

## **SHARE TRADING CULTURE AMONG COLLEGE STUDENT IN SELECTED COLLEGES IN COIMBATORE CITY**

**Dr.S.Arunpriya**

**Head (i/c), Professor, Department of Commerce Finance**

Dr. N.G.P. Arts and Science College (Autonomous)

Coimbatore,Tamil Nadu, India.

**Ms. K. Indira Priyadharshini**

**Mr. S. Kathiresan**

**Ms. M. Saranya**

**Mr. T. N. Sharavanan**

III. B. Com Finance, Dr. N.G.P. Arts and Science College (Autonomous),

Coimbatore,Tamil Nadu, India.

### **ABSTRACT**

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 trading. The data used for the study are collected from primary and secondary data. 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 trading. The research will help to measure the satisfaction level of students towards investment in the share trading.

### **1.INTRODUCTION**

A stock market is the aggregation of buyers and sellers of stocks (also called shares); these may include securities listed on a stock exchange as well as those only traded privately. The young generation has faced many financial problems due to a lack of financial literacy. They have little financial knowledge of the norms and trends of different markets and how to make good investment decisions. The focus is on college students who are typically aged between 18 to 24 years and studying in selected colleges. The study may also include an analysis of the factors that influence college students' investment decisions, such as their level of financial literacy, their risk tolerance, and their access to financial information and resources.

## 2.OBJECTIVES OF THE STUDY

- To know the level of awareness and investment behaviour of college students in share trading.
- To know the preference and knowledge of students while investing in the stock market.
- To give findings and suggestions based on the study.

## 3. STATEMENT OF THE PROBLEM

There are many research conducted on the awareness level of people in the stock market but very few are conducted on the participation of the students in the stock market. So, the study aims at conducting the research among college students in selected four colleges.

## 4.SCOPE OF THE STUDY

The main scope of this study is to know the level of awareness among college students in selected colleges in Coimbatore City and also to find the perception and investment decisions of the students in share trading.

## 5.HYPOTHESIS

- **Ha1:** There is a significant relationship between the gender of the respondents and their investment in share trading.

## 6.REVIEW OF LITERATURE

**Akshit Gupta a, Dharam Chand Bordier b, Manish Sharma c, Vivek Kumar Gupta d, Dr. Atanu Bhattacharya(2023)** After conducting a research on the topic ‘Awareness and participation in the stock market among students’ the researchers has come to know that there has been a huge Shift in the awareness and participation in the stock market. The students who are not exposed to the financial market, it is wise to make investments Education in society to ensures that everyone is knowledgeable and ready about real-world stock market investing.

**Mr. Aanjan Prasath G & Mr. Nirmalbabu Dwivedi (2022)**According to the results of this study, investors in Coimbatore have a decent knowledge of the equity market in the overall aspect. However, there

are some participants who are only aware of certain aspects. This can be improved significantly if they try to implement the aforementioned recommendations and suggestions.

**Sayali R. Patil, Sudarshan D. Jadhav (2022)** From this research, they have found that most of the students are aware of the stock market Investment and less aware of bitcoin. 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

## 7.DATA ANALYSIS AND INTERPRATION

### 7.1.PERCENTAGE ANALYSIS

S.No	Particulars	No. of Respondents(in Nos.)	Percentage
<b>1</b>	<b>Gender of The Respondents</b>		
	Male	55	50.5%
	Female	54	49.5%
<b>2</b>	<b>College Name</b>		
	Dr.N.G. P Arts and Science College	28	25.7%
	PSG Arts and Science College	25	22.9%
	Hindustan College of Arts and Science	30	27.5%
	GRD college of arts and science	26	23.9%
<b>3</b>	<b>Sources of Information about Share Trading</b>		
	Friends	63	57.8%
	Advertisement for apps	30	27.5%
	Family	21	19.3%
	Broker	4	3.7%
	Newspaper	7	6.4%
	Awareness Programmes Conducted by College	5	4.6%
<b>4</b>	<b>Investment in Share Trading</b>		
	Yes	99	90.8%
	No	10	9.2%
<b>5</b>	<b>Reason for not Investment</b>		

