

A STUDY ON AWARENESS OF SHARES WITH RESPECT TO YOUTH OF DOMBIVLI

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Abstract:

Modern-day market is very dynamic, and continuously growing. It is always questionable whether the people are aware of these dynamics. This research focuses on the awareness of Dombivli's youth regarding shares, their investment or operations, and the regulatory bodies. This research will help us to understand whether the nature of the investment avenue, in this research shares and how they can earn through it is known to the younger generations. This research will help us to create and improve measures, like awareness programs, to spread the knowledge and teach such skills to the youth. This research can be used by governmental bodies, regulatory bodies, brokers, and also educational institutions thereby improving the curriculum in the respective field.

Keywords - *investment, shares, awareness, youth*

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Introduction:

Investment is a field that is useful to both the companies and the investors. It plays a pivotal role as the companies need funding while the investors are urging for a return. Hence it is a well-arranged system. To enhance this system efficiently it is important to know whether the new age is made aware of these avenues as they have to take it further. Hence this study focuses on the awareness of the youth about shares.

Statement of Problem and Need for the Study:

1. Statement of Problem: Shares are a very pivotal instrument and also a significant concept to understand. It is implied to understand about the nature and structure of the avenue for investment in the same. Hence research focuses on youth awareness about shares, their investments or operations and the regulatory bodies.
2. Need for the study: the study is important to understand whether the youth is aware of the investment avenues as investing in instruments without the right knowledge could lead to heavy losses which can also affect the economy

Literature Review:

Manisha Tyagi, Krishna Chanchal, and Dr. Rajkumar S (2021) in Investment Pattern of Youth in India elaborate on the preferences of youth with respect to investment and how they consider risk as an influential factor. From their study, they concluded that earlier investors used to refrain from investing in private companies or risk-bearing avenues irrespective of their returns

Dr.Madhavi Karanam, and Dr.R.Shenbagavalli (2019) in their research 'Investment Pattern of Millennial': A Path Ahead, explained how the new generation is catered towards investment and what the driving forces behind their preference for investment are. The study concludes that age has no association with the investment choices made by the millennial generation except for retirement plans.

Anna Turri, Balasundaram Maniam, and Ronald Earl, (2007) in the effect of online trading on the investment community have explained the effects of online platforms being available for trading and the level of satisfaction is also considered.

Vyas D (2017) Awareness about crypto currency in India, shows that people are aware about Bitcoin and it is widely used among other crypto currencies.

Objectives of the Study:

1. To study the awareness of youth concerning shares
2. To study the awareness of youth concerning investing in shares
3. To study the awareness of youth concerning regulatory bodies

Hypothesis:

H0 - there is no significant relation between gender and awareness of shares

H1 - there is a significant relation between gender and awareness of shares

H0 - there is no significant relation between gender and awareness of investing in shares

H1 - there is a significant relation between gender and awareness of investing in shares

H0 - there is no significant relation between awareness of shares and awareness of investing in shares

H1 - there is a significant relation between awareness of shares and awareness of investing in shares

Scope of the Study:

This research can be utilised to make proper awareness programs by the Government and/or Regulatory bodies through which proper awareness can be spread to youth. Educational institutions can further utilize this research to improve the curriculum in their respective fields.

Research Methodology:

For the study, a primary data collection method is used. All responses were collected through a structured questionnaire method for the youth of the Dombivli area

Tools and Techniques:

Google Sheets are used for statistical analysis. The statistical techniques used are chi-square and simple percentage analysis. Analysis and interpretations of data are presented by using tables and figures.

Limitations of the Study:

1. Research is limited to and Dombivli area
2. All responses were at the respondents' discretion

Research Analysis:

Table no 01 Demographics of Respondents

Demographics	Attributes	Frequency	Percentage
1. AGE	18 - 20	61	55
	20 - 22	50	45
	22-24	0	0
2. GENDER	MALE	57	51
	FEMALE	54	49
3. EDUCATIONAL QUALIFICATION	UNDERGRADUATE	111	100
	POSTGRADUATE	0	0
	PROFESSIONALS	0	0
4. NATURE OF RESIDENTIAL LOCATION	CITY	92	83
	TOWN	14	13
	VILLAGE	5	5
5. HIGHEST EDUCATION IN THE FAMILY EXCEPT FOR YOU	BELOW SSC	3	3
	SSC	10	9
	HSC	28	25
	GRADUATE	40	36
	POSTGRADUATE	17	15
	PROFESSIONAL	13	12
6. MARITAL NATURE	MARRIED	1	1
	UNMARRIED	110	99
7. FAMILY NATURE	BELOW 4 MEMBERS	33	30
	4 - 8 MEMBERS	74	67
	MORE THAN 8 MEMBERS	4	4

Source – Primary Data

Table no 1, exhibits details of 111 respondents. It shows 51% and 49% of male and female respondents respectively, with 55% in the age group of 18 - 22 and 45% in 20 - 22. It also shows the educational qualification was undergraduate while the family's educational background was 3% below SSC, 9% SSC, 25% HSC, 36% graduation, 15% post-graduation and 12% professionals. 83% of respondents are from a city while

13% and 5% are from a town and village respectively. 99/5 of respondents were unmarried and 1% were married. 305 of respondents live in a family of below four members, 67% were between 4 to 8 members and 4% in more than 8 members.

