

Investors Perception on Investment of Initial Public Offering

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ABSTRACT - Public offering, it is the raising of long-term funds for governments or corporation from a fund sufficient public group in the primary market. The most important aspect of public offerings is its role as the single most effective means by which government and corporate entities can obtain long-term on a permanent basis. It not only permits them to broaden their sources of finance beyond the banking system but also the banking system is usually a short – term or medium–term floating rate lender. It also focuses on what investors actually wants in IPO before they actually invest their sector preference, their knowledge level, their attitude toward various aspects of investment, and performance of issue managers. This part of study is being undertaken to assess the investors’ interest, perception, awareness problem and prospect of investment of IPOs in stock market. It seems to be helpful to the prospective investors and the organization in the field of public Offering as there is still lack of study regarding IPO in Indian Stock Market and also support in the formulation of policy and will assist the policy makers to get the practical knowledge of existing rules and regulations.

Keywords: *IPO, Capital Market, Stock Market, NSE, BSE*

I.INTRODUCTION

Public offering, it is the raising of long-term funds for governments or corporation from a fund sufficient public group in the primary market. The most important aspect of public offerings is its role as the single most effective means by which government and corporate entities can obtain long-term on a permanent basis. It not only permits them to broaden their sources of finance beyond the banking system but also the banking system is usually a short –term or medium–term floating rate lender. The securities market is often the only means of obtaining large sums of fixed rate, long-term funds public at large. It also focuses on what investors actually wants in IPO before they actually invest their sector preference, their knowledge level, their attitude toward various aspects of investment, and performance of issue managers. This part of study is being undertaken to assess the investors’ interest, perception, awareness problem and prospect of investment of IPOs in stock market. It seems to be helpful to the prospective investors and the organization in the field of public Offering as there is still lack of study regarding IPO in Indian Stock Market and also support in the formulation of policy and will assist the policy makers to get the practical knowledge of existing rules and regulations.

II. RESEARCH QUESTION

- What is the perception of investors on investment of IPOs?

III. OBJECTIVES OF THE STUDY

- To study the investors perception and interest on Initial Public Offerings of selected sectors in Indian Stock Market.

IV. RESEARCH METHODOLOGY

Primary data are collected from the officials and considered top 10 leading stock broking agencies has been taken selected numbers demat account holders as sample. Data collected through interviews, questionnaire and discussions regarding different aspects of the investment of IPOs selected 12 sectors. Discussions with the concerned officials not only proved to be helpful, but also gave the researcher an insight into the various problems and prospects of leading stock broking has been used to select the top ten stock broking companies.The study is also based on the secondary data obtained from the

- (a) Audited Indian market stock reports either NSE and BSE (b)Balance sheets and profit & loss accounts of select 12 sectors (c) Indian Merchant Bank & Finance company Ltd.(d) Citizen Investment Trust(e)Quarterly Economic Bulletins, NRB (f) Websites(g) Previous Research studies; (h) Dissertation and Articles on the subject.

V. STATISTICAL TECHNIQUES USED FOR THE DATA ANALYSIS

ANALYSIS OF THE DATA

For the data analysis of the research the researcher has used various tools and techniques like frequency, mean, covariance, standard deviation, range, correlation, Chi-square test and T-test. To analyses data researcher has used MS-Excel (2007) and SPSS (Demo version20).

LEVEL OF SIGNIFICANCE

The data analysis has been done and tested with 5 per cent level of significance.

VI. REVIEW OF LITERATURE

Khurshed Arif, Paleari Stefano, Pande Alok, Vismara Silvio (2017): India has the one of a kind qualification of showing its IPO book building procedure to financial specialists. The study based on total 47 selected IPO through the book building process. The test the hypothesis the researcher has applied ANOVA test to used three different variables of the amount retained by the equity promoters, age of the firm and issue size of the firm. The researcher found that, Grading does not influence the undervaluing of book-built IPO's. Further the study also test other confirmation components like notoriety of venture financier and nearness of Venture Capitalists and find that despite the fact that notoriety of speculation financier does not matter in India, the nearness of Venture Capitalists is gently connected with higher undervaluing. It is also find that while Grading was intended for the retail financial specialists, it is being made utilization of by the educated institutional speculators in India.

Procianoy and Cigerza (2017) in their near investigation of IPOs in developing markets of Brazil, India and China utilized multivariate direct relapse model with a blend of factors covering IPO explicit data, showcase related elements and full scale parameters. The factors utilized are offer size, Investment bank notoriety, last offer value, showcase execution, sham for products created utilizing cutting edge content, financing cost, FDI, GDP, swelling, and so on. In this investigation, the creators discovered market execution (when the issue) and the innovative sham were the main factors affecting short run beginning come back with satisfactory factual centrality at 12 per cent or underneath. The autonomous factors utilized in the multivariate investigation of the principal day exchanging execution of the IPOs the Brazilian Market between January 2014 to April 2017.

Steinbach, (2018): Growth companies use an IPO to fund innovation, growth, acquisitions and internalization. As a growth company, IPOs within biotechnology are primarily done to raise capital for drug development. As aforementioned, biotechnology is a tedious and capital-intensive industry. Apart from select few who have the

necessary financial backing from either private or governmental sources, other companies have to go public in order to finance their research. Further, companies that are in the development stages of a drug, and do not have a commercialized product from which they can monetize, have difficulties raising debt. Therefore, they resort to raising equity by listing on a public market.

Dr. K Srinivasan (2018): After the public issue process, the securities are listed and traded in the secondary market. Going public is a means to companies to raise cash and is a good source of investment for public. But IPOs are under-priced in the short run and underperform in the long run.

