

# **A Study on Consciousness of Share Market among Society**

**Mandeep Singh Ahuja and Pooja Chaurasia**

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra

**Abstract:** *Developing a well-considered investment strategy is crucial for successful share trading, allowing traders to steer their trades toward profitability. This approach empowers traders to make informed decisions at the right moment and, when adhered to diligently, assists in mitigating potential losses. Demonstrating patience and discipline is imperative, especially during market downturns. The investment landscape sees an increasing number of educated individuals participating, while those with limited education often lack the necessary knowledge and awareness in this domain. Consequently, it becomes essential to raise awareness among the less educated or illiterate individuals, encouraging them to invest for their future financial well-being. The predictability of stock prices remains a significant point of contention in the realm of financial time-series analysis. The relevance of a stock's historical prices in forecasting its future value divides the academic and professional community. Some advocate the belief that stocks follow discernible patterns that can be leveraged for future price predictions. Conversely, another school of thought contends that stock prices are inherently unpredictable, with changes in price driven by new information about a company's earnings*

**Keywords:** investment strategy