

CHAPTER 3

3.1. 1.TYPES OF DATA COLLECTED

This research employ the data from secondary research and as well use the primary research to collect the primary data. This study using the primary research to collect from the administering member of stock exchange, who were distributed with the open-ended questionnaires, the questionnaires consist of the question about actual issuers, perception of the equity share. The sample units are selected randomly from the directory, which consist of the member, of the perception of equity share. To conduct the research effectively the proper respondents were randomly selected, those respondent understand the problem and proportionately based on classification of shares of the companies as per newspapers. Though, in some situation, the sample units selected by employing the stratified random sampling, as this sampling method was used as some of the respondents were not willing to answer the questionnaire. The respondent who are willing to answer the questionnaire were first considered to participate if not then stratified sampling is used.

3.1.2. Primary data:

This study distributed the questionnaires to the investors or employees of merchant banks and brokerage houses and respond are collect in form of the data, the data is collected by using the primary research. The sample units in this research as follows; 30 where 20 were males and rests of 10 were females. In terms of age,8 were under 25, 10 were from 25-30, and 12 were above 30.In terms of education,10 were under graduate,14 were graduate and 6 were post graduate. In terms of profession,6 were business holder,19 were service holder and 5 were students. The reason of choosing these audience was most of them invested in stock market already and some students are thinking of investing as they are studying on business field.

These audiences were known by the researcher's already as there was lack of time during the Bangladesh visit, however, almost all of them are involved in stock market which is why the outcomes can ensure realistic values.

The design of the questionnaires consist of both close-ended and open-ended questions. The person in the heterogeneous setting of respondents consist of many different professionals, such as the students, IT programmers, bankers, teachers and other individual member are working in the service sectors. The researcher manages to collect the data from some female investors. The responses are also obtained from issuers, DSE, SEC, CSE and the investors.

3.1.3. Secondary data:

The secondary data is obtained from many different sources, which are as follows; Bangladesh Bank annual report that does consist of the many report publications by SEC, IMF reports, CSE report, World Development Indicators, DSE reports and International Financial Statistics. This study emphasize on employing the recent data that are exceptions depending on the availability. The research employ the qualitative method as the research is qualitative in the nature. As the data is collected, the necessary screening has been performed before tabulation and graphical presentation. The worries spoken by the issuers and the investors, and the responses of the regulators have been analyzed. Lastly, as the data is analyzed, the researcher is in position to suggest the policy that can be made. The researcher uses the tool of the accounting, financial and statistical where ever is necessary.

3.2. SAMPLING DESIGN PROCESS

3.2.1. Table (2): SAMPLING DESIGN PROCES

No	Gender	Age	Education	Profession
1	Male	Above-30	Above Bachelor's Degree	Service
2	Male	Above-30	Bachelor's Degree	Business
3	Male	25-30	Below Bachelor's Degree	Service
4	Male	25-30	Bachelor's Degree	Service
5	Male	Below-25	Bachelor's Degree	Service
6	Male	Below-25	Bachelor's Degree	Service
7	Male	Below-25	Bachelor's Degree	Student
8	Male	25-30	Bachelor's Degree	Business
9	Male	Below-25	Bachelor's Degree	Business
10	Male	Above-30	Bachelor's Degree	Business
11	Male	Above-30	Above Bachelor's Degree	Service
12	Male	Below-25	Bachelor's Degree	Service
13	Male	25-30	Bachelor's Degree	Service
14	Male	25-30	Bachelor's Degree	Student
15	Male	Above-30	Above Bachelor's Degree	Service
16	Male	Above-30	Bachelor's Degree	Service
17	Male	Above-30	Above Bachelor's Degree	Business
18	Male	25-30	Bachelor's Degree	Service
19	Male	Above-30	Below Bachelor's Degree	Service
20	Male	Above-30	Above Bachelor's Degree	Service
21	Female	25-30	Bachelor's Degree	Student
22	Female	Below-25	Bachelor's Degree	Service
23	Female	25-30	Bachelor's Degree	Student
24	Female	Above-30	Below Bachelor's Degree	Service
25	Female	Above-30	Below Bachelor's Degree	Service
26	Female	25-30	Bachelor's Degree	Business
27	Female	Above-30	Below Bachelor's Degree	Service
28	Female	Below-25	Below Bachelor's Degree	Student
29	Female	25-30	Above Bachelor's Degree	Business
30	Female	Below-25	Bachelor's Degree	Service