Dr.Savitha.P. (2019) has conducted research on "underpricing or overpricing of the initial public offering (IPO's): a study of Indian IPO market The study concludes that underpricing as well as overpricing of the public offering exists Under-pricing helps the investors to gain the positive returns whereas overpricing makes the investors to obtain loss from their investments been made in the IPO's.

Dilip Davda(2021): Leading reviewer of public issues and NCDs in the primary stock market in India. The knowledge he gained over 3 decades while working in the stock market and a strong relationship with popular lead managers makes his reviews unique. His detail fundamental and financial analysis of companies coming up with IPO helps investors in the primary stock market. Dilip Davda has a special interest in analyzing the SME companies and writing reviews about their public issues. His reviews are regularly published online and in newspapers.

VII. INVESTORS PERCEPTION ON INVESTMENT OF IPO

To analyses the investors orientation and perception on investment on IPO of both male and women investors in stock market. The data, which is collected through survey of the investors (N=300) of Indian Stock Market, who have demat account in stock broking in the jurisdiction of Visakhapatnam region. The study the investor's perception on investment of IPOs in stock markets especially investment of IPOs. The outcome of this study will provide close to investors orientation and perception in the present competitive India and world investment opportunities have great effort their offer the best of the investor satisfaction through a variety of pioneering strategies in order to survive in investment of IPOs. This study has been made to excess to fulfil the investors long-term and short term financial obligations, requirement objectives and their satisfaction level in investment. As a result, the relevant data is collected and computed for all the select broking companies in India over the period of 10 years from 2012 to 2021.

Table 1: Statement of Awareness About IPO

Options	Men Investors	Women Investors	Total No. of Investors
Fully Aware	86	28	114
	(37.72%)	(38.89%)	(38%)
Aware	75	25	100
	(32.89%)	(34.72%)	(33.33%)
Moderately Aware	29	10	39
	(12.72%)	(13.89%)	(13%)
Somewhat Aware	36	8	44
	(15.79%)	(11.11%)	(14.67%)
Not Aware	2	1	3
	(0.88%)	(1.39%)	(1%)
Total	228	72	300
	(100)	(100)	(100)
*SD	34.51	11.58	37.62
*CV	57.51	80.42	75.24
*Correlation	0.45	0.46	-

Source: Survey Data * Computed Values

The values in brackets indicate that Percentage of Response.

The above Table No:1, presented that the percentage distribution of investors orientation and perception on investment of IPOs of respondents of Indian Stock Markets, who have demat account in selected stock in India. Investor’s awareness about IPOs is one of the aspects, which influences the strength of this study. Out of total sample 300; Investor’s awareness about IPOs of total investors is as follows: Fully Aware, 114 respondents (38 per cent), Aware, 100 respondents (33.33 per cent), Moderately Aware, 39 respondents (13 per cent), Somewhat Aware, 44 respondents (14.67 per cent), and Not Aware, 3 respondents (1 per cent). Its spread and co-variance of Investor’s awareness about IPOs is 37.62 times and 75.24 per cent.

Investor’s awareness about IPOs of men investors is as follows: Out of total 228(100 per cent): Fully Aware, 86 respondents (37.72 per cent), Aware, 75 respondents (32.89 per cent), Moderately Aware, 29 respondents (12.72 per cent), Somewhat Aware, 36 respondents (15.79 per cent), and Not Aware, 2 respondents (0.88 per cent). Whereas, Investor’s awareness about IPOs of women investors is as follows: Fully Aware, 28 respondents (38.89 per cent), Aware, 25 respondents (34.72 per cent), Moderately Aware, 10 respondents (13.89 per cent), Somewhat Aware, 8 respondents (11.11 per cent), and Not Aware, 1 respondents (1.39 per cent).

For statistical analysis; Correlation between men and women investors for Investor’s awareness about IPOs is positive correlation, which is closely relation with total sample. Correlation co-efficient of men investors is 0.45 and women investors is 0.46, it indicates that Investor’s awareness about IPOs has highly and equally influenced for both men and women for this study. Overall spread of

Investor’s awareness about IPOs between men and women investors is 34.51 times and 11.58 times. Whereas, covariance of men is 57.51 per cent and women is 80.42 per cent. For data spread women and co-variation both men and women are reliable with total sample. Comparatively spread at women and covariance is good at men investors.

Table 2: Statement of Source of Information about IPO

Options	Men Investors	Women Investors	Total No. of Investors
Advertisement	46	17	63
	(20.17%)	(23.61%)	(21%)
Personal relations	52	15	67
	(22.81%)	(20.83%)	(22.38%)
Market Information	71	24	95
	(31.14%)	(33.33%)	(31.67%)
Brokers/Agents	38	13	51
	(16.67%)	(18.06%)	(17%)
Any other information	21	3	24
	(9.21%)	(4.17%)	(8%)
Total	228	72	300
	(100)	(100)	(100)
*SD	18.36	7.6	25.78
*CV	40.26	52.77	42.96
*Correlation	0.99	0.98	-

Source: Survey Data * Computed Values

The values in brackets indicate that Percentage of Response

The above Table No:2, presents the percentage distribution of investors perception on source of Information of IPOs of respondents of Indian Stock Markets, who have demat account in selected stock in India. Investor’s perception on source of Information of IPOs is one of the aspects, which influences the strength of this study. Out of total sample 300; Investors perception on source of Information of IPOs of total investors is as follows: Advertisement, 63 respondents (21 per cent), Personal relations, 67 respondents (22.38 per cent), Market Information, 95 respondents (31.67 per cent), Brokers/Agents, 51 respondents (17 per cent), and any other, 24 respondents (8 per cent). Its spread and co-variance of Investors perception on Source of Information of IPOs is 25.78 times and 42.96 per cent.

