

A Study on Awareness of Stock Market among Management Students through Print Media

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Abstract: *The purpose of this study was to investigate the Awareness level of stock market among management students. The research problem for this study was the scrutinization of the low level of stock market participation and its possible causes. The question to be answered was "Why students are not having enough knowledge about stock market?. The study has emphasized on determining the effect of print media awareness, electronic media awareness and social media awareness on stock market participation as the objectives. The study was undertaken with all university students. Data were collected by means questionnaires. The correlation was used in this study. The study has used a number of 400 respondents from management students. This was done by setting a questionnaire with items that determine the media awareness techniques used by students. The study adopted chi - square test, One Way Anova, Regression model in data analysis. Thus, the study established that there is a positive correlation between print media awareness and stock market participation, meaning that people who are more knowledgeable about the market are also more likely to participate. It is possible that factors like the likelihood of earning a high salary and having access to financial information play a role given the statistical significance of this correlation.*

Keywords: Stock market, financial literacy, stock market participation, Electronic media, print media, bond market, primary market, secondary market

1. Introduction

The stock market serves as a vital indicator of a nation's economic health, often referred to as the "heartbeat of the economy." Investors play a central role in this market, necessitating financial literacy to understand money management, investments, and market dynamics.

However, the younger generation often lacks this literacy, leading to financial challenges. A study aims to identify factors influencing students' participation in exchange programs and assess gender and educational background differences in opinions about exchange benefits. Financial education is increasingly crucial due to market growth and economic, political, and demographic changes. India's stock market, regulated by SEBI, features two main exchanges: BSE and NSE. It offers various securities and attracts both institutional and retail investors, including foreign investors enticed by high returns. The market facilitates business expansion by selling shares through methods like IPOs and FPOs, requiring minimum investments of Rs 2 lakh and Rs 1 lakh, respectively. Overall, the stock market serves as a centralized, controlled, and organized platform connecting businesses and investors, contributing to economic development.

2. Background of the study

India's stock market has a rich history dating back to the 1850s, with the Bombay Stock Exchange (BSE) being the oldest in Asia, founded in 1875. Other exchanges like Ahmedabad, Calcutta, and Madras emerged in the late 19th and early 20th centuries. The BSE introduced the Sensex in 1986 and underwent modernization in 1995 with an electronic trading system. The Securities and Exchange Board of India (SEBI) was established in 1988, gaining statutory recognition in 1992 to regulate the market. The

National Stock Exchange (NSE) was founded in 1992 and introduced electronic trading, along with indices like Nifty 50. Other significant exchanges include Multi - Commodity Exchange (MCX) and National Commodity and Derivatives Exchange (NCDEX), both facilitating commodity trading. BSE and NSE are prominent for equities, derivatives, and commodities trading, with BSE featuring among the world's top exchanges. Additionally, NSDL was established for electronic stock holding and transfer.

3. Objective of the study

- Investigate the main resources and approaches used by management students to learn about the stock market, including following financial news, utilizing online tools, receiving formal education, or relying on personal experiences and advice from peers and family.
- Measure the effectiveness of each learning strategy on participants' comprehension of and participation in the stock market.
- Assess the impact of electronic media (financial websites, online platforms, apps) and social media (investment forums, YouTube channels, Twitter) on management students' stock trading decisions.
- Use surveys or data analysis methods to explore how electronic media influences decision - making and how social media recommendations and conversations affect stock market participation among management students.
- To understand their exposure to print media (newspapers, magazines, financial journals) regarding the stock market.

