUCTION

The stock market is considered one of the most important components of the financial system, providing opportunities for individuals and institutions to invest their savings for wealth creation. In India, the stock market has experienced significant growth due to economic liberalization, technological advancements, increased financial literacy, and digital trading systems. Investor behaviour refers to the psychological and financial decision-making process of individuals while investing in stocks and securities. Understanding investor behaviour is essential because it directly affects market movements, stock prices, and investment trends. Investors generally consider various factors such as risk, return, liquidity, market information, company performance, economic conditions, and government policies before making investment decisions. Among the leading companies in the Indian stock market, Tata

Consultancy Services has established a strong reputation due to its consistent financial growth, global presence, technological innovation, and stable returns to shareholders. Hyderabad has emerged as a major IT and financial hub, attracting a large number of investors interested in technology-based companies like TCS. This study aims to analyze the behaviour of investors investing in TCS shares in Hyderabad and identify the major factors influencing their investment decisions. The research also examines investor preferences, risk tolerance, satisfaction levels, and awareness regarding stock market investments. The findings of the study can help financial institutions, investment advisors, policymakers, and companies understand investor expectations and improve investment strategies.

Research Objective:

- To study the investment behaviour of investors in the Indian stock market.
- To analyze investor preference towards TCS shares.
- To identify the factors influencing investment decisions.
- To examine the impact of risk and return on investor behaviour.
- To study the role of financial awareness in stock market investments.
- To analyze investor satisfaction regarding TCS performance.
- To understand the influence of demographic factors on investment decisions.
- To evaluate the impact of digital trading platforms on investors.
- To study the investment objectives of investors such as income, growth, and safety.
- To provide suggestions for improving investor participation in the stock market.

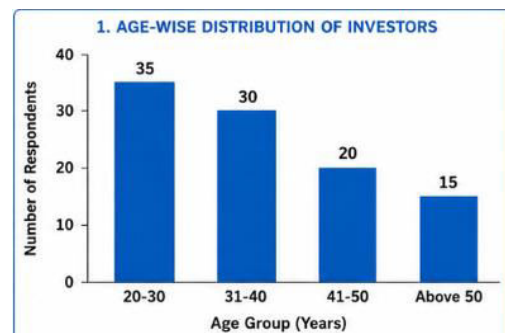
Research Methodology:

- The study is based on both primary and secondary data.
- Primary data was collected through structured questionnaires.
- Secondary data was collected from journals, books, company reports, and websites.
- The study area selected was Hyderabad city.
- Investors investing in TCS shares were chosen as respondents.
- Convenience sampling method was used for data collection.
- The sample size considered for the study was 100 investors.
- Statistical tools like percentages, tables, and graphs were used for analysis.
- Data interpretation was carried out based on investor responses.
- The study period covered recent investment trends in the Indian stock market.

II. REVIEW OF LITERATURE

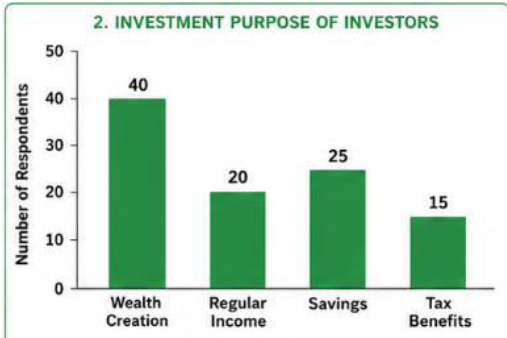
Several researchers have studied investor behaviour in stock markets and identified various psychological, economic, and demographic factors influencing investment decisions. Studies by financial analysts reveal that investors prefer companies with strong brand reputation, stable earnings, and long-term growth potential. Research on the Indian stock market indicates that investors are increasingly relying on digital platforms, financial advisors, and market trends before investing. Previous literature also highlights that risk tolerance varies based on age, income, and education level. Many studies found that IT sector companies like Tata Consultancy Services attract investors due to their stable financial performance and dividend policies. Researchers have also emphasized that investor awareness and financial literacy significantly impact investment decisions. The literature suggests that emotional factors, market volatility, and economic conditions influence investor confidence and stock market participation.

III. DATA ANALYSIS & INFERENCES



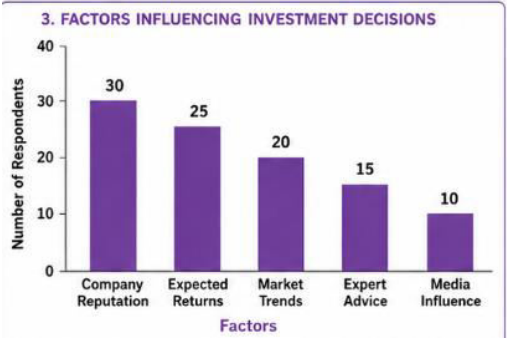
INTERPRETATION :

The bar graph indicates that the majority of investors belong to the 20–30 years age group, followed by the 31–40 years category. This shows that young and middle-aged individuals are more interested in stock market investments due to increasing financial awareness, career growth, and willingness to take moderate risks. Older investors participate comparatively less in equity investments.