Investors perception on source of Information of IPOs of men investors is as follows: Out of total 228(100 per cent): Advertisement, 46 respondents (20.17 per cent), Personal relations, 52 respondents (22.81 per cent), Market Information, 71 respondents (31.14 per cent), Brokers/Agents, 38 respondents (16.67 per cent), and Any other, 21 respondents (9.21 per cent). Whereas, investors perception on source of Information of IPOs of women investors is as follows: Advertisement, 17 respondents (23.61 per cent), Personal relations, 15 respondents (20.83 per cent), Market Information, 24 respondents (33.33 per cent), Brokers/Agents, 13 respondents (18.06 per cent), and Any other, 3 respondents (4.17 per cent).

For statistical analysis; Correlation between men and women investors for investor’s perception on source of Information of IPOs is positive correlation, which is closely relation with total sample. Correlation co-efficient of men investors is 0.99 and women investors is 0.98, it indicates that investors perception on source of information of IPOs has highly and equally influenced for both men and women for this study. Overall spread of investor’s perception on source of information of IPOs between men and women investors is 18.36 times and 7.6 times. Whereas, covariance of men is 40.26 per cent and women is 52.77 per cent. For data spread women and co-variation both men and women are reliable with total sample.

Table 3: Statement of Interest (willingness) to Invest in IPO

Options	Men Investors	Women Investors	Total No. of Investors
Fully Interested	37	13	50
	(16.23%)	(18.06%)	(16.67%)
Interested	53	11	64
	(23.25%)	(15.28%)	(21.33%)
Moderately Interested	31	8	39
	(13.60%)	(11.11%)	(13%)
Somewhat Interested	86	32	118
	(37.72%)	(44.44%)	(39.33%)
Not Interested	21	8	29
	(9.21%)	(11.11%)	(9.67%)
Total	228	72	300
	(100)	(100)	(100)
*SD	25.39	10.06	34.93
*CV	55.68	69.86	58.22
*Correlation	0.99	0.96	-

Source: Survey Data Values

* Computed

The values in brackets indicate that Percentage of Response.

The above Table No:3, showed that the percentage distribution of investors’ interest to invest in IPOs of respondents of Indian Stock Markets, who have demat account in selected stock in India. Investors’ interest to invest in IPOs is one of the aspects, which influences the strength of this study. Out of total sample 300; investor’s interest to invest in IPOs of total investors is as follows: Fully interested, 50 respondents (16.67 per cent), interested, 64 respondents (21.33 per cent), moderately interested, 39 respondents (13 per cent), somewhat interested, 118 respondents (39.33 per cent), and Not interested, 29 respondents (9.67 per cent). Its spread and co-variance of investor’s interest to invest in IPOs is 34.93 times and 58.22 per cent.

Investors interest to invest in IPOs of men investors is as follows: Out of total 228(100 per cent): Fully Interested, 37 respondents (16.23 per cent), Interested, 53 respondents (23.25 per cent), Moderately Interested, 31 respondents (13.60 per cent), Somewhat Interested, 86 respondents

(37.72 per cent), and Not Interested, 21 respondents (9.21 per cent). Whereas, investors interest to invest in IPOs of women investors is as follows: Fully interested, 13 respondents (18.06 per cent), Interested, 11 respondents (15.28 per cent), moderately interested, 8 respondents (11.11 per cent), somewhat interested, 32 respondents (44.44 per cent), and Not interested, 8 respondents (11.11 per cent).

For statistical analysis; Correlation between men and women investors for investor’s interest to invest in IPOs is positive correlation, which is closely relation with total sample. Correlation co-efficient of men investors is 0.99 and women investors is 0.96, it indicates that investors interest to invest in IPOs has highly and equally influenced for both men and women for this study. Overall spread of investors’ interest to invest in IPOs between men and women investors is 25.39 times and 10.06 times. Whereas, covariance of men is 55.68 per cent and women is 69.86 per cent. For data spread women and co-variation both men and women are reliable with total sample. It is observed that comparatively spread at women and covariance is good at men investors.

Table 4: Statement of Pricing of IPO

Options	Men Investors	Women Investors	Total No. of Investors
At Par	38	26	64
	(16.67%)	(36.11%)	(21.33%)
At Premium	71	10	81
	(31.14%)	(13.89%)	(27%)
At Discount	41	14	55
	(17.98%)	(19.44%)	(18.33%)
At Face Vale	54	15	69
	(23.68%)	(20.83%)	(23%)
At Issue Value	24	7	31
	(10.53%)	(9.72%)	(10.33%)
Total	228	72	300
	(100)	(100)	(100)
*SD	17.75	7.23	18.73
*CV	38.92	50.2	31.22
*Correlation	0.92	0.36	-

Source: Survey Data

* Computed

Values

The values in brackets indicate that Percentage of Response.

The above Table No:4, presented that the percentage distribution of pricing of IPOs of respondents of Indian Stock Markets, who have demat account in selected stock in India. Pricing of IPOs is one of the aspects, which influences the strength of this study. Out of total sample 300; pricing of IPOs of total investors is as follows: At Par, 64 respondents (21.33 per cent), At Premium, 81 respondents (27 per cent), At Discount, 55 respondents (18.33 per cent), At Face Value, 69 respondents (23 per cent), and At Issue Value, 31 respondents (10.33 per cent). Its spread and co-variance of pricing of IPOs is 18.73 times and 31.22 per cent.

