ASSESSING THE AWARENESS OF SELECTED INVESTMENT PRODUCTS IN SUAME MAGAZINE AREA

BY

RICHMOND DWOMOH BEMPAH (BSc. Administration)

A THESIS SUBMITTED TO THE DEPARTMENT OF ACCOUNTING AND FINANCE, COLLEGE OF ART AND SOCIAL SCIENCE IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION, FINANCE

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF HUMANITIES AND SOCIAL SCIENCES

KNUST SCHOOL OF BUSINESS

AUGUST , 2015

DECLARATION

I hereby declare that this submission is my own work towards the MBA and that, to the best of my knowledge, it contains no material previously published by another person, nor material which has been accepted for the award of any other degree of the university, expect where due acknowledgement has been made in the text.

Richmond Dwomoh Bempah ……………………. …………………..………

(PG 9612413) Signature Date

Certified by:

Mr. Michael adusei ……………………. …………………..……….

(Supervisor) Signature Date

Certified by:

Dr. K. O. Appiah ……………………. …………………..……….

(Head of Department) Signature Date

DEDICATION

I dedicate this work to my mum, Madam Diana Nyarko and my brother George Ofori Amankwah whose love, care and support have seen me up to this level of my education.

ACKNOWLEDGEMENT

I sincerely thank the Almighty God for His protection, guidance and love. I am highly indebted to the Lord for the knowledge and strength He bestowed upon me and my family throughout my period of study.

I wish to also express my heartfelt gratitude to my supervisor, Mr. Michael Adusei for his guidance and assistance at all times. His comment and directions have enriched this piece, greatly. May God grant him all his heart desires. Again, I thank the entire artisans at Suame Magazine Area, Kumasi especially Mr. Duah Agyei Boakye, Mr. Richmond Duah and Mr. Kwaku Kusi for their support and encouragement.

Again my gratitude goes to my entire family especially Madam Diana Nyarko my mum, my siblings Gloria Ofori Amankwah, Cynthia Dwomoh Bempah, Sandra Dwomoh Bempah and my sweetheart Eugenia Effah for their love and support.

I cannot afford to forget about the management and staff of Juaben Oil Mills Limited for their support and encouragement.

And to all those in one way or the other, help me in my education and this work but whose name were not mention here. I say a big thank you and god richly bless you.

ABSRTACT

The aim of study is to assess the awareness level of some selected investment products among artisans at Suame Magazine, to find out the source of information about investment product among artisans, to ascertain how one education background affects the awareness level of investment. The study obtained information from one hundred and thirty respondents from an initial target of one hundred and fifty (150) mainly through questionnaire. The results indicates that majority of artisans are not familiar with investment products with the exception of treasury bills. Moreover, it is also realized that those with higher educational background had more knowledge about investment than those with little education, the main source of information to artisans in relation to investment was mainly through friends but other sources like radio and television was quite high among artisans. Among the recommendations made are that financial institution should embark on massive education on the importance of investment as most artisans and for that most in the informal sector do not know much about financial market and investment in general. Moreover, the sales and marketing department of financial institutions should train more sales personnel's to carry out this project of sensitizing the general public especially artisans around Suame Magazine and those in the informal sector. Financial institution should endeavor to advertise more on its investment products, channels such as television, the newspapers and especially radio has become important avenues for dissemination of information to a large group of people which can help the drive to sensitize people on investment.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER ONE

INTRODUCTION

1.0 BACKGROUND OF THE STUDY

The ensuring that artisans or producers that they have adequate access to financial resources is generally believed to be a fundamental tenet of fruitful growth tactics. It has long being appreciated amongst Policy-makers that artisans, who are incapable to meet their needs for capital must result to lower standards production schemes. In situations where producers are not in position to effect the required the advance investment or unable to incur extra risk, then producers are tackled with the alternative of forgoing chances to enhance their production, streamline their income and increase welfare (Boucher et al., 2008, and World Bank 2008). Likewise, wanting a satisfactory admittance to loans and insurance, producers who encounter undesirable shock wave, like drought, disease or a noticeable drop in the prices they get, may lead to a loss of some few assets they own. (Diagne and Zeller, 2001). Equally, Zeller et al., 1997, explained that “manufacturers who have access to well-made credit, savings and insurance services can benefit themselves of capital to finance the inputs, labour and equipment they require to make income”; Zeller et al, further mentioned this can allow investing in an uncertain, nonetheless, an extra profitable enterprise and asset portfolios; can get to the marketplaces more efficiently; espousing further convenient policies to steady their production and consumption (Zeller et al., 1997). Comprehensively, an expansive acquisition to financial services offers prospects for enhancing industrial yield, security in terms of sustenance and commercial liveliness of the whole communities and nations at large.

Financial services are basic in relation to growth and development economically. It should be noted that savings and investment, insurance and debt and equity financing affords individuals and entrepreneurs, keep money, safeguard against insecurity and build credit while and allowing businesses to begin, intensification in effectiveness and contest in markets locally and even internationally. With poor individuals, these services moderates exposure and empower individual to manage the assets accessible to them in ways that produce revenue and options-ultimately parts out of poverty (Nelson, 2007).

The small and even the medium enterprises are crucial to profitable development, especially in new markets springing up. In directing the SMEs to maturing and the realization of its good impact on the economy to carry on, they require access to financial services, which has traditionally been strictly guarded. A lot of artisans and for that matter SMEs, in developing markets regularly depend on non-formal sources of capital, including borrowing from relatives, to meet financial needs. Nonetheless, both small and medium enterprise are able to come in contact with recognized networks, it classically resort to a bank as its prime foundation of monetary service. The banks, arisen, seizure focus towards unexploited market and its service of SMEs is a foremost feature in aggregating SME availability to finance.

An extensive definition of the banking industry, encompasses commercial, the investment banks, the leasing companies, the microfinance institutions (MFIs), and some associated organizations. The SME Banking Knowledge Guide accords precise focus to the commercial banks, being key in financial intermediaries for many economics, as it connect savings and investments. The commercial banks are eminent, having that there is a regular lending to, rather than investing, into, SMEs. Distinctively additional expert finance benefactors and commercial banks propose an extensive suite of products and services namely deposit, credit, transaction and advisory services. These increasingly emphasis on enterprises in the formal sector, rather than informal microenterprises, of which MFIs previously serve.

For economists, capital can be categorized into economic capital and financial capital. Economic capital includes land, labour, building, car, tractors, equipment, etc. These are used immensely, in the production of goods and services, for consumption or for other uses. Financial capital, in contrast, includes money, bonds, stocks/equity, options, treasury bills, and the like which are used to purchase economic capital (Webster, 2003). Countries may be endowed with all of the major economic resources, but without adequate financial resources, these economic resources risk laying idle and turning no positive impact on national development. Ghana, amidst other sub-Sahara African nations, is rich in some natural resources (diamond, bauxite, crude oil, gold, etc.), but has to rely on foreign investors with the financial capital needed to develop these resources. The gap between the rich and the poor nations of the world is, in many ways, the efficiency with which the former put their resources to use, as a result of the efficient financial systems operated by these nations (World Bank, 1989).

Many promoters of economic development, including Chandavarkar (1992), Goldsmith (1969), and Gerschenkron (1962), are of the notion that a well-structured financial system is a reagent for economic growth and development. This system warrants the transfer of reserves from surplus spending units (individuals who uses less than they receive as income) to deficit spending units (individuals who uses more of their income-governments, investors, households and business) in society. These two economic units come into contact by the financial structures and financial markets. Capital market is characterized with equity and long-term debt securities, which are issued and traded to accumulate capital to ensuring the growth of businesses and the economy at large. A study on the correlation between capital markets development and economic growth, by Garcia & Liu (1999), have shown that countries with well-established capital markets boost greater gross domestic growth than countries without them. This stanches, owing to the reason that capital markets allow companies and governments to generate enough money required for development and offer families with investment opportunities that offer the greatest return rates. Standard model like finance and portfolio choice, frequently assume prospective investors to have enough information of activities of financial market, making rational asset allocation decision, in exploiting greatly welfare in the short and the long run (Hamada, Sherris, and Hoek, 2006)

Many research have shown that, the determinants of financial markets awareness and participation, including Brown and Talyor (2010), come to a conclusion, among other things, recommending awareness of bond, stocks, mutual funds and investment prospects has a direct correlation with education, family returns and wealth, long term bank relations and even social interactions. Tactlessly, notwithstanding the advantages of the capital market, families in most countries which are developing, are not tendered for the purchase of securities in the capital market to develop welfare and the market's development. Little market involvement in turn adversely affects market liquidity and capitalization, proxies for the development of capital market. (Toloie-Eshlaghy, Maatofi, & Dankoub 2011).

Regardless, the relative attainments to the capital market in contemporary years in certain sectors, the capital market in Ghana is largely small and not liquid, with little households playing a part and smooth transaction, focused on little number of the GSE itemized securities (Bawumia, Owusu-Danso, & Mclntyre, 2008; Agyemang, 2010). A typical example is found in the Ashanti region, specifically the community of Suame magazine which is conglomerate of artisan working in the locality for the past four decades. Similar to all other SMEs, the convenient financial capital to such artisans are loans or credit facilities joined with the ever increasing interest rates. The issue of corporate stock, treasury bills and negotiable certificate of deposit is marginal or non-existent among such artisans. Having known the duties of capital markets in growth and development of Ghana economically, the researcher aims to assess the awareness of selected investment products in the Suame magazine area.

1.1 STATEMENT OF PROBLEM

It is appreciated that financial investment perform a recommendable duty towards the development of an individual and the nation at large. It helps progress the finances of homes during difficult periods and help elevate the finances of the people in the long run when the economy of a country is booming. Given these, good investments have the propensity to render or put those who invest in a strong financial position. In instance cases, where these persons are not prepare financially, mainly for emergencies, they writhe double agony. The poor generally, but specifically those in the developing countries, are usually vulnerable to emergencies and disasters. As a way of cushioning individuals, families and communities against the financial burden of upheavals and periods of incapacity is what investment schemes seeks to do (Leppert et al, 2012). In Ghana, private individual’s investment is low (Owusu, 2007). A previous study revealed insufficient knowledge about investment products and to a great extent, the misunderstanding of the concept of investment amounts to the low uptake of investment among the low-income population in Ghana primarily. Even though, there are a lot of importance in investment, its awareness among the populace is nothing good to write home.

This study in effect seeks to determine the actual level of investment awareness in Ghana with respect specifically on the artisans at Suame Magazine area, where awareness is defined with reference to people's knowledge of and attitude towards investment.

1.2 OBJECTIVES OF THE STUDY

The primary objective of the study is to assess the awareness of selected investment products, considering, treasury bills, corporate stock or shares and negotiable certificate of deposit, a case study of artisans at Suame Magazine area.

The specific objectives are as follows;

1. To examine awareness level of some selected investment products among artisans at Suame
2. To ascertain how the educational background of the artisans affect awareness of investment products.
3. To find the source of information about investment products among artisans at Suame Magazine
4. To find out how artisans perceive investment products.

1.3 RESEARCH QUESTIONS

These questions occupy the subject matter of the research;

1. What is the awareness level of artisans with regards to some selected investment products?
2. How does the educational background of artisans affect his or her awareness of investment products?
3. What are the source(s) of information about investment products among artisan at Suame?

4. How do artisans in the Suame Magazine area perceive investment products?

1.4 SCOPE OF THE STUDY

The study is restricted geographically to the artisans at Suame Magazine to easy access to information that would be required from respondents or artisans. The study is fixated on assessing the awareness of selected investment products thus, treasury bills, corporate stock and negotiable certificate of deposit although, there are many areas in finance that could equally investigated into. Even though the findings from the study will be generalized, it is in the context of a group of artisan activities researched into.

