

# “Digital Literacy and Awareness: Its Impact on Investors’ Perception towards Secure Stock Market Participation in India”

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## ABSTRACT

The quick digitalisation of financial markets has transformed stock market participation by enabling investors to approach trading platforms through digital and mobile applications. While digital technologies have expanded accessibility and inclusiveness, they have also increased investors’ exposure to cyber threats, misinformation, and security related risks. In this context, digital literacy and awareness play a crucial role in shaping investors’ perception towards secure stock market participation.

The present study aims to examine the impact of digital literacy and awareness on investors’ perception towards secure stock market participation in India. The study is conceptual in nature and is based on secondary data collected from existing research articles, conference proceedings, academic journals, and published reports related to digital literacy, investor perception, cybersecurity, and online investment behaviour. The study synthesizes findings from previous research to understand how digital knowledge, awareness of cyber risks, and information reliability influence investors’ confidence and decision-making.

The review of literature suggests that investors with higher levels of digital literacy and awareness watch to exhibit a more positive perception towards digital stock market participation and demonstrate greater preparedness against cyber threats. In contrast, inadequate awareness of cybersecurity risks and misinformation often results in negative perception, irrational decision-making, and increased vulnerability to digital scams. The study emphasizes the need for strengthening digital literacy and awareness initiatives to support educated, secure, and inclusive stock market participation. It concludes that enhancing digital awareness among investors is essential for supporting a resilient and digitally secure financial ecosystem in India.

**Keywords:** Digital Literacy, Digital Awareness, Investors’ Perception, Stock Market Participation, Cybersecurity

## INTRODUCTION

The stock market is an essential factor of a country’s financial system, contributing to capital formation, investment growth, and economic development. In recent years, the quick digitalisation of financial markets has significantly changed the way individuals participate in stock market activities. Digital trading platforms, mobile investment applications, and online financial services have made stock market participation more accessible, especially for retail investors in India.

Although digital technologies have simplified investment processes and expanded market reach, they have also proposed new challenges related to cybersecurity, digital scams, misinformation, and data privacy. Investors increasingly depend on digital platforms and online information for making investment decisions, which makes digital literacy and awareness critical for safe and informed participation. A lack of digital knowledge may lead to bad understanding of online risks, resulting in negative perceptions, loss of confidence, and vulnerability to cyber threats.

Digital literacy refers to the aptitude to understand and use digital tools, online platforms, and financial technologies effectively, while digital awareness includes intelligence of cyber risks, online safety measures, and information reliability. Together, these factors influence how investors perceive the security, reliability, and trustworthiness of digital stock market platforms. Prior research suggests that investors with higher levels of digital and financial literacy tend to exhibit greater confidence, rational decision-making, and positive perception towards stock market participation. In contrast, limited awareness of digital risks and misinformation often leads to emotional investment behaviour and unsafe participation.

Most existing studies in this area have focused on empirical investigations using primary data collected from specific regions or investor groups. However, there is a need to synthesize existing research findings to develop a broader understanding of how digital literacy and awareness influence investors’ perception towards secure stock market participation at a conceptual level. In this context, the present study accept a secondary data-based approach by reviewing and analysing existing research papers, conference

proceedings, and academic publications related to digital literacy, investor perception, cybersecurity, and online investment behaviour.

The study aims to provide consolidated insights into the role of digital literacy and awareness in shaping investors' perception and promoting secure stock market participation in India. By relying on secondary data, the study contributes to the academic discourse by identifying key trends, challenges, and implications associated with digital investment practices. The findings are expected to support policymakers, regulators, and financial institutions in designing effective digital literacy and awareness initiatives, in line with the broader objective of strengthening digital awareness and technological preparedness in the Indian financial ecosystem.

## LITERATURE REVIEW

**Vijay and Giridhar (2025)** examined investors' perception towards cyber threats and digital security in the Indian stock market. Their empirical study highlights that growing digitalisation has enhanced market accessibility but simultaneously exposed investors to cyber risks such as phishing, identity theft, and data breaches. The study found that investors with higher digital awareness and education levels demonstrated better preparedness and trust in digital trading systems. The authors emphasized the need for strengthening digital literacy initiatives and cybersecurity awareness programs to promote secure participation in the stock market.

