



A Study on Stock Market Awareness Among Students with Special Reference to Coimbatore District

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Abstract. This study examines the level of awareness of stock market investment among students. It focuses on their knowledge, risk perception, and factors influencing their investment decisions. Although students show interest in stock market activities, many lack sufficient knowledge and practical experience. The study uses primary data collected through questionnaires and applies a descriptive research design. The findings reveal that limited financial literacy and fear of risk act as major barriers. The study suggests that improving financial education can help students make informed investment decisions.

Keywords: Stock Market, Investment Awareness, Financial Literacy, Risk Perception, Students, Investment Decision

I. Introduction

The stock market is considered an important indicator of a country's economic condition. It provides opportunities for individuals to invest and grow their wealth. In recent years, awareness about stock market investment has increased among students due to digital platforms and easy access to financial information.

However, many students still lack proper knowledge about stock market concepts, risk factors, and trading practices. Financial literacy plays a key role in helping individuals make informed investment decisions. Without adequate knowledge, students may hesitate to invest or make poor financial choices. Therefore, this study focuses on understanding the level of awareness and attitude of students towards stock market investment.

Objectives of the Study

- To study about customers preference of Samsung mobiles.
- To explore the level of satisfaction towards Samsung mobiles
- To know the customers problem and opinion about Samsung mobiles.
- To study the awareness of Samsung in the market

II. Statement of the Problem

Although the stock market has become more accessible, students still face difficulties in understanding its concepts and operations. Lack of financial knowledge, fear of risk, and limited guidance prevent students from participating in stock market investment.



This creates a gap between interest and actual participation. Hence, the study aims to evaluate students' awareness and identify ways to improve their financial knowledge.

III. RESEARCH METHODOLOGY

The descriptive research method is the approach that we have employed in this study to achieve the project's goals. The data needed to accomplish the study's goals came from primary sources, where we contacted students and asked them to complete surveys.

Data Collection

Primary Data

In order to gather the primary data, respondents were given a questionnaire using the survey method, and the data was collected online by sharing QR codes. Questions about stock market awareness and participation are included in the Likert scale questionnaire.

Secondary Data

The study makes use of secondary data on investment trends and stock market awareness gathered from government publications, financial reports, journals, and websites.

Sample Size

We have taken a sample size of 80. This sample size includes of under-graduate students.

Sampling Method: Convenience sampling

Research Design

The study adopts a descriptive research design to examine the level of awareness of stock market investment among students. This design helps in systematically describing the students' knowledge, perceptions, and attitudes toward stock market participation. Data are collected through structured questionnaires to analyze and interpret the awareness levels effectively.

Tools for analyzing the data

Percentage Analysis

IV. Review of Literature

Jagadhambal A and Mrs. Karpagambigai K (2015) Business always starts and closes with customers and hence the customers must be treated like the King of the market. All the business enhancements, profit, status, image of the organization depends on customers. Hence all organizations need to meet all the customers' expectations and identify that they are satisfied customers

Subramanyam and Venkateswarlu (2012) income, advertising, and education level in a family determine factors of owning a phone set. The study was conducted on factors



influencing mobile phone buyers' buyer behaviour in India's Kadapa district. The researchers study the various type of marketing strategies play in the consumer buying process.

Gupta Ridhi and Priyanka (2016) Social media like Facebook, Twitter, and Instagram have become an essential part of our lives. The number of user indicated that varying The product attributes has an influence on the undergraduates' student. Preference on mobile phones. Various aspects of product and brand attributes were considered such as colour themes, visible name labels and mobile phone with variety of models, packing for safety, degree of awareness on safety issues, look and design of the phone.

Overview of the Study

The present study provides a comprehensive analysis of students' awareness and understanding of stock market investment. It primarily focuses on evaluating their level of knowledge, perception of risk, and the various factors influencing their investment decisions. In the context of increasing digital access and financial information, the study examines whether students possess adequate financial literacy to participate effectively in stock market activities.

Adopting a descriptive research design, the study utilizes both primary and secondary data to identify existing awareness levels and the challenges faced by students. It further highlights the gap between theoretical exposure and practical understanding of investment practices. The findings of the study are intended to offer valuable insights for enhancing financial education and promoting informed and responsible investment behaviour among students

V. Data Analysis and Interpretation

Table 1: Showing Which Brands of the Mobile Phone You Are Using?

S.NO	Particular	Percentage
1	Samsung	22.4%
2	Redmi	22.4%
3	One Plus	5.3%
4	Others	47.4%

Interpretation

From the above table interpreted that 22.4% respondents are SAMSUNG, 22.4% are REMI, and 5.3% are one plus and 47.4% are others, majority of respondents are others 47.4

Table 2: Showing Why You Preferred Other Mobile Than Samsung Mobiles?



S.NO	Particular	PERCENTAGE
1	Can,T Offered To Pay	25%
2	No Awareness About Samsung Mobiles	17.5%
3	Do Not Like The Product	12.5%
4	Others	45%

Interpretation

From above table interpreted that 25% respondents are can't offered to pay , and 17.5% are no awareness about SAMSUNG mobiles, and 12.5% are do not like the product, and 45% are others So majority of response is other 45%

Findings

- The study reveals that most students have a moderate level of awareness about stock market investment.
- A smaller proportion of students are highly aware, while a significant number still have limited or no knowledge.
- Expected returns and risk level are the major factors influencing students' investment decisions.
- Lack of financial knowledge is identified as one of the primary reasons for low participation in the stock market.
- Fear of loss also acts as a major psychological barrier among students.
- Other factors such as limited funds, lack of guidance, and market complexity further restrict students from investing.
- Although students show interest in learning, their practical exposure and experience in stock market investment remain low.

VI. Conclusion

The study concludes that students have limited knowledge about stock market investment despite showing interest. Financial literacy programs, workshops, and practical exposure are necessary to improve their understanding. Enhancing awareness will help students make better financial decisions and increase their participation in the stock market.

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