

## AN AWARENESS OF STOCK MARKET AMONG COMMERCE & MANAGEMENT STUDENTS

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### ABSTRACT

This study explores the awareness of the stock market among commerce and management students. With financial literacy gaining importance in the modern world, understanding how students perceive and engage with the stock market can provide insights into their readiness for investment activities. Data collected from responses highlight varying levels of awareness, reliance on diverse sources of information, and preferences for investment instruments. The study identifies key areas for improvement in financial education and provides recommendations to bridge knowledge gaps.

This study's goal is to estimate students' knowledge about and participation in the stock market. The study's findings suggest that students with stock market expertise and knowledge are more likely to understand personal finance and make careful financial decisions in the future. Students who participate in the stock market may also experience an increase in empowerment and control over their financial future. On the other hand, we may say that it's necessary that students understand the risks associated with stock market investing and approach it carefully and long-term. The report suggests that college students would benefit from programs that teach them about money and the stock market.

**Keywords:** Stock Market Awareness, Commerce Students, Financial Literacy, Investment Behaviour, Financial Education.

### I. INTRODUCTION

The stock market plays a crucial role in shaping a country's economy and offers individuals an avenue for wealth creation. It serves as a platform for companies to raise capital and for investors to gain returns on their investments, making it an essential component of modern financial systems. For commerce and management students, stock market literacy is particularly significant as it aligns with their academic background and career prospects, offering them a solid foundation to navigate the complexities of financial markets.

In today's fast-paced and interconnected world, financial literacy has emerged as a critical life skill. The ability to understand, analyze, and participate in financial markets is not just beneficial for personal financial growth but also contributes to the overall economic development of a nation. However, despite its importance, the extent of stock market awareness among students pursuing commerce and management remains a topic of concern. Limited exposure to real-world financial practices and a lack of practical financial education often hinder students from leveraging their academic knowledge effectively in real-world scenarios.

This research aims to evaluate the level of awareness among commerce and management students, understand the sources they rely on for information, and identify factors influencing their investment behaviour. By shedding light on these aspects, this study seeks to bridge the gap between theoretical knowledge and practical application, enabling students to become more informed and proactive participants in the financial markets.

Ultimately, fostering stock market awareness among commerce students is crucial for cultivating a more informed and engaged generation of investors and financial leaders.

### II. LITERATURE REVIEW

Numerous studies emphasize the importance of financial literacy among young adults.

According to Agarwal et al. (2021), early exposure to financial markets positively influences investment behaviour later in life.

Similarly, Baluja (2016) highlights the role of educational institutions in fostering financial awareness.

However, research by Kumar et al. (2018) reveals that while students are theoretically aware of financial concepts, practical knowledge and application remain low.

These studies underscore the need for practical financial education, particularly among commerce and management students.

### III. OBJECTIVE OF THE STUDY

1. To assess the awareness of stock market concepts among commerce and management students.
2. To identify the primary sources of stock market information trusted by students.
3. To analyse students' investment preferences and behaviours.
4. To provide recommendations for enhancing financial literacy and stock market awareness.
5. Find out how well-informed a degree level student are about investing in the stock market.

#### Hypothesis of the Study

**H1:** Commerce and management students have a high level of awareness about the stock market.

**H2:** Students who actively invest in the stock market are more aware of its functioning compared to non-investors.

**H3:** Educational initiatives significantly improve stock market awareness among students.

### IV. RESEARCH METHODOLOGY

The study is based on Primary Data collected directly by the researchers from 90 commerce and management students through structured questionnaires respondents. This research design is descriptive and quantitative. The Data Collection responses were analysed from the uploaded dataset, detailing awareness levels, investment preferences, and trusted sources of information. Data Analysis Statistical tools were used to interpret trends and correlations in the data.

#### Nature of the Study

The present study is descriptive in nature and explores respondents' demographic profile, Educational background, and Exposure to which source of media, Peer group, family background and Teachers/ guide/ mentor. The study also focuses on the confidentiality of the respondent as during data collection the name and the personal detail of the respondent is very well maintained and protected so that they can express their views very freely.

#### Sampling Size & Technique:

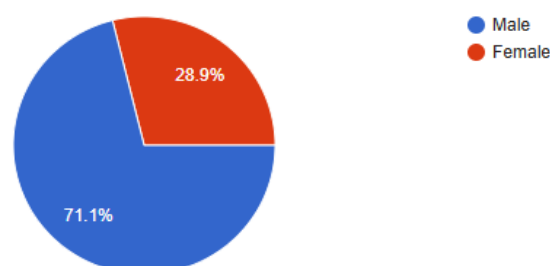
In order to accomplish the aims of this research, the following measures were used. We have first gathered the essential data pertaining to the degree college. A survey has been carried out, and a sample size has been selected. Primary data was collected via a survey questionnaire. Every one of the study topics was taken into account while designing the questionnaire. People enrolled in both undergraduate and graduate programs filled out the survey.