Pricing of IPOs of men investors is as follows: Out of total 228(100 per cent): At Par, 38 respondents (16.67 per cent), At Premium, 71 respondents (31.14 per cent), At Discount, 41 respondents (17.98 per cent), At Face Value, 54 respondents (23.68 per cent), and At Issue Value, 24 respondents (10.53 per cent). Whereas, pricing of IPOs of women investors is as follows: At Par, 26 respondents (36.11 per cent), At Premium, 10 respondents (13.89 per cent), At Discount, 14 respondents (19.44 per cent), At Face Value, 15 respondents (20.83 per cent), and At Issue Value, 7 respondents (9.72 per cent).

As per statistical analysis; Correlation between men and women investors for pricing of IPOs is positive correlation, which is closely relation with total sample. Correlation co-efficient of men investors is 0.92 and women investors is 0.36, it indicates that pricing of IPOs has highly and equally influenced for both men and women for this study. Overall spread of pricing of IPOs between men and women investors is 17.75 times and 7.23 times. Whereas, covariance of men is 38.92 per cent and women is 50.2 per cent. For data spread women and co-variation both men and women are reliable with total sample. It is observed that comparatively spread at women and covariance is good at men investors.

Table 5: Statement of Influenced Factors of Investment in IPO

Options	Men Investors	Women Investors	Total No. of Investors
Return	84 (36.84%)	21 (29.17%)	105 (35%)
Investment Appreciation	45 (19.74%)	12 (16.67%)	57 (19%)
Liquidity	36 (15.79%)	11 (15.28%)	47 (15.67%)
Dividend	51 (22.37%)	22 (30.56%)	73 (24.33%)
Other Benefits	12 (5.26%)	6 (8.33%)	18 (6%)
Total	228 (100)	72 (100)	300 (100)
*SD	26.1	6.87	32.15
*CV	57.24	47.7	53.58
*Correlation	0.99	0.90	-

Source: Survey Data * Computed Values

The values in brackets indicate that Percentage of Response.

The above Table No: 5, presents the percentage distribution of influenced factors of investment in IPOs of respondents of Indian Stock Markets, who have demat account in selected stock in India. Influenced factors of investment in IPOs are one of the aspects, which influence the strength of this study. Out of total sample 300; influenced factors of investment in IPOs of total investors is as follows: Return, 105 respondents (35 per cent), Investment Appreciation, 57 respondents (19 per cent), Liquidity, 47 respondents (15.67

per cent), Dividend, 73 respondents (24.33 per cent), and Other Benefits, 18 respondents (6 per cent). Its spread and co-variance of influenced factors of investment in IPOs is 32.15 times and 53.58 per cent.

Influenced factors of investment in IPOs of men investors is as follows: Out of total 228(100 per cent): Return, 84 respondents (36.84 per cent), Investment Appreciation, 45 respondents (19.74 per cent), Liquidity, 36 respondents (15.79 per cent), Dividend, 51 respondents (22.37 per cent), and Other Benefits, 12 respondents (5.26 per cent). Whereas, influenced factors of investment in IPOs of women investors is as follows: Return, 21 respondents (29.17 per cent), Investment Appreciation, 12 respondents (16.67 per cent), Liquidity, 11 respondents (15.28 per cent), Dividend, 22 respondents (30.56 per cent), and Other Benefits, 6 respondents (8.33 per cent).

As per statistical analysis; Correlation between men and women investors for influenced factors of investment in IPOs is positive correlation, which is closely relation with total sample. Correlation co-efficient of men investors is 0.99 and women investors is 0.90, it indicates that influenced factors of investment in IPOs has highly and equally influenced for both men and women for this study. Overall spread of influenced factors of investment in IPOs between men and women investors is 26.1 times and 6.87 times. Whereas, covariance of men is 57.24 per cent and women is 47.7 per cent. For data spread women and co-variation both men and women are reliable with total sample. It can be seen that comparatively spread and covariance is good at women investors.

Table 6: Statement of why you are investing in IPO

Options	Men Investors	Women Investors	Total No. of Investors
Capital Appreciation	59 (25.88%)	11 (15.28%)	70 (23.33%)
Volatility	42 (18.42%)	9 (12.5%)	51 (17%)
Dividend	55 (24.12%)	23 (31.94%)	78 (26%)
Income	61 (26.75%)	22 (30.56%)	83 (27.67%)
Any Other	11 (4.82%)	7 (9.72%)	18 (6%)
Total	228 (100)	72 (100)	300 (100)
*SD	20.71	7.53	26.44
*CV	45.42	52.29	44.06
*Correlation	0.98	0.82	-

Source: Survey Data * Computed Values

The values in brackets indicate that Percentage of Response.

The above Table No: 6, presented the percentage distribution, why investors are investing in IPOs of Indian Stock Markets, who have demat account in selected stock in

India. Investor’s perception is one of the aspects, which influences the strength of this study. Out of total sample 300; why investors are investing in IPOs of total investors is as follows: Capital Appreciation, 70 respondents (23.33 per cent), Volatility, 51 respondents (17 per cent), Dividend, 78 respondents (26 per cent), Income, 83 respondents (27.67 per cent), and Any Other, 18 respondents (6 per cent). Its spread and co-variance of why investors are investing in IPOs is 26.44 times and 44.06 per cent.