4. Review of Literature

Altaf (2014) in the study "University Students' Level of Financial Literacy." The findings showed that, generally speaking, the students' level of financial literacy was

inadequate. The primary obstacles preventing students from becoming financially literate, according to the author, are a lack of funds, time restraints, a lack of personal interest, a lack of information sources, financial institutions' poor presentation of information, and a lack of government initiatives. (Laurent E. Calvet, John Y. Campbell, and Paolo Sodini, 2009) in "The Media and the Stock Market" research. This study shows that exposure to the media significantly increases stock market participation, especially for novice investors. They also discover evidence that the causal relationship between participation and household financial outcomes, such as wealth accumulation and retirement savings, can be determined by using media exposure as a tool. (G. M. Y. Owusu, E. Agyapong, 2018) In the study titled "What influences the willingness of university students to invest in stocks?" The macroeconomic factors (interest rate, inflation rate, exchange rate, etc.) and institutional factors (corporate governance, financial market liberalization, legal protection, etc.) that influence the development of the stock market are determined by this study. The study also examined earlier studies on the psychological aspects of money attitude and financial risk attitude that affect stock market investing behaviour. (Yung - Fu Chen, Po - Chou Chan (2013)) in the study "Evaluating Stock Trading Performance Using a Web - Based Virtual Stock Trading System": The literature review addressed three primary topics: the evolution of e - learning, online stock trading systems, and stock trading behaviour. The review pointed out the distinctions between individual and institutional stock investors as well as the influence of psychological biases on trading patterns and the possible advantages of using VST systems for financial education and training. The VST system was found to be a useful instrument for raising students' trading proficiency and financial literacy. (N. Selvaraj (2021), The researcher has provided traders who wish to profit with the least amount of risk with an explanation of derivatives in this paper. Derivatives are one financial innovation that attempts to increase returns while reducing risk. A financial instrument that is derived from another financial instrument is called a "derivative". Derivatives cannot stand alone in the absence of an underlying instrument or market. When two parties enter into contracts for easily marketable assets, the agreements are referred to as derivatives. With the increasing volatility of the capital and foreign exchange markets, derivatives are becoming increasingly important.

Despite the RBI's efforts to disseminate information and encourage the use of derivative products, there is still a relatively low level of awareness regarding these products and their use. (Sharan (2021) In this study, the researcher investigated how individuals with a variety of educational backgrounds—including those in the arts, sciences, and commerce—might be able to launch a successful stock market career if they were aware of its opportunities. Not many students have any knowledge of stock market investing. There are a number of reasons why students might not be familiar with the stock market or make investments in it. The most prevalent excuse is that there is risk involved in the stock market and that a lot of money is being invested, however this is untrue. It gauges how students feel about investing in stocks, why they don't invest in the stock market, and how satisfied they are with the process. (A

Manorselvi & Ulchi (2019) According to researchers, students should have adequate knowledge before making any financial investments in the stock market, which means that efficiency in the market is crucial. By investing in the best investment opportunities, students grasp market volatility. In addition, the road to a profitable investment is laid after careful examination. This study intends to evaluate the necessity of this technology for the distribution of news about stocks and commodities that are listed, as well as the relationship between age and finances. (Wangmo Chimmi, Shelly Daly & Rinchen Dorji (2018), The researcher briefly described the topic of "stock market awareness and obstacles" in this study. To assess the potential for development in this growing economy, researchers look at the public's degree of knowledge and the difficulties they experience when it comes to stock markets and brokers. Both quantitative and qualitative methods, predominantly primary, were used to conduct this study. A semi - structured questionnaire was created to gather information from members of the general public and university students who were enrolled at the time. According to the data source, the study also revealed that respondents were interested in stock market investing but were unaware of available investment alternatives. The outcomes also showed problems and restrictions.