1.5 SIGNIFICANCE OF THE STUDY

According to Dransfield (2003), "organizations that fails to adapt to its environment will go the way of the dinosaurs" and "people or individuals who don't adapt to modern trends of finances fail to succeed". Corporate policies make organization shape their own future rather than simply reacting to charges that take place around it, therefore making it necessary for people to embrace new financial terms or investments. Rooji, et al maintains that financial literacy equips individuals to save money towards their retirement and to earn income during their retirement periods. As individuals and institutions invest in financial assets they increase their future wealth or put them in strong financial position because being aware of investment products, they probability of saving is high. At such a time that they are unable to work to earn regular incomes, the incomes from financial asset serve as substitutes and reduce old age poverty. Lusardi & Mitchell (2008) commented that financially literate people are more likely to plan for retirement and consciously gather wealth. The study is therefore necessary. It is anticipated that the outcome of this study will serve as a guide to other private business and the banks in devising schemes to formulate exclusive marketing strategies to trade investment products and services that would be helpful to people particularly those in the SMEs to mature and accomplish results. This study is justified on the grounds that will help to bring to light the level of awareness and also determine whether or not more awareness creation is needed to educate individuals on the several investment products, which lead to sound investment decision-making. This would eventually enable the efficient running of the financial market, enlighten the understanding of the people on financial services which can open new doors of prospect for them.

Moreover, to the academia, the contribution of this study will attend as a written document to add to existing literature on the subject under study and will be useful source of reference for researchers, academics, students and professionals interested in how healthy investment is playing out in developing countries such as Ghana. Also, the result of the study will also inform national and corporate policymakers in formulating marketing policies.

1.6 LIMITATION OF THE STUDY

In the course research, there was quite a number of barriers were encountered, in the collection of data. Firstly, a large proportion of the respondents were unwilling, whilst others, object to assist in the provision of the required opinions and answers of the questionnaire, it been lengthy as one of their common response. This in a way affected the responses of the respondent which in a way will have an impact on the dependability of information from respondents.

Secondly, financial restraint posed a lot of difficulty to the researcher in the entire course of the study. It was not easy for the researcher to accumulate funds to settle cost incurred in relation of transportation, typesetting among others.

Finally, time constraint further limited the extent in terms of coverage of the study. The researcher strongly assert that notwithstanding, a broader scope would have given a better view of the situation.

In spite of all these challenges, the researcher made the necessary effort to make the study come into fruition.

1.7 ORGANIZATION OF THE STUDY

The study would be structured in five chapters. The chapter one gives preliminary synopsis of the entire study which includes the background of the study, problem statement, purpose of the study, research questions, significance of the study, limitation of the study, the scope of the study and finally the organization of the study.

Also chapter two tracks relevant literature on investment and its importance.

Moreover, chapter three follows critically the methodology adopted and presents a comprehensive summary of the population sampling technique used, the design of research, the instrument employed for the research, the process used in data collection and data analysis. More so, this chapter gave analytical framework and significant variables, included in the model to be used in the study.

The fourth chapter looks at the features of the respondents and data analysis.

Finally the fifth deals with summary, conclusion and recommendations of the study.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter reviews literature on investment, the types and its importance to individuals and the country as whole.

2.1 DEFINITION OF FINANCIAL MARKETS

A financial market as explained by Brealey, (2011) is a market place, where assets, financial in nature like shares and bonds are either bought or sold. An individual relocates resources and treasuries to the financial market by procuring an assets originally owned by another party financially. Predominately, institutions that are by its composition financial in nature transaction of this kind. Institution that are financial, is characterized by, owing assets and claims that are financial in feature like the stocks, the bonds and the loans. The facilitating of accumulating and allocating of capital is purposely done by financial institutions. They do it by channeling people's savings into loans for the governments and businesses. The dealings of financial institutions consequently involve the making loans available to customers, and the acquisition of investment securities in the various places where is made possible like market place. Moreover, there is an offer of a wide variety of financial services like protection of insurance and the management of funds of pensioners. Moreover there is also an offering a machinery for making payments, relocating treasuries and strong information on finances.

In addition, a market that deals in financial assets, thus, financial market, is a comprehensive word relating to any market having buyers and sellers partake in the occupation of trading of assets like equities, bonds, currencies and derivatives.

Financial market is classically well-defined as having clear and unambiguous pricing, basic guidelines on trading, costs and fees and market forces defining the prices of securities that are traded. In circles of economics, the word market suggest the collective of prospective buyers and sellers of a certain good or service and the trades between them. Gitman and Joehnk, 2012 defined market strictly as “exchanges and establishments that ease the transaction in financial securities”, Example - the stock exchange. The financial markets expedite;

- The levitation of capital (in the Capital Markets)
- The relocation of risk (in the Derivatives Markets)
- The transference of liquidity (in the Money Markets)
- International trade (in the Currency Markets)

Capital markets function in diverse important roles; they amass savings as well as apportioning funds. In the course of executing these functions, they select amongst competing sectors and competing management teams as well. Upon allocating the assets, banks carry on to accomplish a key task, in guaranteeing that the monies are used by the borrower for intended purpose and that the borrower, in retorting to new contingencies, takes into considerations the benefits of the providers of capital. Notably, they reduce all the risks to be faced by savers by allowing for diversification (Elton et al, 2010).

Elton et al, (2010) further said of “that the funds needed for investments of any size are beyond the means of many entrepreneurs”. The banks and financial institutions collect the pretty little savings of a number of people, accumulate them, and accordingly make funds accessible for businesses operating on large scale. This is highly desired in our societies arising from the benefits of scale effects: provided each individuals were restricted to the investments they personally could finance, the returns would be resultantly be narrowed. This would be a beneficial obligation, assuming all people were the same, and the bank possibly will, consequently, allot the funds basically by arbitrary selecting a person to take the loan.

The fundamental aim of investments has been to make the most of returns financially and abating financial risks. Little or no attention has been given to social returns as well as the outcome that a specific asset's drive on the bigger communal. Owning as a possibility that a certain asset can possess both undesirable and desirable outward result on the bigger municipal, exhibiting the requirement to study public yields as economically and socially. (Groz, 2009).

Morgan, 2013, opines "that investments are made into businesses, establishment, and resources with the intent to produce quantifiable community and ecological influence together with a fiscal yield". It can be implemented in either up-coming or already established marketplaces, or mark a variety of returns from under market to market percentage, reliant on the circumstance. It is worthwhile to note that, the word "impact investing" was principal created in 2007, the theory has been existent under countless title for several years. Morgan, 2013 explained that, the sector has had a known drive together in advanced and advancing nations in modern ages. Impact investing is understood to be giving financial resolutions to encourage optimistic societal and ecological modification".

Essentially, financial markets are avenues through which funds are made available from those who possess excess funds to those who have need for them. This, however, is done for their mutual benefits. It can also be said as a place where financial products are traded. This intermediation brings about many advantages to the two identical parties. With the surplus spending unit (SSUs), advantages such as maturity flexibility, risk diversification, liquidity and convenience can be cited. To the deficit spending units (DSUs) however, advantages like convenience, low costs and access to a greater pool of resources also accrue. Financial markets apart from helping funds to flow from lenders to borrowers, also make available means for making payments, operate services like insurance and assist investors to make cheap and frequent adjustment to their portfolio assets.

2.2 FINANCIAL MARKETS IN GHANA

Financial markets perform a vital part in organization's resource for extensive term investment made possible by financial intermediation in the long run. The transaction of short-term debt instruments to encounter short term needs of large users of funds, is expedited by the establishments of the money market. These entities include government, banks, and similar institutions are privilege to users of funds. The money market trade in instruments such as government treasury bills and securities and even company bills. Financial institutions like the merchant banks, commercial banks, the central banks and other dealers all function in the money market. It is worthwhile to emphasis that both the public and private sector operatives deploy the use of countless instruments of finance to promote and invest into short term funds which, in case of necessity can be can be swiftly liquidated to fulfil needs in the short run. Distinctively, in the money market, the capital market organizes long term debt and equity funding for investment into long term assets. The capital markets likewise, ensure the strengthening of commercial financial structure and improve the common creditworthiness of monetary arrangement (Owusu, 2007).

The Bank of Ghana in its report stated that "the Ghana's financial market comprises of the bond markets, equity markets, foreign exchange markets and derivatives markets which just started in the late 1990's". However, the Bank of Ghana further explained that, "the money markets controls Ghana's financial markets. The size of the capital and money markets together in Ghana is insignificant comparatively to the markets of the same nature of the UK. The supremacy of the money markets is outstandingly unpredictability and unpleasant. The cost of goods and services, interest rates, inflation and foreign exchange are unstable in Ghana as it keeps fluctuating. Likewise, the Bank of Ghana, also made it clear that "interest on government securities are more than securities in the money and the capital markets respectively, considering bonds as an example. Examining the Bank of Ghana, the meager presentation of bond issued on the stock exchange in 1990 was less than the anticipated return on treasury bill by 30% margin. This led to an assessment on the real return on the stock exchange by the Bank of Ghana, publicized that the total annual returns on stocks enumerated on the Ghana stock exchange have trailed an unequal trend as far as 1991, dropping each two years and increasing every two years" (Bank of Ghana).

Instrument mostly traded in the money market locally in Ghana, are the short and medium term government debt tools like the 91 day Treasury bill, the 182 Treasury bill and also the one year note. It is regularly allotted with the assistance of discount house, brokers and banks week by week. Interest rate are pegged by giving out, by companies, assisted by the inter-bank markets discount houses, call money as well as 30 Day Repo. The 91 day government bills serves as scale for interest rate establishment. The major contestants or partakers recognized, like brokers are in the money markets. It is inclusive of financial institutions, banks and discount houses.

Quite a number of changes that has been noticed in the operations of Ghana's financial markets, had taken place as a measure to ensuring efficiency in mainly the banks and financial sectors. Noticeably, was the institution of the Home Finance Company which led to significant change a in the portfolio of loans of Ghana's banks. Before 1980, International traders have had access to short term facilities, arranged for them from the initiation of banks in Ghana in that era.

Moreover, Owusu, 2007, explained that in the direction to increase the extent of the secondary markets in the capital markets, led to the creation and administration of work by the Stock exchange in Ghana in the year 1989. In 1994, the GSE all index was introduced to traders, interested with general prices in the financial markets. The GES functions as a secondary market typically in non-bank financial institutions can both loan and give money with assistance the equity and the bond markets. This effect probably is being anticipated as the years go by.

The notion of establishing a stock exchange of began with capital activities in Ghana dates backs to 1961. This proposal did not, however, come to realization until 1989 owning to the country's political unsteadiness. Regardless of the hitches that surrounded its establishment, successive governments have acknowledged its importance given that, there is an existence of an active capital market.it was perceived as a facilitator for fast-tracking economic advancement and growth of Ghana. Sowa, (2003), "it was affirm following after a woeful show in the time of the 1980's, Ghana relaxed its financial structure under the Financial Sector Adjustment Programme (FINSAP) in conjunction with its general 1988 macroeconomic adjustment programme (Economic Recovery Programme)". This was done possible with, the World Bank, its allies, and International Monetary Fund (IMF).

In February 1989, a committee of ten members represented nationwide, having Dr. G.K Agama, as the chairman, the federal government elected the governor of the

Bank. By the effort of the committee, there was a fortification of all former works allied to the Ghana Stock Exchange project. This equally led to custom modalities in line with the actual establishment of the exchange. The GSE is a private company, being limited by guarantee in accordance to the company's Code of 1969. It assumed credit as an accredited Stock Exchange in direct compliance of the Stock Exchange Act of 1971 (Act 384) in October 1990. In November 12, 1990, the exchange council was lunched, starting trading on its floor, that same day. Significantly, there was a change in exchange to the status of a company limited by guarantee, which is public in April 1994 (www.gse.com.gh). The objectives the Exchange include:

- Breaking forth as, substantial and effective automobile engaged in apportioning long term capital for this country's economic growth and development;
- Granting the facilities and structures openly, for the acquisition and sale of bond, securities and shares;
- Regulating the admittance of quotes on the securities markets, considering bonds, shares and supplementary securities of company, municipality, corporation, corporate body and government;
- Controlling the allocating of stock undertakings of fellows and simplifying the dissemination of statistics, counting the fees of securities registered on the Exchange for their communal advantage of their customers;
- Working with organization of securities brokers and stock exchange in different places in many nations to attain and create offer to affiliates, facts and amenities possessing the prospect to useful, not only to them but their clients as well.

