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AWARENESS OF STOCK MARKET AMONG STUDENTS OF DEPARTMENT OF ACCOUNTANCY AND FINANCE OF S.N.D.T. UNIVERSITY AFFILIATED COLLEGES WITH REFERENCE TO MUMBAI

Dr. Tanvi Thakkar[1], Majithia Hardik Hasmukh Bhai[2]
[1]Assistant Professor, Welingkar Institute of Management Development and Research
[2]Research Scholar, Shri Jagdishprasad Jhabarmal Tibrewala University, Rajasthan

ABSTRACT:
The stock market provides a well-organized forum for buyers and sellers to trade shares. This research aims to assess students' awareness and preferences for investing in the stock market. The study relied on primary data for its findings. This study aims to increase investor awareness and confidence in the stock market. This research aims to assess students' investing awareness. The research aims to identify students' investment interests and reasons for not engaging in the share market. The research aims to assess student satisfaction with share market investments. In this research we have collected the data of 188 students and out of 182 students data will be considered. In this data we have used Chi-square test (the statistical tool) to test the Hypothesis. And The report concludes with limitations and recommendations for future studies to improve their findings.

KEYWORDS: Awareness, Stock Market, Investment, College Students

INTRODUCTION:
The stock market, often known as the stock exchange. Today, many publicly traded firms use the stock market to sell and offer their stock to investors. The stock market also refers to the purchase and sale of shares in publicly owned firms. Such financial transactions take occur on conventional exchanges and over-the-counter (OTC) markets that adhere to a set of restrictions. A number of the stock market's aims include making it easier for buyers, traders, and investors to acquire and sell shares. Today's stock market is regulated electronically or on the trading floor. Trading stocks will be difficult if the stock market does not exist. A movement in which equities are sold on the stock market draws buyers and traders for a variety of reasons.

Traders, for example, may bid higher or lower for a share depending on their appraisal of the company's future potential, whereas purchasers want lower prices to assure a larger return on investment when they decide to buy. Buyers and sellers of securities meet, communicate, and transfer securities / shares on the stock market. Stock markets serve as a foundation for the Indian economy by determining the value of corporate shares. Lenders and borrowers are guaranteed of an efficient pricing, high degree of exchangeability, and transparency as market investors/brokers compete in the open market.

The stock market is a venue where players trade equity shares of firms. Participants may include investors and traders looking for short- or long-term returns. Investors often have long-term investment objectives in securities and benefit from capital appreciation over time.

Traders, on the other hand, seek rapid profits by focusing on minor price fluctuations in equity shares, which often last a few minutes or the entire trading session. The Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE) are India's principal stock trading platforms. Buyers and sellers submit orders through brokers who offer online trading services. The settlement cycle is structured in the T+2 format. Simply put, the transaction cycle takes two days to complete, from commencement to final settlement.

How the Stock Market Regulates?

The SEBI regulates and controls the stock market. The Bombay Stock Exchange and the National Stock Exchange are India's principal regulators. In India, it is governed by the Securities Exchange Board of India. Most countries have a stock market, and each one is overseen by a local financial regulator, monetary authority, or institute. The SEBI is the regulatory authority responsible for the Indian stock market. The SEBI is a federal agency that operates independently of the government and free of political pressure. The goals of the Securities and Exchange Board of India (SEBI) are "Promoting Proper And Fair Operation: ensure that the stock and capital markets operate efficiently, to oversee financial intermediaries actions and manage the securities market".

Companies listed on stock exchanges were regulated, and the SEC monitored their transactions. Furthermore, the exchanges impose specific restrictions, such as demanding the timely submission of financial statements every quarter and the immediate reporting of pertinent company developments, to guarantee that all market players are fully informed.

Failure to follow the requirements may result in a suspension of trade and other disciplinary sanctions. The initial phase in the commerce life cycle is placing an order. The put order is then matched and executed. The deal would subsequently be cleared by the stock exchange's clearinghouse. The final stage is settlement, which involves the inflow and outflow of cash and securities on the trade cycle's final day.

How does the stock market work?

Stock markets provide a secure and regulated environment in which market participants may confidently trade shares and other qualified financial instruments with zero to low operational risk. Stock markets function as both main and secondary markets, adhering to the regulator's specified regulations. As a main market, the stock market enables corporations to issue and sell their shares to the public for the first time through an initial public offering (IPO). This activity assists firms in raising the required funds from investors.

As a main market, the stock market enables corporations to issue and sell their shares to the public for the first time through an initial public offering (IPO). This activity assists firms in raising the required funds from investors. A firm separates itself into multiple shares and sells part of them to the public for a price per share. To assist this procedure, a firm need a marketplace where its shares may be sold, which is provided by the stock market. A publicly traded firm may also issue fresh, extra shares at a later point, such as through rights issues or follow-on offers. They may also buy back or delist their shares.