We used Google Forms to create the survey, and we included a QR code to direct people to it. After that, data was gathered by randomly sharing the QR code.

### V. DATA ANALYSIS AND INTERPRETATION

#### GENDER

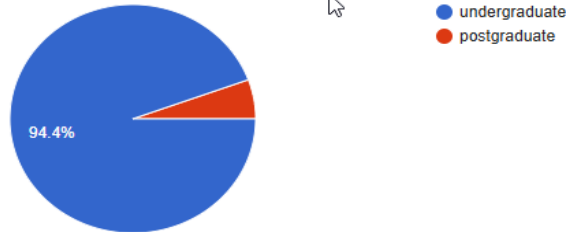
90 responses



The pie chart displays the gender distribution of respondents to a survey. Out of 100 individuals, 71.1% identify as female, 28.9% as male, and a small portion prefers not to specify their gender.

CLASS

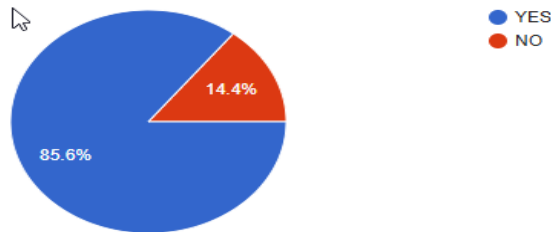
90 responses



The pie chart displays the distribution among the class of undergraduate and postgraduate students. Most of the students are identify by the undergraduate class.

1)Do you know about Stock market?

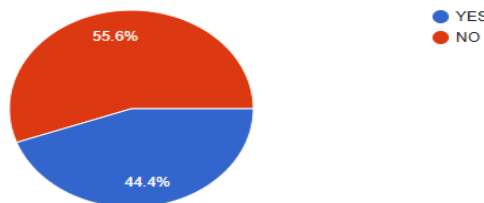
90 responses



The charts display the distribution that around 85.6% students know about the stock market and others 14.4% are not aware of stock market. This suggests a general awareness of the stock market among the respondents.

2)Do you have Demat Account?

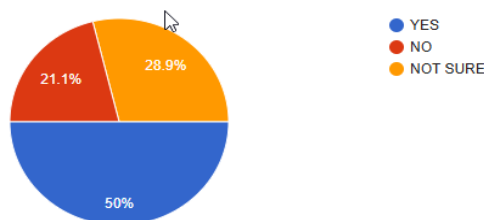
90 responses



These pie charts displays that around 44.4% students hold demat account and others 55.6% doesn't have the account. This indicates that more respondents do not have a Demat account than those who do.

3)Do you think investing in the stock market is risky?

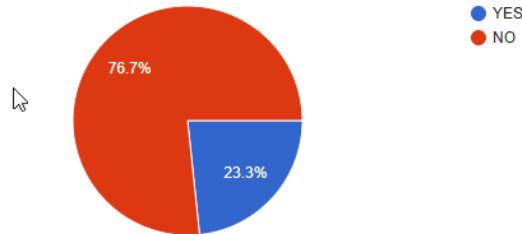
90 responses



These pie charts depict that around 50% students thinks that investing in the stock market is risky, while 28.9% are not aware and 21.1% students are thinking it is not risky.

4)Are you currently investing in the stock market?

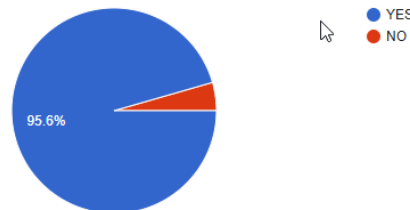
90 responses



Out of 90 respondents, only 23.3% are currently investing in the stock market, while a significant majority (76.7%) are not. This indicates a low participation rate in stock market investment among the surveyed group.

5)Do you think it's important for students to learn about the stock market?

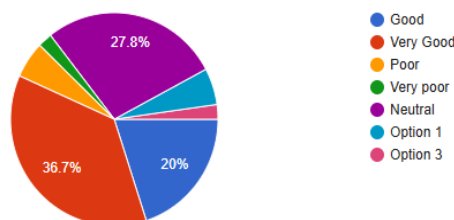
90 responses



A resounding 95.6% of the 90 respondents believe that it is important for students to learn about the stock market, while only a small fraction (4.4%) think it is not necessary. This highlights a strong consensus on the value of stock market education for students.

6)What is your perception regarding investing in stock market?