Also noted by Databank Group, 2010, the size, liquidity and participation of the public in the capital market that are low in Ghana was declared as the world's best accomplishment market in 2004 with a year yield of 144 percent in US dollar terms likened with a 30% by Morgan Stanley Capital International Global Index. The capital market in Ghana commenced with eleven registered companies and three licensed dealing members (LDMs)".

It was reported by Daily Graphic, 2010, that, "sixteen LDMs and thirty-four listed businesses with a market capitalization of GHS 19,868 million". Additionally was the information brought forward by Seidu, (2011), "after the official listing of Tullow Oil PLC on the exchange on Wednesday July 27, 2011, the GSE was reported to be the third principal capital market in the Sub-Saharan Africa, after South Africa and Nigeria",

The heavy dependence for loans, on banks, suggest that the Government had to sort out the gigantic banks in times of hitches, as their non-functioning will provoke alarm and cause run on the bank. However, the government, in their quest to sort out the deteriorating banks, could lead to moral hazard.

One sector of an economy that generates a great deal of foreign exchange currency and gives to the taxation system is the various forex bureaus spread across the country. A forex bureau can for that reason be referred to as a legal point or center where the public can acquire and sell foreign currencies for the purpose of trade and even any other activity or better still a forex bureau or foreign exchange bureau suggests a person holding a license issued by the Bank of Ghana to engage in activities specified in the sub section (2) of section 5 of the Foreign Exchange Act, 1988 (Seidu, 2011).

As part of a continuing process in the liberalization of the trade and payment system, the Bank of Ghana has since March 1988, lawfully affirm the establishment of the Forex Bureau, where the public can openly purchase or sell foreign currencies at open market prices. The auction and the Forex Bureau schemes are envisioned to relief in the search for an equilibrium exchange rate for the cedi. This objective will have been materialized when the rates in the two markets finally converged, as access to auction funds is progressively widened. (Bawumia Owusu-Danso & Arnold, 2008).

The cedi as far as its foreign exchange is concerned, is established autonomously by the use of the foreign Exchange bureaus and interbank market, and currency conversion is possible.

On the demand side; firms, individuals and organizations are permitted to purchase foreign exchange from the Forex Bureau for any of the following purposes:

a) Importation of goods through letter of credit, bills for collection, or by direct transfer,
b) Travel. Any person desiring to travel abroad may procure foreign exchange from the Forex bureau for the purchase of the airline ticket and for travel allowance, up to a maximum of $3000 per trip;
c) Service payments. Foreign exchange purchase from the forex Bureau may be used to pay for medical and educational expenses abroad on the basis that prior approval has been obtained from the Exchange Control Department.

Also asserted by Wiedmainer-Pfister & McCord, 2009, “foreign exchange worth of the Ghanaian cedi is recognized autonomously through the use of the Interbank Market and Foreign Exchange agencies and currency change is simply manageable. Nevertheless, the BOG influences the Interbank Market by regulating the stream of huge quantity of submitted profits from cocoa and gold. Ghana wholly agrees to Article IV of the IMF agreement on unrestricted current account convertibility and transference.

2.3 THE CONCEPT OF INVESTMENT

Agyei-Mensah, (2007) defines savings as "the difference between and individual's current income and current consumption and the basis for the concept of investments according him is savings". When an individual's current income exceeds his current expenditure, that individual is most likely to save. Reilly and Norton, (1999), called the activities embark on by persons with their savings to cause it to appreciate in worth over time as investment". Authors such as Mayo (1980, 2002), and Marcus (1992) all agreed on investment as being commitment of current resources in order to obtain certain future benefits.

Mayo (2002) classifies investment into three basic groups; Consumer Investment (investing resources in people with disabilities or family members), Business and Economic and Financial Investment. From these categories, he comes out with what he calls a "satisfactory" definition of investment, as acquisition of a security, upon suitable examination, bids safety of primary and reasonable yield commensurate with the risks assumed. This definition by Mayo is more in line with what he terms Financial Investment, which is the basis of this study.

Investment goals differ from considering one investor to investor. In totality, individuals do invest with prospect of obtaining an anticipated amount later, when there is a desire to channel the funds into the education and sustenance of relatives and even acquisition of properties, and support their life after retirement. Cheney &

Moses (1992), support this generalization by stressing that everyone who invest yearns to progressively increase wealth.

An organization invests to increase its capital for expansion purposes or for branching out into the same line of business or different line businesses.

An individual would invest since if he was to save enough for children's upkeep or education, acquisition of properties, retirement and education or even to raise enough to set up a business or to learn a trade. Some individuals would like invest if there is a desire to increase the value of their income and the money they hold. Many at times people see the income they earn as insufficient taking into account their consumption levels. In effect, people would wish to invest to increase their income to improve their standards of living. This argument has been accepted by Gitman and Joehnk, (2012). Other writers do a more detailed writing on people's reasons for investing. According to them, there are two basic motives why individuals invest. These are "profit"- which is an amount made on a transaction (primary) and "subsidiary"- being supplementary profit (secondary) motives.

2.4 CLASSIFICATION OF INVESTMENT PRODUCTS

There are two basic classifications of investment products traded in a financial market; Short-term investment products and Long-term investment products.

2.4.1 SHORT TERM PRODUCTS

Under the short term investment classification, there main products will be discussed. They are commercial paper, certificate of deposits and treasury bills.

2.4.1.1 Treasury Bills

Treasury bills are defined as reduced securities in the form of debt, which are short term in nature. It is expected to mature in one year. By statute, government is known to be the agent of giving out bills. The central bank plays an active role in this. The government, as a measure of maintaining liquidity in the banking sector, involve themselves in the allotment of treasury bill is a means to shield budget deficits in the short term. Again, a bill signify an essential tool, of government fiscal policy, and the monetary policy of the central bank. This account for the size of bill issued, depicting the economic standpoint. In instance case, in periods of recession, government will endeavor by coordinating with the central bank's monetary policy, to inspire growth economically, when treasury bill issue being, planned and espoused to finance various development program.

Better still, in bearer form, treasury is given by government. The bearer is eligible to sell it and redeem payment at a later date. Mostly, bills are issue of discount, with beginning maturities from 91 days, extending to 182 days and 365 days. This gives an indication that, income from investing in treasury bill primarily is the difference between the purchase price and the maturity value. In measuring, treasury bills are a low risk investment, with risk being big, left of the unique certificate. This is the reason behind most clients' request, requesting that, the treasury bills bought, be kept it in safe custody. It is consequently very essential to purchase treasury bills from an institution you can confide with your unique documentation, or else maybe discovered later that the money was never located into treasury bills.

They are moderately the commonest of all short-term investment products since they are the simplest form of borrowing from the financial market. Government treasuries regularly issue them; they are platforms by which governments borrow from nationals for infrastructure, as a means to check money supply in the system against inflation or to compensate for deficit in the budget of a country. They are typically traded on a discount basis with a returns same as the variance between the buying price and the maturity value. Formally treasury bills could be purchased directly from Bank of Ghana but in 2002 Bank of Ghana directed that these should be purchase from banks. Treasury bills are greatly liquid, meaning, they can be conveniently converted to cash or sold at lesser contract cost. The stance of liquidity being high, the rate of yield on treasury bill is usually lesser than on longer-term securities. When prices are analyzed, prices of treasury bills in comparism to other government securities do not fluctuate. It is however, subjective to the purchase or sale of large number of bills by the central bank.

Bills are ideally the main money market securities, exhibiting no default risk and high liquidity. Its market is the large and most developed. Interest rate are volatile and therefore short maturities gives an indication of low interest rate. Again, a plus of short-term tools is that, they allow all parties; the holder and the debtor to return punctually to variation in step of inflation and interest rate. Comparatively, despite the enumerated advantages, bills bid a moderately low yield. Treasury bills are used as a yardstick for other money market rates.

2.4.1.2 Negotiable Certificate of Deposit (NCDs)

Certificate of Deposit is a receipt giving a recognition to the payment of money. Notably, the main forms are two and it includes demand certificates of deposit and time certificates of deposit, respectively. The first form is payable on demand, however, it does not stand to get interest; used mostly by contractors and thereby presenting an entitlement of good faith when submitting a bid or a issue of performance. One can also be used as collateral to secure a loan. Time certificate of deposit reap interest and are payable on an agreed date. Interest on time deposit is more than for steady savings accounts. For this, an investor who draws money put on a time basis earlier than maturity date of the certificate is likely to make a loss of interest.

2.4.1.3 Commercial Paper

Commercial paper, is also a source of short-term credit, composing of secure firms' promissory notes traded chiefly to business entities that are financial in nature. On issuing, it fluctuates from two to six months. The taxes on commercial paper differ, but they are commonly below the rates paid on business loans.

An elementary restraints of the commercial paper market is that, its incomes, confined to excess liquidity that business, the chief supplier of funds, may per a specific at time have in possession. A difficulty is the impersonality of the transactions; a bank probable to assist a worthy customer whether a storm than is a commercial paper dealer.

2.4.2 LONG TERM PRODUCTS

Under long term investment classification, two main products will be discussed. These are stocks and bond.

2.4.2.1 Stocks

A stocks is a quota of the principal of a company possessed by the holder. Shares has its profits not determined by predefined designs. Its proceeds are function and an index of the commercial and financial development as well as relationship existing between demand and supply in the market. Stocks are issued solely by businesses and operated in recognized exchange market called bourses, a term driving its meaning from the Latin word "bursa" denoting purse. Currently, there are numerous categories of stocks accessible in the market. They include common stocks, preferred stocks and treasury stocks.

The shareholder of a business may wish to increase the capital to advance into fresh projects, study or enlargement. By allotting stocks, they trade a portion or the entire business in several minor quotas to different corporation and individuals concerned in the business. Every stockholder who is entitled to a single share, partake in the possession of the business and is obliged to a portion of the proceeds the firm accrues. These proceeds are identified as dividends. The quantum of dividend and payment date have to be acknowledge and payable to the investor in one of the succeeding means:

- Cash Dividend: This is the greatest means by which firms share their incomes and the dividends funded in physical cash, existing on investment.
- Stock Dividend or Scrip Dividend: This distribution of profit involves allotting each owner supplementary share of the provision or the other business, typically given in portions of stocks owned.
- Property Dividend or Dividend in species: These dividend are paid out in the form of properties since the delivering or other company, usually paid in form of goods or services provided by the company.

There are different types of stocks, this include;

Common Stocks

Common Stocks are, as its name suggest, are one that is commonly held in businesses as stocks that bear a voting right in corporation decisions.

Preferred Stocks

They exhibit precedence in the delivery of dividends and assets resonant also with further right above the corporate shares. They are given to differentiate between the control of and the interest of the company economically.

Treasury Stocks

Treasury stocks are bought back into the marketplace by the issuing corporation. Organization, in a bid to decrease the number of stocks in circulation, buy their own shares. In speculative times, the shares are underrated. For treasury stocks no dividend is paid, no voting rights and cannot go beyond the 5% of total capitalization.

THE DEVELOPMENT OF THE GHANA STOCK EXCHANGE

In practice, the development of the market of the stock exchange is expected to hasten growth in the economy by giving a stimulation to local savings and growing both measure of quantity and the excellence of quality of investment. Particularly, economic growth can be stimulated by creating a platform for emerging businesses to increase investment at lesser cost. In adding, businesses in nations with advanced stock markets are little reliant on bank funding, which can decline the danger of a credit crunch. Singh, (1997), said that “critics of the stock market, contend that the existing process of the valuing and takeover machinery in an industrious stock markets lead to short termism and lesser charges of long-term investment, predominantly in firm-specific human capital. It produces obstinate incentives, paying managers for their achievement in financial engineering instead of making fresh treasure through biological growth”.

