



# Unveiling Market Perceptions: A Content Analysis of the Stock Market

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Date of Submission: 15-08-2023

Date of Acceptance: 31-08-2023

## Abstract

The following research paper will focus on the study of stock markets keeping in focus 4 specific enterprises viz Apple Inc. Tesla, ITC and Reliance Industries. Stock Market is one of the most versatile sectors in the financial system, and Stock Market plays an important role in economic development. Stock Market is a hub where facilities are provided to the investors to purchase and sell their Shares, Bonds and Debenture etc. In other words, the Stock Market is a platform for trading various securities and derivatives without any barriers. In the Stock Market various companies are listed for their business ventures through public issues. In the current scenario, long term investors are investing in the companies through Stock Market to attain profit. In India the listed Stock Markets are Bombay Stock Exchange (BSE), the National Stock Exchange (NSE) and the Calcutta Stock Exchange (CSE). These three are the largest Indian Stock Markets. Volatility is a statistical measure of the dispersion of returns for a given security or Market Index. Commonly, the higher the volatility greater the risk associated with the security. Volatility estimation is important for several reasons associated with different people in the market. Developed markets continue to provide over a long period of time with higher returns constituting low volatility.

**Key words:** Shares, Stock Market, Market Cap, Revenue, Net Worth

## I. Introduction-

A stock represents a share in the ownership of a company, including a claim on the company's earnings and assets. As such, stockholders are partial owners of the company. When the value of the business rises or falls, so does the value of the stock. Stocks are generally bought and sold electronically through stock exchanges, the two primary ones in the United States being the New York Stock Exchange (NYSE) and the National Association of Securities Dealers (NASDAQ). While

some companies sell stock directly to investors, most only sell stock through a brokerage such as Schwab.

The stock market provides a venue where companies raise capital by selling shares of stock, or equity, to investors. Stocks give shareholders voting rights as well as a residual claim on corporate earnings in the form of capital gains and dividends. The first stock markets appeared in Europe in the 16th and 17th centuries, mainly in port cities or trading hubs such as Antwerp, Amsterdam, and London. The first stock market was the London Stock Exchange which began in a coffeehouse, where traders met to exchange shares, in 1773.<sup>3</sup> The first stock exchange in the United States began in Philadelphia in 1790.<sup>4</sup> The Buttonwood Agreement, so named because it was signed under a buttonwood tree, marked the beginning of New York's Wall Street in 1792. The agreement was signed by 24 traders and was the first American organization of its kind to trade in securities. The traders renamed their venture the New York Stock and Exchange Board in 1817.

A stock market is a regulated and controlled environment. In the United States, the main regulators include the Securities and Exchange Commission (SEC) and the Financial Industry Regulatory Authority (FINRA). The earliest stock markets issued and dealt in paper-based physical share certificates. Today, stock markets operate electronically.

As a primary market, the stock market allows companies to issue and sell their shares to the public for the first time through the process of an initial public offering (IPO). This activity helps companies raise necessary capital from investors. A company divides itself into several shares and sells some of those shares to the public at a price per share. To facilitate this process, a company needs a marketplace where these shares can be sold and this is achieved by the stock market. A listed company may also offer new, additional shares through other offerings at a later stage, such as through rights issues



or follow-on offerings. They may even buy back or delist their share

The stock market ensures price transparency, liquidity, price discovery, and fair dealings in trading activities. It all interested market participants have access to data for all buy and sell orders, thereby helping in the fair and transparent pricing of securities. The market also ensures efficient matching of appropriate buy and sell orders