Why investors are investing in IPOs: men investors is as follows: Out of total 228(100 per cent): Capital Appreciation, 59 respondents (25.88 per cent), Volatility, 42 respondents (18.42 per cent), Dividend, 55 respondents (24.12 per cent), Income, 61 respondents (26.75 per cent), and any other, 11 respondents (4.82 per cent). Whereas, why investors are investing in IPOs of women investors is as follows: Capital Appreciation, 11 respondents (15.28 per cent), Volatility, 9 respondents (12.5 per cent), Dividend, 23 respondents (31.94 per cent), Income, 22 respondents (30.56 per cent), and Any Other, 7 respondents (9.72 per cent).

As per statistical analysis; Correlation between men and women investors for why investors are investing in IPOs is positive correlation, which is closely relation with total sample. Correlation co-efficient of men investors is 0.98 and women investors is 0.82, it indicates that why investors are investing in IPOs has highly and equally influenced for both men and women for this study. Overall spread of why investors are investing in IPOs between men and women investors is 20.71 times and 7.53 times. Whereas, covariance of men is 45.42 per cent and women is 52.29 per cent. For data spread women and co-variation both men and women are reliable with total sample. It is observed that comparatively spread at women and covariance is good at men investors.

Table 7: Statement of do you agree, if IPO Performance Depends on Market Conditions

Options	Men Investors	Women Investors	Total No. of Investors
Strongly Agree	76	23	99
	(33.33%)	(31.94%)	(33%)
Partially Agree	67	27	94
	(29.39%)	(37.5%)	(31.33%)
Agree	44	17	61
	(19.30%)	(23.61%)	(20.33%)
Disagree	27	3	30
	(11.84%)	(4.17%)	(10%)
Strongly Disagree	14	2	16
	(6.14%)	(2.78%)	(5.33%)
Total	228	72	300
	(100)	(100)	(100)
*SD	26.12	11.44	37.13
*CV	57.28	79.44	61.98
*Correlation	0.99	0.97	-

Source: Survey Data

* Computed Values

The values in brackets indicate that Percentage of Response.

The above Table No: 7, showed that the percentage of IPO performance depends on market condition on investment of respondents of Indian Stock Markets, who have demat account in selected stock in India. Investor’s perception is one of the aspects, which influences the strength of this study. Out of total sample 300; IPO performance depends on Market condition on investment of total investors is as follows: Strongly Agree, 99 respondents (33 per cent), Partially Agree, 94 respondents (31.33 per cent), Agree, 61 respondents (20.33 per cent), Disagree, 30 respondents (10 per cent), and Strongly Disagree, 16 respondents (5.33 per cent). Its spread and co-variance of IPO performance depends on market condition on investment is 37.13 times and 61.98 per cent.

IPO performance depends on market condition on investment of men investors is as follows: Out of total 228(100 per cent): Strongly Agree, 76 respondents (33.33 per cent), Partially Agree, 67 respondents (29.39 per cent), Agree, 44 respondents (19.30 per cent), Disagree, 27 respondents (11.84 per cent), and Strongly Disagree, 14 respondents (6.14 per cent). Whereas, IPO performance depends on market condition on investment of women investors is as follows: Strongly Agree, 23 respondents (31.94 per cent), Partially Agree, 27 respondents (37.5 per cent), Agree, 17 respondents (23.61 per cent), Disagree, 3 respondents (4.17 per cent), and Strongly Disagree, 2 respondents (2.78 per cent).

As per statistical analysis; Correlation between men and women investors for IPO performance depends on Market condition on investment is positive correlation, which is closely relation with total sample. Correlation co-efficient of men investors is 0.99 and women investors is 0.97, it indicates that IPO performance depends on Market condition on investment has highly and equally influenced for both men and women for this study. Overall spread of IPO performance depends on Market condition on investment between men and women investors is 26.12 times and 11.44 times. Whereas, covariance of men is 57.28 per cent and women is 79.44 per cent. For data spread women and co-variation both men and women are reliable with total sample. It can be seen observed that comparatively spread at women and covariance is good at men investors.

Table 8: Statement of your preference towards IPO is different at changed marketing conditions

Options	Men Investors	Women Investors	Total No. of Investors
Strongly Agree	72	24	96
	(31.56%)	(33.33%)	(32%)
Partially Agree	77	29	106
	(33.77%)	(40.28%)	(35.33%)
Agree	69	15	84
	(30.26%)	(20.83%)	(28%)

Disagree	6	2	8
	(2.63%)	(2.78%)	(2.67%)
Strongly Disagree	4	2	6
	(1.75%)	(2.78%)	(2%)
Total	228	72	300
	(100)	(100)	(100)
*SD	37.18	12.38	49.01
*CV	81.53	85.97	81.68
*Correlation	0.99	0.97	-

Source: Survey Data * Computed Values

The values in brackets indicate that Percentage of Response.

The above Table No.8, presented that the percentage distribution of investors preference towards IPO is different at changed market conditions of Indian Stock Markets, who have demat account in selected stock in India. Investor’s perception is one of the aspects, which influences the strength of this study. Out of total sample 300; preference towards IPO is different at changed market conditions of total investors is as follows: Strongly Agree, 96 respondents (32 per cent), Partially Agree, 106 respondents (35.33 per cent), Agree, 84 respondents (28 per cent), Disagree, 8 respondents (2.67 per cent), and Strongly Disagree, 6 respondents (2 per cent). Its spread and co-variance of preference towards IPO is different at changed market conditions is 49.01 times and 81.68 per cent.

