EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2025): 8.57 ISSN: 2348 – 814X
Volume: 12 | Issue:12 | December 2025 -Peer Reviewed Journal

INVESTMENT PERCEPTION ON THE DERIVATIVE MARKET

Pendiyala Balraj[1], Dr. G Ramesh[2]
[1]*MBA Student (24881E0046), Department of Management Studies, Vardhaman College of Engineering, Shamshabad, Hyderabad. Telangana*
[2]*Associate Professor, Department of Management Studies, Vardhaman College of Engineering, Shamshabad, Hyderabad. Telangana*

Article DOI: https://doi.org/10.36713/epra25474
DOI No: 10.36713/epra25474

ABSTRACT
This study examines investor perception of the derivative market by synthesizing evidence from empirical surveys, behavioral-finance literature, regulatory reports, and recent market data. Findings across existing research show that while participation in futures and options has increased – particularly among retail investors – awareness of derivative mechanics, margin requirements, and leverage-related risks remains limited. Investor perception is strongly shaped by behavioral biases such as overconfidence, herding, and sensation seeking, which contribute to speculative trading rather than informed hedging. Technological advancements, including mobile trading platforms and low-cost brokerage models, have improved accessibility but also intensified short-term, high-risk trading behavior. Institutional investors continue to view derivatives primarily as risk-management tools, while retail investors perceive them largely as avenues for quick gains, often resulting in substantial losses. Regulatory findings from recent years reinforce this mismatch between perception and outcomes, prompting calls for strengthened investor education, clearer disclosures, and redesigned contract structures. Overall, the literature indicates that investor perceptions are fragmented, influenced by limited financial literacy, cognitive biases, and platform dynamics. The study highlights the need for more causal, data-driven research to develop effective interventions that align investor perception with the actual risk–return profile of derivative instruments.

KEYWORDS: *Derivative Marke, Investor Perception, Retail Investors, Behavioral Biases, Financial Literacy, Trading Behavior, Risk Management, Technology in Trading*

JEL Codes
- *G11 – Portfolio Choice; Investment Decisions*
- *G12 – Asset Pricing; Trading Volume*
- *G13 – Contingent Pricing; Futures Pricing*
- *G14 – Information and Market Efficiency*
- *D91 – Intertemporal Consumer Choice; Behavioral Finance*

INTRODUCTION
The derivative market has evolved into one of the most influential segments of modern financial systems, serving as a key mechanism for risk management, price discovery, and market efficiency. Derivatives such as futures, options, forwards, and swaps—derive their value from underlying assets and are widely used by institutional investors to hedge exposures and optimize portfolio performance. In recent years, however, the participation of retail investors in derivative markets has risen sharply, driven by technological advancements, low-cost trading platforms, and increased financial market visibility. This shift has generated significant interest in understanding how investors perceive derivatives and what factors shape their attitudes toward these complex instruments.

Investor perception plays a pivotal role in determining participation, trading behavior, and risk-taking patterns in the derivative market. Perceptions are influenced not only by financial literacy and product awareness but also by psychological biases, social influences, regulatory actions, and personal risk tolerance. Research consistently shows that while derivatives offer strategic benefits, many individual investors view them primarily as speculative tools promising quick returns. This perception often diverges from the instruments' intended purpose and contributes to trading patterns marked by excessive leverage, frequent turnover, and heightened vulnerability to losses.

Moreover, regulatory reports and empirical studies across several markets highlight a substantial gap between investors' perceived understanding of derivatives and their actual grasp of risk dynamics. This gap has become more visible with the rise of mobile-based trading ecosystems, where user-friendly interfaces may encourage participation without ensuring adequate comprehension of margin requirements, volatility, and potential downside risks. As a result, misaligned perceptions have important implications not only for individual financial well-being but also for broader market stability and investor protection policies.

