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Awareness about equity investment among retail investors: a kaleidoscopic view

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Abstract

Purpose – The purpose of this paper is to systematically review the literature published on the various aspects of awareness about equity investment. The paper highlights the major issues and aspects with respect to equity investment awareness. It also aims to raise specific questions for future research.

Design/methodology/approach – The study is based on secondary information collected primarily through the review of existing literature.

Findings – It is found that the important determinants of equity awareness are demographic, socio-economic and psychological factors. Financial well-being is attributable largely to financial awareness. Growth of the financial market can be credited to equity awareness. Equity awareness enables an investor to make better financial decisions, to appreciate their rights and responsibilities and to understand and manage the risk as an investor.

Practical implications – Policy makers can design the equity awareness campaign considering the different demographic and socio-economic factors. While designing such a campaign, the impact and importance of equity awareness should be illustrated, considering their demographic and socio-economic profile.

Originality/value – This study is the first one using the literature review method in the area of equity investment awareness, in particular, and financial awareness in general. This paper will be useful to researchers, academicians and those working in the area of equity investment awareness and in their understanding about the various aspects of awareness about equity investment. The paper is first of its kind, hence original in nature.

Keywords Financial literacy, Equity investment, Equity investment awareness, Financial awareness

Paper type Literature review

1. Background

Awareness is the ability to directly know and perceive, to feel or to be of events. More broadly, it is the state or quality of being conscious of something. Financial literacy and financial awareness are two critical elements for the healthy development of the financial market. Financial literacy leads to financial awareness; however, both the terms are used interchangeably. Investment awareness is one of the components of financial awareness. The word "investor awareness" has been used in investor communities regularly. It can be broadly be defined as providing familiarity with the investment environment and understanding of financial market products, especially rewards and risks, to make informed choices (Acquah-Sam and Salami, 2013).

Financial awareness plays a crucial role in the financial planning of an individual. Proper financial awareness leads to better financial planning. According to National Institute of Securities Market, the financial planning is defined as "the process of meeting one's life

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goals through the proper management of personal finances". In other words, it is a process of taking necessary steps to ensure that an individual is equipped to accomplish his financial goals which he has set out to achieve and is prepared to deal with contingencies as well (Shobha and Shalini, 2015).

Organisation for Economic Co-operation and Development (OECD) defines financial awareness as a combination of awareness, knowledge, skill, attitude and behavior necessary to make sound financial decisions and ultimately achieve individual financial well-being. Also, it is defined as "the process to inculcate the ability to understand personal financial well-being. It includes the awareness about financial products, market information, sources of getting financial knowledge and confidence of discussing financial issues, so that a person can plan for the future and make proper decisions to meet out the life events" (Purohit and Rohella, 2015).

In countries with diverse social and economic profiles, such as India, financial awareness is relevant for resource-poor people who operate at the margin and are vulnerable to persistent downward financial pressures (Seth *et al.*, 2010). More specifically, financial awareness refers to the set of skills and knowledge that allows an individual to make informed and effective decisions through their understanding of finances.

Financial awareness is mainly used in connection with personal finance matters. It often entails the knowledge of properly making decisions pertaining to certain personal finance areas, such as real estate, insurance, investing, saving, tax planning and retirement, and involves intimate knowledge of financial concepts such as compound interest, financial planning, the mechanics of a credit card, advantageous savings methods, consumer rights, time value of money, etc. (Thilakam, 2012). Individuals making investing decisions face a daunting task (Ackert and Church, 2006).

Today, the financial services and the economic sector are highly diversified than ever. This diversification implies that the individual investors have a wider range of investment instruments to invest in, and there is much greater choice for them on how to invest their money (Warren *et al.*, 1990). In this context of the increasing role and complexity, any lack of awareness about the available choices and their characteristics and the consequent inability to choose products optimally, could significantly affect individuals' financial outcomes (Aggarwal *et al.*, 2012). Individuals' financial well-being is incumbent on their actions. Although influenced by external forces, such as economic factors and policy structures adopted by government and private industry, decisions are ultimately made by individuals. Understanding the relationship between the knowledge of personal financial issues and the corresponding financial behavior is increasingly recognized as an area of critical financial importance.