Preference towards IPO is different at changed market conditions of men investors is as follows: Out of total 228(100 per cent): Strongly Agree, 72 respondents (31.56 per cent), Partially Agree, 77 respondents (33.77 per cent), Agree, 69 respondents (30.26 per cent), Disagree, 6 respondents (2.63 per cent), and Strongly Disagree, 4 respondents (1.75 per cent). Whereas, preference towards IPO is different at changed market conditions of women investors is as follows: Strongly Agree, 24 respondents (33.33 per cent), Partially Agree, 29 respondents (40.28 per cent), Agree, 15 respondents (20.83 per cent), Disagree, 2 respondents (2.78 per cent), and Strongly Disagree, 2 respondents (2.78 per cent).

As per statistical analysis; Correlation between men and women investors for preference towards IPO is different at changed market conditions is positive correlation, which is closely relation with total sample. Correlation co-efficient of men investors is 0.99 and women investors is 0.97, it indicates that preference towards IPO is different at changed market conditions has highly and equally influenced for both men and women for this study. Overall spread of preference towards IPO is different at changed market conditions between men and women investors are 37.18 times and 12.38 times. Whereas, covariance of men is 81.53 per cent and women is 85.97 per cent. For data spread women and co-variation both men and women are reliable with total sample.

Table 9: Statement of best tool for assessing IPO for investment

Options	Men Investors	Women Investors	Total No. of Investors
Fundamental Analysis	82	22	104
	(35.96%)	(30.56%)	(34.67%)
Technical Analysis	66	20	86
	(28.95%)	(27.78%)	(28.67%)
Economic Analysis	32	16	48
	(14.03%)	(22.22%)	(16%)
Financial Analysis	30	10	40
	(13.16%)	(13.89%)	(13.33%)
Other Analysis	18	4	22
	(7.89%)	(5.56%)	(7.33%)
Total	228	72	300
	(100)	(100)	(100)
*SD	27.07	7.40	33.91
*CV	59.36	51.39	56.52
*Correlation	0.99	0.94	-

Source: Survey Data * Computed Values

The values in brackets indicate that Percentage of Response.

The above Table No:9, it can be seen that the percentage distribution of investors best tool for assessing IPO for investment of Indian Stock Markets, who have demat account in selected stock in India. Investor’s perception is one of the aspects, which influences the strength of this study. Out of total sample 300; investors best tool for assessing IPO for investment of total investors is as follows: Fundamental Analysis, 104 respondents (34.67 per cent), Technical Analysis, 86 respondents (28.67 per cent), Economic Analysis, 48 respondents (16 per cent), Financial Analysis, 40 respondents (13.33 per cent), and Other Analysis, 22 respondents (7.33 per cent). Its spread and co-variance of investor’s best tool for assessing IPO for investment is 33.91 times and 56.52 per cent.

Investors best tool for assessing IPO for investment of men investors is as follows: Out of total 228(100 per cent): Fundamental Analysis, 82 respondents (35.96 per cent), Technical Analysis, 66 respondents (28.95 per cent), Economic Analysis, 32 respondents (14.03 per cent), Financial Analysis, 30 respondents (13.16 per cent), and Other Analysis, 18 respondents (7.89 per cent). Whereas, investors best tool for assessing IPO for investment of women investors is as follows: Fundamental Analysis, 22 respondents (30.56 per cent), Technical Analysis, 20 respondents (27.78 per cent), Economic Analysis, 16 respondents (22.22 per cent), Financial Analysis, 10 respondents (13.89 per cent), and Other Analysis, 4 respondents (5.56 per cent).

As per statistical analysis; Correlation between men and women investors for investor’s best tool for assessing IPO for investment is positive correlation, which is closely relation with total sample. Correlation co-efficient of men investors is 0.99 and women investors is 0.94, it indicates that investors best tool for assessing IPO for investment has highly and equally influenced for both men and women for this study.

Table 10: Statement of margin fund required for IPO investment

Options	Men Investors	Women Investors	Total No. of Investors
10% to 20%	66	19	85
	(28.95%)	(26.39%)	(28.33%)
21% to 30%	85	24	109
	(37.28%)	(33.33%)	(36.33%)
31% to 40%	52	19	71
	(22.81%)	(26.39%)	(23.67%)
41% to 50%	20	8	28
	(8.77%)	(11.11%)	(9.33%)
Above 50%	5	2	7
	(2.19%)	(2.78%)	(2.33%)
Total	228	72	300
	(100)	(100)	(100)
*SD	32.84	9.07	41.77
*CV	72.02	62.98	69.62
*Correlation	0.99	0.98	-

Source: Survey Data Values

* Computed

The values in brackets indicate that Percentage of Response.

The above Table No:10, presented that the percentage distribution of investors margin fund required for IPO investment in Indian Stock Markets, who have demat account in selected stock in India. Investor’s perception is one of the aspects, which influences the strength of this study. Out of total sample 300; investors margin fund required for IPO investment of total investors is as follows: 10 per cent to 20 per cent, 85 respondents (28.33 per cent), 21 per cent to 30 per cent, 109 respondents (36.33 per cent), 31 per cent to 40 per cent, 71 respondents (23.67 per cent), 41 per cent to 50 per cent, 28 respondents (9.33 per cent), and above 50 per cent, 7 respondents (2.33 per cent). Its spread and co-variance of investor’s margin fund required for IPO investment is 41.77 times and 69.62 per cent.