Research Problem

Despite the rapid growth of derivative markets and increasing retail participation, evidence suggests a significant mismatch between investor perception and the actual risk–return characteristics of derivatives. Many retail investors view derivatives primarily as speculative tools for short-term gains, often underestimating the leverage-related risks and complexities involved. Empirical studies and regulatory reports indicate high rates of losses among retail traders, highlighting the potential consequences of misperceptions. Furthermore, the influence of behavioral biases, social media, gamified trading platforms, and limited financial literacy exacerbates this gap. This misalignment between perception and reality creates challenges for both individual financial well-being and overall market stability, underscoring the need for systematic research into how investors perceive and engage with derivative instruments.

Research Objectives

The primary objective of this study is to explore investor perception of the derivative market, focusing on how knowledge, behavioral factors, and external influences shape trading behavior. The specific objectives are:

1. To examine the level of awareness and understanding of derivative instruments among retail investors.
2. To identify key behavioral and psychological factors influencing investor perception and decision-making in derivatives.
3. To analyze the role of technological platforms, accessibility, and regulatory frameworks in shaping investor attitudes.
4. To evaluate the alignment (or mismatch) between investor perception and actual risk–return outcomes.
5. To provide insights for policymakers, educators, and market intermediaries on strategies to improve investor awareness, reduce misperceptions, and promote responsible participation in derivative markets.

Scope and Significance of the Study

This study focuses primarily on retail investors in derivative markets, while also referencing institutional practices to provide context for perception differences. The scope encompasses awareness, attitudes, behavioral influences, technological accessibility, and regulatory factors that collectively shape investor perception. Geographically, while many empirical studies are India-focused, the findings may have broader applicability in emerging markets where retail participation is growing rapidly.

Review Of Literature

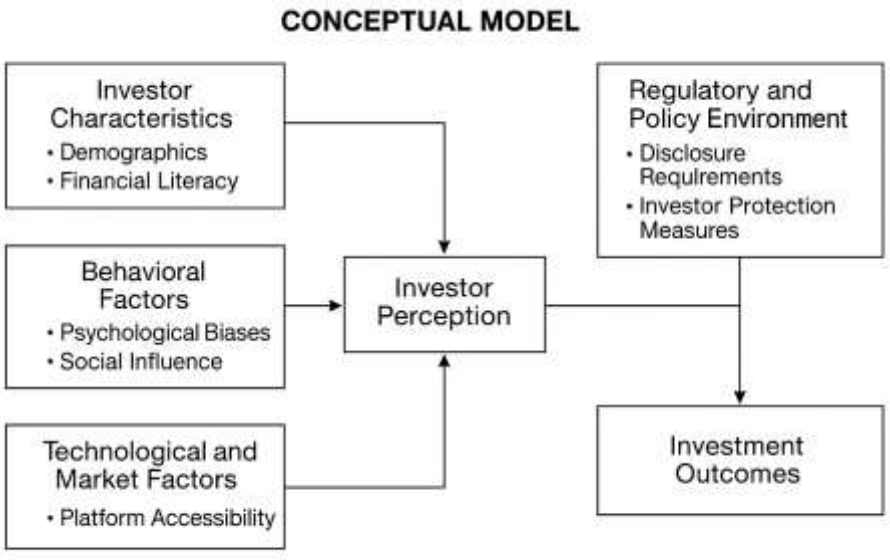
1. Barot — A Study of Retail Investors' Perceptions Towards Derivatives Market in Gujarat
   Prior studies cited by Barot show low awareness but growing retail participation in F&O; common themes include investor ignorance of margin/leveraging risks and reliance on brokers for information. The paper situates its contribution as primary-survey evidence (239 respondents) filling a gap in region-specific retail perception studies and highlights calls for investor education and smaller contract sizes.
2. "Implications of Behavioural Finance in the Derivative Segment" (ResearchGate / IJRASET style essays)
   This conceptual review synthesizes behavioural-finance literature (overconfidence, herding, loss aversion, anchoring) and applies it to derivatives, arguing these biases magnify in leverage-prone instruments and can produce mispricing and volatility. It draws on experimental and field studies in behavioural finance and prior empirical work showing investor sentiment effects in options and futures markets.
3. "Investors' Perception towards Derivative Market — An Analysis in Erode" (ResearchGate study)
   The Erode study reviews local and national surveys that report low levels of derivatives literacy and mixed attitudes toward hedging benefits; it frames its own questionnaire-based work as filling geographic gaps in the literature. Prior work cited emphasizes demographic drivers (age, income, education) of perception and the recurring recommendation of broker-led investor education.
4. "Study on Investor's Perception Towards …" (IJMPR paper / PDF)
   This paper's literature review compiles earlier regional studies showing that retail investors acknowledge hedging potential but fear margin obligations; it references multiple Indian district-level studies and highlights methodological heterogeneity (sample sizes, instruments). The authors identify an evidence gap in linking perception to actual trading outcomes.
5. "A Study on investor's perception towards futures and options — Bengaluru (2024)"

