

## **A Study on Attraction of Young Investors towards Securities Markets and Crypto Currencies**

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### **ABSTRACT**

The research paper under the study is about the opportunities that the young investors have towards their investment in securities market and crypto currencies. The researcher in her research paper has presented the sorry state of the knowledge among the young investors about the securities markets and Crypto currencies. The researcher has referred various literature, articles and research papers on the related topic and found the gap analysis. Based on the review of literature and scope of the research, the research has framed three objectives which were measured and achieved through data analysis and interpretation.

The researcher has collected the primary data from the potent respondents through Google form, which was circulated among the known groups. 118 respondents responded to the Google form circulated and data was analysed and interpreted through tables, pie charts and graphs. Findings and conclusions were drawn upon based on the interpretations. The researchers found that the knowledge of investment opportunities in securities markets and crypto currencies are low among young investors. The young investors are afraid of taking the risk in the speculative markets. They lack financial assistance and funds for investment.

**Keywords:** Investments, Risks, Profit, Bitcoin, Systematic Investment planning (SIP),

### **INTRODUCTION**

Investments with lucrative offers and high profit margin have always attracted the investors of all ages, be it young or old every investor wants to enjoy the super profits and looks for more. Their search for the investment options takes them towards the securities market which is the barometers for the Indian economy. With various options like Equity, bonds, derivatives, sip's, Debentures etc. the securities market gives options for the small, medium and large investors to invest their funds. Individual and institutional investors exchange billions of shares of stock in over 10,000 firms on a daily basis via securities markets. Individual investors put their own money into investments in order to meet their own financial objectives. With the help of securities markets, the savings of households, business firms and government can be channelized to fund the capital requirements of a business enterprise.

The new buss word in the investment segment is crypto – bitcoins, which has changed the dynamics and have questioned the regulated markets. This unregulated form of investments in the name of crypto currencies are traded on the virtual platform. A crypto currency (or “crypto”) is a digital currency that can be used to buy goods and services, but uses an online ledger with strong cryptography to secure online transactions. The Indian government is now talking to regularise crypto currency in India and also to launch their own crypto.

### **REVIEW OF LITERATURE**

#### **1. A Study on Investment preferences of young investors in the city.**

**Shinki K Pandey, Abhishek Vishwakarma**

There are several investment choices accessible in the market as a result of economic liberalization, and the major goal of this research study is to determine the respondent's preferences among the investment alternatives available in the market. Investment is the process of earning money by putting money into a Financial Asset or a Physical Asset. Because life is unpredictable and the future cannot be anticipated, a person must invest to ensure a secure future. Investors invest their money with several goals in mind, such as profit, security, and appreciation, among others. As a young investor with a decent risk appetite and a long time horizon, he has a variety of possibilities to invest in to earn a fair return on his investment until he reaches the age of 40. Bank deposits, post office deposits, equity market, mutual funds, physical gold, and real estate are only few of the investment options accessible in the market. The study's major goal is to determine the preferences of today's Young Investors, who are between the ages of 21 and 35.

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#### **2. Acceptability of Investing In Crypto currencies**

**Eunice M Chua**

Crypto currencies have become a special attraction that most people are aware of, but not everyone understands how they function. With the introduction of this potentially profitable investment alternative, the researchers wanted to learn about the willingness of a small group of people to invest in crypto currencies such as Bit coin and Ethereum. This study used a descriptive-relational research approach to see if there are significant differences in participants' desire to invest in crypto currencies based on age, gender, educational attainment, civil status, monthly income, and employment. The findings revealed that while the participants are not particularly eager to engage in crypto currencies, they are clear in their belief that they should do more study before investing, and that the majority of them see crypto currencies as volatile and dangerous investments. This survey shows that the individuals who are younger are more inclined to invest in crypto currency. The researcher suggests that this study be utilised as a learning tool in classroom discussions on the investment possibilities of Bit coin and Ethereum

[https://www.researchgate.net/publication/344727426\\_ACCEPTABILITY\\_OF\\_INVESTING\\_IN\\_CRYPTOCURRENCIES](https://www.researchgate.net/publication/344727426_ACCEPTABILITY_OF_INVESTING_IN_CRYPTOCURRENCIES)