Investors margin fund required for IPO investment of men investors is as follows: Out of total 228(100 per cent): 10 per cent to 20 per cent, 66 respondents (28.95 per cent), 21 per cent to 30 per cent, 85 respondents (37.28 per cent), 31 per cent to 40 per cent, 52 respondents (22.81 per cent), 41 per cent to 50 per cent, 20 respondents (8.77 per cent), and above 50 per cent, 5 respondents (2.19 per cent). Whereas, investors margin fund required for IPO investment of women investors is as follows: 10 per cent to 20 per cent, 19 respondents (26.39 per cent), 21 per cent to 30 per cent, 24 respondents (33.33 per cent), 31 per cent to 40 per cent,

19 respondents (26.39 per cent), 41 per cent to 50 per cent, 8 respondents (11.11 per cent), and above 50 per cent, 2 respondents (2.78 per cent).

As per statistical analysis; Correlation between men and women investors for investors margin fund required for IPO investment is positive correlation, which is closely relation with total sample. Correlation co-efficient of men investors is 0.99 and women investors is 0.98, it indicates that investors margin fund required for IPO investment has highly and equally influenced for both men and women for this study. Overall spread of investors margin fund required for IPO investment between men and women investors is 32.84 times and 9.07 times. Whereas, covariance of men is 72.02 per cent and women is 62.98 per cent. For data spread women and co-variation both men and women are reliable with total sample. Comparatively spread and covariance is good t women investors.

VIII. CHI-SQUARE ANALYSIS

The chi-square test is testing the null hypothesis, which explained that there is no difference between the expected and observed result. This point of study is to find the positive impact of investors orientation and perception on investment of IPOs in Indian Stock Market is considered eighteen sub-hypotheses, which are tested by using chi-square test by considered investor orientation and perception factors are variables and other variables:

The formula for calculating chi-square = $(O - E)^2 / E$

IX. TESTING OF NULL-HYPOTHESIS

An attempt is made to test **Hypothesis** of the study is Testing with Investors perception on investment of IPOs use the technique of Chi-Square Analysis

H₀₁= There is no adverse impact of Investors awareness on investment of IPOs in Indian Stock Market.

Table 11 : Statement of impact of investors awareness on IPO: Sub-Hypotheses

Specific Factors	Magnitude and Direction of Hypotheses
Hypothesis S1	IPOs awareness has no adverse impact of investment in IPOs
Hypothesis S2	Source of Information of IPO has no adverse impact of investment in IPOs
Hypothesis S3	Interest to invest in IPO has positive impact of investment in IPOs
Hypothesis S4	Pricing of IPOs have no adverse impact of investment in IPOs
Hypothesis S5	Influenced Factors of IPOs Investment has no adverse impact of investment in IPOs
Hypothesis S6	Purpose of IPO Investment has no adverse impact of investment in IPOs
Hypothesis S7	Market conditions have no adverse impact of investment in IPOs
Hypothesis S8	Changed Market conditions have no adverse impact of investment in IPOs

Hypothesis S9	Assessing tools of IPOs have no adverse impact of investment in IPOs
Hypothesis S10	IPOs Margin fund has no adverse impact of investment in IPOs

Source: predictions.

Table 12: Statement of Testing of Hypotheses of investors awareness on IPO - chi-square analysis

Specific Factor	Sub Hypothesis	Chi-Square	P-Value	Hypothesis Result
S1	IPOs awareness has no adverse impact of investment in IPOs	1.09	0.8955	Accepted
S2	Source of Information of IPO has no adverse impact of investment in IPOs	2.28	0.6828	Accepted
S3	Interest to invest in IPO has no adverse impact of investment in IPOs	2.83	0.5863	Accepted
S4	Pricing of IPOs have no adverse impact of investment in IPOs	6.02	0.0029	Accepted
S5	Influenced Factors of IPOs Investment has no adverse impact of investment in IPOs	3.56	0.4675	Accepted
S6	Purpose of IPO Investment has no adverse impact of investment in IPOs	7.52	0.1106	Accepted
S7	Market conditions have no adverse impact of investment in IPOs	6.06	0.1943	Accepted
S8	Changed Market conditions have no adverse impact of investment in IPOs	2.73	0.6028	Accepted
S9	Assessing tools of IPOs have no adverse impact of investment in IPOs	3.21	0.5323	Accepted
S10	IPOs Margin fund has no adverse impact of investment in IPOs	1.06	0.9007	Accepted

Inference: It can be seen from the above table no: 12, showed that the chi-square values of given hypothesis of study has eight sub hypotheses relating to investors orientations and perception on investment of IPOs. By applied chi-square test, it is indicated out of eighteen variables; sixteen variables are represented are positively impact on the investor’s orientation and perception on investment of IPOs in Indian Capital Market; here calculated chi-square value less than the critical value at 5 per cent level of significance, where null hypothesis is accepted for these sixteen variables and remain two variable critical value more calculated value, here null hypothesis is rejected i.e., Global Economic Crisis impacted the IPO of listing of companies and current IPO rating of companies are not positively impact on the investor’s orientation on investment on IPOs and remain sixteen factors positively impacted the investors orientation and perception on investment of IPOs. Therefore, it is observed that IPOs awareness, source of information of IPO, interest to invest

in IPO, pricing of IPOs, influenced factors of IPOs investment, purpose of IPO investment, market conditions, changed market conditions, assessing tools of IPOs, IPOs margin fund, PAT of companies, stock exchange rules of companies, IPO performance at ROA and ROE private companies, present scenario conductive IPOs and companies NPAs are scoring with IPOs are sixteen aspects are positively influenced the investors orientation, interest and perception on investment on IPOs in Indian Stock Market.