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Investors will buy firm stock in the hope that the share price will grow or that they will get dividend payments, or both. The stock market facilitates this capital-raising procedure and earns a fee from the firm and its financial partners. Investors can also use stock exchanges to buy and sell shares they already possess, known as the secondary market. The stock market or exchange maintains a number of market-level and sector-specific indicators, such as the S&P (Standard & Poor's) 500 index and the Nasdaq 100 index, which serve as a measure of general market activity.

REVIEW OF LITERATURE:

M.D. Sangmi & et. Al (2015), The stock market is described as an economic pulse or mirror, reflecting a country's economic realities. Investors are regarded as the backbone of the securities market. Their education and knowledge, therefore, hold the key to reigniting and preserving their interest in the securities market. Financial literacy encompasses more than just stock market understanding. This research attempts to examine young understanding of several facets of the stock market, such as concepts, goods, procedures, and institutions. The study's findings show that the sample kids have a low to moderate degree of stock market knowledge, and that awareness levels do not differ considerably between sample groups based on the field they are studying.

S. Hakim (2021), The stock market functions as an economic mirror, reflecting the economic conditions of countries. Investors are the backbone of this market. As a result, the investor should have a suitable investment strategy, save for the future, and know how to deploy this capital. Additionally, the investor should be informed of the risk-return profile of this instrument. It is thought vital to grasp market awareness in order to boost their understanding and notion of saving money, particularly among Saudi women. This study looks at female awareness in the Saudi stock market. A questionnaire study was done among 200 students of Effat University. This study employed regression analysis to evaluate the hypothesised link between awareness and availability of information, as well as market impediments and channels of interaction. The model's test findings demonstrate a statistically significant association between awareness and sources of information in unvaried analysis, but no relationship between information availability, impediments, and awareness in the Saudi stock market.

Sangeeta arora, & Kanika M. (2014), The article explores awareness of stock market investments and financial literacy among individual investors, analyzing differences across demographics like age, income, occupation, and qualification. A structured questionnaire was administered to 100 stock investors in Punjab, with data analyzed using frequencies, percentages, weighted averages, and chi-square tests. Equity emerged as the most familiar investment, followed by moderate awareness of mutual funds, and minimal awareness of ULIPs, SIPs, bonds, and derivatives. Investors displayed strong knowledge of diversification, market indices, and inflation but limited understanding of settlement periods, stock splits, and bonds. The findings highlight ways to enhance investor knowledge and portfolio decisions.

A. Akhtar, et. Al (2016), the stock market, often referred to as the pulse or mirror of an economy, reflects a country's economic health. Investors play a pivotal role in the securities market, making their education and awareness crucial for sustaining interest in this sector. Stock market awareness is a key component of financial literacy. This study evaluates youth awareness regarding various aspects of the stock market, including its concepts, products, processes, and institutions. Findings indicate that the youth in the sample exhibit a low to moderate understanding of the stock market, with no significant differences in awareness levels across academic disciplines.

RESEARCH METHODOLOGY:

Objectives

1) To identify level of awareness of stock market among the students of Department of Accountancy and Finance, SNDT University.
2) To identify awareness and Participation Rates in the Stock Market Among the students of Department of Accountancy and Finance, SNDT University.
3) To find out the factors affecting investment decisions among students of Department of Accountancy and Finance, SNDT University.

Study Limitation

The current study is limited to Students of Department of Accountancy and Finance of SNDT University Affiliated Colleges

Hypothesis

H0: There is no significance difference between Different Income Group of SNDT University students and Invested in stock market

H1: There is significance difference between Different Income Group of SNDT University students and Invested in stock market

Source of Data

The current study is based on primary data acquired using the questionnaire approach.

Size of the Sample

In this study, 188 students were taken into account. However, only 182 respondents were chosen Due to a lack of data in a few surveys for data analysis.

Data collection

The information was gathered utilising a questionnaire from students who were interested in investing in stock market and having little bit awareness regarding stock market

Statistical Instruments

The hypotheses in this study were developed and then analysed utilising statistical approaches. Data was collected via Google Form

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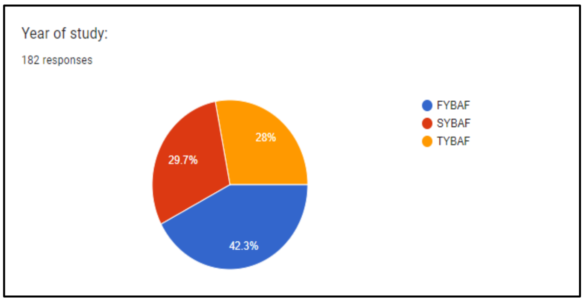
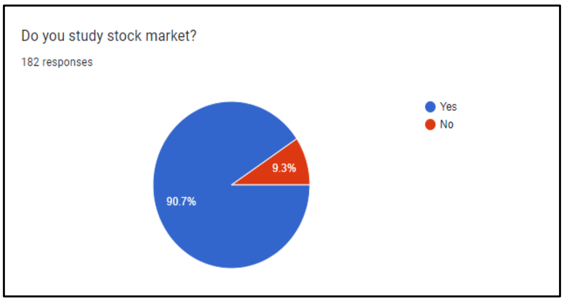
Data Analysis:

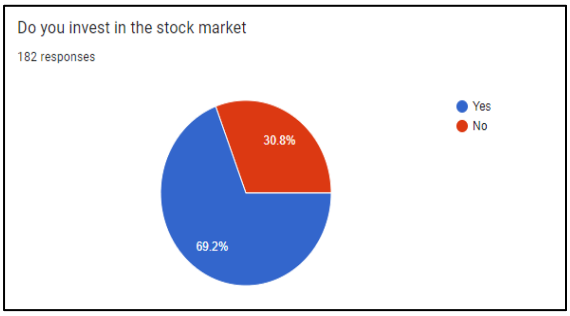
For the research, collected the data of 182 students of SNDT women's university,



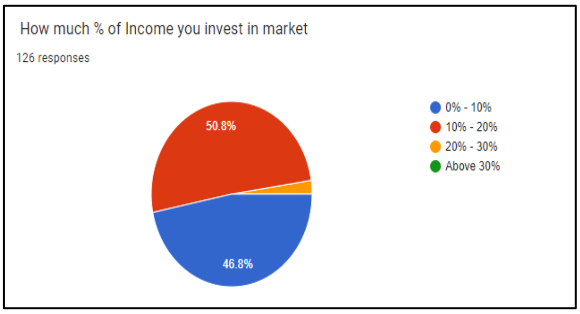
Out of 182 students, 77 students are studying in First year BAF, 54 students are studying in Second year BAF & 51 students are studying in Third year BAF



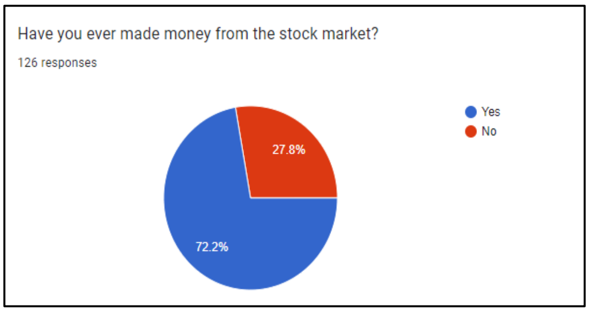
Out of 182 students, 165 students are studied about stock market, and remaining 17 students have no idea about stock market.



Out of 182 students, 126 students are Invested in Stock Market, and remaining 56 students have not invested in stock market.



Out of that 126 students, 59 students invested between 0-10% of their income, 64 students invested between 10-20% of their income, 03 students invested between 20-30% of their income & NO students invested more than 30% of their income.



Out of that 126 Students, 91 students made money from Stock Market
But remaining 35 students not made any kind of Income from Stock Market

The significance between Different Income Group and Investment in Stock market of SNDT Women's University Students

	Invested in Stock Market		
Income group	Yes	No	TOTAL

0 - 5,000	115	45	160
5,000 - 10,000	9	9	18
above 10,000	2	2	4
TOTAL	126	56	182

Using Chi-Square test on it

1. Formula for Chi-Square test

$$\chi^2 = \frac{\sum(O_i - E_i)^2}{E_i},$$

where

O_i = observed value (actual value) and

E_i = expected value.

	Invested in Stock Market		
Income group	Yes	No	TOTAL
0 - 5,000	110.77	49.23	160
5,000 - 10,000	12.46	5.54	18
above 10,000	2.77	1.23	4
TOTAL	126	56	182

Chi-Square test Table

Observed value	Expected value	(Oi – Ei)	(Oi – Ei)2	(Oi – Ei)2 / Ei
115	110.77	4.23	17.8929	0.161532003
9	12.46	-3.46	11.9716	0.960802568
2	2.77	-0.77	0.5929	0.214043321
45	49.23	-4.23	17.8929	0.36345521
9	5.54	3.46	11.9716	2.160938628
2	1.23	0.77	0.5929	0.48203252
				4.342804251

Degree of freedom = (3-1)*(2-1) = 2*1 = 2

Level of significance = 5%

Calculated value = 4.3428 < Tabulate value = 5.991

We will accept the hypothesis

Conclusion:

The major purpose of this study is to investigate students' understanding of and choices for stock market investing. The study relied on primary sources for its data. The findings of this research will help investors make more informed and confident stock market investments. This study will help to further our understanding of student investment awareness. The study's goal is to identify the students' interest in investment and the barriers that impede them from do so. The research will make it simpler to determine if students are happy with their equity investments. Limitations and recommendations are provided to assist future researchers in reaching more precise findings. From the above data we conclude that the There is no significance difference between Different Income Group of SNDT University students and Invested in stock market, means students are well aware about the stock market Investment.

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