Table no 02 Awareness of shares

Particulars	Attributes	Frequency	Percentage
Equity shares give the holder the right of	OWNERSHIP IN COMPANY	103	93
	POSSESSION	1	1
	USE	0	0
	OWNERSHIP OF UNDERLYING ASSET	7	6
	NOT AWARE	0	0
As an investor, Investment in equity shares leads to tax benefits	TRUE	62	56
	FALSE	33	30
	NOT AWARE	16	14
IPOs are provided before the listing of the company and FPOs are issued after the listing of the company	TRUE	79	71
	FALSE	17	15
	NOT AWARE	15	14
Rate of risk is high in equity shares	TRUE	75	68
	FALSE	33	30
	NOT AWARE	3	3

Table no 02 exhibits the awareness of shares of youth collected through various questions. 93% of respondents answered correctly to the rights of shareholder. 56% answered correctly to tax benefits. 71% answered correctly to the IPOs and FPOs. 68% answered correctly to risk involved

Table no 03 Awareness of investing in shares

Particulars	Attributes	Frequency	Percentage
Equity shares are traded in	STOCK EXCHANGE ONLY	74	67
	OVER THE COUNTER ONLY	2	2

	BOTH	34	31
	NOT AWARE	1	1
Zerodha is a	STOCK EXCHANGE	16	14
	AGENT	53	48
	SPONSOR / COMPANY	24	22
	NOT AWARE	18	16
Investors can buy shares without any intermediaries	TRUE	60	54
	FALSE	48	43
	NOT AWARE	3	3
A Demat account is compulsory for trading in shares	TRUE	106	95
	FALSE	4	4
	NOT AWARE	1	1
Equity shares can be bought and sold within the same day	TRUE	77	69
	FALSE	29	26
	NOT AWARE	5	5
Shares are bought in lots, always	TRUE	36	32
	FALSE	68	61
	NOT AWARE	7	6
Shares can be bought as a	WHOLE SHARE	44	40
	FRACTIONS	7	6
	BOTH	51	46
	NOT AWARE	9	8

Table no 03 exhibits the awareness of youth in investing in shares. The table shows that 67% are aware of where shares are traded, 48% are aware that Zerodha is an agent, 43% are aware of intermediaries, 95% are aware about Demat, 69% are aware of intraday trading, 61% are aware about trading of individual shares, 40% are aware that shares cannot be bought in fraction.

Table no 04 awareness of regulatory body

Particulars	Attributes	Frequency	Percentage
RBI can directly regulate trading in equity shares	TRUE	32	29
	FALSE	54	49
	NOT AWARE	25	23
SEBI can directly regulate trading in equity shares	TRUE	87	78
	FALSE	12	11
	NOT AWARE	12	11

Table no 04 exhibits that 29% and 78% know about the role of RBI and SEBI respectively

Testing of Hypothesis:

Table no 05 Chi-square results

Variables	Calculated Value	Tabular Value	Degree of freedom	Level of significance
Gender and awareness of shares	2.04	7.815	03	5%
Gender and Awareness of investing in shares	10	12.592	06	5%
Awareness of Shares and Awareness of investing in shares	12	28.869	18	5%

Table no 05 exhibits that the calculated value is less than the tabular value in all hypotheses hence

1. The null hypothesis is accepted as there is no significant relation between gender and awareness of shares
2. The null hypothesis is accepted as there is no significant relation between gender and awareness of investing in shares
3. The null hypothesis is accepted as there is no significant relation between awareness of shares and awareness of investing in shares.

Findings and Suggestions

Findings:

1. Basic awareness of shares is seen in the youth of Dombivli from the study.
2. The majority of Respondents are aware of the rights of the shareholder
3. Tax benefits about shares is an area where awareness was just above average
4. The majority of respondents are aware of the basics of IPO and FPO
5. Respondents are generally aware of the risk involved in shares.

6. In the case of awareness about investing in shares or its operation, the awareness is comparatively low
7. The platform where the shares can be traded is not known to many respondents
8. Awareness of intermediaries and their role is just above average.
9. Awareness of shares traded in lots or whole shares is not known to many.
10. Awareness of regulatory bodies is an area where there is very little understanding
11. The role of RBI and SEBI in shares is not known to many.

Suggestions:

- a. Awareness programs that are already existing have to be enhanced.
- b. Curriculum should be improved in the respective field.
- c. Colleges and institutions in remote areas should be given the opportunity for hands-on experience.
- d. Colleges/ universities, institutions should implement short-term courses or certificate programs or courses to improve the awareness

Conclusion:

After the study, it becomes clear that the youth of Dombivli is known in the field of shares. They know the basics of it, but lack the knowledge of investing in the same and also are unaware of very little awareness about matters of regulatory bodies. Hence it is implied to improve this level of awareness. The next part is to motivate people to invest in market-related savings and investment schemes which eventually help the economic growth financially.

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