### 3. A Study on the Factors Influencing Investors Decision in Investing in Equity Shares in Jaipur and Moradabad with Special Reference to Gender

Jeet Singh and Preeti yadav

The current study seeks to identify the elements that have a significant impact on the share investing decisions of a sample of 100 investors in Moradabad, Uttar Pradesh. The introduction and evolution of behavioural finance has resulted in a financial sector revolution. Decision-making while investing Investors just act on the information that is available to them. React appropriately. Before investing in the stock market, a great lot of thought must be given. When investing in the capital market, technical and financial research of the firm, as well as fundamental study of the economy, must be considered. The current article seeks to ascertain male and female investors' perceptions of key issues to be kept in mind while investing in the equities market. The report attempts to condense the attitudes of male and female investors regarding a number of investment options.

<https://amity.edu/UserFiles/admaa/195Paper%209.pdf>

### 4. Stock Market Awareness among the Educated Youth: A Micro-level Study in India

Aabida Akhter and Mohiuddin Sangmi.

The stock market is referred to be an economic pulse or an economic mirror since it reflects a country's economic situation. Investors are said to constitute the securities market's backbone. As a result, their education and awareness are critical to restoring and keeping their interest in the securities market. The idea of stock market awareness is part of the wider concept of financial literacy. This research aims to examine young understanding of several facets of the stock market, such as concepts, goods, procedures, and institutions. The study's findings show that kids have a low to moderate degree of stock market knowledge.

[https://www.researchgate.net/publication/283523732\\_Stock\\_Market\\_Awareness\\_among\\_the\\_Educated\\_Youth\\_A\\_Micro-level\\_Study\\_in\\_India](https://www.researchgate.net/publication/283523732_Stock_Market_Awareness_among_the_Educated_Youth_A_Micro-level_Study_in_India)

#### RESEARCH METHODOLOGY

##### OBJECTIVE OF THE RESEARCH STUDY

1. To understand various factors that attract young investors towards security markets.
2. To explore different types of investment opportunities in security and crypto market.
3. To find different job opportunities available in security markets.

##### Data Analysis and Interpretation

Table no.1 Demographic data collection			
Demographics	Particulars	Respondents	Percentage
Gender	Male	62	52.5%
	Female	56	47.5%
Age bracket	15-30	103	87.3%
	30-45	9	7.6%
	45-60	6	5.1%
	Above 6	0	0

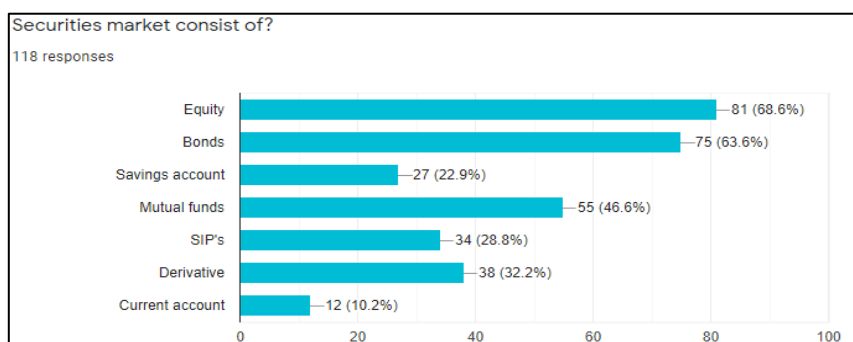
Source: Primary Data.

The above table shows that there are 62(52.50%) male respondents and 56(47.5%) female respondents who have responded through Google form circulated by the researcher. Total 118 respondents responded through the circulation of the Google form. The table also shows that out of 118 respondents 103 i.e. (87.3%) lies in the age bracket of 15-30. And others belong from different age groups.