**Dhanya and Harshine (2025)** conducted a study on investor perception of digital investment applications with special reference to the Groww app in Coimbatore city. The study revealed that ease of use, low transaction cost, and accessibility positively influenced investor perception, while concerns related to fraud, lack of personal guidance, and customer support negatively affected trust. The findings suggest that improving digital awareness and security features is essential for enhancing investors' confidence and long-term engagement with digital investment platforms.

**Tiwari and Saxena (2025)** presented a global review on digital financial literacy and investment behaviour within the higher education sector. Their review highlighted that digital financial literacy, supported by FinTech tools and digital platforms, positively influences informed investment decisions and financial confidence. However, the study also identified gaps related to regional inclusivity and cybersecurity awareness, emphasizing the need for comprehensive digital literacy strategies to ensure safe and inclusive investment participation.

**Khan and Shabbir (2025)** explored the role of digital literacy in retail investing and its impact on market efficiency and stability. Their conceptual study established that digitally literate investors are better equipped to analyse information, manage risks, and make informed investment decisions. The authors also cautioned that inadequate digital awareness may lead to misinformation-driven decisions, thereby affecting market stability. The study underscores the importance of digital literacy in promoting secure and efficient stock market participation.

**Kumar and Mayya (2024)** investigated the impact of digital financial literacy on investment behaviour among individual investors in Tumkur district. The study found a strong positive relationship between digital financial literacy and informed investment decisions. Investors with better knowledge of digital financial tools demonstrated higher confidence and rational decision-making abilities. The authors concluded that enhancing digital financial literacy can significantly improve secure and inclusive stock market participation.

**Raj (2024)** analysed the impact of social media and news on investor behaviour in the Indian stock market. The study highlighted how misinformation, fake news, and unverified digital content influence investor sentiment and decision-making, often leading to volatility and losses. The findings stress the importance of digital awareness and information verification skills among investors to mitigate risks associated with misinformation in the digital investment environment.

**Johri, Wasiq, Kaur, and Asif (2023)** analysed users' adoption behaviour for stock market investment through online applications in India. Their study identified key factors such as awareness, reliability, safety, financial literacy, and perceived risk as significant determinants of adoption behaviour. The findings indicated that investors with higher levels of digital and financial literacy showed greater confidence and willingness to participate in online stock market investments, reinforcing the importance of awareness and secure digital infrastructure.

**Yang, Lau, and Gan (2020)** examined investors' perceptions of cybersecurity risk management reporting frameworks. Their study revealed that cybersecurity awareness, information quality, and trust significantly influence investors' investment intentions. The findings suggest that transparent cybersecurity reporting and improved investor awareness can enhance trust and encourage secure investment behaviour, reinforcing the relevance of cybersecurity considerations in digital stock market participation.

**Table 1: Summary of Selected Studies on Digital Literacy and Investors' Perception**

Author(s) & Year	Focus of the Study	Key Findings	Relevance to Present Study
Vijay & Giridhar (2025)	Cyber threats and digital security	Digital awareness improves investor preparedness and trust	Supports role of cybersecurity awareness
Dhanya & Harshine (2025)	Digital investment applications	Ease of use positive; security concerns affect perception	Highlights importance of awareness

Author(s) & Year	Focus of the Study	Key Findings	Relevance to Present Study
Tiwari & Saxena (2025)	Digital financial literacy review	Literacy improves investment behaviour	Supports conceptual framework
Khan & Shabbir (2025)	Digital literacy & retail investing	Better risk management observed	Links literacy with secure participation
Kumar & Mayya (2024)	Digital literacy & investment behaviour	Strong positive relationship identified	Strengthens core objective
Raj (2024)	Misinformation & investor behaviour	Fake news affects perception	Justifies awareness need
Johri et al. (2023)	Online trading adoption	Awareness, safety and literacy influence adoption	Confirms literacy–perception link
Yang et al. (2020)	Cybersecurity reporting & trust	Awareness increases trust	Supports security dimension

## RESEARCH GAP

Existing literature highlights the growing value of digital literacy, cybersecurity awareness, and investors' perception in the context of digital stock market participation. Several studies have explored investor behaviour, adoption of digital trading platforms, cybersecurity risks, and the influence of financial literacy using empirical and region-specific approaches. Research has also explored the impact of digital investment applications, online trading platforms, and misinformation on investor decision making.