	Lack of Knowledge	7	6.4%
	Risk of Financial Crisis	8	7.3%
	Lack of Availability of Financial Resources	5	4.6%
	Lack of Guidance	1	0.9%
	None of the Above	99	81.7%
<b>6</b>	<b>Sources of income for Investment</b>		
	Pocket Money	50	50.5%
	Part Time Job	32	32.3%
	Online Games	14	14.1%
	Others	3	3%
<b>7</b>	<b>Period of Investment in Share Trading</b>		
	Less Than One Year	72	72.7%
	More Than One Year	24	24.2%
	More Than Three Years	3	3%
<b>8</b>	<b>Mode of Investment</b>		
	Offline	4	4.1%
	Online	75	76.5%
	Both	19	19.4%
<b>9</b>	<b>Apps Used for Investment</b>		
	Grow App	34	34.3%
	Angel One	44	44.4%
	Zerodha	23	23.2%
	Upstox	26	26.3%
	Others	2	2%
<b>10</b>	<b>Number of Apps Used for Investment</b>		
	1	68	69.4%
	2	25	25.5%
	More Than 2	5	5.1%
<b>11</b>	<b>Amount Invested Monthly</b>		
	Below 1000	42	42.9%

	1000-5000	42	42.9%
	5000-10000	13	13.3%
	More Than 10000	1	1%
<b>12</b>	<b>Result of the Investment</b>		
	Profit	38	38.4%
	Loss	17	17.2%
	Neutral	44	44.4%
<b>13</b>	<b>Types of Stock Invested</b>		
	Large Capital Stock	21	21.2%
	Small Capital Stock	54	54.4%
	Mid Capital Stock	24	24.2%
<b>14</b>	<b>Frequency of Monitoring the Stock</b>		
	Many Times, in a Day	22	22.7%
	Daily	36	36.1%
	Weekly	32	32%
	Monthly	9	9.3%
<b>15</b>	<b>Problems Faced While Investment</b>		
	Availability of Fund	24	24.2%
	Return Risk	62	62.6%
	Broker Risk	11	11.1%
	Others	2	2%

## 7.2.CHI-SQUARE ANALYSIS

### GENDER OF THE RESPONDENTS AND INVESTMENT IN SHARE TRADING

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
GENDER * INVESTMENT	109	100.0%	0	0.0%	109	100.0%

GENDER * INVESTMENT Crosstabulation					
			INVESTMENT		Total
			No	Yes	
GENDER	Female	Count	5	49	54
		Expected Count	5.0	49.0	54.0
		% within GENDER	9.3%	90.7%	100.0%
	Male	Count	5	50	55
		Expected Count	5.0	50.0	55.0
		% within GENDER	9.1%	90.9%	100.0%
Total		Count	10	99	109
		Expected Count	10.0	99.0	109.0
		% within GENDER	9.2%	90.8%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.001 <sup>a</sup>	1	.976		
Continuity Correction <sup>b</sup>	.000	1	1.000		
Likelihood Ratio	.001	1	.976		
Fisher's Exact Test				1.000	.617
N of Valid Cases	109				

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.003	.976
	Cramer's V	.003	.976
N of Valid Cases		109	

### Interpretation:

The above table shows that there is no significant relationship between the gender of the respondents and investment in share trading. The level of significance is .976 which is more than the significant value(0.05).Hence the hypothesis is Null.

### 7.3.RANK ANALYSIS

**TABLE 7.3.1 SOURCES TAKEN INTO ACCOUNT WHILE INVESTING**

S.No	Particulars	Number of Respondents					Total	Rank
		1	2	3	4	5		
1	Information from newspaper	9 (45)	15 (60)	20 (60)	40 (80)	15 (15)	260	IV
2	Brokers advice	18 (90)	45 (180)	26 (78)	5 (10)	5 (5)	363	II
3	Past performance of stock	40 (200)	27 (108)	16 (48)	11 (22)	5 (5)	383	I
4	Opinion of family relatives and friends	16 (80)	13 (52)	45 (135)	17 (34)	7 (7)	308	III
5	Financial position of the company	14 (70)	15 (60)	7 (21)	19 (38)	44 (44)	233	V

**Source : Primary Data**

#### Interpretation:

From the table we found, Past performance of stock ranked first, Brokers advice ranked second, Opinion of family relatives and friends ranked third, Information from newspaper ranked fourth, Financial position of the company ranked fifth.