Noctor *et al.* (1992) defined the term financial awareness as "the ability to make informed judgments and to take effective decisions regarding the use and management of money". Anthes and Most (2000) stated that "personal finance awareness is the ability to read, analyze, manage and communicate about the personal financial conditions that affect material well-being". Financial awareness can be enhanced through financial education. OECD (2005) defines financial education as "the process by which financial consumers/investors improve their understanding of financial products and concepts and, through information, instruction and/or objective advice, develop the skills and confidence to become more aware of the financial risks and opportunities, to make informed choices, to know where to go for help and to take other effective actions to improve their financial well-being". Here, information includes providing consumers the facts, data and specific knowledge to make them aware of financial opportunities, choices and consequences. Ben Bernanke (2011) highlighted the need for continual updating of financial awareness across all age groups because of the dynamic nature of financial products and services and the changing needs and circumstances of individuals with time. He observed that exposing young people to financial concepts is particularly important, as they are vulnerable to the temptations of taking excessive debt.

Rest of the paper is organized as follows: Section 2 discusses about the concept of awareness about equity investment, Section 3 highlights the methodology of the study, Section 4 explains the institutions in India to spread financial education, Section 5 shows the literature on measuring awareness about equity investment, Section 6 throws light on determinants of equity awareness, Section 7 is about the impact of awareness on retail equity investors, Section 8 discusses about the importance of equity awareness, Section 9 illustrates the statistical tools and sample size used in the reviewed studies, Section 10 provides the suggestions for improving the awareness about equity investment, Section 11 presents the conclusion of the study and finally Section 12 highlights the scope of future research.

2. Awareness about equity investment

Awareness level measures the familiarity of the investors regarding the company, organization, product or service. Awareness about equity investment refers to the mindfulness of the investors about the various pros and cons of equity investment, its procedures and about the analysis of the equity to arrive at a decision.

In the capital market, it is important to create a critical mass of informed investors for confidence building. An investor receives a lot of information regarding the market, but all the information is not useful for them. This bunch of information creates uncertainty and ambiguity for investors and affects their awareness level. A well-informed investor knows which one is important for him/her. Awareness level of the various investments on the stock exchange will boost their trust in the market. Social interaction is also considered a very important aspect in creating awareness among people and influencing their financial decisions.

Investors usually make market investments with the advice of their broker or friends and relatives and sometimes on the basis of some tips given in news channels and some websites. But this is not the case with all the investors. There are some aware investors too who chose their investment portfolio by themselves. The awareness level of investors is an important factor that influences the investment behavior (Das, 2011; Talluru, 1997; Rajeswari, 2014).

3. Methodology of the study

The study is based on secondary data collected primarily through the review of existing literature from various sources such as books, journals, working papers, reports, etc. All such studies related to the awareness about equity investment among retail investors in particular and financial awareness in general have been reviewed. After the review, all those literatures have been classified into different groupings considering the nature of their findings. The study uses logical reasoning and discussion to arrive at various findings. Besides, citation analysis has also been done to draw inferences from the review of existing literatures.

4. Institutional setup in India for financial awareness

The Ministry of Finance (GOI) established several institutes purely based on finance to meet the demand of the global finance market. The following institutes were set-up in this category:

- *Indian Institute of Finance*: Indian Institute of Finance (IIF) was founded in 1987. It is a non-profit autonomous educational institution. Its objective is to promote education and research in Finance.
- *Indian Institute of Banking and Finance*: Indian Institute of Banking and Finance (IIBF) (formerly The Indian Institute of Bankers) was established in 1928. It is the largest institute of its kind in the world and is working with a mission "to develop professionally qualified and competent bankers and finance professionals. The institutes offer education, training, examination consultancy/counseling and continuing professional development programs".
- *National Institute of Financial Management*: National Institute of Financial Management (NIFM) was set-up in 1993 as an autonomous body under the Ministry of Finance, Government of India. The Institute was initially set-up to impart training to the probationers joining the various finance and accounts services such as Indian Audit and Accounts Service, Indian Civil Accounts Service, Indian Cost Accounts Service, Indian Defense Accounts Service, Indian P&T (Finance and Accounts) Service and Indian Railways. Today, it imparts professional education to the executives, professionals and administrators of various government departments, the public-sector undertakings and to the executives from the corporate sector.