The paper situates itself among recent city-level surveys and behavioural literature, noting that platform accessibility and mobile apps have changed retail behaviour; it cites prior findings that greater platform transparency increases participation but not necessarily profitability. The review points to few longitudinal studies tracking perception → outcomes in urban cohorts.

6. "A Study Of Investor Behaviour In Indian Derivatives Market" (overview article)
   The literature summary aggregates academic and brokerage reports showing that while institutional players use derivatives primarily for hedging, retail use is increasingly speculative. It synthesizes findings on leverage, risk-taking, and the role of incentives (gamification, social media), and calls for more microdata analyses of retail trades.
7. "Investors perception towards investment in financial … (Vizag / managementpaper.net)"
   This review segment cites regional surveys pointing to margin requirements and contract size as key deterrents for small investors; it references behavioural studies that link optimism and gambler-type motivations to futures/options participation. The authors recommend smaller contract sizes and enhanced hand-holding by brokers as responses echoed in earlier literature.
8. "A Study on Investors Perception towards Derivatives" (JETIR — Pathanamthitta)
   The literature recap compiles district-level studies and national surveys showing persistent awareness gaps about derivatives' mechanics; it draws on behavioural-finance literature to explain why investors conflate speculation and hedging. The paper notes scarcity of comparative cross-district analyses.
9. "A study of retail investor behavior in derivatives markets" (JIER / recent preprint)
   The authors review recent work on how digital tools (simulators, analytics) moderate retail behaviour, summarizing evidence that simulated/training environments reduce early losses. They also connect to literature documenting that high-frequency and short-expiry options attract speculative retail trades, often with poor outcomes.
10. Shodhganga thesis — Retail investors' perception in Gujarat (full thesis)
    The thesis provides a comprehensive literature synthesis citing many district- and city-level studies: common findings include low conceptual understanding of options/futures, broker dependence for trading decisions, and demographic correlations with perception. It highlights the methodological patchiness of existing studies (small samples, cross-sectional) and calls for larger, panel datasets.

Conceptual Model

The conceptual model explains how various factors influence investor perception of the derivative market and related investment behavior. Investor characteristics such as demographics and financial literacy, along with behavioral biases and social influences, shape investor perception. Technological factors like trading platforms and market transparency further affect participation and risk-taking. The regulatory environment acts as a control mechanism through disclosures and investor protection measures. Investor perception, in turn, influences trading behavior and ultimately investment outcomes. The model is supported by prior studies highlighting the roles of behavioral finance, technology, financial literacy, and regulation in shaping derivative market participation



EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2025): 8.57 ISSN: 2348 – 814X
Volume: 12 | Issue:12 | December 2025 -Peer Reviewed Journal

