



A STUDY ON AWARENESS AND PARTICIPATION OF COMMERCE STUDENTS IN THE INDIAN STOCK MARKET

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Abstract:

This study delves into the awareness and participation levels of commerce students in the Indian stock market, with a specific focus on Coimbatore city. The Indian stock market serves as a significant avenue for investment and wealth creation, yet the extent to which commerce students are aware of its functioning and actively engage with it remains underexplored. Through a mixed-methods approach encompassing surveys and interviews, this research investigates the knowledge levels, attitudes, and barriers influencing commerce students' involvement in stock market activities. Additionally, it explores the impact of educational curriculum, personal finance literacy, and socio-economic factors on students' perceptions and behaviors towards stock market participation. Findings from this study not only contribute to academic literature but also provide valuable insights for educational institutions, policymakers, and market stakeholders to enhance financial literacy initiatives and promote greater participation of youth in the Indian stock market.

KEYWORDS: Awareness, Participation, Commerce students, Indian stock market, Financial literacy, Investment behaviour, Educational curriculum, Socio-economic factors, Youth engagement.

INTRODUCTION

The stock market, also known as the equity market or share market, is a platform where individuals and institutions buy and sell stocks or shares of publicly traded companies. It is an essential component of the economy and plays a crucial role in the financial system. A stock market is a place where companies can raise funds by issuing shares to the public. Investors can buy these shares and become part-owners of the company. As the company grows and becomes more profitable, the value of the shares also increases, providing investors with returns in the form of capital gains or dividends.

The survey wants to know if Commerce students possess basic and essential awareness of stock market and its functions. The study also wants to find out the participation level of commerce students in stock market and to what extent does their commerce background provide necessary awareness and encourages them to participate.

OBJECTIVES OF THE STUDY

1. To know the awareness level of commerce students of the Indian stock market.
2. To know the perception and participation level of commerce students in the Indian stock market
3. To measure the co-relation between the awareness and participation in the market with that of the knowledge that students acquire through their curriculum

RESEARCH METHODOLOGY

TYPE OF RESEARCH

The present type of research belongs to the category of 'Descriptive study'. Descriptive study are undertaken when the researcher is interested in knowing the characteristics of certain groups, assessing behaviour, making projections or for determining the relationship between z or more variables.

SOURCES OF DATA

The research should keep in mind two types of data while collecting data via primary data and secondary data.

PRIMARY DATA:

Primary data may be described as those data that have been observed and recorded by the researcher for the first time to their knowledge. The survey method frank questionnaire with general face-to-face interaction of students. A questionnaire was prepared and with the help of which the primary data has been collected.

SECONDARY DATA:

These data already exist in the magazines. I collect the secondary data from:- Various Magazines published Journals, Internet and Books.

AREA OF THE STUDY:

The area of study was detained to Coimbatore City, the second largest urban center in Tamil Nadu. Coimbatore is renowned educational hub having various prestigious academic institutions like PSG College of Arts and Science, PSGR Krishnammal College for Women etc., It is considered as the second home for larger number of students from other states as they prefer the city over other for its wise range of top-ranking educational institutions and distinguished educational quality. It is also been recognized as Knowledge hub of Tamil Nadu.

SAMPLE SIZE

The sample size of the study is to be 102 respondents.

FINDINGS**PERCENTAGE ANALYSIS****TABLE 4.1: TABLE SHOWING AGE GROUP OF RESPONDENTS**

Age Group	Frequency/No.of respondents	Percentage (%)
17-19 years	12	11.76
20-21 years	37	36.27
22-24 years	49	48.03
24-30 years	4	3.92
TOTAL	102	100

Source: Primary data

INTERPRETATION:

From the above table 4.1 it is inferred that 11.76% of the respondents of the age group are between 17-19 years of age, 36.27% of them are in age group between 20-21 years, 48.03% of the respondents are in age group between 22-24 years, 3.92% of the respondents are in the age group between 24-30 years.

Maximum (48.03%) of the respondents age group between 22-24 years.

TABLE 4.2: TABLE SHOWING GENDER OF RESPONDENTS

Gender	Frequency/No.of respondents	Percentage (%)
Male	66	65
Female	36	35
TOTAL	102	100

Source: Primary data

INTERPRETATION:

From the above table 4.2 it is inferred that 65% of the respondents are Male and 35% of the respondents are female.

Majority (65%) of the respondents are Male.

