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Investment Awareness and Preferences Among Collage Going Students Towards the Stock Market

Sayali R. Patil, Sudarshan D. Jadhav*

Department of management studies, Rajarambapu Institute of Technology, India

*Correspondence: E-mail: sudarshan.jadhav@ritindia.edu

ABSTRACTS

The stock market is a well-organized platform for various buyers and sellers to buy and sell shares. The main objective of this research is to study the awareness and the preference of students toward investment in the share market. The data used for the study are collected from primary data. This study will be helpful for the investors to become more aware and confident to invest in the stock market. This research will help to examine the awareness of investment among the students. The research is about finding out the student's interest in investment and reasons for not investing in the share market. The research will help to measure the satisfaction level of students towards investment in the share market. Finally, the limitations and recommendations are included to help other researchers to have better findings of the results.

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1. INTRODUCTION

The stock market is the place where buyers and sellers exchange stocks. Investment is important for the future. In Islampur city most students invest in the stock market. The stock market is a well-organized platform for various buyers and sellers to buy and sell their shares (Boreiko *et al.*, 2019).

The result of the research is awareness among the young generation. The primary and secondary markets are controlled by the security and exchange board of India (SEBI). 2 types of stock exchange platforms are the Bombay stock exchange (BSE) National stock market (NSE). There are good returns from investing in a stock market.

In this research, we generally concentrate on the perception and attitude of students towards the stock market. Some college students are not aware of the investment in the stock market. In this research, we get to know how many students invest in a stock market and their male-to-female ratio.

Objectives of the study are:

- (i) To study the students' perception of the stock market investment.
- (ii) To analyze the students' preference toward stock market investment.
- (iii) To know the male-to-female ratio of investment in the stock market.
- (iv) To know the preference, knowledge, and basic need of the students while investing in the stock market.

Under this study, we can get good knowledge about the preferences and attentiveness of the students towards stock market investment. This study helps to get know about the various investment options and their plans of return on investment. The study is limited to the Islampur city students because India is geographically uneven so it has different kinds of students according to their economic condition and their choices also, we took the responses from Islampur city students.

There is further scope for the study in the investment as well as attitude and behavior of the college students towards the stock market investment, and also have scope to study regarding the awareness for stock market investment.

Several researchers reported the following papers:

- (i) The need for the efficiency of the stock market for sufficient knowledge about shareholders before investment of money the objective of the study is the age and financial instruments traded in the stock market and which type of technology gives importance to the stock market (Manorselvi, 2019; Van Rooji *et al.*, 2011).
- (ii) An investment market is a profit obtained in the future. The study of stock perception, risk, and general information. The researcher can assist investors to be aware before entering the stock market. The data is collected by reliable questionnaire and IBM and SPSS AMOS 23 software is used for statistical analysis (Nithya & Anandkuamar, 2016; Ene *et al.*, 2021).
- (iii) The stock market is the platform where buying and selling practices of shares are going on. This study is with references the collection of primary data such as a questionnaire. The research is about technological alteration investment objectives to achieve this different hypothesis were formulated (Shankar & Bhatt, 2022).
- (iv) The stock market is helping out in the development of the economy, movement of the stock market is enhancing every day. people from any background viz. arts, science, or commerce can invest in the stock market. Maybe or may not a student be aware of the stock market. Moto behind the investments of the students and also recognition of satisfaction in the investment (Kadfak, 2020).

- (v) The study aims to consider the impact of economic value and the likeliness of shareholders. These resulted in an analysis of desirability on created shareholders' value (Volpe *et al.*, 2020; Ebaid, 2009).
- (vi) Some studies consist of insight and behavior towards the stock market. Data is collected from investigation or inquiry. the research throws the light on movements of stock market finding are partly reasonable and partly unreasonable investors which gate in the financial information.
- (vii) The investors of the stock market are the backbone of the market so investors should prefer a proper investment plane it is, the sense that to understand the increased awareness in their knowledge among money markets. this study refers to the testing hypothesis of information, hurdle of the market (Hakim, 2021).
- (viii) Some articles are all about the insight of stock market investments, CHI-square test is applied in the hypothesis. To understand the knowledge of the stock market, settlement period, and interest rates on bonds. To assist investors with a suitable investment platform.
- (ix) The study is conducted to find the investment pattern of youth purpose of the study is to investigate the investment pattern of the youth of the current time. We find that youngsters still prefer more investment in bank deposits and their mutual funds' young generation invests 0-20% of their income and the following 20-40% less income is theirs in investment (Makkar, 2012).
- (x) Nowadays younger generation is more creative and has technology acumen enough than the older generation. The question is on how much awareness of investment among the students. The objective of the research is investment perception and personal interest among the students (Przybytniowski, 2018; Wang, 2014).