Questions	Do you trade in securities market or crypto currencies?	Do you think that crypto currencies should be regularized?	Is investing in securities market safe?
<b>Yes</b>	36	53	50
<b>%</b>	30.5	44.9%	42.4%
<b>No</b>	71	16	14
<b>%</b>	60.2	13.6	11.9
<b>Maybe</b>	11	49	54
<b>%</b>	9.3	41.5	45.8

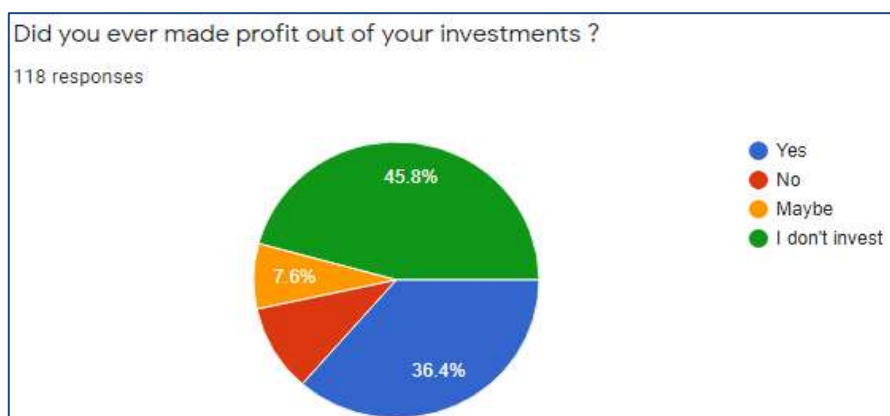
Source: Primary Data

The above table specifies that the respondents are not trading in securities market or crypto currencies because most of the respondents are in the age bracket of 15 to 30 where the earning is limited or almost zero they do not have financial support to invest in the markets. 71 i.e. (60.2%) respondents do not trade in securities market or crypto currencies. Youngsters seems to have limited knowledge about regularized market which bring more safety and security of the investments. 65 i.e. 55.1% of the respondents negative responds towards regularising of the market. Due to less knowledge about the safety and security of the market 68 i.e. 57.7% of the respondents don't not feel safe about investing in the securities market.



Source: Primary Data

From the above bar graph we can find out that the knowledge of securities market among the respondents is somewhat mixed in nature. They are not aware about what exactly the securities market consist of. Due to low awareness 39 i.e. (33.1%) of the respondents have responded that securities market consist of savings and current account. The respondents are aware that the securities market consist of equities and bonds where the percentage is high.



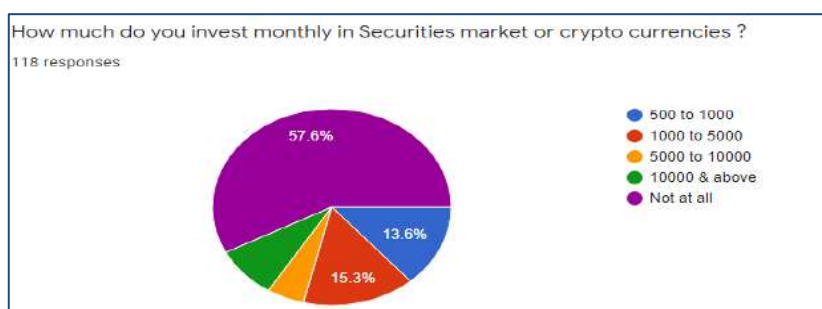
Source: Primary Data

The above pie diagram shows that 54.2% of the respondents invest in the market and 36.4% have made profit out of their investment. The % of the respondents not yet entered in the securities market or crypto currencies accounts to 45.8% this shows that there is a huge potential of investment for the young investors in the market.

Question	Are you aware of the term Securities market and Crypto currency?	Question	Do you agree that Crypto currencies are new generation's lucrative investment option?	Question	Have you ever worked on practicing through paper trading?
Not at all aware	17	Strongly Disagree	8	Never	78
%	14.4%	%	6.8%	%	66.1%
Slightly aware	27	Disagree	11	Rarely	15
%	31.4%	%	9.3%	%	12.7%
Moderately aware	29	Neutral	49	Occasionally	12
%	24.6%	%	41.5%	%	10.2%
Very aware	21	Agree	37	Frequently	9
%	17.8%	%	31.4%	%	7.6%
Extremely aware	14	Strongly Agree	13	Always	4
%	11.9%	%	11%	%	3.4%