Initial effort at launching a market for stock exchange in Ghana, is mapped out right from1968 when a research by the government determined that, the formation of a stock market was essential for the growth of the nation economically. This directed to the affirmation of the Stock Market Act of 1971, which caused the founding of the Accra Stock Market Ltd in 1971. Nevertheless, the awareness of creating a stock market did not emerged greatly owing to the disparaging civil and economic environment and the nonexistence of civil drive. In alignment with the change in the direction financial liberalization and deregulation, the Ghana Stock Exchange was inaugurated in 1989, as a private legal entity that is limited by guarantee in correspondence to the companies' code of 1963 and became a certified market under the Stock Exchange Act 1971. It commenced trading in November 12th, 1990. In the year 1994, the Exchange became a public company limited by guarantee.

2.4.2.2 Bond

It is explained by Frimpong, 2013, that, "bonds are long term debt securities. They are often referred to as fixed income securities because the debt service obligation of the issuer is fixed. That is, the issuing organization agrees to pay a fixed amount of debt periodically and to repay a fixed amount of principal at maturity. Stated different, bond issues are view as fixed income instruments because in the absence of any trading, an investor's income is limited to fixed interest and principal payment. The principal amount of a bond, also known as the bond 'par value', specifies the amount of capital that must be repaid at maturity".

2.5 THE ROLE OF FINANCE AND CAPITAL MARKETS IN ECONOMIC DEVELOPMENT

Ghana welcomed the idea of launching a capital market immediately after gaining independence in 1957. The idea didn't come to realization, however, until 1989 as part of the general macroeconomic adjustment programmes implemented with support from the World Bank and its affiliate, the International Monetary Fund (IMF), after years of economic and political flux. The goals of establishing a capital market were to: get the most out of the administration of the government and business funding prospects, arrange for investment avenues for forthcoming investors that are within and outside Ghana, add to poverty decline and increases in work openings and pave way for privatization of enterprise owned by the state. (www.gse.gh.com).

Regardless of the relative successes, capital market in Ghana is generally infantile and not liquid, with simply a limited family unit contributing and systematic transaction focused on only a small number of GSE listed securities (Bawumia, Owusu-Danso & McIntyre, 2008; Agyeman, 2010). Agreed, the anticipated duties of this market, in the progress and expansion of Ghana economically, has fashioned this study to empirically examine the level of information and involvement in capital market undertakings and the elements that influence involvement as well as none involvement in capital market activities. This paper aims to clearly influence the decisions of policy makers, regulators in the market, administrator and workers of the market so as to promote its development for the long term benefits of the nation.

Though there seems no consensus among development economist around the course of causality between economic growth and monetary development, and the best institutional and policy framework for financial development, economist agree that fiscal development boost economic growth and development in the long run (Chandavarkar, 1992). Information asymmetry and the complex nature of the structures of an economy lead to information and transaction cost in financial markets and institutions reduce these cost through trading, hedging and the sharing of risk.

In development hypothesis view of finance, which evolved from the works of Goldsmith (1969), Gerschenkron (1962), and Patrick (1966), submits and puts forward that in the initial stages of economic development, governments should oversee the development of the financial sector by building institution, determining interest rates and directing credit apportionment and policies. In other words, governments must construct institutions well in advance of demand for their services and put intervention policies in place to control the activities of financial institutions and markets so that finance becomes a conduit for real zonal advancement. This is also known as “the supply-leading hypothesis” view of financial development.

Other leading economists like Robinson (1952), and Levine (1997) support a demand-following hypothesis view of finance. This hypothesis recommends that financial development springs from the need for financial services by deficit spending units or business organizations looking to take advantage of investment opportunities as the real sector develops. In this view, the managers of an economy must ensure that the financial sector is developed quickly to meet society’s need for financial resources that in turn enable the taking advantage of investment opportunities that emerges out from of economic growth.

In addition to economic theory, researchers analyzing the work of capital markets in economic growth and development have reported a range of findings. Kadkhodaii (2000), writes that the growth of capital markets has help to curb inflation, reduced unemployment, and provided a foundation for job creation through the growth of economic activities financed by the capital market. Garretsen, Lensink and Sterken, (2004), (in Brasoveanu, Dragota, Catarama, & Semenescu, 2008), reports on an important rapport amongst financial development and expansion of financial market. Here, a percentage rise in economic growth means a 0.4% increase in market capitalization/GDP ratio. Garcia & Lui (1999) support a momentous relationship between economic growth and capital market development.

Osinubi (2000) cite the work of Alile (1997), and informs that, the all-inclusive growth of an economy rest on how proficiently the stock market accomplishes the assigned functions of capital. The stock market, as it organizes savings, contemporarily, it apportions a bigger amount of it to the organizations with moderately high rates of returns on investment and low levels of investment risk. In the growth of economies, additional treasuries are desired to encounter the swift development. The stock market, therefore, assists channeling for the deployment and distribution of savings among the various contending usages that are perilous to the growth and development of the economy. All seems to suggest that a functioning financial market, and for that matter the capital market, based on an efficient regulatory system, will hasten economic growth.

2.6 FINANCIAL LITERACY AND FINANCIAL MARKET PARTICIPATION

Standard models of finance and portfolio choice often assume that potential investors have satisfactory information about financial markets undertakings and create rational asset distribution decisions to exhaust the possibilities of their well-being in the short as well as long term (Hamada, Sherris, & Hoek, 2006). Research on factors of financial markets cognizance and input with Guiso & Jappelli (2004) conclude, among other things, that cognizance of stocks, bonds, mutual funds, and investment chances gas a positive association with training, domestic incomes and affluence, long term bank dealings and social contacts. The repercussions a lack of financial literacy on the financial decisions of prospective investors, Bernheim, Garrett, & Maki (2001), and Bernheim & Garrett (2003) (in Rooij, Lusardi & Alessie 2007) conclude that, individuals were opened up to financial training in school or in the place of work, have potentials to and actually do save more. Since savings lead to investment, it presupposes that, all other things being equal, information about financial market undertakings will help in the investing into financial asset. Financial literacy equips individuals to save money towards their retirement and to earn income during their retirement periods. As individuals and institutions invest in financial assets they increase their future wealth. At such a time that they are unable to work to earn regular incomes, the incomes from financial asset serve as substitutes and reduce old age poverty. Lusardi & Mitchell (2008) commented that financially literate people are more likely to plan for retirement and consciously gather wealth. Despite this, Guiso & Jappelli (2008), Kimball & Shumway (2007), Lusardi & Mitchell (2006, 2007) and Lusardi & Tufano (2009) (in Calcagno & Monticone, 2011) affirms that consumer knowledge about elementary monetary ethics and products is not easily assessed and might not be sufficient to assure that families makes sound financial decisions. Financially uninformed homes are, susceptible to absence of retirement preparation, portfolio under-diversification, and extreme indebtedness.

Clark, d'Ambrosio, McDermed & Sawant (2002) observes that the necessity for financial tutoring to progress financial literacy was a recent and important policy issue facing the United States of America. Greenspan (2002), remarked "assisting Americans understand simple concepts about budgeting and financial markets through financial training courses will empower Americans to create more suitable short and long-term saving choices".

Rooji, et al. (2007) maintains the opinion that, information about financial markets is principal for domestic behavior and capital market participation. In their paper on financial literacy and stock market participation, they find that a nonexistence of appreciating of economics and finance is a substantial limitation to stocks possession. They cite the work of Cocco, Gomez & Maenhout (2005) who express that well-being forfeiture arising because of non-involvement in the stock market can be sizeable, thereby giving an indication that the contribution of financial literacy should not be underestimated.

Brown, Ivkovic, Smith & Weisbenner (2008) and Brown & Taylor (2010) establish a fundamental relation between a person's decision to own stocks and the average stock market involvement of the individual's community. They notice that word-of-mouth interaction has a great impact on market participation in sociable communities. Therefore, a person's communal fellows who invest in stocks can stimulate person's contribution in the stock market. Persons might, discover it simpler to study how to purchase stock, or open a mutual fund or brokerage account by speaking to their associates and relative than by other devices. This, although an informal form of education suggests that effective educational programs, all other things being equal, will promote stock market participation.

According to the peer-effects theory, the influence of persons who cooperate with their fellow citizen and go to church (sociability) on the stock market participation is stronger in states where stock markets participation rates are higher. Thus, a "social" investor finds the marketplace extra attractive to partake in when more of his peers participate in the market (Hong, Kubik, & Stein, 2004).

One may choose to disagree, however, that low financial knowledge does not essentially inform that homes are force to make meagre financial decisions given the availability of monetary advisers who can create suitable investment resolutions on their behalf. Alternatively, the adaptation of word-of-mouth education offered by acquaintance through social communications may support normal investment decision. As long as family unit can depend on the guidance of professional and peers, external finance advice may perform as a good replacement for education by one's self. It is also important to note that financial advice is also sought and required by knowledgeable investors, not only financially illiterate prospective investors.

Financial consultants function in imperfect financial markets and the fact that trained investment advisers are available does not necessarily transform into high-quality decision-making on the part of an investor. Although, this is the case at all times, a financially literate individual has a better chance than a financially illiterate individual of discerning between a good investment and a bad investment. Inderst & Ottaviani (2009) add that “the advice offered by financial advisers can be affected by conflict of interest”. When financial intermediaries serve as advisers and marketing financial product, they at times sell products that do not match customers’ needs. For Carlin (2009), what is of greater concern is the fact that investor ignorance and limited knowledge may be subjugated in retail financial markets as a basis of market power by firms that rise the complication of their financial products for strategic reasons.

Calcagno and Monticone (2011) further writes that “as financially literate investors have an improved appreciation of financial products and concepts, an individual might anticipate them to have a stress-free contact to financial markets and indicatively advocates that they may have a lesser requisite for financial consultants and hence lesser cost of capitalizing in financial market tools”. It is therefore necessary to reiterate that educating the public on the welfare implications of capital market participation does not necessarily have to be by recognized means of education and by non-formal means such as word-of-mouth. Despite of the education on the benefits of investing in financial resources and the availability of financial possessions, teaching the culture of saving in individuals from infancy is key to whipping up individuals’ interest in financial instruments.

2.7 THE ECONOMIC ADVANTAGES ASSOCIATED WITH THE PRESENCE OF INVESTMENT INDUSTRY

The industry concerned with investment is a subdivision of the monetary facilities industry. It embraces participant that are contributory in serving investor their money and helping spenders raise capital in financial markets.

Greenspan (2002) reiterates that the investment industry and its participants do not exist in seclusion; they function within economic systems, which differ from country to country. Again, Greenspan noted that, economic systems can carry on in sundry forms, from pure capitalism with free markets to planned economies with centralized authorities. The objective of economic systems is to effectively distribute of rare resources to their maximum fruitful usages.

He further elaborates that, resources like manual effort, physical assets, and financial assets, are essential to yield goods and services .It is popularly known fact that, individuals want for goods and services is limitless, whereas means are inadequate. In instance case, when a person has a restricted budget, his monetary resource can be said to be limited. This does not permit individuals to have high purchasing power in diverse areas.

The problem of capitals being rare, meant that stringent choices must be made concerning the distribution of these incomes. Ideally, some questions pertaining the kind of goods and services ought to be manufactured, by what means those goods and services be made and even the target group to collect the goods and services that are manufactured, should be addressed. In this way, the allocation of limited incomes will suffice the many wants of consumers in the country.

Calcagno and Monticone (2011) said that, capitalism is an economic system that encourages individual ownership as the means of production and markets as the means of assigning rare resources. In a pure, free market, capitalistic economy, there is no chief authority, like government, guiding economic activity. As an alternative, persons and businesses create their own choices concerned with the goods and services to produce and offer, and they get to retain the profits as a result of their activities. When scarce resources are used in a proficient manner through the markets, economies can grow and society benefits

However, a typical free market capitalism happens simply in theory. In the reality, administrations of countries support all economic systems. In certain capitalistic economies, like the western economies, the government's role in commerce may be relatively negligible. For many economies, that are largely dependent on the mining of natural resources, namely, the former Soviet Republics and some Middle Eastern, African and South American countries, the regime of the nation may decide to keep substantial control over main state businesses. Transitionally economies, which are switching from planned economies to market to market economies, may have government perform a pertinent part in business. The economy of China is regularly described as being capitalist since the Chinese central and local government have greatly rights of a lot of trades. Persons can also generate and invest in businesses in China, and market competition is increasing (Brealy, 2011).