## **CASE STUDIES**

### **APPLE**

#### **INTRODUCTION AND HISTORY-**

Apple Inc. (formerly Apple Computer Inc.) is an American computer and consumer electronics company famous for creating the iPhone, iPad and Macintosh computers. Apple is one of the largest companies globally with a market cap of over 2 trillion dollars. Apple Computer, Inc. was founded on April 1, 1976, by college dropouts Steve Jobs and Steve Wozniak, who brought to the new company a vision of changing the way people viewed computers. Jobs and Wozniak wanted to make computers small enough for people to have them in their homes or offices. Simply put, they wanted a computer that was user-friendly. Jobs and Wozniak started out building the Apple I in Jobs' garage and sold them without a monitor, keyboard, or casing. The Apple II revolutionized the computer industry with the introduction of the first-ever color graphics. Sales jumped from \$7.8 million in 1978 to \$117 million in 1980, the year Apple went public. Apple rose to its position as a market leader by correctly positioning its products. They didn't invent personal computers, graphical user interfaces (GUIs), mp3 players, smartphones, smartwatches or tablets. Instead, they produced some of the first versions of these products that were refined, easy to use and well-designed, which led to wide market adoption. Over the course of a few years, Apple's market share suffered slowly after its peak in 1990 and by 1996, experts believed the company to be doomed. It was not until 1997, when Apple was desperately in need of an operating system, that it bought out NeXT Software (Jobs'

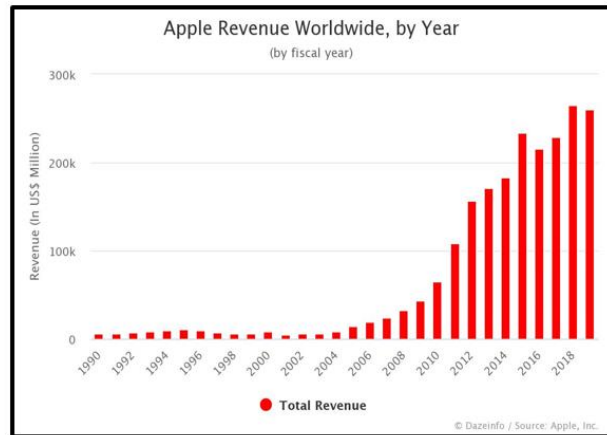
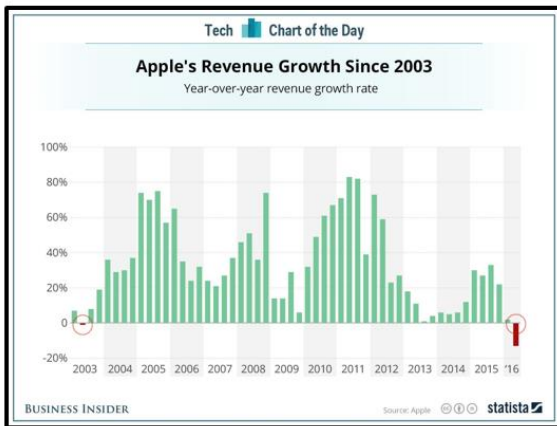
company) and the board of directors decided to ask for some help from an old friend: Steve Jobs. Jobs became an interim CEO. Jobs brought in some imperative changes, he revamped the computers and introduced the iBook followed by the iPod, an mp3 player which became the market leader. Later in 2007, Apple introduced the iPhone which shook the market and has released many successful versions of it. The company soon after dropped the computer from its name to become "Apple Inc" indicating that it was much more than just computers.

#### **PRESENT SITUATION**

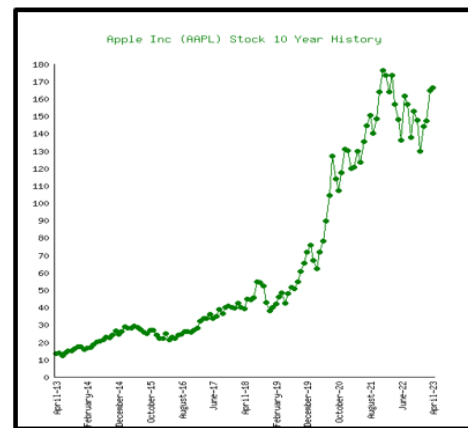
Apple is currently one of the most influential; and recognised brands in the world and has been valued at a whopping value of 2 trillion USD as per 2021 statistics. Jobs resigned from Apple in 1985 and the company saw a gradual decline over the 1990s, as it struggled to compete with Microsoft on software and Windows manufacturers on hardware sales. In a last ditch effort to save the company, Apple acquired Jobs' company NeXT and installed him as advisor and then CEO. He turned the company's fortunes around, launching iTunes and iPod in 2001. The iPhone saw Apple ascend to one of the most valuable companies in the world, with revenue increasing from \$37.4 billion in 2008 to \$65 billion in 2010. As iPhone revenues have stagnated, Apple has looked for new ways to generate revenue from the iPhone. It launched Apple Watch in 2015, as an accessory to the iPhone which tracks various health and fitness metrics. AirPods were next, which paved the way for wireless headphones to become mainstream. It has also built out its subscription services to include music and video streaming, video games, fitness and cloud storage. This segment alone generated \$53 billion revenue in 2020, making it Apple's second largest segment.