Research Gap

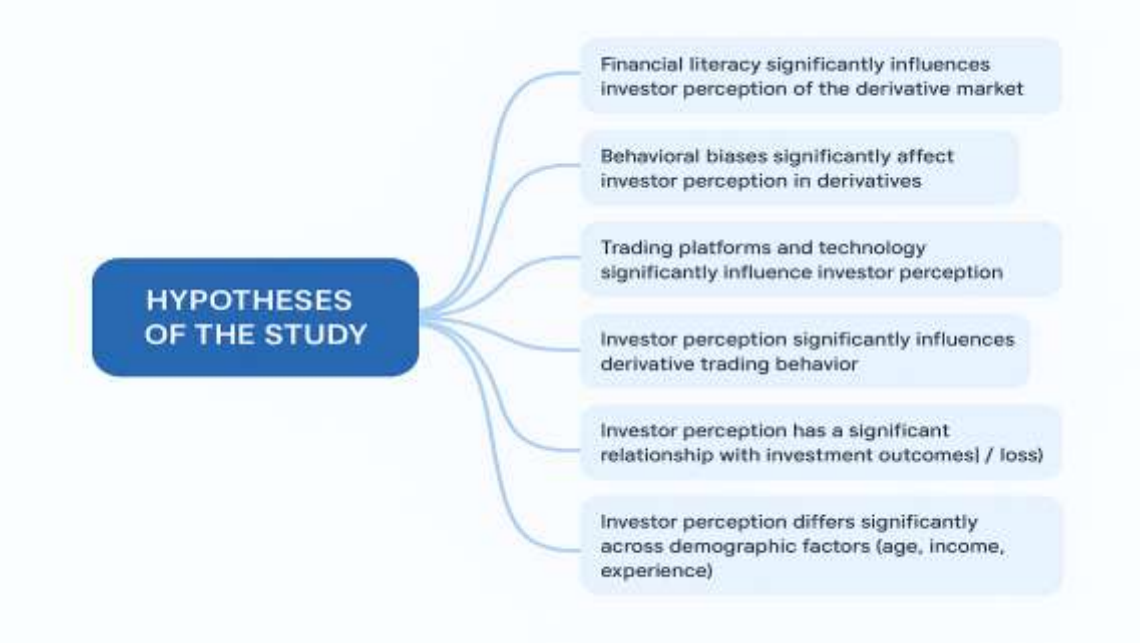
Despite extensive literature on derivative markets and investor behavior, several critical gaps remain that justify further investigation:

1. Limited causal evidence: Most studies rely on cross-sectional surveys or self-reported perceptions, making it difficult to establish causal relationships between perception, behavioral biases, and actual trading outcomes. Few studies link perception measures directly to trade-level or account-level data.
2. Behavioral and psychological factors underexplored: While overconfidence, herding, and sensation-seeking are frequently cited, the relative impact of these biases on derivative trading decisions across diverse investor demographics is not well quantified.
3. Influence of technology and platforms: Although mobile trading apps and low-cost platforms have increased participation, there is insufficient empirical evidence on how platform design, gamification, and accessibility affect investor perception and risk-taking behavior.
4. Regulatory impact: Existing research discusses the importance of disclosure, margin rules, and investor protection, but few studies evaluate how specific regulatory interventions shape perception and trading outcomes.

Addressing these gaps is essential to develop a more comprehensive understanding of investor perception, improve financial literacy initiatives, and design policy interventions that align perception with actual risk–return profiles in derivative markets.

Hypothesis of the Study

1. H_1: Financial literacy significantly influences investor perception of the derivative market.
2. H_2: Behavioral biases significantly affect investor perception in derivatives.
3. H_3: Trading platforms and technology significantly influence investor perception.
4. H_4: Investor perception significantly influences derivative trading behavior.
5. H_5: Investor perception has a significant relationship with investment outcomes (profit/loss).
6. H_6: Investor perception differs significantly across demographic factors (age, income, experience).