2.8 HOW THE INVESTMENT INDUSTRY FOSTERS ECONOMIC GROWTH

What activity does the investment industry play in supporting the creation of goods and services and, ultimately, enhancing the lives of consumers? The assets of investment industry is influential in concentrating resources amid savers hold money and want to invest and those who need money to finance businesses and projects.

At Databank’s Epack annual report in 2010, it was stressed that “the investment industry works to ensuring of proficient distribution of funds in the country. Deprived of an investment industry, savers would have to spend significant resources finding individuals, companies, and governments offering suitable investment opportunities. Resources would also be spent on the search for capital rather than on considering how to best use it, which would result in less efficiency” (Databank, 2010).

The investment industry provides and processes statistics of investment opportunities. It supports savers gather and examine data about economies and information about individuals, firms and governments. It also supports investors in defining the worth of real and financial assets. The types of inputs and tools used by investment industry partakers are labelled in the chapters in the Inputs and Tools module. Investment industry contributors’ suite investment chances so that they gratify the requirements of depositors. In particular, the investment industry proposes an extensive variety of services and products that makes it convenient for investment (Gitman and Joehnk, 2012).

CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

The chapter covers the study procedures adopted in the gathering and demonstration of field data for this research. It encompasses the designs for the research, populace and sample size, research tool, data collection process and data analysis procedure.

3.1 RESEARCH DESIGN

The study adopted descriptive and analytical sample in its designs. It was selected as a result of its relative limited period and scale. It includes an orderly gathering and presentation of data to present a comprehensive portrait of a specific condition. It was focused at receiving significant statistics to address the assessment of the awareness of selected investment products namely, treasury bills, corporate stock and negotiable certificate of deposit, a typical case of artisans at Suame Magazine.

It is defined by Fowler (1988), that a survey design as “that which offers a quantitative or numerical description of some fraction of the population, which is the sample, through the data collection process of asking questions of people”. This data gathering assist a researcher to generalize the discoveries from a model of responses over a populace.

The research make use of quantitative and qualitative method of research analysis and mostly employs primary data as well as secondary data. Research produces data by the adoption of approaches such as structured questionnaires when is quantitative in nature. Correspondingly, this category of research extents people faster compared to qualitative research. When the qualitative mode of research, descriptive analysis is used. It was employed to examine the several forms of practices that artisans used in managing their finances.

Data collected was primary since data which was gathered directly from the source, having mostly artisans, were the people to retrieve the kind of information needed for the purpose of this study. Secondary data is also incorporated because this research will use other materials like journals, the internet and many other materials for this study. The method of data collection uses structured questionnaires. The use of structured questionnaire was significant because they served as a point of reference for the respondents as well as a good tool for pulling together adequate primary quantitative data. Likewise, apart from the fact that they were relatively easier to administer and analyze, most people are familiar with the concept of questionnaires.

3.2 SAMPLING TECHNIQUE AND SAMPLING SIZE

3.2.1 Sampling Technique

The purposive method of sampling was used during the data collection. The principal consideration of this method uses the verdict of the researcher as a basis to transport the best information to attain the objectives of the study. The researcher expediently selected Suame Magazine as the case study due to accessibility and limited time frame for the research.

3.2.2 Sampling Size

According to Descombe (2000), explained that the case study method calls for the researcher to decide amongst several records of potential happenings, individuals and administrations. He added that, the researcher might have to opt for one or just a limited instances from the assembly of things that are being considered. The population of this study was the entire artisans of the Suame Magazine. This was because the research topic was on assessing the awareness of selected investment products in the Suame Magazine area.

A sample size of one hundred and fifty (150) was selected for this study. The researcher conveniently chose the area as the case study due to accessibility and limited time frame for the research.

3.3 RESEARCH INSTRUMENTS OR DATA COLLECTION TOOLS

As stated earlier, structured questionnaire was used as instrument to find out from the sampled respondents their information on investment products. Questionnaire was ideal because it assisted the researcher to get a great number of people hurriedly unlike others like the interview. A questionnaire was designed by the researcher to attain appropriate statistics on the topic. The questions were categorized into subdivision that encompassed objectives and questions of this research.

3.4 VALIDATION AND RELIABILITY OF THE STUDY

The validity of the tools employed to gather data is the degree to which the examinations measure the characters in enquiry to display reliability of measurement. Consequently, if it is run once more to the same worker in a like condition, it must give the same outcome.

To attain this, the research made use of constructive validity which is the level to which the trial records some meaningful psychological qualities of the individual. Statistics about such concept facilitated the researcher appreciate the presentation and response of respondents.

3.5 VALIDILITY

Then, 1996 says validity is used to regulate how good an answer is given by research. It gives an indication in essence that a model defines authenticity with a good fit: a valid measure is one which measures what it is envisioned to measure. In fact it is not the measure that is valid or invalid but the use to which the measure is positioned. The validity of a measure is therefore reliant on what manner we have define the idea it is intended to measure is explained by De Vaus, 1991, cited by Amaratunga et al., 2002.

In ensuring a good research conscious effort was prepared to certify the validity of this project, the questionnaires were tried on experienced researchers such as contemporaries who were equally writing their master's thesis. This research was objective in approach, thereby ascribing its validity. More so, employing both questionnaire and certification as bases of indication has amplified the validity of the project. Again, the decision to perform the study at the Suame Magazine correspondingly augmented the validity of the research since it has given us with a lot of information concerning the research area.

3.6 DATA ANALYSIS

The records was organized into tables and figures built on the questionnaire distributed to respondents. The outcome were then analyzed and transformed into percentages and charts. Quantitative and qualitative methods were deployed in analyzing of the data. The outcome was afterwards figured into percentages. The percentage values, which were not whole figures, were estimated to the nearest whole numbers. The demonstration of the statistics were also presented in the form of pie chart, graphs frequency tables.

A processor statistics inquiry package known as SPSS and Microsoft excel were the key instrument adapted to evaluate the data to help understand the results. The statistical program for social scientist (SPSS) was equally employed to evaluate the pre-coded questions. This was ideal for the purpose of this research since it is easier using Ms Excel, considering how cumbersome other software are. Open-ended questions were examined by stating all the required responses given by the respondents and assessing based on its relevance to this research.

CHAPTER FOUR

PRESENTATION OF DATA AND ANALYSIS

4.0 INTRODUCTION

This chapter explains data gathered from the field through the use of questionnaire. The analysis is done using various forms of graphical representations. This chapter is divided into two sections with it various sub-headings based on questions enquired on the field in relative to the objective of the study. The first section looks at the demography of the respondent, in respect to their gender, age, educational level and number of years in employment. However the second section highlights on the assessment of investment product, with respect to the awareness of investment product, source of information on investment products and perception of respondents on investment.

4.1 DEMOGRAPHIC DATA OF RESPONDENT

Demographic data was presented upon asking demanding information on gender, age, level of education, marital status and number of years in employment.

4.1.1 Gender Distribution of Respondents

Out of 150 copies of questionnaires administered 130 was received which represent 86.7% of respondents and 20 respondent which represent 13.3% failed to answer. In dealing with gender, there were 29 females representing 22.3% of respondents with 101 males representing 77.7% of respondents.

Table 1: Gender of Respondent

Gender	Frequency	Percentage %
Male	101	77.7
Female	29	22.3
Total	130	100

Source: field survey, 2015

It is realized from Table 1 that 101 forming 77.7% of the respondents constituted of males whereas 29 representing 22.3% of the respondents were made up of females. This tells out rightly that there were many male participant as compared females and this may be because of the Suame area dominated by male artisans than females.

The study sought after, to find out the ages of selected respondents and are tabulated in Table 2 below.

Table 2: Age Distribution of Respondents

Age	Frequency	Percentage (%)
20-30	21	16.2
31-40	47	36.2
41-50	33	25.4
51-60	23	17.7
Above 60	6	4.5
Total	130	100

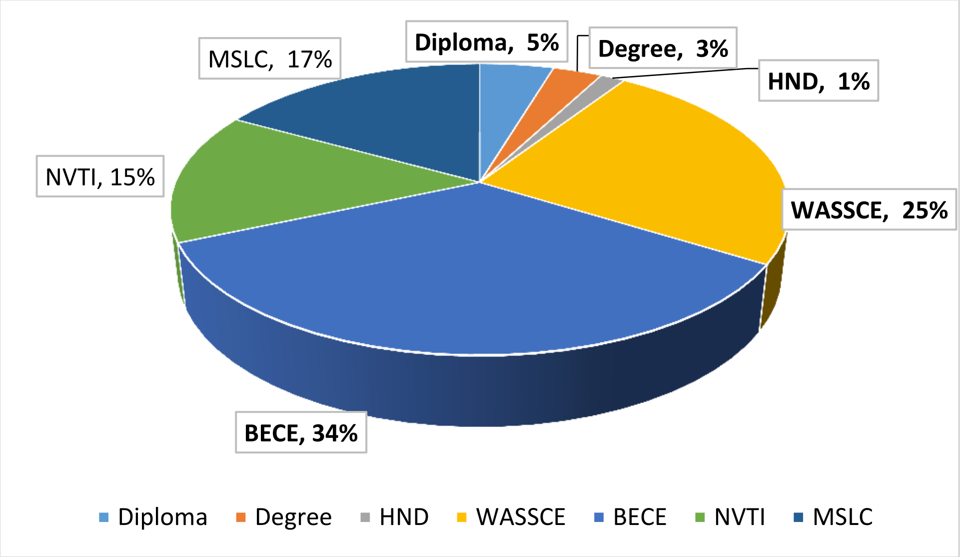
Source: field survey, 2015

The Table 2 represented above, shows that 16.2 % representing 21 respondents were between the ages of 20-30 years, 36.2% forming 47 respondents were between the ages of 31-40 years, 25.4 % of respondents constituting 33 respondents ages ranged from 41- 50 years, 17.7% making 23 respondents ages ranged from 51-60 years while 4.5% representing 6 respondents were above 60 years of age. It is realized that the majority of respondents were between ages of 31-40 years which in sense shows that they are active and with good investment on their part can get good returns while the least were above the age of 60.

The study also sought to find out about the educational level of respondents.

From 130 respondent, six representing, 4.6 % of respondents had diploma, four forming 3.1 % of respondents had degree, two constituting 1.5 % of respondents had HND, 32 representing 24.6 % of respondents had WASSCE, the majority of 45 forming 34.6% of respondents had BECE, 19 representing 14.6 had NVTI certificates while 22 constituting 17% of respondents had middle school leavers certificate. It is realized from the discussions that the least number of respondents had tertiary education while the majority of respondents had no form of tertiary education which in a sense would impact on their knowledge of investment products and other financial market products. Figure 1 below further highlights the educational level of respondents.

