



**THE STUDY OF INVESTOR AWARENESS ON COLOMBO
STOCK EXCHANGE SPECIAL REFERENCE TO THE
INVESTORS IN NUWARA ELIYA DISTRICT**

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ABSTRACT

The purpose of the study was to examine the level of investor awareness on Colombo stock exchange. Colombo Stock Exchange plays major role in Sri Lankan economy. Investors are the life blood of economy. Investors are appearing in two ways as local and foreign investors, investors are engaged in optimistic way because of the new dawn of peace. All over the world each & every investor tries to achieve their main goal while achieving their sub goals and targets. In achieving their objectives awareness is the key successive factors for their financial career.

A cross sectional quantitative research design was used. Using a proportional random sampling approach, a sample of 100 investors was selected from CSE. The research instrument was a self administered questionnaire which sought responses on investor awareness on the Colombo stock exchange. The study was carried out with four dimensions as financial awareness, learning awareness, risk awareness and social awareness.

Based on the findings of the study, it concluded that high level of investor awareness. As well as all the dimensions financial awareness, learning awareness, risk awareness and social awareness are high level among investors. There are no significant differences in level of investor awareness by demographic factors.

In light of the findings, various recommendations are suggested on how best investors can make use of available information to make objective investment decisions on the Colombo stock exchange. This will help in encouraging potential investors in investing on the securities market.

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