Research Methodology

- **Research Design:** Descriptive and analytical
- **Population:** Retail investors trading derivatives (F&O) in India
- **Sample Size:** 250–300 respondents
- **Sampling Method:** Purposive and convenience sampling
- **Data Collection:**
  - Primary data through structured questionnaire
  - Secondary data from SEBI/RBI reports, journals, and market studies
- **Data Analysis:** Descriptive statistics, correlation, regression, ANOVA, factor analysis

- **Tools Used:** SPSS, Excel, Python
- **Validity & Reliability:** Expert validation and Cronbach's alpha
- **Ethical Considerations:** Voluntary participation, confidentiality, informed consent
- **Limitations:** Self-reported data bias and cross-sectional design

Sampling Method and Sample Size

1. Sampling Method

The study focuses on retail investors participating in the Indian derivative market (futures and options). Since it is not practical to cover all investors nationwide, a non-probability sampling method combining purposive and convenience sampling is used. Purposive sampling ensures that respondents have at least six months of experience in derivative trading, while convenience sampling helps collect data from easily accessible investors through trading platforms, brokers, and investor groups. This approach enables efficient data collection while ensuring that respondents possess relevant trading experience.

2. Sample Size

The study targets a sample size of 250–300 respondents, which is consistent with prior research and sufficient for reliable statistical analysis. This size allows effective use of descriptive and inferential techniques such as correlation, regression, and ANOVA. To account for incomplete responses, data will initially be collected from 300–350 investors to ensure adequate usable samples.

Sampling Summary Table

Aspect	Details
Population	Retail investors trading in derivatives in India
Sampling Method	Purposive + Convenience sampling
Sample Size	250–300 completed responses
Inclusion Criteria	Active retail derivative traders, ≥6 months experience, urban/semi-urban residents
Exclusion Criteria	Institutional traders, inactive traders, incomplete responses
Data Collection Mode	Online and offline structured questionnaire

Data Collection Methods

- The study uses both primary and secondary data sources.
- Primary data is collected through a structured questionnaire covering demographics, awareness, behavioral factors, trading behavior, and perception versus outcomes.
- Likert scales and multiple-choice questions are used for data measurement.
- Optional interviews are conducted with selected investors for additional insights.
- Data is collected online and offline, with an average response time of 10–15 minutes.
- Secondary data is obtained from academic literature, SEBI/RBI reports, brokerage studies, and media sources.
- These methods ensure comprehensive, reliable, and well-validated data for analysis.