Figure 1: Educational Level of Respondents

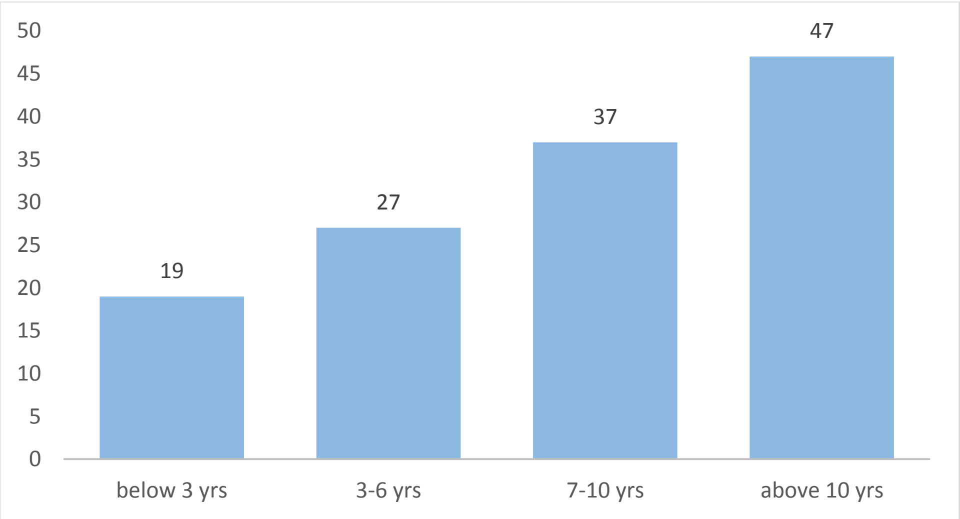


Source: field survey, 2015

4.1.2 Number of Years in Employment

The study also sought to find out from respondents the number of years they have been in employment as artisans at Suame Magazine area. Responses are summarized in Figure 2 below.

Figure 2: Number of Years in Employment



Source: field survey, 2015

It is realized from Figure 2 that 19 respondents had been in employment below 3 years, 27 had been in employment between 3-6 years, 37 between 7-10 years while the majority of respondents had been in employment above 10 years.

4.2 AWARENESS OF INVESTMENT PRODUCTS

This section was to find out from respondents their awareness level on investment products or investment in general. Responses are as follows.

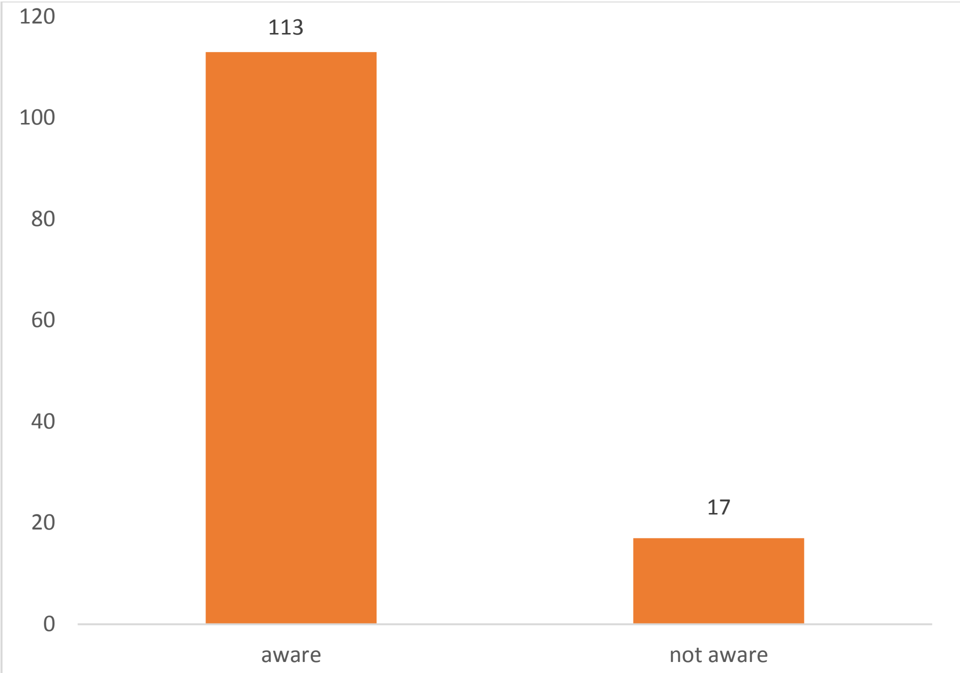
Out of 130 respondents, 29 representing 22.3% of respondents were very familiar with investment products and investment in general, 62 forming 47.7% of respondents were quite familiar with investment while 39 making 30% of respondents were less familiar with investment products and investment in general.

In relation to the above, the researcher wanted to find out from respondents their awareness level in relation to some selected investment products thus treasury bills, corporate stocks, negotiable certificates of deposit, bond and mutual funds.

4.2.1 Treasury Bills

Treasury bills are discounted short term debt securities with prime of life up to one year. The study was to find out from respondents their awareness level of treasury bills. Out of 130 respondents 113 representing 87% of respondents were aware of treasury bills, however 17 forming 13% of respondents were not aware of treasury of bills. Figure 3 further explains.

Figure 3: Awareness Level of Treasury Bills



Source: field survey, 2015

It is realized from Figure 3 that majority of respondents were aware of treasury bills, this in fact is not surprising as treasury bills are relatively the commonest of all short-term investment products since they are the modest form of getting assets from the financial market.

4.2.2 Corporate Stock

A stock is a quota of investment of a company retained by a holder, their profits area an indicator of economic and financial development as well as the supply and demand relationship in the market. Responses are shown in Table 3.

Table 3: Awareness of Corporate Stock

Awareness level	Frequency	Percentage (%)
Aware	43	33
Not aware	87	67
Total	130	100

Source: field survey, 2015

Table 3 shows that 67% of respondents were not aware of corporate stock while 33% forming 43 respondents were aware of corporate stock. From the responses from respondents it can be said that the awareness level of respondents on corporate stock is very low.

4.2.3 Negotiable Certificate of Deposit

The study sought to find out from respondents whether they knew or aware of negotiable certificate of deposit. Out of 130 respondents, 33 representing 25% of the respondents stated that they were aware of negotiable certificate of deposit while the majority of 97 forming 75% of respondents were not aware of negotiable certificate of deposit. Table 4 further explains.

Table 4: Negotiable Certificate of Deposit

Awareness level	Frequency	Percentage (%)
Aware	33	25
Not aware	97	75
Total	130	100

Source: field survey, 2015

4.2.4 Bonds

It is explained by Frimpong, 2013, that “bond are long term debt securities. They are often referred to as fixed income securities because the debt service obligation of the issuer is fixed. That is, the issuing organization agrees to pay a fixed amount of debt periodically and to repay a fixed amount of principal at maturity. Stated differently, bond issues are viewed as fixed income instruments because in the absence of any trading, an investor’s income is limited to fixed interest and principal payment. The principal amount of a bond, also known as the bond ‘par value’, specifies the amount of capital that must be repaid at maturity”. The researcher wanted to find out from respondent if they were aware of bonds.

Out of 130 respondents, 17 representing 13% of respondents stated that they were ware of bonds while the majority of 113 forming 87% of the respondents were not aware of bonds. Table 5 further explains.

Table 5: Awareness of Bonds

Awareness level	Frequency	Percentage (%)
Aware	17	13
Not aware	113	87
Total	130	100

Source: field survey, 2015

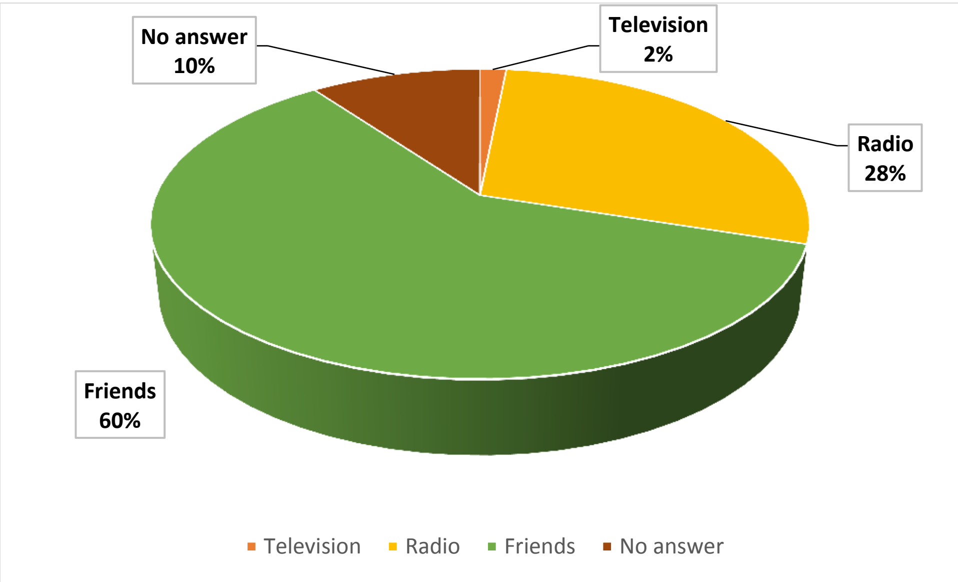
The researcher wanted to find out from respondents whether they were aware of any other investment products aside, those listed thus bonds, treasury bills, corporate stocks and negotiable certificate of deposit. From the sampled respondents, 19 forming 15 % of respondents stated yes while 111 representing 85% of respondents stated no. some of the responses from respondents in relation to investment included fixed deposits, flip account and bright kids accounts.

Furthermore, the researcher wanted to find out from respondents which form of investment they had invested in relation to the investment products discussed. Of all the investment products discussed, only 93 respondents had invested but only in treasury bills. None had invested in stocks or negotiable certificate of deposit.

4.3 SOURCE OF INFORMATION ON INVESTMENT PRODUCTS

This section was to find out from respondents their sources of information on investment products. Outs of 130 respondents, two representing 2% of respondents stated that their source of information on investment products came from the television, 37 forming 28% of respondents stated that their source of information was the radio while the majority of 78 constituting 60% of respondents had their information from friends, 13 respondents forming 10% of respondents did not answer the question. Figure 4 illustrate further.

Figure 4: Source of Information on Investment Products



In a related development, the researcher wanted to find out from respondents whether financial institutions are helping artisans in investing their resources or capital.

Out of 130 respondents, 47 representing 36% of respondents were of the opinion that ‘yes’ financial institution are helping them invest their capital or resources while the majority of 83 forming 64% of respondents stated ‘no’ that financial institutions are not helping them invest their resources of capital.

Respondents who stated ‘yes’ were of the opinion that financial institutions try and advise them to save money for rainy days while those who stated ‘no’ were of the view that financial institutions were only interested in making profits and thereby marketed loan products and other facilities to their benefits and do not necessarily care or talk about investment products.

Moreover, respondents stated that they do not really understand the concept of investment and how it works.

4.4 Perception of Respondents on Investment

This section was to find out from respondents their perception on investment. Several statements were provided to find from respondents their perception on investment. The options were to select between strongly agree, agree, uncertain, disagree and strongly disagree.

4.4.1 Investment Helps Channel Funds

It was to ascertain whether investment helps channel funds between savers who have money to invest. Out of 130 respondents, 53 representing 41% of respondents agreed with the statement that investment helps channel funds between savers who have money to invest, 59 forming 45% of respondents were uncertain of the statement however, 18 making 14% of respondents disagreed with the statement. Table 6 further explain.

Table 6: Investment Help Channel Funds

Response	Frequency	Percentage (%)
Agree	53	41
Uncertain	59	45
Disagree	18	14
Total	130	100

Source: field survey, 2015

Table shows that majority of respondents were uncertain whether investment helps channel funds between savers who want to save, this may have stem from ignorance or inadequate knowledge on investment and investment products, 41% of respondents agreed with the statement that investment helps channel funds between savers who want to save. This assertion tallies with Mayo (2002) who opines that investment helps channel funds between savers who want to save.

4.4.2 Ability to Fund Business and Projects

This was to find out from respondents whether a perception of investment is to help those who need money to finance businesses and projects. Out of 130 respondents, 12 forming 9% of respondents strongly agreed with the statement that investment help those who need money to finance businesses and projects, 36 representing 28% of respondents, consented with the statement, 59 constituting 45% of respondents were uncertain of the statement while 23 forming 21% respondents did not accept and therefore disagreed with the statement. Results are summarized in Table 7.

