



KNOWLEDGE IN STOCK MARKET AMONG COLLEGE STUDENTS

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ABSTRACT

Many financial professionals believe that the earlier children begin learning about investing and basics of economics, the better their chances for future financial stability. Children can start to understand the importance of investing at a young age, such as with an allowance or piggy bank. The stock market can teach the students how to track their investments, monitor company performance, practice proper money management techniques and follow trends in the market. Learn more about the stock market and its history enhances the knowledge of the varied learners. According to the interest of the learners the learning content can be obtained stock market learning increases their self confidence among the students in the technological era. Now a day's there is an active participation in stock market related fields that boost the nation's development in the global competition. Therefore, the present study is a high need of the hour.



KEY WORDS: financial professionals , learning content , stock market learning.

INTRODUCTION :

In recent years, the stock market has seen substantial ups and downs. People who have been investing in the stock market over the last few years may be reluctant to open their statements for the fear of seeing how much their portfolios have declined. For the beginning investor, this perspective can result in procrastination in stock investing. STOCK MARKET STUDY is of vital importance in the field of commerce education at college level and fruitful for them to know the strategies of which they could be able to assess and evaluate the field of Stock Market as follows.

- To know the works of Stock Market.
- To interpret the financial news and stock market price reports.
- To make trades.
- To look for various types of brokers/brokerage firms.
- To predict the risks associated with trading derivatives and its types.
- To suggest the investors not to cheat by the brokers/intermediaries.

WHAT IS SHARE MARKET?

A share market is where shares are either issued or traded in.

A stock market is similar to a share market. The key difference is that a stock market helps you trade financial instruments like bonds, mutual funds, derivatives as well as shares of companies. A share market only allows trading of shares.

The key factor is the stock exchange the basic platform that provides the facilities used to trade company stocks and other securities. A stock may be bought or sold only if it is listed on an exchange. Thus, it is the meeting place of the stock buyers and sellers. India's premier stock exchanges are the Bombay Stock Exchange and the National Stock Exchange.

OBJECTIVES OF THE STUDY

- To find out whether there is significant difference between Male and Female with respect to Knowledge in Stock Market among the college students (Yes/No).
- To find out whether there is significant difference between UG and PG with respect to Knowledge in Stock Market among the college students (Yes/No).
- To find out whether there is any correlation between gender and level of knowledge in Stock Market (Yes/No).
- To find out whether there is any correlation between courses and level of knowledge in Stock Market (Yes/No).

HYPOTHESES

1. There is no relationship between gender and level of knowledge in Stock Market.
2. There is no relationship between courses and level of knowledge in Stock Market.
3. There is no significant difference between Male and Female with respect to Knowledge in Stock Market among the college students.
4. There is no significant difference between UG and PG with respect to Knowledge in Stock Market among the college students.

METHODOLOGY

The steps of procedure in research are an element, common to all methods of research while, different methods of research have different distinguishing features. In this present study, the investigator applied normative survey as a method. The normative survey method studies, describes and interprets what exists at present.

Tool

- Stock Market Scale was constructed and standardized by the investigators.

Data Analysis

Table 1: Chi-Square Test for Correlation between Gender and Level of Knowledge in Stock Market

Gender	Level of Knowledge in Stock Market			Total	Chi-square Value	P-value
	Low	Moderate	High			
Male	20 (35.7%) [66.7%]	22 (39.3%) [56.4%]	14 (25.0%) [45.2%]	56 (100.0%) [56.0%]	3.866	0.047*
Female	10 (22.7%) [33.3%]	17 (38.6%) [43.6%]	17 (38.6%) [54.8%]	44 (100.0%) [44.0%]		
Total	30 (30.0%) [100.0%]	39 (39.0%) [100.0%]	31 (31.0%) [100.0%]	100 (100.0%) [100.0%]		

- Note 1: The value within () refers to Row Percentage.
 2. The value within [] refers to Column Percentage.
 3. *Denotes significant at 1% level.

Since the P-value is less than 0.01, the hypothesis-1 is rejected at 1% level of significance. Hence it is concluded that there is relationship between gender and level of knowledge in stock market. Based on the row percentage, males are having less knowledge in stock market than their counterparts.

Table 2: Chi-Square Test for Correlation between Courses and Level of Knowledge in Stock Market

Course	Level of Knowledge in Stock Market			Total	Chi-square Value	P-value
	Low	Moderate	High			
UG	22 (39.3%) [73.3%]	22 (39.3%) [56.4%]	12 (21.4%) [38.7%]	56 (100.0%) [56.0%]	7.422	0.024*
PG	8 (18.2%) [26.7%]	17 (38.6%) [43.6%]	19 (43.2%) [61.3%]	44 (100.0%) [44.0%]		
Total	30 (30.0%) [100.0%]	39 (39.0%) [100.0%]	31 (31.0%) [100.0%]	100 (100.0%) [100.0%]		

- Note: 1. The value within () refers to Row Percentage
 2. The value within [] refers to Column Percentage
 3. * Denotes significant at 1% level

Since the P-value is less than 0.01, the hypothesis-2 is rejected at 1% level of significance. Hence it is concluded that there is correlation between courses and level of knowledge in stock market. Based on the row percentage, UG students are having less knowledge in stock market than their counterparts.

Table 3: t-test for Significant Difference between Male and Female with respect to Knowledge in Stock Market among College Students

Sex	N	Mean	SD	t-value	P-value
Male	56	11.95	3.40	2.550	0.012*
Female	44	13.73	3.54		

Note: *denotes significant at 1% level.

Since the P-value is less than 0.05, the hypothesis-3 is rejected at 1% level of significance. It is inferred that there is significant difference between male and female with regard to knowledge in stock market. Based on mean score, the female students have better knowledge in stock market than male students.

Table 4: t-test for Significant Difference between UG and PG Students with respect to Knowledge in Stock Market among College Students

Course	N	Mean	SD	t-value	P-value
Male	56	11.61	3.195	3.789	<0.001**
Female	44	14.16	3.524		

Note: **denotes significant at 1% level.

Since the P-value is less than 0.01, the hypothesis-4 is rejected at 1% level of significance. Thus it is concluded that there is significant difference between UG and PG students with regard to knowledge in stock market. Based on mean score, the PG students have better knowledge in stock market than UG students.

CONCLUSION

The knowledge in stock market among the college students is better level. So the faculties must enhance the students' knowledge to high level in stock market learning by using various instructional methods. Nowadays the interest towards web-based learning of the students is quite high and hence the web-based modules could be developed for their interest focus on stock market learning and can enhance the knowledge of stock market among the students further.

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