According to the research, it is important to inform the people about the advantages of stock market investing. (Bhattacharjee Jayashree, & Ranjit Singh (2017), The researcher discussed "Individual Investors' Equity Investment Attitudes" in this study. This paper aims to conduct a systematic review of the literature on different aspects of attitudes towards equity investment. This essay focuses on important concerns and elements of equity investment awareness. It also aims to highlight particular problems for follow - up studies. It was discovered that the most significant factors influencing a sense of justice were psychological, socioeconomic, and demographic. Financial awareness is the primary cause of financial well - being. Stock awareness is a factor in the financial markets' growth. Investors who are conscious of their rights and responsibilities, understand and control their risks, and make better financial decisions are all made possible by equity awareness. (Aabida Akhter Mohiuddin Sangmi (2015) The researcher in this study has provided a clear explanation of how investors form the foundation of the securities market. Their interest in the stock market and their decision to invest in it are determined by their knowledge and awareness of it. As knowledge of the stock market falls under the larger category of financial literacy. The goal of the study is to gauge young people's knowledge of the concepts, goods, procedures, and organisations that make up the stock market. According to the study's findings, the young people in the sample knew little to nothing about the stock market, and there were no appreciable differences in the knowledge and awareness of the various sample groups depending on the topics the researcher looked at. (Van Rooij et al. (2011) The Researcher demonstrate how financial decision - making is influenced by financial literacy, and as a result, stock market participation is lower among those with lower financial literacy. According to (Lusardi, Mitchell, and Curto (2010), their conclusion raises concerns because people today must rely more and

more on themselves when making critical financial decisions, and young adults' financial literacy is worrisomely low.

5. Research Methodology

The research methodology that has been selected combines quantitative and qualitative techniques to examine management students' stock market awareness from a broad perspective. This population's participation in the stock market is influenced by media and learning styles, and the survey data and interview data, together with thorough statistical analyses, are intended to give a detailed understanding of these complex dynamics.

Sampling Design

My research methodology included random sampling because it is not practical to conduct a study of the entire population in order to select respondents due to its infinite size.

Size of Sample

Four hundred management students are taking part in this research. The researcher was unable to include every member of the population in the study. Therefore, it was necessary to select a sample of a specific number of respondents who were representative of the entire population.

Questionnaire Design

Surveys are used to investigate specific behavioural domains as well as attitudes, beliefs, sentiments, and opinions. This method can give the researcher reliable data if it is carefully considered. If you want to know more about a person's attitudes, just ask them what you want to know, and you'll get the information straight from the source. Using questionnaires to gather data is a fairly quick way to obtain this kind of information with respectable response rates, while also protecting respondent confidentiality.

The questionnaire evaluated the respondents' reading comprehension and mental capacity in this manner. The researcher was interested in views, options, perceptions, and emotions from the surrounding environment. Due to the small sample size, literate target audience, and high likelihood of easy answers from them, the questionnaire proved to be a highly effective tool for data collection. An Likert - type questionnaire with five points was used to collect participant responses as part of the research methodology. The suggested suggestions were presented, and respondents were asked to rate their agreement or disagreement on a Likert scale. For every response option, a number was assigned, ranging from 1 (strongly disagreeing) to 5 (strongly agree).

Data collection:

Questionnaires were used to collect primary data for this research. This approach was reasonably easy to administer, efficient in gathering descriptive data, and time and money - saving. These are the reasons I decided to use it. Data on the

teaching strategies—especially those related to media awareness and its connection to financial literacy and stock market participation—were collected using this methodology. When the questionnaires are being administered

- 1) All questionnaire sections were to be completed in full, with no omissions, by the respondents.
- 2) After being retrieved, each completed questionnaire was checked.

Tool used:

The data was gathered, encoded, and statistically analyzed using the Statistical Package for Social Sciences (SPSS).

6. Limitation of the study

There are restrictions on the study on management students' media - based stock market awareness. These include social desirability bias in participant responses, sample bias resulting from small sample sizes or particular student demographics, and dependence on self - reported data that might not fairly represent awareness levels. It might ignore things like past education or resource availability that have an impact on awareness. Results may be impacted by temporal factors including shifts in market trends and media coverage, and it may not always be possible to establish a causal relationship between media exposure and awareness. Results may be impacted by a narrow focus on media outlets and a disregard for differences in financial literacy or educational backgrounds. Limitations in cross - sectional design may make it difficult to comprehend how consciousness develops over time. The way that media is interpreted might be affected by contextual elements such as cultural variations or economic constraints that are not fully taken into account.