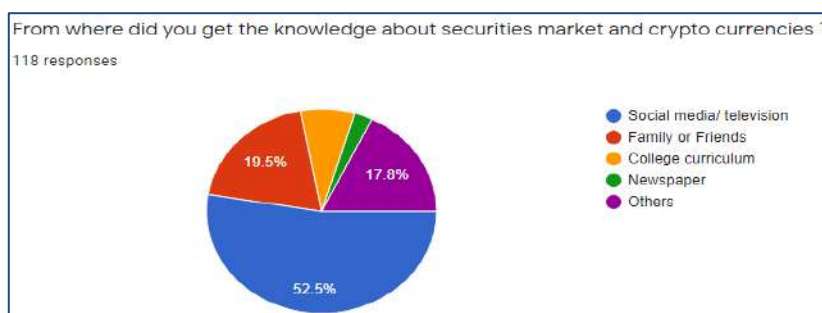
Source: Primary Data

The above table shows that the respondents lack awareness about the securities and crypto market which accounts for 70.4%. Nearly 57.6% of the respondents gave their negative opinion that securities and crypto markets are not lucrative investment options. The above table also shows that young investor (80%) have never learned the concept of paper trading nor are they aware about such term which helps in understanding the securities markets.



Source: Primary Data

The above pie chart shows that 57.6% of the respondents are not at all investing in the securities market or crypto currencies. Due to lack of knowledge about the safety and limited financial earnings youngsters are not willing to invest their money in the markets.



Source: Primary Data

Social media and television (52.5%) are the main source for the respondents to get knowledge about securities market and crypto currencies. The pie diagram shows that the college curriculum does not provide required information about the securities market to the young investors. There is a bit knowledge gap which is the main area of concern and requires due attention of the academician and the government authorities.

### **SIGNIFICANCE OF THE STUDY**

The research signifies on the investment awareness of the young investors. The research emphasises on teaching and motivating the young investors about the investments of their saving in securities market and crypto currencies. The researcher through the research work has shown the true state of awareness about securities market. There is a lack of knowledge transfer which shows a gap between the curriculum and the requirement of the economy. The study is just a granule of the sand in the large dessert and can be taken further with a broader sense and approach to understand the gap. The academicians and government authorities needs to take appropriate steps which would help the young minds to understand the securities and crypto markets in a batter way.

### **SCOPE OF THE STUDY**

- The study under the research title covers various forms of investment options available under securities market.
- Investment opportunities for young investors in securities market and crypto currencies can be explored for good profits.
- The study can be undertaken at broad level to find out the awareness among the investors regarding the crypto currencies and securities markets.
- The scope of study is not just confirmed to young investors, but it can be undertaken for various sect of the society to understand their investment pattern.

### **Source of Data Collection**

#### **Primary Data**

The main source of collecting the data was through Google form. A questionnaire was prepared by the researcher based on the Objectives. In all 118 respondents responded by filling the Google form. Primary data being the first hand data, has helped the researcher in data analysis and interpretation, on the basis of which the findings and suggestion are drawn.

#### **SECONDARY DATA**

The Secondary data was collected by browsing different websites. It gave the researcher different articles and information based on the topic. Review of literature helped the researcher to get a detailed view about the previous studies related to the topic. Gap analysis was done on the basis of review of literature.

### **LIMITATION OF THE STUDY**

#### **This study has the following limitations**

1. The study undertaken by the researcher is based on primary data with limited responses.
2. The secondary was not objective specific and available in bits and pieces
3. The respondents may have been bias in filling the questionnaire which cannot be overlooked.

#### **Findings and conclusion of the research paper**

1. The study undertaken by the researcher shows that people lying in the age group of 15-30 are not so aware about the securities market and crypto currencies.
2. Young investors are not ready to risk their savings by investing in the markets.
3. Due to lack of knowledge they don't see investment in the market as an opportunity to earn profit.
4. There is a bit knowledge gap which is the main area of concern and requires due attention of the academician.
5. To make these young investors understand the pros and cons of the market educational institutions should organise different campaigns and provide practical knowledge to them.

### **REFERENCES**

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