X.CONCLUSION

In Conclusion this part of study has been providing close to investors perception on investment of IPOs and their loyalty, this point as we see most of the expectations are related with personal requirements; additional care to taken, to be understood interest, attitude and confidence and believing towards investment of IPOs in India Stock Market. Most of the general investors in Indian Stock Market do not have sufficient information regarding the primary market and secondary market but still they are interested to invest money in the security market. This is good sign to the expansion of the capital market. As per this study, almost every sector is getting good response form interested investors. Specifically leading sectors in India is more preferable to invest IPOs. Even though the organization’s process of public offering is quite long; the service provided to the investors seems to be satisfactory. Major outcome of this part of study;

- It is observed that correlation between men and women investors for age is positive correlation, which is closely relation with total sample. Correlation coefficient of men investors is 0.98 and women investors is 0.83, it indicates that age groups have equally influenced this study.
- It can be seen that relations between men and women investors for education qualifications is positive, which is closely relation with total sample.
- For data spread, correlation and co-variation both men and women are reliable with total sample for occupation criteria. Comparatively women investors are more reliable.
- For marital status, it is observed that correlation between men and women investors for marital status is positive relation, which is closely relation with total sample.
- Place of residence; spread for women and co-variation both men and women are reliable with total sample. Comparatively spread and covariance good at women investors.
- It is observed that correlation between men and women investors for experience at investment is positive correlation, which is closely relation with total sample. it indicates that experience at investment has highly and equally influenced for both men and women.

- It is found that monthly income is one of the parameters, which influences the strength of this study.
- For monthly saving factor, it is seen that it is positive correlation, which is closely relation with total sample of the study.
- Annual savings is one of the parameters, which influences the strength of this study.
- It can be observed that men and women investors' awareness is positive correlation, which is closely relation with total sample. Correlation co-efficient of men investors is 0.98 and women investors is 0.94, it indicates that Investor's awareness has highly and equally influenced.
- It indicates that preference over investment has highly and equally influenced for both men and women for this study.
- Investor's evaluation is positive correlation, which is closely relation with total sample. Correlation co-efficient of men investors is 0.98 and women investors is 0.90, it indicates that investors evaluation has highly and equally influenced for both men and women.
- It is found that investor's main objectives of investment are positive correlation, which is closely relation with total sample.
- Investor's perception on investment has highly and equally influenced for both men and women.
- It is noticed that investor's investment horizon is positive correlation, which is closely relation with total sample. Correlation co-efficient of men investors is 1.00 and women investors is 1.00, it indicates that investors investment horizon has highly and equally influenced for both men and women.
- Investor's choices of companies on investment of men and women investors are positive impact on investment of IPOs in Stock Market.
- Investors fund used for investment of total investors is as follows: Personal Fund, 22 respondents (7.33 per cent), Family Fund, 74 respondents (24.67 per cent), Loans/Borrowings, 113 respondents (37.67 per cent), Trade Credit, 60 respondents (20 per cent), and Other Fund, 31 respondents (10.33 per cent). It is observed that men and women investors for investor's awareness regulations investment are positive correlation, which is closely relation with total sample.
- It is found that Investment awareness, Preference over investment sectors, Investor's evaluation, Investor's objectives, Investor's perception, Investor's investment Horizon, Investor's Choices, Reason for few Investors and Whim and Rumor are nine factors are positively influenced the investors awareness on investment in Indian Stock Market.
- It is found that Investor's awareness about IPOs of total investors is as follows: Fully Aware, 114 respondents (38 per cent), Aware, 100 respondents (33.33 per cent), Moderately Aware, 39 respondents (13 per cent), Somewhat Aware, 44 respondents (14.67 per cent), and Not Aware, 3 respondents (1 per cent).
- Correlation between men and women investors for investor's perception on source of information of IPOs is positive correlation, which is closely relation with total sample.
- It is indicating that investor's interest to invest in IPOs has highly and equally influenced for both men and women.
- Correlation co-efficient of men investors is 0.92 and women investors is 0.36, it indicates that pricing of IPOs has highly and equally influenced for both men and women.
- It is noticed that IPO performance depends on market condition on investment is criteria for men and women investors.
- Best tool for IPOs investment is as a per cent of response of sample is fundamental analysis, 104 respondents (34.67 per cent), technical analysis, 86 respondents (28.67 per cent), economic analysis, 48 respondents (16 per cent), financial analysis, 40 respondents (13.33 per cent), and other analysis, 22 respondents (7.33 per cent).
- It is observed that both men and women investors agreed investors margin fund required for IPO investment.

Finally Indian capital market is very large in comparison with other developed stock markets. There are a large number of brokers and a greater number of listed companies, very few transactions and most prominently investors are unknown about the pros and cons of the stock market. There are various types of obstacles existing initial public offering stages in Indian Stock market. Most IPOs are selected from familiar sector. Most IPO subscribers in Indian stock market are short-term investors who are interested to sell the stocks as soon as they are listed in the stocks exchange. Therefore, most of the people view an IPO as a quick way to make money, rather than a long-term investment. In recent trend, the investor investing in the IPO many times more than the issue. One IPO applicant may be placing several applications using the identification documents of many other individuals. These people are creating an artificial crisis, which in turn, the share price is more than their book value. To control this, Security Board of India (SEBI) recently introduced a new set of rules, in order to make the IPO transparent. To control the excessive over subscription in the IPOs, the RBI and SEBI has issued guidelines to understand the people, who aware from public offering. Therefore, many problems are found in the field of public offering in Indian stock market rather than other developed countries. Besides these, there are other factors, which slow down the pace of stock market growth in Indian Stock Market.

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