However, a review of the existing studies reveals certain gaps. First, most studies are empirical in nature and confined to specific regions, platforms, or investor groups, limiting the generalisability of findings at a broader level. Second, while digital financial literacy and investor behaviour have been studied extensively, limited research has integrated digital literacy, digital awareness, cybersecurity concerns, and investors' perception within a single conceptual framework, particularly in the Indian context. Third, existing studies tend to focus either on adoption behaviour or cybersecurity risks, with insufficient emphasis on how digital awareness collectively shapes investors' perception towards secure stock market participation.

Moreover, there is a lack of comprehensive secondary data-based studies that synthesise existing research to provide consolidated insights into the relationship between digital literacy, awareness, and secure investment participation. In the context of increasing digital dependence and rising cyber threats, such an integrated understanding is essential.

Therefore, the present study seeks to bridge these gaps by adopting a conceptual approach based on secondary data to examine the impact of digital literacy and awareness on investors' perception towards secure stock market participation in India. By consolidating insights from existing literature, the study aims to contribute to academic understanding and support policy initiatives focused on strengthening digital awareness, cybersecurity preparedness, and inclusive financial participation.

## OBJECTIVES OF THE STUDY

1. To examine the role of digital literacy and awareness in shaping investors' perception towards safe stock market participation in India.
2. To analyse the influence of cybersecurity awareness and digital intelligence reliability on investors' confidence and perception in digital stock market platforms.

## RESEARCH METHODOLOGY

The present study adopts a conceptual research design and is based entirely on secondary data. The study aims to analyse and synthesise existing literature to understand the impact of digital literacy and awareness on investors' perception towards secure stock market participation in India.

### Sources of Data

Secondary data were collected from various published sources, including:

1. Research articles from peer-reviewed national and international journals
2. Conference proceedings and working papers
3. Published reports related to digital literacy, cybersecurity, and investor behaviour
4. Academic publications focusing on digital investment platforms and stock market participation

The sources were selected to ensure relevance to the study objectives and alignment with the theme of digital awareness and cybersecurity.

## Method of Analysis

The collected literature was reviewed, compared, and analysed using a descriptive and analytical approach. Key concepts such as digital literacy, digital awareness, investors' perception, cybersecurity risks, and secure stock market participation were examined across studies. Common patterns, themes, and relationships identified in the literature were synthesised to draw meaningful insights.

## HYPOTHESES OF THE STUDY

**H<sub>1</sub>:** Digital literacy and awareness have a significant influence on investors' perception towards secure stock market participation in India.

**H<sub>2</sub>:** Cybersecurity awareness and reliability of digital information significantly enhance investors' confidence and perception in digital stock market platforms.

## TOOLS OF DATA ANALYSIS

### 1. Content Analysis

Existing research articles, journals, and conference papers were reviewed to identify key concepts and insights related to digital literacy, digital awareness, cybersecurity, and investors' perception towards secure stock market participation.

### 2. Descriptive Analysis

Concepts and insights obtained from the literature were described and interpreted to explain the relationship between digital literacy, awareness, and investors' perception towards secure stock market participation.

## ANALYSIS AND DISCUSSION

The analysis of existing literature indicates that digital literacy and awareness play a significant role in shaping investors' perception towards secure stock market participation in India. The reviewed studies consistently highlight that the increasing use of digital trading platforms and online investment applications has transformed investor behaviour, making digital competence a critical requirement for safe and informed participation.

Studies focusing on digital investment platforms reveal that investors with adequate digital literacy demonstrate higher confidence in using online trading applications and exhibit a more positive perception towards digital stock market participation. Awareness of platform functionality, online processes, and digital tools enhances investors' trust and reduces perceived risk. Conversely, limited digital knowledge often leads to hesitation, fear of fraud, and negative perception towards online investment platforms.

The literature also emphasizes the importance of cybersecurity awareness in influencing investors' perception. Research on cyber threats and digital security indicates that concerns related to phishing attacks, identity theft, data breaches, and unauthorized access significantly affect investor confidence. Investors who are aware of cybersecurity risks and protective measures such as two-factor authentication, secure passwords, and regulatory safeguards tend to feel more secure while participating in the stock market. In contrast, lack of awareness increases vulnerability to cyber frauds and negatively impacts perception and trust.