Table 7: Ability to Fund Business and Projects

Response	Frequency	Percentage (%)
Strongly Agree	12	9
Agree	36	28
Uncertain	59	45
Disagree	23	21
Total	130	100

Source: field survey, 2015

Table 7 depicts that majority of respondents constituting 45% of sampled respondents were uncertain over the statement while 28% agreed with the statement that helps those who need money to finance businesses and projects, however 23 representing 21% of respondents disagreed with the statement. Cheney and Moses, (1992) on their part are of the view that when people invest, lots of capital or funds become available to those who need such funds to expand their business and projects get the opportunity to do so.

4.4.3 Efficient Allocation of Resources

This was to find out from respondents whether investment helps contribute to proficient distribution of funds in the economy. Out of 130 respondent, 22 representing 17% of respondents agreed with the statement while the majority of 108 forming 83% of respondents were uncertain with the statement that investment helps backs to effectual allocation of assets in the economy. Table 8 further explains.

Table 8: Efficient Allocation of Resources

Response	Frequency	Percentage (%)
Agree	22	17
Uncertain	108	83
Total	130	100

Source: field survey, 2015

It is understood from Table 8 that, majority of respondents were uncertain about the statement while 17% agreed to the statement that investment pays to the well-organized apportionment of resources. In a related question, respondents were asked whether they will invest if they knew investment products and what investment stand. Out of 130 respondents, majority of 98 representing 75% of respondents stated 'yes' that they will invest if they knew investment products and what they stand for while 32 making 25% of respondent stated 'no'.

In order for respondents to know more about investment, respondents were asked how financial institutions and other investment could do to help respondents know more about investment products.

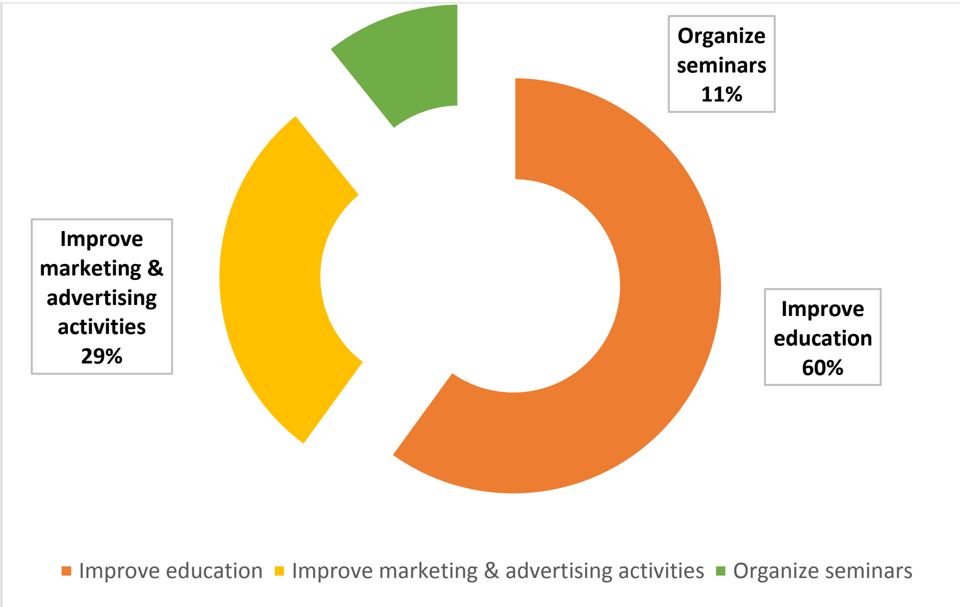
From 130 sampled respondents, 78 representing 60% of respondents stated that banks and other investment organizations should help improve education on investment among the general public particularly artisans.

On the other hand, 38 forming 29% of respondents were of the view that financial institutions and other investment organization should improve marketing and advertising activities on investment as lots of people are not aware of such products and have misconceptions about investment products.

Finally, 14 respondents constituting 11% of respondents agreed that financial institutions and other investment companies should organize seminars on investment especially among artisans.

Figure 5 illustrates further.

Figure 5: How to bring Investment to the Knowledge of Artisans



CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5. 0 INTRODUCTION

The determination of this chapter is to complete the study with summary of findings, conclusion and recommendations. The conclusion are drawn from the analysis and the purpose of the research.

5.1 SUMMARY OF FINDINGS

The study was about assessing the awareness of selected investment products among artisans at Suame Magazine. The issues studied included examining the awareness level of some selected investment products among artisan at Suame Magazine, ascertaining how the educational background of artisans affect the awareness of investment products and find out the sources of information about investment products among artisans. The research was founded on the uses of questionnaires. Primary and secondary data were used in course of the study. In selecting the respondents, purposive sampling technique was used. One hundred and fifty (150) respondents were initially targeted for the study but one hundred and thirty (130) respondents answered the questionnaires.

The study revealed that respondents or artisan were not familiar with investment products. It was realized that over hundred respondents were not very familiar with investment and its products even though some respondents opined that they were aware of some investment products. In relation to the products used for the study, it was realized from the analysis that majority of the respondents were very aware and had invested in treasury bills but with other products such as corporate stocks, negotiable certificate of deposit, respondents had little knowledge and none of the respondents had invested in any of them. Aside the products used for the study, respondents were aware of fixed deposits, flip accounts and bright kids account which are not necessary investment products.

It can therefore be said that the awareness level of artisans on investment products for the study is very low with the exception of treasury bills which respondents are very much aware and have invested in.

It came to the realization from the study that those with higher education knew much about investment compared to those with less education. It was also realized that all respondents with knowledge about corporate stocks, bonds and negotiable certificate of deposit were those with degree, HND and diploma. Those with WASSCE, BECE etc. had little or no knowledge on such products. It clearly shows that the educational background of respondents really affect their awareness of investment products.

On the sources of information about investment products, the study revealed that the sources of information about investment products to artisans included television, radio and from friends. Majority of respondents however stated that such information about investment products which primarily is treasury bills were from friends. In the nut shell most information about investment products comes from friends.

It was evidence from the study that investment is of great importance to individuals and the country as a whole. The perception of respondents attested to this facts. It was realized from respondents that investment helps channel funds between savers who have money to invest, another perception of investment by respondent was that it helps those who need money to finance businesses and projects and finally respondents were also of the view that a perception of investment was that investment complements to the proficient distribution of funds in the nation.

5.2 CONCLUSION

In all the study sought to find out the awareness of selected investment products such as treasury bill, stocks and negotiable certificates of deposit among artisans in Suame magazine area. One hundred and fifty respondents were initially targeted for the study but one hundred and thirty responses were gathered. Response showed the awareness level of respondents is low and not encouraging, with exception of treasury bills. Over eighty percent of respondents had no other idea about investment products such as bonds, corporate stocks and negotiable certificate of deposit. This to an extent is not encouraging investment among artisans at Suame magazine. Even though awareness and patronage of treasury bill among respondents was high, awareness of investment products such as stocks, bonds and negotiable certificate of deposits was very low and in some cases non-existent among products.

5.3 RECOMMENDATIONS

It has been established from the study that the awareness level of investment products among artisans in Suame magazine area is low therefore the following recommendations are made to the various stakeholders in the financial market;

Financial institutions should embark on massive education on the importance of investment as most artisans and for that most in the informal sector do not know much about financial markets and investment in general.

Moreover, the sale and market department of financial institutions should also train more sales personnel to carry out this project of sensitizing the general public especially artisans around Suame Magazine and those in the informal sector.

Financial institutions should also endeavor to advertise more on its investment products, channels such as television, the newspapers and especially radio has become important avenues for dissemination of information to a large group of people which can help the drive to sensitize people on investment.

Financial institutions should also shape investment products to suit artisans and those in the informal sectors by offering easy and clear steps to investing capital rather than the long and ambiguous procedures that are normally followed to make artisans and those in the informal sector more at ease when they want to invest.

REFERENCES

Agyei-Mensah, J (2007). Doing Business and Investing in Ghana: Legal and Institutional Framework. Accra: Janel Publications Limited.

Agyeman, A. C (2010). How the Ghana stock exchange (GSE) can be improve. Bachelor of Science dissertation, Ashesi University College, Ghana.

Alan Greenspan (2002). Financial Markets in Development and the Development of Financial Markets. Journal of Economic Dynamics and Control, Journal of Economic Dynamics and Control, Vol 21, pp.145-181

Alile, O. 1997. Investment Plans and Stock Returns. Journal of Finance 55:2719–45.

Amarantunga W, Sudharshan V, Dipak Mazumdar and Xiao Ye (2002) The Structure and Determinants of Inequality in Investments, Washington D.C: The World Bank.

Bawumia, M., Owusu-Danso, T., Arnold M. (2008). Ghana’s reforms transform its financial sector. International Monetary Fund (IMF).

Bernheim K. M., and J. Garrett and H. Maki. 2001. Market Timing and Capital Structure. Journal of Finance 57:1–32.

Bernheim K. M., and J. Garrett. 2003. A Catering Theory of Dividends. Journal of Finance 59:271–88.

Besley, T. 1995. Savings, credit, and insurance. In J. Berhrman and T. N. Srnivasan Eds., The handbook of development economics, Vol. 3: 2123-2207. Amsterdam, The Netherlands.

Boucher, S., M.R Carter and C. Guirkinger. 2008. Risk rationing and wealth effects in credit markets: theory and implication for agricultural development. American Journal of Agricultural Economics, Vol. 90(2): 409-423.

Brasoveanu, M., J. Dragota, Catarama, H and Semenescu G. 2008. When Does the Market Matter? Stock Prices and the Investment of Equity-Dependent Firms. Quarterly Journal of Economics 118(3):969–1005.

Brealy, F. S. (2011). The Economics of Money, Banking and Financial Market. New York: Pearson Publication Company.

Brown, R. J., Ivkovic, Z., Smith, A. P. & Weisbenner, S. (2008). Neighbors Matter: Casual community effects and stock market participation. The Journal of Finance, LXIII (3).

Brown, S., & Taylor, K. (2010). Social interaction and stock market participation: Evidence from British panel data.

Calcango, R., & Monticone, C. (2011). Financial literacy and the demand for financial advice. Social Science Research Network.

Carlin, B. I. (2009). Strategic price complexity in retail financial markets. Journal of Financial Economics 91(3), 278-287.

Chandavarkar, A. (1992). Of finance and development: neglected and unsettle questions. World Development Report, Vol. 20, No 1. 1355-42.

Cheney, J. M and Moses, E. A., (1992). Fundamentals of Investment, published by Western Publishing Co. Cleek, M. G., and Pearson, T. A.

Clark, L. R., d'Ambrosio, B. M., McDermed, A. A., & Sawant, K. (2002). Retirement plans and savings decisions: The role of information and education.

Cocco, J. F., Gomes, F. J., and Maenhout P. J. (2005). Consumption and portfolio choice over the life-cycle, Review of Financial Studies 18, 490–533.

Databank (2010). Epack Investment Fund Limited Annual Report, Ghana.

De Vaus, R. 1991. The Stock Market and Investment. The Review of Financial Studies 3:115–31.

Descombe C., (2000) Research Methods in the Social Sciences, 5ed, Arnold, Santa Cruxth

Diagne, A. and M. Zeller. 2001. Access to credit and it impact on welfare in Malawi. Research Report 116, Washington, DC, International Food Policy Research Institute.

Dransfiled, B (2003). Microinsurance, trust and economic development: Evidence from a randomized natural field experiment, PIER working Paper 09-034. Philadelphia: Penn Institute for Economic Research.

Elton, E.J. M. J. Gruber, S. J. Brown, W. N. Goetzmann (2010): Modern Portfolio Theory and Investment Analysis, John Wiley & Sons, New York

Fowler, M. Microfinance Handbook: An Institutional and Financial Perspective. 1988. Washington, DC: The World Bank

Frimpong, J.M. (2013). Lecture notes on Investment and Portfolio Management

Garcia, F. V., & Liu, L. (1999). Macroeconomic determinants of stock market development. Journal of Applied Economics, II (1), 29-59.

Garretsen D., Lensink S., and Sterken B (2004). Introduction to International Finance, House of Curricula for Publication and Distribution.