TABLE 4.3: TABLE SHOWING NAME OF THE COLLEGE OF THE RESPONDENTS

Name of the College	Frequency/No.of respondents	Percentage (%)
PSG CAS	57	55.88
PSGR Krishnammal	12	11.76
Kongunadu Arts and Science College	9	8.88
Sri Krishna Arts and Science College	10	9.80
Sri Ramakrishna College of Arts and Science	14	13.72
TOTAL	102	100

Source: Primary data

INTERPRETATION:

From the above table 4.3 it is inferred that 55.88% of the respondents are from PSG CAS, 11.76% of them are from PSGR Krishnammal, 8.88% of the respondents are from Kongunadu Arts and Science College, 9.80% of the respondents are from Sri Krishna Arts and Science College, 13.72% of the respondents are from Sri Ramakrishna Arts and Science College.

Majority (55.88%) of the respondents are from PSG CAS.

TABLE 4.4: TABLE SHOWING YEAR OF STUDY OF THE RESPONDENTS

Year of Study	Frequency/No.of respondents	Percentage (%)
UG 1 st year	2	1.96
UG 2 nd year	4	3.92
UG 3 rd year	34	33.33
PG 1 st year	15	14.71
PG 2 nd year	47	46.08
TOTAL	102	100

Source: Primary data

INTERPRETATION:

From the above table 4.4 it is inferred that 1.96% of the respondents are from UG 1st year, 3.92% of the respondents are from UG 2nd year, 33.33% of the respondents are from UG 3rd year, 14.71% of the respondents are from PG 1st year, 46.08% of the respondents are from PG 2nd year.

Maximum (46.08%) of the respondents is from PG 2nd year

TABLE 4.9: TABLE SHOWING TYPES OF INVESTMENT OPPORTUNITIES AVAILABLE IN STOCK MARKET

Types of Investment Opportunities available in Stock Market	Frequency/No.of respondents	Percentage (%)
Highly aware	2	1.96
Aware	11	10.78
Somewhat aware	34	33.33
Not aware	32	31.37
Not highly aware	23	22.55
TOTAL	102	100

Source: Primary data

INTERPRETATION:

From the above table 4.9 it is inferred that 1.96% of the respondents are rated as Highly aware, 10.78% of the respondents marked as Aware, 33.33% of the respondents given as Somewhat aware, 31.37% of the respondents are rated as Not aware, 22.55% of the respondents marked as Not highly aware.

Maximum (33.33%) of the respondents are given as Somewhat aware.

CHI- SQUARE ANALYSIS

TABLE 4.17: TABLE SHOWING GENDER VS MAINTAINANCE OF DEMAT ACCOUNT

Factor	P-value	Df	Sig.val	S/NS
Gender	107.939	10	0.01	S

Note: S Significant (p value ≤ 0.05), NS: not significant (p value > 0.05)

Source: Primary data

INTERPRETATION:

H₀: There is no significant association between gender and maintenance of demat account

H₁: There is a significant association between gender and maintenance of demat account

From the table p value of chi-square test is lesser than 0.05, so we are rejecting null hypothesis and accepting alternative hypothesis.

It is concluded that gender have significant association with the maintenance of demat account.

MULTIPLE RESPONSE ANALYSIS

TABLE 4.19: TABLE SHOWING SUBJECTS THAT ARE PART OF THE CURRICULUM

Subjects that are part of the curriculum	Frequency/No.of respondents	Percentage (%)
Financial Market	54	20.8
Investment and Trading Strategy	36	13.8
Corporate Funding	35	13.5
Financial Management	71	27.3
Corporate Accounting	64	24.6
TOTAL	102	100

Source: Primary data

INTERPRETATION:

It is inferred that, 27.3% of the respondents have the subject of Financial management as part of their curriculum, 24.6% of the respondents have Corporate Accounting subject as part of their curriculum, 20.8% of the respondents have the subject of Financial Market as part of the curriculum, 13.8% of the respondents have Investment and Trading Strategy as part of the curriculum, and 13.5% of the respondents have Corporate Funding as part of the curriculum.

CONCLUSION:

In conclusion, this study sheds light on the awareness and participation levels of commerce students in the Indian stock market, underscoring both opportunities and challenges. The findings reveal varying degrees of familiarity and engagement among students, influenced by factors such as educational curriculum, personal finance literacy, and socio-economic backgrounds. While some students exhibit keen interest and active involvement in stock market activities, others demonstrate limited awareness and apprehensions. Addressing gaps in financial education and providing accessible resources could enhance students' confidence and competence in navigating the stock market. Additionally, fostering partnerships between educational institutions and market stakeholders may facilitate experiential learning opportunities, thereby fostering a generation of informed investors. This study underscores the importance of promoting financial literacy and encouraging proactive engagement among commerce students to harness the potential of the Indian stock market.

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