5. Measuring the awareness about equity investment

In the history of marketing research, there has been a continuing controversy about the relative merits of the two types of measures of awareness called recall and recognition (Copland, 1958). Recall is the mental reproduction of some target item experienced or learned earlier, whereas recognition is the awareness of having previously experienced those stimuli. Operationally, in recall, some contextual cue is provided and the respondent must retrieve the target item from memory. In recognition, the target item is provided and the contextual circumstances of the earlier event or experienced must be retrieved.

Bhushan (2014) asked respondents to rate their overall awareness level about mutual funds on a five-point scale. Bhushan (2014) had provided five options to his respondents as very low aware, low aware, neutral, highly aware and very highly aware. Rajeswari (2014) had provided only three levels of options to measure the overall awareness level toward mutual fund as highly aware, medium aware and low aware. Prathap and Rajamohan (2013) have used the Likert scale to measure the awareness level of mutual fund investors. Prathap and Rajamohan (2013) have used 20 items to assess the awareness of the respondents toward mutual funds on a five-point scale. The five points used against the 20 items were fully aware, somewhat aware, doubtful, not aware and not at all aware. Singh and Kar (2011) have measured the awareness level of employees toward the new pension scheme using the psychometric scale. Chaudhury and Pattnaik (2014) gave only two options as "yes" and "no" to assess the awareness level toward operations of mutual fund.

6. Determinants of awareness about equity investment

The determinants of awareness about equity investments among the retail investors, as identified from various literatures, are given below:

- *Intent and the ability to invest*: Kavitha (2015) observed that an increase in the investor level of awareness/confidence is associated with the increased intent and ability to invest in the stock market.

- *Incentives of asset suppliers*: Guiso and Jappelli (2005) found that the extent to which investors are aware of the available financial assets depends on the incentives of asset suppliers to spread information about the instrument used by investors.
- *Education*: Chen *et al.* (1996) found that college students' knowledge of personal investment is low; business majors are more knowledgeable than non-business majors, and within business majors, finance/accounting majors are most knowledgeable. Guiso and Jappelli (2005), OECD/INFE survey (2013) found that awareness is positively associated with education. Highly educated individuals are more likely to exhibit positive behaviors and attitudes as well as show advanced level of knowledge. Maruthu and Benjamin (2010) and Shobana and Jayalakshmi (2010) revealed that only post-graduate qualification has an influence on the investor awareness. Banumathy and Azhagaiah (2016) and Bhushan and Medury (2013) found that there is a significant difference among the educational groups with respect to awareness. Lusardi and Mitchell (2011b) found that those with lower educational attainment are less likely to answer questions correctly and also more likely to say that they do not know the answer. This pattern is found in all the countries.
- *Wealth*: There are number of studies focusing on whether financial awareness has a causal effect on wealth accumulation. Monticone (2010) found that wealth has a small but positive effect on financial awareness. Behrman *et al.* (2010) uses an instrumental variables regression analysis to show that financial awareness also has a causal effect on wealth accumulation. Jappelli and Padula (2011) found that financial literacy and wealth are jointly determined and correlated over the life cycle. Hastings and Mitchell (2011) found that financial awareness is correlated with wealth.
- *Age*: Maruthu and Benjamin (2010) found that the awareness index is high among young investors. Whereas most of the studies found that financial awareness follows an inverted U shape with respect to age, Agarwal *et al.* (2009) found that awareness about financial mistakes is prevalent among the young and elderly, who are displaying the lowest amount of financial knowledge. Shobana and Jayalakshmi (2010) revealed that investors above 50 years of age have a high level of awareness. OECD/INFE survey (2013) found that middle age is associated with higher level of financial awareness, while the oldest and the youngest respondents are more likely to have no high scores. Lusardi and Mitchell (2011a) noted the difficulty of distinguishing between age and cohort effects in a single cross-section, but hypnotized that individuals are likely to accumulate knowledge over time which decays as they age. Finke *et al.* (2011) likewise attribute lower financial literacy in older people to a decline in cognitive process associated with old age and rule out the effects of cohort and other demographic characteristics. Banumathy and Azhagaiah (2016) found that there is a significant difference among the educational groups with respect to age.
- *Gender*: The gender gap in financial awareness is of particular concern, as women are more likely than men to become economically vulnerable owing to longer lifespans, shorter work experience and other factors. Chen and Volpe (2002) found that female college students have been shown to have less knowledge and willingness to learn about personal finance topics than male college students. Barber and Odean (2001) argued that the relationship between gender and trading activity is owing to the greater overconfidence of men. The evidence from their study suggests that single, young male investors tend to trade most frequently.