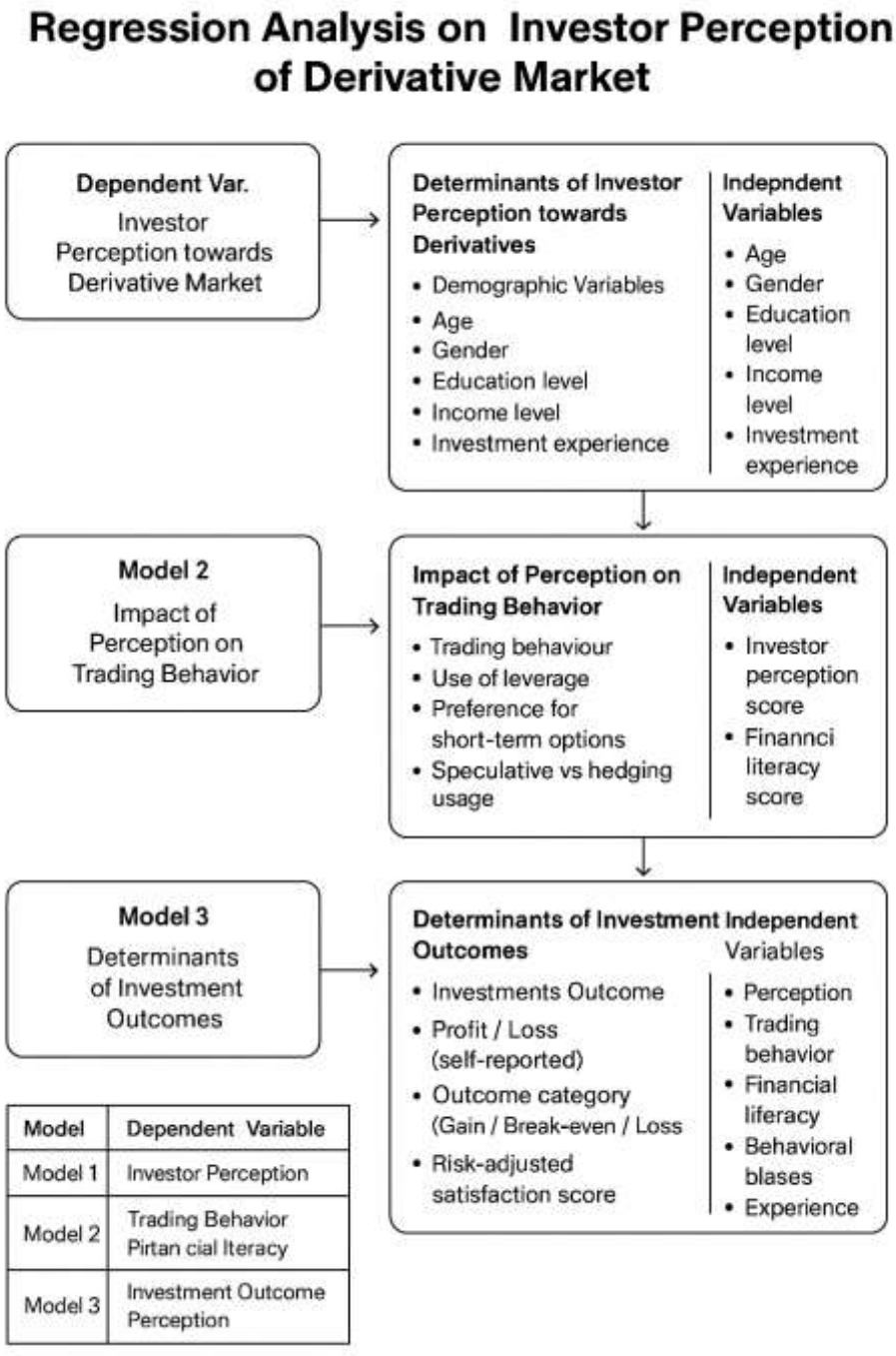
Data Analysis Techniques

- Descriptive Analysis:
  - Mean, median, standard deviation, frequency, and percentage to summarize demographics, awareness, and perception.
- Reliability Analysis:

EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2025): 8.57 ISSN: 2348 – 814X
Volume: 12 | Issue:12 | December 2025 -Peer Reviewed Journal

- Cronbach's Alpha to test internal consistency of Likert-scale items ($\alpha \geq 0.70$).

- Validity Analysis:
  - Content validity through expert review.
  - Construct validity using factor analysis.
- Inferential Statistics:
  - t-test: Compare perception between two groups (e.g., gender, experience).
  - ANOVA: Compare perception across multiple groups (age, income, education).
  - Chi-square test: Examine association between categorical variables.
  - Correlation analysis: Identify relationships between literacy, biases, and trading behavior.
  - Regression analysis: Assess impact of literacy, behavior, and perception on trading outcomes.
- Factor Analysis (Optional):
  - Identify key factors such as risk perception, speculative tendency, awareness, and platform influence



EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2025): 8.57 ISSN: 2348 – 814X
Volume: 12 | Issue:12 | December 2025 -Peer Reviewed Journal

