

# PUBLIC AWARENESS OF STOCK MARKET IN JAFFNA DISTRICT



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## ABSTRACT

The stock market plays a significant role in Sri Lankan economy. It is also seen as playing a vital role in the mobilization of capital in many of the emerging economies. The stock market supports to the countries to enhance capital through issuing shares from all kinds of investors. So it is important to know about stock market. Because the knowledge motivates the investor to invest on the stock market and take proper investment decision.

The main objective of this research is to find out how far Jaffna people aware about the stock market activities. This district was fully destroyed by the war in the past three decades. So there were no chances to invest in the stock market in the past. After the war, the Jaffna district people's Economy are improving in a certain extent. In this time it is important to assess the people's awareness and intension regarding the stock market investment. That will help to future expansion of the stock exchange toward this district.

For this research purpose the researcher selects 150 samples of selected eight D.S Divisions. Here the proportionate stratified random sampling methods used to select sample size 150 persons have responded. Method of data analysis specifically considered univariate analysis based on the 5 point likert scale measures by using statistical package of SPSS19.0.

Finding of studies shows that there is a poor income level and saving also very poor. Most of the people have average knowledge about share market, even though more than 50% of the people have the intention to invest in share market in future. Jaffna district more needs to develop and request to take high consideration well-designed awareness campaign about stock market to get maximum benefits to all of the public in the future.

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