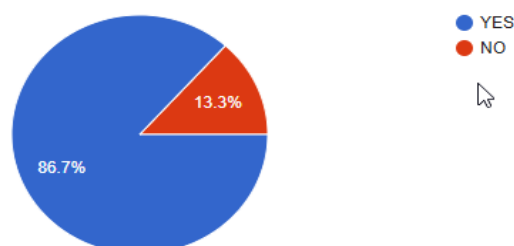
90 responses



The survey reveals diverse perceptions about stock market investment. A plurality (36.7%) view it as "Very Good," while 27.8% consider it simply "Good." 20% hold a "Neutral" stance. Smaller segments perceive it as "Poor" or "Very Poor" (combined 15.5%), with a few selecting "Option 1" or "Option 3" (presumably other defined choices). This indicates a generally positive outlook, although significant uncertainty and negative sentiment exist among some respondents.

7)Do you think college should start add-on or certificate courses on stock market?

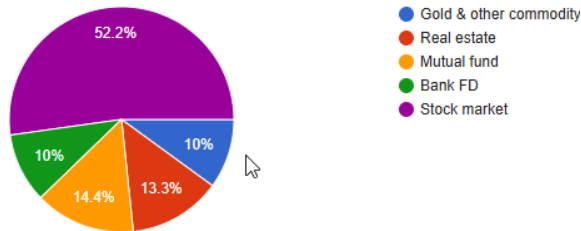
90 responses



A large majority (86.7%) of the 90 respondents believe colleges should offer add-on or certificate courses on the stock market, while only 13.3% disagree. This strong support suggests a perceived need and interest in stock market education at the college level and indicates significant interest in stock market education at the college level.

8) Which investment instrument do you prefer?

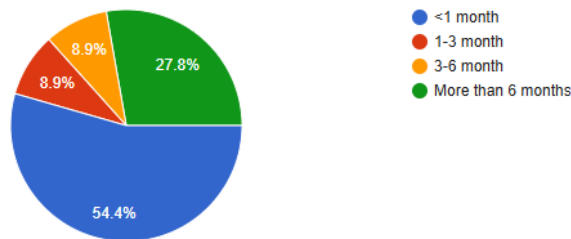
90 responses



The pie chart shows that **52.2% of students prefer the stock market** as their investment instrument, indicating significant interest in this area. Other popular choices include mutual funds (14.4%), bank fixed deposits (13.3%), and real estate or gold/commodities, each at 10%, reflecting diverse investment preferences among students.

9) How long have you been actively investing directly in the stock market?

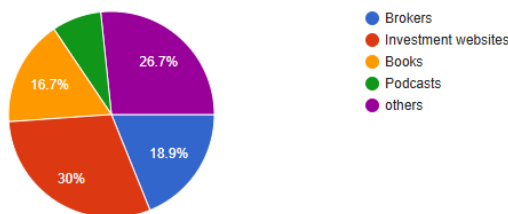
90 responses



The pie chart indicates that the majority of respondents (54.4%) have been actively investing in the stock market for less than one month, suggesting they are new investors. A smaller group, 27.8%, has been investing for over six months, showing a relatively limited experience base among the participants.

10) What sources do you trust for stock market information?

90 responses



The most trusted source for stock market information among the 90 respondents is **investment websites (30%)**, followed closely by "others" (26.7%), which could encompass various unlisted sources. Brokers are relied upon by 18.9% of participants, while books and podcasts have a smaller share, at 16.7% and 7.8% respectively.

**Further Scope of the Study**

1. Expand to include students from other disciplines.
2. Investigate the role of socio-economic factors in shaping stock market awareness.
3. Examine the long-term impact of educational initiatives on investment behaviour.
4. Conduct a comparative study across different geographic regions.

### **Limitations of the Study**

1. The study is limited to commerce and management students and may not represent other disciplines.
2. The data relies on self-reported responses, which may involve bias.
3. Limited geographical coverage restricts the generalization of results.
4. External factors influencing stock market awareness (e.g., parental influence, socio-economic background) were not explored.
5. Many a time to get access to respondent researcher had to reveal the organization identity. People thought that it was for the purpose of sales of promotional activity, which lead to negative response from many people.

### **VI. CONCLUSION**

The findings of this study underscore the varying levels of awareness of the stock market among commerce and management students. While many students exhibit theoretical knowledge, practical application remains limited. Educational institutions play a pivotal role in bridging this gap by integrating practical financial education into their curriculum. By addressing the identified limitations and acting on the recommendations, a more financially literate generation can be nurtured.

### **Recommendations & Suggestions**

1. Colleges should introduce hands-on modules on stock trading and investment strategies.
2. Use simulation platforms like virtual trading apps to provide practical exposure.
3. Organize regular financial literacy workshops and invite industry experts.
4. Partner with stock exchanges and brokerage firms for internships and training programs.
5. Incorporate stock market-related subjects into the curriculum for commerce and management courses.

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