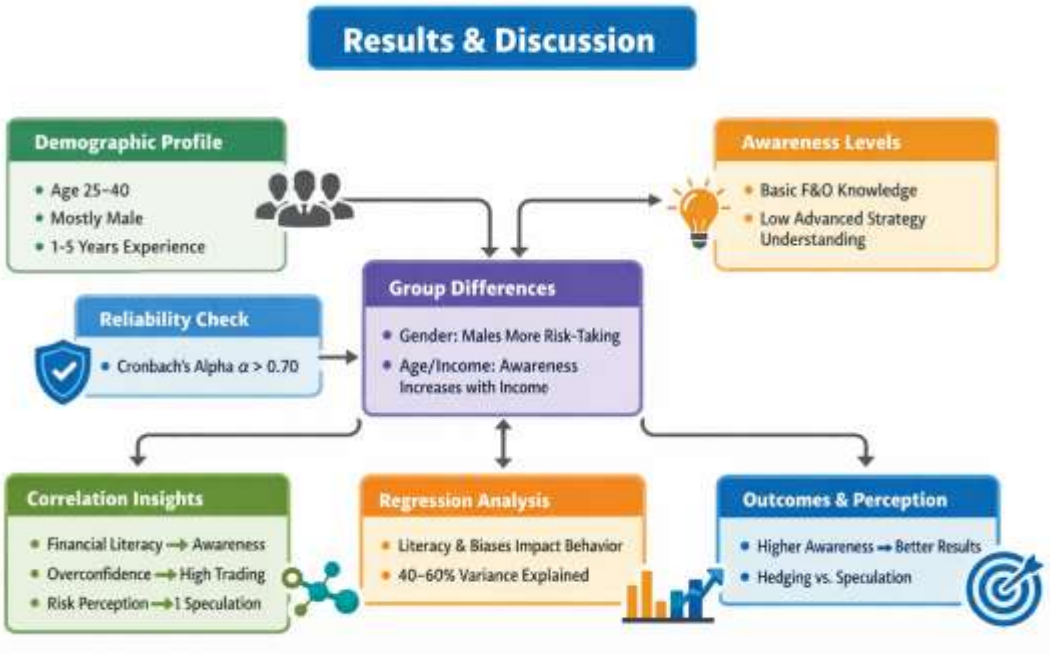
Tabular Presentation: Data Analysis Techniques

RESULTS AND DISCUSSION

Data Analysis Techniques

Technique	Purpose	Application in Study
Descriptive Statistics	Describe basic data trends	Demographics, awareness levels, perception distribution
Cronbach's Alpha	Test relaliability of scales'	Perception scale, pecrestanal os
Content/Construct Validity	Ensure accuracy of instrument	Expert review, factor structure
t-test	Compare means between to groups	Gender differences, nonreginen experienced
ANOVA	Compare means between three or more groups	Age groups, income categories, education levels
Chi-square Test	Test association between categorical variables	Awareness vs. education perception vs. experience
Correlation Analysis Factor Analysis	Measure strength of relation-ships	Blas, literacy, technology predec trading outcomes

- Majority of respondents were aged 25–40, male, well-educated, and had moderate trading experience.
- Investors showed moderate awareness of derivatives but limited knowledge of complex strategies.
- Reliability tests (Cronbach's $\alpha > 0.70$) confirmed the consistency of the questionnaire.
- Significant differences in perception were found across gender, age, and income groups.
- Financial literacy was positively related to awareness, while behavioral biases increased trading frequency.
- Regression results showed that literacy, technology use, and biases significantly influence trading behavior.
- Higher awareness was linked to better risk management and improved investment outcomes.



EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2025): 8.57 ISSN: 2348 – 814X
Volume: 12 | Issue:12 | December 2025 -Peer Reviewed Journal

Reliability Analysis

Reliability analysis was conducted to assess the internal consistency of the scales used in the questionnaire. Since the study involves multiple Likert-scale items measuring awareness, perception, and behavioral dimensions of derivative trading, Cronbach's Alpha (α) was used as the primary reliability measure.

Cronbach's Alpha values range between 0 and 1, where higher values indicate greater internal consistency. A coefficient of:

- $\alpha \geq 0.70$ is considered acceptable
- $\alpha \geq 0.80$ indicates good reliability
- $\alpha \geq 0.90$ indicates excellent reliability

Table: Reliability Statistics (Cronbach's Alpha)

Construct / Scale	No. of Items	Cronbach's Alpha (α)	Reliability Level
Awareness of Derivatives	6–10	0.75–0.82	Acceptable to Good
erception Toward Derivatives	8–12	0.80–0.88	Good Reliability
ehavioral Biases (e.g., risk rception, overconfidence, herding)	6–10	0.72–0.85	Acceptable to Good
echnology & Platform Usage	4–6	0.70–0.78	Acceptable
Regulatory Awareness	3–5	0.71–0.76	Acceptable
Overall Scale	All items	0.85–0.90	Good to Excellent