#### **APPLE REVENUE**

Apple revenue increased dramatically in the 2020's, from \$65 billion at the start of the decade to \$274.5 billion by the end. In 2022, it generated \$394.3 billion.



### APPLE'S STOCK HISTORY



- The all-time high Apple stock closing price was **180.95** on **June 02, 2023**.
- The Apple 52-week high stock price is **184.95**, which is **3.2%** above the current share price.
- The Apple 52-week low stock price is **124.17**, which is **30.7%** below the current share price.
- The average Apple stock price for the last 52 weeks is **152.20**.

### TESLA INTRODUCTION AND HISTORY

Tesla INC was founded in 2003 by engineers Martin Eberhard and Marc Tarpennin in San Carlos, California. It was originally called Tesla Motors, a name the company changed in 2017. The company was named after the 19th-century inventor Nikola Tesla, best known for discovering the properties of rotating electromagnetic fields. Tesla Motors was formed to develop an electric sports car. Eberhard was Tesla's chief executive officer (CEO) and Tarpennin its chief financial officer (CFO). Funding for the company was obtained from a variety of sources, most notably PayPal co-founder

Elon Musk, who contributed more than \$30 million to the new venture and served as chairman of the company, beginning in 2004. Originally, Eberhard and Tarpennin dreamed of building an entirely electric sports car. In 2006 they unveiled the prototype for their Tesla Roadster which entered production in 2008. With the Roadster, Tesla achieved something that no company ever had. They produced an entirely electric car with practical specifications that could arguably meet consumer needs. The first model produced in 2008 could travel almost 250 miles on a single battery, with acceleration and top speed compared to many consumer-level sports cars. This did not, however, make the Roadster a widely viable consumer product. At its release the car costs a little more than \$100,000, pricing most consumers out of the market. Further, the company immediately ran into the problem of charging time. The original Roadster could require between 24 and 48 hours to recharge on a standard home outlet. In late 2007 Eberhard resigned as CEO and president of technology and joined the advisory board of the company. It was



announced in 2008 that he had left the company, though he remained a shareholder. Musk took over as CEO. In 2010 Tesla's initial public offering raised some \$226 million.