Gerschenkron, A. (1962). Economic backwardness in historical perspective: A book of essay. UK: Cambridge and Harvard University Press.

Gitman, L. J and Joehnk, M. D. (2012). Fundamentals of investment 7th edition- Published by Addision Wesley.

Goldsmith, R. W. (1969). Financial structure and development. New Haven: Yale University Press.

Groz, M. M (2009): Forbes Guide to the Markets. John Wiley & Sons, Inc., New York

Guiso, L., & Jappelli, T. (2004). Awareness and stock market participation. Centre for studies in Economics and Finance (CSEF) working Paper No. 110.

Hamada, M., Sherris, M., & Hoek, V. D. J. (2006). Dynamic portfolio allocation: The dual theory of choice and probability distortion functions.

Hong, H., Kubik, D. J., & Stein, C. J. (2004). Social interaction and stock-market participation. The Journal of finance, LIX (1).

Inderst, R., & Ottavianni, M., (2009). Misselling through agents. American Economic Review, 99(3).

Investments in Ghana. Retrieved May 15, 2010 from http://www.gse. gh.com/ business/news/view/721/9

Kadkrodai, G (2000). Stock exchanges, The New University House, Amman, Jordan.

Leppert, J., P. Degens, and L.-M. Ouedraogo. 2012.- Emergence of micro health insurance in Sub-Saharan African, in H. J. Rosner, G. Leppert, P. Degnes and L.-M. Ouedraogo. (Eds.)., Handbook of micro health insurance in Africa.

Levine, R. (1997). Stock markets, economic development and capital control liberasation, Investment Company Institute Perspective 3(5), 1-5.

Lusardi A and Mitchell S.O (2007) Stock Market Development and Long-Run Growth. The World Bank Economic Review, 10 (2) p. 323-339.

Lusardi A, Tufano W, (2009). The Structure of Derivatives Exchange: Lessons from Developed and Emerging Markets. World Bank sponsored research, p 3-10

Lusardi, A., & Mitchell, S. O. (2008). How much do people know about economics and finance? Financial illiteracy and the importance of financial education. Policy Brief, No. 5, University of Michigan Retirement Research Center.

Marcus, N. (1992) Financial Sector Reform: A Review of World Bank Assistance. Operations Evaluation Department. Washington, DC: The World Bank. 1992

Mayo, B. H (2002). Investment: An Introduction South-Western College Pub, 2002.

Mayo, B. H., (1980). Investments: An Introduction, Dryden Press.

Morgan J.P. Global Research (2010), Impact Investment: An emerging asset class, Sweet & Maxwell, London.

Morgan R.C (2013) Continuous time finance, Black Publishers Inc

Nelson E.F. (2007): Foundations of Finance, Basic Books Inc., New York

Osinuibi, S. T. (2001). Does Stock market promote economic growth in Nigeria? Department of Economics, Faculty of Social Sciences, University of Ibadan, Ibadan, Oyo State, Nigeria.

Owusu, G. A. 2007. Graying of the development world: Emerging policy issues. Legon Journal of International Affairs (Ghana), 4(1): 1-25.

Patrick, Edward S. (1966) Financial Deepening in Economic development. New York: Oxford

Reilly, F. K. and Norton, E. A., (1999). Investments, 5th Edition, Harcourt Inc.

Robinson, J. (1952). The rate of interest and eassys. London: MacMillan

Rooij, V. M, Lusardi, A., & Alessie, R. (2007).Financial Literacy and stock market participation. National Bureau of Economic Research (NBER), Working Paper No. 13565.

Seidu, B. (2011). Ghana Stock Exchange now 3rd largest, University of Ghana, Legon.

Singh, Ajit. (1997) Emerging Stock Markets, Portfolio Capital Flows and Long-Term Economic Growth: Micro and Macroeconomic Perspectives. World Development. 26: 4, p. 607-622.

Singh, B. (2012). Is the service-led growth of India sustainable? International Journal of Trade, Economics and Finance, 3(4).

Sowa, K. N. (2003). Introduction financial sector reform policies and poverty reduction. Accra: CEPA

Then, A. (2008). Investment, The concise encyclopedia of economics, Library of Economics and Liberty.

Toloie-Eshlaghy, A., Maatofi, A. & Dankoub, M. (2011). Identifying and grading factors effective on people's participation in Iran's capital market using fuzzy analytic hierarchy process (FAHP) (Electronic version). Research Journal of International Studies. University Press.

Webster, T. T. (2003). Managerial economics: Theory and Practice. Elsevier (USA): Academic Press.

Wiedmaier-Pfister, M. and M. J. McCord. 2009. Feasibility Study on support to the Microinsurance Sector in Ghana with a Financial Systems Approach. Unpublished. Accra, Ghana: National Insurance Commission, Ghana.

World Bank (1989). Financial systems and development. World Development Report, Washington DC: World Bank and Oxford University Press.

World Bank. 2008. World Development Report. Washington, DC

World Bank. Sub-Saharan Africa from Crisis to Sustainable Growth: A Long-Term Perspective Study. Washington, DC: The World Bank. 1988

Zeller, M., G. Scherieder, J. von Braun, and F. Heidhues. 1997. Rural finance for food security for poor. Washington, DC, International Food Policy Research Institute

APPENDIX : QUESTIONNAIRE

Assessing the Awareness of Selected investment Products in the Suame Magazine Area, Kumasi

I am a student of Kwame Nkrumah of Kwame University of Science and Technology, Kumasi, offering MBA Finance. As part of my academic exercise, I have to write thesis and would therefore be very grateful if you could answer the following questions to enable me complete academic exercise.

I wish to categorically state and assure you that any information provided shall be handled with high level of confidentially and be used for the academic purpose.

Please answer questions by ticking (√) where appropriate and writing in the space provided.

Section A: Personal Data

1. Sex: Male ☐ female ☐

2. Age range: 20 -30 ☐ 31 – 40 ☐ 41 - 50 ☐ 51- 60 ☐ Above 60 ☐

3. Level of education:

Diploma ☐ H.N.D ☐ WASSCE ☐ MSLC ☐ ne ☐

Others………………..

4. Number of years in employment:

Below 3years ☐ 3 – 6years ☐ 7 – 10years ☐ Over 10years ☐

5. Marital Status: Married ☐ Single ☐

SECTION B: AWARENESS OF INVESTMENT PRODUCTS

6. How familiar are with investment?

Very familiar ☐ Quite familiar ☐ess familiar ☐ve no idea ☐

Tick your level of awareness of the following financial products in the Ghanaian financial market?

Products	Aware	Not aware
7. Treasury Bills		
8. Corporate Stocks		
9. Negotiable Certificate of deposit		
10. Bonds		
11. Mutual funds		

12. Aside the above, do you know of any other investment products?

………………………………………………………………………………………
………………………………………………………………………………………
………………………………………………………………………………………
………………

13. Which of the following financial products have you invested in?

Treasury bills ☐ Corporate stocks ☐ Negotiable certificate of deposit ☐
Bonds ☐ None ☐

14. How did you get know about the products above?

Television ☐ Radio ☐ Newspaper ☐ Friends ☐

Others (specify)…………

15. Does your educational background affect your choice of investment?

Yes ☐ No ☐

16. In your opinion, do you think financial institutions are helping you in terms of investment of your capital?

Yes ☐ No ☐

17.If no, then why so?

……………………………………..

………………………………………………………………………………………

………………………………………………………………………………………

Perception on investment: Tick your response on how you view investment and its products in the Ghanaian financial market

Statement	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree
18. Helps channel funds between savers who have money to invest					
19. To help those who need money finance business and projects					
20. Contributes to the efficient allocation of resources in the economy					
21. Investment also provides ways of reducing risk					

22. Will you invest if you knew investment products and what they stand for?

Yes ☐ No ☐

23. What should financial institutions and other investment companies do to help you know more about investment and its benefits?

Improve education on investment ☐

Improve marketing and advertising activities ☐

Organization of seminars on investments Others (specify)……

Assessing the Awareness of Selected investment Product in Suame Magazine Area

ORIGINALITY REPORT

19%	11%	3%	15%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Ghana Technology University College Student Paper	3%
2	Submitted to University of Northampton Student Paper	2%
3	ghanaweb.net Internet Source	2%
4	www.aimse.org Internet Source	1%
5	Submitted to Higher Education Commission Pakistan Student Paper	1%
6	www.imf.org Internet Source	1%
7	www.apexjournal.org Internet Source	1%
8	Submitted to University of Mauritius Student Paper	1%

9	dspace.knust.edu.gh:8080 Internet Source	1%
10	wwwa.house.gov Internet Source	<1%
11	Submitted to University of Bradford Student Paper	<1%
12	Submitted to Ghana Telecom University College Student Paper	<1%
13	Submitted to University of Ulster Student Paper	<1%
14	epubl.ltu.se Internet Source	<1%
15	Submitted to University of the Netherland Antilles Student Paper	<1%
16	Submitted to Universiti Teknologi MARA Student Paper	<1%
17	www.aebjournal.org Internet Source	<1%
18	www.dartmouth.edu Internet Source	<1%
19	Submitted to University of Greenwich Student Paper	<1%

20 arno.uvt.nl
Internet Source
<1%

21 Submitted to CVC Nigeria Consortium
Student Paper
<1%

22 Submitted to University of Glasgow
Student Paper
<1%

23 Submitted to London Churchill College
Student Paper
<1%

24 Soyebo, K. O., and O. E. Owolabi. "Remedying Factors Associated with Credit Mismanagement among Rural Dwellers", Mediterranean Journal of Social Sciences, 2015.
Publication
<1%

25 Managerial Finance, Volume 37, Issue 12 (2011-10-29)
Publication
<1%

26 ghanabusinessnews.com
Internet Source
<1%

27 Submitted to University of Salford
Student Paper
<1%

28 www.webpages.uidaho.edu
Internet Source
<1%

29 Submitted to Federal University of Technology
Student Paper
<1%

30	Submitted to Buckinghamshire Chilterns University College Student Paper	<1%
31	Mathur, Anil. "Materialism and charitable giving: Can they co-exist? : Materialism and generosity: Can they co-exist?", Journal of Consumer Behaviour, 2013. Publication	<1%
32	van Rooij, M.. "Financial literacy and stock market participation", Journal of Financial Economics, 201108 Publication	<1%
33	Submitted to Westminster International College - Kuala Lumpur Student Paper	<1%
34	Submitted to London School of Business and Finance Student Paper	<1%
35	nerlp.gov.in Internet Source	<1%
36	Submitted to Colorado Technical University Online Student Paper	<1%
37	Schnitzler, Peter. "White-collar crime has a new watchdog: Indiana securities commissioner aims to educate investors, en", Indianapolis	<1%

Business Journal, Oct 22 2007 Issue
Publication

38	www.netspar.nl Internet Source	<1%
39	www.skyscrapercity.com Internet Source	<1%
40	Submitted to Heriot-Watt University Student Paper	<1%
41	Nabieu, Gladys A. A.. "Model Behavior Analysis of Stock Market Indicators and Listed Companies: Evidence from the Ghana Stock Exchange: Automated versus Floor Trading", International Journal of Business and Management, 2014. Publication	<1%
42	www.ros.hw.ac.uk Internet Source	<1%
43	web.ita.doc.gov Internet Source	<1%
44	ROBERT L. CLARK. "Retirement plans and saving decisions: the role of information and education", Journal of Pension Economics and Finance, 02/08/2006 Publication	<1%
45	Odoom, Daniel, Christian Kyeremeh, and	<1%

Ernest Opoku. "Human Resource Capacity Needs at the District Assemblies: A Study at Assin South District Assembly in Ghana", Journal of Sustainable Development, 2014.

Publication

46	www.gse.com.gh Internet Source		<1%
47	annualreportsghana.com Internet Source		<1%
48	www.gipc.org.gh Internet Source		<1%

EXCLUDE QUOTES	OFF	EXCLUDE MATCHES	OFF
EXCLUDE BIBLIOGRAPHY	OFF		