They also found that the turnover of males exceeded that of females, which they attributed to the greater overconfidence of males. According to OECD/INFE survey (2013), women appear to be better than men in short-term money management behavior, but they display lower financial knowledge on choosing financial products for their long-term financial affairs. In particular, young women, widows, less well-educated and low-income women lack financial knowledge the most. Lusardi and Mitchell (2011b) found that women are significantly less likely to answer questions correctly and less likely to say that they do not know the answer. On the other hand, women also rate their own level of financial literacy more conservatively; self-assessment of financial literacy in the overall population tends to be more inflated. This is true across almost all the developed and developing countries. Bucher-Koenen and Lusardi (2011) found an exceptional result that there were no differences by gender. Fonseca *et al.* (2012) found that the gap between men and women is explained less by differences in covariates (i.e. differences in characteristics) than in coefficients (i.e. differential effects of characteristics), with in-household decision-making roles allocated more by relative levels of education than by gender. Banumathy and Azhagaiah (2016) and Bhushan and Medury (2013) found that there is a significant difference among the educational groups with respect to gender.

- *Occupation*: Maruthu and Benjamin (2010) in their study found that the awareness index is high among the meticulous businessmen, whereas Shobana and Jayalakshmi (2010) found that professionals are having high level of awareness. Bhushan and Medury (2013) found that financial awareness level gets affected by the nature of employment and place of work, whereas it was found that the people who are government employees have lesser financial awareness level in comparison to the private employees.
- *Income*: Guiso and Jappelli (2005) and Bhushan and Medury (2013) found that awareness about equity investment is affected by income. High income increases the probability of purchasing stocks and the amount invested.
- *Trust*: Shanthikumar and Malmendier (2003) in their study of small investors, found that, while large investors adjust their reaction to hold and buy recommendations downward, small investors take recommendations literally. Small investors also fail to account for the additional distortion owing to underwriter affiliation. Potential reasons for their trading behavior are higher costs of information and naiveté about analyst's distortions. Small investors may be naive about the distortions and trust analysts too much.

The number of citations of existing literature regarding determinants of equity awareness is mentioned in Table I.

From Table I, it is found that most of the scholars have identified education and gender as the most significant determinants of equity awareness followed by age. Intent and ability to invest, incentives of asset suppliers and trust were found to be the least significant determinants of equity awareness.