Another important aspect highlighted in the literature is the role of information reliability and misinformation in digital investment environments. Several studies indicate that the widespread use of social media and online financial content has increased the risk of misinformation, fake news, and misleading investment advice. Investors with higher levels of digital awareness are better equipped to evaluate the credibility of information, thereby reducing the influence of rumours and emotionally driven investment decisions. This ability significantly contributes to a more secure and rational investment approach.

Furthermore, the synthesis of literature suggests that digital literacy and awareness not only influence individual investor behaviour but also have broader implications for financial stability and market integrity. Secure and informed participation by digitally aware investors contributes to reduced market volatility and enhances overall trust in digital financial systems. These findings align with the objectives of promoting digital awareness, cybersecurity preparedness, and inclusive participation, as emphasized in the conference theme.

Overall, the analysis confirms that digital literacy and awareness are crucial determinants of investors' perception towards secure stock market participation. Strengthening digital education, cybersecurity awareness, and information reliability can significantly enhance investor confidence and promote a resilient and digitally secure investment ecosystem in India.

**Table 2: Comparative Analysis of Investors Based on Digital Literacy and Awareness**

Aspect	Digitally Aware Investors	Less Digitally Aware Investors
Use of digital platforms	Confident and frequent	Hesitant and limited
Cybersecurity awareness	High (use of security measures)	Low (fraud-prone)
Risk perception	Rational and informed	Emotional and uncertain
Response to misinformation	Able to verify information	Easily influenced
Investment decisions	Planned and analytical	Impulsive
Perception of security	Positive	Negative

## SCOPE OF THE STUDY

The scope of the present study is confined to examining the role of digital literacy and awareness in shaping investors' perception towards secure stock market participation in India. The study focuses on insights derived from existing literature related to digital investment platforms, cybersecurity awareness, and investor behaviour.

The study is limited to a secondary data based, conceptual analysis and does not involve primary data collection. It does not focus on any specific geographical region, investor group, or stock market platform. The findings are intended to provide a general understanding of the importance of digital literacy and awareness in promoting secure and informed participation in the stock market.

## LIMITATIONS OF THE STUDY

1. The study is based entirely on secondary data, and therefore the findings depend on the scope, accuracy, and availability of existing research and published sources.
2. The study does not include primary data collection such as surveys or interviews, which may limit the ability to capture current investor perceptions and real-time behavioural changes.
3. The analysis is conceptual in nature and does not focus on any specific geographic region, investor category, or digital trading platform.
4. As the study relies on previously published literature, variations in methodologies and contexts across different studies may influence the interpretation of findings.

## Conclusion

The present study examined the impact of digital literacy and awareness on investors' perception towards secure stock market participation in India using a secondary data-based approach. The review and analysis of existing literature indicate that digitalisation has significantly increased access to stock market participation, but it has also exposed investors to cybersecurity risks, misinformation, and digital fraud. The findings suggest that investors with higher levels of digital literacy and awareness demonstrate greater confidence, trust, and positive perception towards digital stock market platforms.

The study further highlights that awareness of cybersecurity measures and the ability to evaluate the reliability of digital information play a crucial role in ensuring secure investment participation. In contrast, inadequate digital awareness often results in negative perception, emotional decision making, and increased vulnerability to cyber threats. Overall, the study concludes that strengthening digital literacy and awareness is essential for promoting secure, informed, and inclusive stock market participation, thereby supporting a resilient digital financial ecosystem in India.

## Suggestions

1. **Strengthening Digital Literacy Programs:**  
Financial institutions, regulators, and educational institutions should design and promote digital literacy programs focusing on the safe use of online trading platforms, understanding cyber risks, and responsible investment behaviour.
2. **Enhancing Cybersecurity Awareness:**  
Regular awareness campaigns on cybersecurity practices such as secure passwords, two-factor authentication, and fraud prevention should be conducted to improve investor confidence and trust in digital stock market systems.
3. **Improving Information Reliability:**  
Efforts should be made to educate investors on identifying credible sources of financial information and avoiding misinformation and fake investment advice circulated through digital media platforms.

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