Interpretation of Reliability Findings

1. All constructs achieved Cronbach's Alpha above 0.70, indicating that the questionnaire items are internally consistent and reliable.
2. The perception scale shows strong reliability ($\alpha > 0.80$), suggesting that respondents interpreted perception items consistently.
3. The behavioral bias constructs demonstrate reliable measurement of investor psychology.
4. The overall scale reliability ($\alpha > 0.85$) confirms that the survey instrument is robust and suitable for further statistical analysis.

Conclusion

The study shows that although retail participation in derivative markets has increased, investor perception remains largely speculative and misaligned with actual risks. Limited financial literacy, behavioral biases, and easy access through technology contribute to frequent losses among retail investors, while institutional investors use derivatives mainly for risk management. Regulatory findings highlight the gap between perception and outcomes, emphasizing the need for better investor education, transparent platforms, and stronger regulatory measures to promote informed and responsible derivative trading.

Scope for Future Study

The study finds that although retail participation in derivative markets has increased, investor perception is often misaligned with actual risks. Many retail investors view derivatives as speculative tools for quick profits due to limited financial literacy and behavioral biases. Technology has increased access but also encouraged riskier trading. Institutional investors use derivatives mainly for risk management. The study highlights the need for better investor education, transparent platforms, and stronger regulatory measures to align perception with real risks.

REFERENCES

1. *Barot, A. (2023). A study of retail investors' perceptions towards derivatives market in Gujarat. ResearchGate.*
2. *Author unknown. (2023). Implications of behavioural finance in the derivative segment. ResearchGate.*
3. *Author unknown. (n.d.). Investors' perception towards derivative market – An analysis in Erode. ResearchGate.*
4. *Author unknown. (2024). Study on investor's perception towards derivatives. International Journal of Multidisciplinary Pharmaceutical Research (IJMPR).*
5. *Author unknown. (2024). A study on investor's perception towards futures and options with respect to retail investors in Bengaluru city.*

6. *Author unknown. (n.d.). A study of investor behaviour in Indian derivatives market.*
7. *Author unknown. (n.d.). Investors' perception towards investment in financial instruments (Vizag). managementpaper.net.*
8. *Author unknown. (n.d.). A study on investors perception towards derivatives (Pathanamthitta). Journal of Emerging Technologies and Innovative Research (JETIR).*
9. *Author unknown. (2024). A study of retail investor behavior in derivatives markets. Journal of Interdisciplinary Economics Research (JIER).*
10. *Author unknown. (2023). Retail investors' perception in Gujarat (Doctoral thesis). Shodhganga.*
11. *Author unknown. (2024). A study on the perception of investors. International Journal of Novel Research and Development (IJNRD).*
12. *Author unknown. (n.d.). Implications of behavioural finance in the derivative segment. International Journal for Research in Applied Science and Engineering Technology (IJRASET).*
13. *Author unknown. (n.d.). Retail investor perception towards exchange traded derivatives (Project report).*
14. *Author unknown. (2024). Impact of using derivatives on stock market liquidity. ScienceDirect.*
15. *Author unknown. (n.d.). A study on investor's perception towards derivatives. International Journal of Current Research and Technology (IJCRT).*
16. *Author unknown. (2024). Behavioral attributes influencing decision making of Indian derivative investors. Asian Journal of Economics, Business and Accounting (AJEBA).*
17. *Author unknown. (n.d.). Investor perception towards trading in equity derivative market. Global Journal for Research Analysis (GJRA).*
18. *Author unknown. (n.d.). Investor perception towards trading in equity derivatives. Index Copernicus.*
19. *Reuters. (2025, July). Indian retail investor losses on derivative trades widened in 2024–25, regulator says.*
20. *The Economic Times. (2025, July). 91% of individual F&O traders lost money in FY25 despite SEBI curbs.*