7. Impact of awareness about equity investment on investors

Awareness about equity investment seems to have a tremendous impact on the retail equity investors. Some of the impacts of awareness about equity investment on retail equity investors are given below:

- *High earning*: Al-Tamimi *et al.* (2009) found that there is a significant relationship between financial awareness and investment decisions. Bhushan and Medury (2013) and Bhushan (2014) found that Indians by investing their money in low-earning instruments and traditional financial products are not been able to take advantage of new age financial products which have the potential to generate higher returns owing to lack of awareness. Vidyakala *et al.* (2015) observed that investors are not investing high volume of their investment in modern investment instrument owing to the lack of awareness about the same. Geetha and Ramesh (2011) found that people were not aware about all the investment options available to them and they lack knowledge about securities and all this influence them not to invest in modern investment avenues. Bonte and Filipiak (2010) reported that most of the Indians lack awareness about different financial instruments. In addition, Seth *et al.* (2010) conducted a study examining the awareness about financial instruments and reported that around 96 per cent of Indian investors have savings account in the banks, but only around 30 per cent had knowledge about National Savings Certificate and Public Provident Fund. Thilakam (2012) in his study found that the financial knowledge of rural masses in India is very much limited to the traditionally known savings and investment avenues such as bank saving, holding insurance policy, investment in equities, gold or in land/building. Similar inferences were drawn by Nash (2012), i.e. 98 per cent of Indian citizens do not have a demat account, and thus lack awareness about stock markets. Xia *et al.* (2014) found that financial awareness overconfidence is positively correlated with stock market participation. On the other hand, under-confidence is negatively correlated to stock market participation. Clancy *et al.* (2001) concluded that financial education had a significant impact on the individual savings which is critical for investing in the stock market.
- *Higher saving*: Lusardi and Mitchell (2007) found that lesser financially aware household save less. Bernheim (2001) and Bernheim and Garrett (2003) show that those who were exposed to financial education in high school or in the workplace save more. Cocco *et al.* (2005) concluded that stock market participation lead to welfare gain to investors, as investing in equities lead to significant long-term increase in savings for investors and increases investor wealth.
- *Contribution to the economy*: Kafle (2007) observed that investors' awareness on the risk return and investment profile is one of the important factors in making the stock market bullish. Dankoub *et al.* (2011) found that despite the importance of

Table I.
Number of citations regarding determinants of equity awareness

Determinants	Citations
Intent and ability to invest	1
Incentives of asset suppliers	1
Education	8
Wealth	4
Age	7
Gender	8
Occupation	3
Income	2
Trust	1

Source: Compiled by authors from various sources capital market, families in most developing nations are not inclined to buy securities in the capital market to improve their welfare and market development. Low market participation in turn negatively affects market liquidity and capitalization and proxies for capital market development.

- *Efficient and effective retirement planning*: Lusardi and Mitchell (2006) show that those who display relatively lower financial awareness are less likely to plan for retirement and, as a result, accumulate relatively less wealth, which is also supported by the studies of De Bondt (2008), Devorak and Hanley (2010), Almenberg and Säve-Söderbergh (2011) and Klapper and Georgios (2011).
- *Competence effect*: Graham *et al.* (2009) found that home bias, coupled with the competence effect, play a major role in high trading frequency. They came up with the idea that investors who feel more competent tend to trade more frequently than those who feel less competent. The competent effect also contributes to home bias. When an investor feels more competent about investing in foreign assets, he is more willing to shift a portion of his assets overseas. Their study indicated that investors with higher competence are more likely to invest in international assets.
- *Mental peace*: Fox *et al.* (2005) found that financial knowledge reduces stress, illness, financial disputes, abuse of children and conflict among the families. People grown up in families with higher financial knowledge and well-being are less depressed, show less aggressive and anti-social behavior and have more self-confidence. Cleek and Pearson (1991), Kinnunen and Pulkkinen (1998) and Yeung and Hofferth (1998) found that having financial literacy skills is an essential basis for both avoiding and solving financial problems, which in turn are vital to living a prosperous healthy and happy life. Financial problems are often the basis for divorce, mental illness and a variety of other unhappy experiences. In addition to this, Wolcott and Hughes (1999) found that financial hardship can increase isolation, emotional stress, depression and lower self-esteem, which in turn can generate or exacerbate marital tension that leads to divorce.