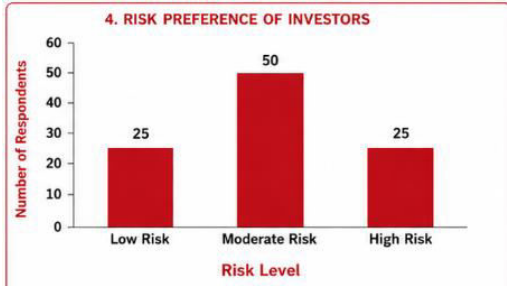
INTERPRETATION:

The graph shows that wealth creation is the primary objective of most investors, while a smaller number focus on regular income, savings, and tax benefits. This indicates that investors in TCS mainly prefer long-term capital appreciation and future financial security through stock market investments.



INTERPRETATION :

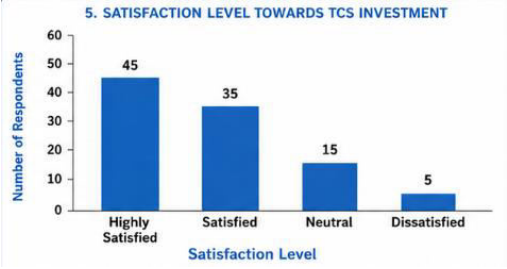
The graph reveals that company reputation and expected returns are the most important factors influencing investor decisions. Market trends, expert advice, and media influence also affect investment choices. Investors prefer investing in financially strong and trusted companies like TCS for better stability and returns.



INTERPRETATION :

The bar graph clearly shows that most investors prefer moderate-risk investments compared to high-risk or low-risk options. This indicates that investors seek balanced

returns with controlled risk. TCS is viewed as a comparatively stable and secure investment option in the Indian stock market.



INTERPRETATION :

The graph highlights that a large percentage of investors are highly satisfied or satisfied with their investment in TCS shares. Investors appreciate the company’s stable financial performance, regular growth, strong market reputation, and long-term profitability, which increases investor confidence and satisfaction.

IV. FINDINGS

- Most investors belong to the young and middle-aged category.
- Investors prefer TCS due to strong brand image and stable returns.
- Risk and return are major factors influencing investment decisions.
- Financial literacy positively affects stock market participation.
- Investors increasingly use online trading platforms.
- Long-term investment is preferred over short-term trading.
- Market trends significantly impact investor behaviour.
- Most investors have moderate risk tolerance.
- Investors rely on company performance and expert advice.
- Overall investor satisfaction towards TCS investment is high.

V. CONCLUSION

The study concludes that investor behaviour in the Indian stock market is influenced by multiple financial, psychological, and demographic factors. Tata Consultancy Services has gained strong investor confidence due to its stable financial performance, growth opportunities, and

market reputation. Investors in Hyderabad prefer TCS shares for long-term wealth creation and stable returns. Technological advancements and digital trading platforms have also increased investor participation in stock market activities. In the future, this research could be expanded by:

- TCS is considered a reliable investment option.
- Investor awareness is increasing rapidly.
- Digital trading platforms improve market accessibility.
- Risk perception affects investment decisions.
- Young investors actively participate in stock markets.
- Financial education improves investment confidence.
- Stable company performance attracts long-term investors.

VI. FUTURE SCOPE

The future scope of this study can focus on examining how investor behaviour toward TCS changes under different market conditions. Future researchers can analyze investor responses during periods of market growth, volatility, economic uncertainty, and major corporate announcements. This would provide a broader understanding of how external market factors influence investment decisions.

Further studies can compare the behaviour of TCS investors with investors of other major IT companies such as Infosys, HCLTech, Wipro, and Tech Mahindra. Such comparative research can help identify whether investors consider TCS differently based on profitability, dividend policies, technological growth, brand reputation, and long-term performance.

The study can also be extended by incorporating advanced analytical techniques and financial indicators. Variables such as stock returns, price volatility, trading volume, P/E ratio, dividend yield, earnings growth, and market sentiment can be examined using statistical and predictive models. The increasing availability of artificial intelligence and machine-learning techniques may also help in identifying

patterns in investor behaviour and predicting possible investment preferences.

Future research can expand the geographical scope beyond Hyderabad by including investors from different cities and regions of India. A larger and more diverse sample would improve the generalizability of the findings and allow researchers to examine differences in investor behaviour based on age, income, investment experience, education, risk tolerance, and investment objectives.

Finally, future studies can examine the growing influence of digital platforms, financial influencers, social media, online trading applications, and financial news on TCS investment decisions. As retail participation in the Indian stock market continues to evolve, understanding how digital information and online sentiment affect investor decisions can provide valuable insights for investors, financial advisors, and investment institutions.

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