#### Inference:

Mostly Past Performance of Stock Ranked first among the Respondents.

### 8.FINDINGS

#### 8.1.PERCENTAGE ANALYSIS

- It is found that the majority 50.5% of the respondents are male among the gender.
- It is found that 27.5% of the respondents are studying in Hindustan College of Arts and Science.
- It is found that the majority 57.8% of the respondents get to know about the share trading through friends.
- It is found that majority 81.7% of the respondents have invested in share trading.
- It is found that majority 81.7% of the respondents have choose none of the above for the reason for investment as many people are investing in share trading.
- It is found majority 50.5% of the respondent's source of income for investment is through pocket money.
- It is found that majority 72.7% of the respondents are investing in share trading for less than one year.
- It is found that majority 76.5% of the respondents prefer to invest through online mode.

- It is found that 44.40% of the respondents use Angle one app for investment.
- It is found that majority 69.4% of the respondents use only one app for investment.
- It is found that the majority of the sample respondents invest below Rs.1000 and from Rs. 1000-Rs.5000 monthly.
- It is found that 44.4% of the respondents has chosen neutral as their result of investment.
- It is found that majority 54.5% of the respondents prefer to invest in small capital stocks.
- It is found that 36.1% of the respondents monitor the stocks daily.
- It is found that majority 62.6% of the sample respondents find return risk as problem while investing.

## **8.2.CHI-SQUARE TEST**

- There is no significant relationship between gender and investment in share trading before.

## **8.3 .RANK ANALYSIS**

- Mostly Past Performance of Stock Ranked first among the Respondents.

## **9.SUGGESSTION**

- The colleges must focus not only on teaching the students in academic area but also on the share trading culture, various opportunities for investing by conducting more awareness programs by inviting some of the popular personalities involved in share trading and organize more orientation programmes.
- The colleges can also take steps to set up clubs for making the students to involve in share trading.
- There are many investment opportunities like cryptocurrency, mutual fund, etc. but comparing to those, more profit is earned through share trading. But there is equal risk on all the platforms.

## **10.CONCLUSION**

The study aims to understand the level of awareness, knowledge, and interest in share trading among college students, and to identify the factors that influence their investment decisions. The research method used for the study is a survey that was conducted among college students in Coimbatore city using a structured questionnaire. The data collected was analysed using percentage analysis, Chi-Square analysis and Rank



Analysis methods. The results of the study showed that a majority of the college students were aware of share trading. The factors that influenced their investment decisions were the stock market conditions and advice from family and friends. The study concludes that there is a need for increasing practical training in share trading as many know what is share trading but no practice.

## REFERENCE

1. Manorselvi, A. "A Study on Students Attentiveness Towards Indian Stock Market." MS Ramaiah Management Review ISSN (Print)-0975-7988, 10.01 (2019): 33-40.
2. Akhter, Aabida, and Mohi-ud-Din Sangmi. "Stock market awareness among the educated youth: a micro-level study in india." Vision, 19.3 (2015): 210-218
3. Dewi Pertiwi\*, Sautma Ronni Basana, and Marcella Grace Yasinta Decisions for Stock Investment among University Students SHS Web of Conferences 76, 01005 (2020)
4. Akshit Gupta a, Dharam Chand Bordier b, Manish Sharma c, Vivek Kumar Gupta d, Dr. Atanu Bhattacharya(2023) 'Awareness and participation in the stock market among students' .
5. <https://www.motilaloswal.com/markets-overview>
6. <https://www.investopedia.com/terms/s/stockmarket.asp>
7. <https://stocks.zerodha.com/>