7. Data Analysis

This study's data analysis examines management students' stock market awareness, focusing on teaching strategies and the impact of social and electronic media. Using the One - Way Analysis of Variance (ANOVA) to study techniques provides deeper understanding of the effectiveness of education and helps design specialised plans for management students. Simultaneously, correlation analysis, such as Pearson's coefficient, reveals the intricate connection between knowledge of electronic and social media and involvement in the stock market, providing insightful information about changing media environments. The results add to our understanding of stock market awareness in a comprehensive way and offer guidance on how to improve future business leaders' financial literacy.

Chi - Square Test:

The stock market's activity and print media awareness are positively correlated. This implies that people who are more knowledgeable about the stock market are inclined to trade in it.

Test Statistics

	Chi-square	df	Asymp. Sig.
I do not understand how the stock market works	54.79	4	.000
I find the stock market to be very confusing.	146.98	4	.000
I do not know enough knowledge about different investment strategies.	144.96	4	.000
Is there awareness of stock market participation through news paper advertisements among management students?	170.01	4	.000
Is stock market participation in India promoted through articles publication?	246.32	4	.000
Are digital billboards used to promote the stock market participation	189.93	4	.000
Is there any radio programme that highlights awareness on stock market participation	151.73	4	.000
Are promotional calendars commonly utilized to distribute information about stock market participation ?	193.54	4	.000
Are stocks in India published in news papers?	295.89	4	.000
Are bond markets published in news papers?	210.69	4	.000
Are there TV adverts that contribute to awareness of stock market participation?	129.55	4	.000
Do you have a website that provides information on stock market participation ?	173.45	4	.000
I follow YouTube Channels for stock investment?	90.45	4	.000
Are stocks advertised on TVs?	162.80	4	.000
I have learned about the stock market from personal experiences, such as talking to family or friends who invest	209.52	4	.000
Are annual reports on stock market participation in India published?	153.81	4	.000

The association is unlikely to be the result of random variation due to its statistical significance. This correlation could have a number of causes. According to one theory, people who understand the stock market better are more likely to have access to financial data. They may become more interested in stock market investing in light of this information. It's also feasible that individuals with greater stock market knowledge are also more likely to be well - educated and well - paid. Higher stock rates are linked to both of these factors.

Regression

Regression Analysis on effect of Electronic Media Awareness on Stock Market Participation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.017a	0	- 0.002	2.81154

In line with the low R - squared value, the corrected R - squared value is likewise extremely low (-0.002). The estimate has a 2.81154 standard error appended. Thus, the average forecast inaccuracy is represented by 2.81154 SMP units. This model has a p - value of 0.752 and an F - statistic of 0.100. EMA and SMP do not, therefore, exhibit a statistically significant correlation.

One way Anova:

		Column3	Column4	Column5	Column6	Column7
		Sum of Squares	df	Mean Square	F	Sig.
Print Media Awareness	Between Groups	204.725	15	13.648	3.159	0
	Within Groups	1512.083	350	4.32		
	Total	1716.809	365			
Electronic Media Awareness	Between Groups	111.771	15	7.451	1.599	0.072
	Within Groups	1631.357	350	4.661		
	Total	1743.128	365			

The F - statistic for Print Media Awareness (PMA) is 3.159, and the p - value is.000. This implies that the mean scores of management students' stock market knowledge across PMA levels differ statistically significantly. Put another way, there is a direct relationship between students' understanding of the stock market and PMA. for electronic media awareness, a p - value of.072 and an F - statistic of 1.599 are discovered (EMA). Consequently, there is no statistically significant difference in the mean scores of management students' stock market knowledge across different EMA levels, though there maybe a trend in those scores. Additionally, the p - value is marginally higher than the 0.05 significance level.

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