2. METHODS

Key variables to studied are Investment awareness, perception, and college students' stock markets. Nature of the data to be used for the study is the two methods of collecting the data are Primary Data and Secondary Data:

- (i) Primary Data. The primary data is collected by the use of questionnaires by the creation of questions and sent to respondents. Respondents have to fill out the google form for the collection of data.
- (ii) Secondary Data. The secondary data will be collected from reports and research published in journals, websites, periodicals, magazines, newspapers, Annual Financial Reports, and other reports of selected companies.

Our research is mainly based on primary data. We are going to study the awareness and perception among college students towards the stock market in Islampur city, India. The unit of analysis is Population is infinite. Data collection tools are that Sample designs are the road map of serves as the basis for the selection of primary data collection of samples. The secondary data is already available so it's collected from various research papers and various websites. The various methods of data collection:

- (i) Nature, scope, and object of inquiry
- (ii) Availability of funds
- (iii) Time factor
- (iv) Precision required.

We tried to find immediate solutions to existing problems facing a society or an area as well as in industry.

In the sample techniques, there are various sampling techniques used for the research. In this research, we use multiple sample selection techniques.

There are types of sampling methods: - Probability Sampling Method and the Non-Probability Sampling Method. In this project, we used Convenience Sampling methods. The convenience sampling is the non-probability sampling method used in this project. It's the 200 responses part of the population and sampling size. It's useful for pilot testing. In this project respondents to call them. Easily to get contact because he/she has in us are people so in sample data collecting in this technique so it's very useful in this project. In 2 months do the survey and collect the responses and results.

In data analysis, data will be coded in excel, then analyse in the SPSS. After that, the data result and interpretation are mentioned in the report.

For the expected significant outcome, from the research students, can realize how to overcome and face the various challenges in the trade and stock market. It has been observed that these challenges might be due to covid-19. However, the perception of this research is that it will enable students can enhance their economic independence which is part of their career advancement.

Similarly, this research will change the students' perspective regarding the investment policy which is a financial benefit through investment in the stock market.

3. RESULTS AND DISCUSSION

From our research, we found that in Islampur city female students invest in the stock market more than male students.

- (i) The students in the 18-23 age group invest in the stock market more than the age group of 23-28 years.
- (ii) The post-graduation students invest more in the stock market than the under-graduation students.
- (iii) From this research, we found that most of the students are aware of the stock market investment and less aware of bitcoin.
- (iv) Most of the students invest in the stock market for future contingencies and less for tax purposes.
- (v) The students invest more amounts up to 1000 in the stock market and less investment is in the amount above 10000.
- (vi) We found that most of the students prefer the online mode to invest.
- (vii) From the research, we found that students highly invest in mutual fund schemes and less invest in currency.
- (viii) The students are neither satisfied nor unsatisfied that is they have neutral satisfaction towards return on investments.

Solutions and suggestions are:

- (i) The awareness of the stock market among male students should be increased.
- (ii) The bitcoin investment awareness among the students is very less that should be increased and students should invest in it.
- (iii) Students might increase their investments.

4. CONCLUSION

This study's primary goal is to examine students' awareness of and preferences for stock market investments. The information used in the study was gathered from primary sources. The results of this study will assist investors to invest in the stock market with greater

knowledge and assurance. This study will contribute to the investigation of student awareness of investing. The purpose of the study is to determine the student's interest in investing and the factors that prevent them from doing so. The study will make it easier to gauge how satisfied students are with their stock market investments. To help other researchers make more accurate conclusions about the results, the limitations and suggestions are also presented.

5. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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