The number of citations of existing literature with respect to the impact of equity awareness is given in Table II.

From Table II, it is evident that high earning is identified as the most important impact of awareness about equity investment and competence effect is the least important impact.

8. Importance of awareness about equity investment for investors

Gupta *et al.* (2009) found that price volatility, price manipulation and corporate mismanagement/fraud have persistently been the household investors' top three worries.

Impact	Citations
High earning	11
Higher saving	4
Contribution to the economy	2
Efficient and effective retirement planning	5
Competence effect	1
Mental peace	5

Source: Compiled by authors from various sources

Table II. Number of citations regarding the impact of awareness about equity investment

This is because investors' are not fully aware about the financial market and for this reason they could not select right stocks for their portfolio. This shows the importance of awareness about equity investment on retail investors. From the review of the existing literature, the importance of awareness about equity investment on retail investors is identified and is given as follows:

- *High volume of equity investment*: Kadariya *et al.* (2012) observed that fully aware equity investors have more chances of holding high volume of equity investment. Kimball and Shumway (2006), using the 2005 survey of consumer attitudes administered by University of Michigan, USA, find that higher investors' sophistication is associated with higher participation in stocks and with higher percentage of wealth invested in stocks. The result holds true even after controlling for potential endogeneity in dependent variables. Rooij *et al.* (2009) explore the relationship between financial sophistication and wealth, relying on the specific measures of financial literacy.
- *Systematic and scientific decisions regarding equity investment*: Prakash (2016) concluded that the investors financial decision-making is not always driven by due consideration. The investors have revealed more human trials in investment decision-making, such as fear, greed, risk-taking and aversion, peer group pressure rather than going in a systematic manner. Psychological and behavioral factors play a vital role in investment decision rather than analysis of facts and figures.
- *Portfolio diversification*: Calvet *et al.* (2009) found that poor financial sophistication is associated with common investment mistakes such as under diversification, portfolio inertia and tendency to sell winning stocks and hold losing stocks. Krishnan and Booker (2002) analyzed the factors influencing the decisions of investor who use analysts' recommendations to arrive at a short-term decision to hold or sell a stock. The result indicates that a strong form of the analyst summary recommendation report, i.e. with additional information supporting the analyst's position further, reduces the disposition error for gains and also reduces the disposition error for losses.
- *Financial well-being*: Schmeister and Seligman (2013) found that although income is an important component of financial security, perhaps the most critical determinant of financial well-being is the accumulation of wealth. Because household financial well-being is increasingly determined by the ability of family members to make complex financial decisions, policy makers are concerned that a substantial proportion of investors lack basic financial knowledge and money-managing capacities, which are integral in ensuring and enhancing the financial well-being of their families.
- *Efficient and effective financial market*: Hilgert *et al.* (2003) have noted that an increased interest in financial education has been prompted by the increasing complexity of financial products and the increasing responsibility on the part of individuals for their own financial security. The authors argue that a basic financial education is important not only to the individual households and families but also to their communities as well, as knowledgeable consumers who make informed choices are essential to an effective and efficient marketplace.

The frequency of citations of literature showing the importance of equity awareness is presented in Table III.

From Table III, it is clear that the maximum number of scholars have identified that increase in awareness about equity investment leads to high volume of equity investment followed by portfolio diversification.

The discussion made in the above paragraphs can be summarized in the Figure 1 given herewith.

9. Statistical tools used for drawing inferences in previous literature

The statistical tools outlined in Table IV were being used by the scholars all over the world for drawing inference related to various aspects of awareness about equity investment.

Thus, from Table IV, it is evident that most of the researchers have used descriptive statistical tools, such as percentage and ratio, to analyze and draw inferences related to the various aspects of awareness about equity investment followed by regression and correlation analysis.

From Table V, it is observed that most of the scholars have considered the sample size of less than 500 to study, investigate and draw conclusions about the various aspects of awareness about equity investments.

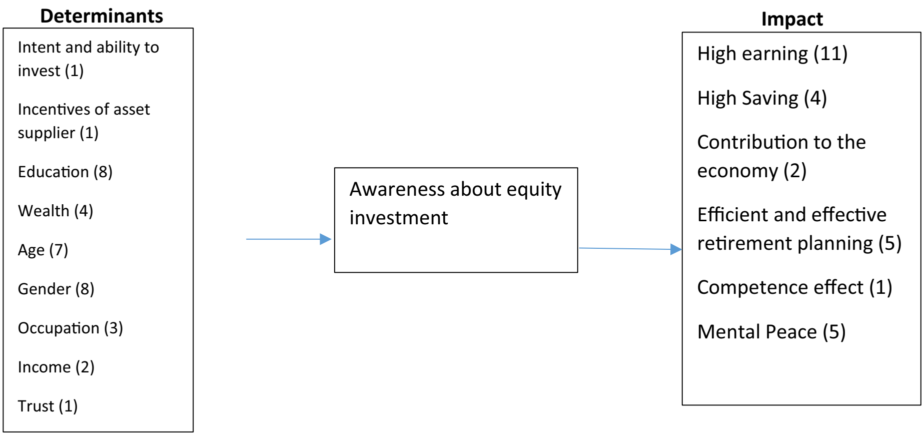
10. Suggestions to improve awareness about equity investment

OECD/INFE (2013) survey found that if awareness is considered to be an approximation for supply, the analysis shows that in some cases supply exists, but demand is low, i.e. people

Importance	Citations
High volume of equity investment	3
Systematic and scientific decisions regarding equity investment	1
Portfolio diversification	2
Financial well-being	1
Efficient and effective financial market	1

Source: Compiled by authors from various sources

Table III. Number of citations regarding the importance of awareness about equity investment



Note: Figures in brackets show the number of citations
Source: Compile by authors from various sources

Figure 1. Determinants of equity awareness and its impact

are aware that certain products are available, but they are not using them. Similarly, West (2012) found that the actions of individuals who are financially aware do not necessarily mean they will demonstrate good financial behavior. To improve the financial behavior of investors, two critical areas need to be addressed:

(1) Firstly, the objectives of financial awareness programs should be not only to educate investors about financial markets and products, but also to highlight to individuals the psychological biases and limitations that they as humans cannot easily avoid.

(2) Secondly, the regulation of financial products sold to investors' needs alteration to meet the aim of protecting retail investors from complex financial products that are confusing, ambiguous and inappropriate.

11. Conclusion and policy implications

It can be concluded that demographic, socio-economic and psychological factors are important determinants of awareness about equity investment. Financial awareness leads to financial well-being. Increased awareness about equity investment in particular leads to the growth of the financial market in general and stock market in particular. Equity awareness enables the investor to make better financial decisions, to appreciate their rights and responsibilities and to understand and manage the risk as an investor.

The importance of financial awareness has already been noticed by scientists and researchers (Fraczek, 2014). It is important because it benefits investors, the financial system and the economy. Equity awareness enables the investor to make better financial decisions, to appreciate their rights and responsibilities and to understand and manage the risk as an investor.

Policy makers can design the equity awareness campaign considering the different demographic and socio-economic factors. While designing such a campaign, the impact and importance of equity awareness should be illustrated considering their demographic and socio-economic profile.

Table IV. Statistical tools used for drawing inferences

Statistical tools used	No. of studies
Percentage and ratio	22
Regression	6
Correlation	6
Chi-square	4
t-Test	2

Source: Compiled by authors from various sources

Table V. Sample size used in several studies

Sample size (households)	No. of studies
Below 500	14
500-1,000	6
1,000-5,000	8
5,000-10,000	9
10,000 above	5

Source: Compiled by authors from various sources

12. Scope of future research

This study is based on the review of existing literature. To test the validity of the findings in a local context, an empirical study can be taken up. Awareness about equity investment is dependent on several factors and is continuously changing. Therefore, to investigate this, a cross-sectional and longitudinal study can also be taken up.

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