#### MODERN TIMES

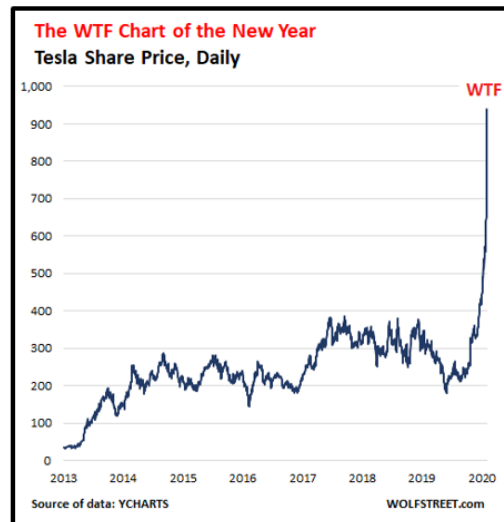
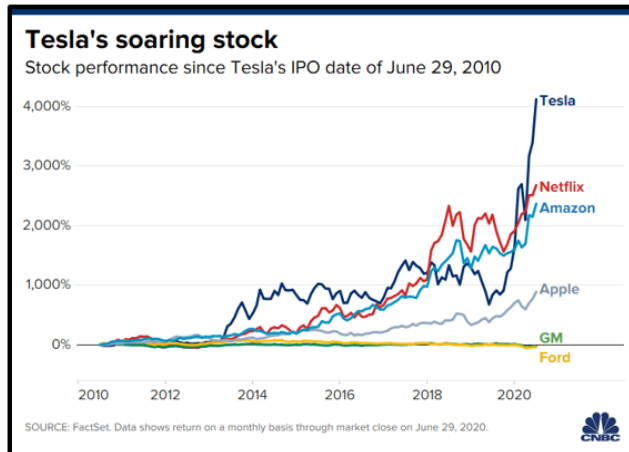
Despite launching the Roadster, in 2009 Tesla faced significant financial problems. The company had less than \$10 million in cash on hand, potentially less than it needed to even deliver on the cars it had already sold. In May of that year Daimler AG (**DDAIF**) bought a 10% stake in the company for \$50 million. The company found a more stable solution for its short-term capital concerns when it went public in 2010. Opening on the NASDAQ at \$17 a share, Tesla raised \$226 million in its IPO. In 2008 Tesla also announced its first attempt at bringing down the cost of its products, the Model S sedan which would retail for \$76,000, three-quarters of the price of the Roadster. The modern face of Tesla arguably began in 2011 when the company unveiled its prototype of this vehicle. The car went into full production in 2012. The Model S was critically successful. It received awards from several automotive and environmental publications and, like the Roadster before, set new benchmarks for what an electric vehicle could achieve. By the end of 2012, Tesla discontinued the production of the Roadster to focus on its new line of sedans. In 2012 Tesla also opened its first free standing charging stations, called Superchargers. It began with six located in California and, at the time of publishing, has expanded to operate more than 1,000 worldwide. In 2013 the company made its first quarterly profit, and the following year announced its Gigafactory in Nevada. In 2015 the company announced a new line of solar energy products designed to power homes and businesses through rechargeable batteries. By 2017 Tesla had changed its name from "Tesla Motors" to its current name "Tesla, Inc." to indicate the new scope of its products.

Entering 2018 Tesla faced several difficulties. Missed predictions had led investors to dump the company's stock, and in the middle of

2017, it lost more than 5% of its value in a collapse worth \$12 billion. On Aug. 7, Musk tweeted that he planned to take the company private "at \$420" and had secured funding to buy back Tesla's shares. This set off a round of active trading as investors raced to grab shares before the privatization buyback, elevating the company's stock price by 10% before trading was halted. In September the Securities and Exchange Commission charged Musk with securities fraud based on his tweet, alleging that he had released false and misleading information that drove up the company's stock price. Tesla paid a \$20 million fine. Musk did so as well and stepped down from his position as chairman of the company's board. He was replaced as director by Robyn Denholm, a board member of the company, but remains the CEO.

#### TESLA'S STOCKS

For a while, 2019 had not been kind to Tesla's stock. After opening at \$310.12 on Jan. 1 and reaching a high of \$347.31, Tesla's stock price has dropped considerably. It reached a year-to-date low of \$178.97 in June. Tesla began 2019 by laying off 7% of its employees and publicly contemplated closing most of its dealerships and laying off its retail employees in March. This led to conflicting forecasts for Tesla stock. But Tesla's stock began rebounding in the second half of 2019 after hitting those lows. After spending several months over \$200, reports of much stronger-than-expected Q3 earnings sent the stock price surging. Share prices continued to rise through the remainder of 2019 as things continued to go well for the company - orders for its upcoming Cyber Truck, Musk's defamation trial ending in his favor - and closed 2019 at over \$418 per share. That momentum got even stronger in 2020, and as reports of yet another massively profitable quarter came in, shares surged to unprecedented levels. By Feb. 4, Tesla had surpassed a stock price of \$900 - more than double its price when the year started just a month previously. Tesla's net worth as of June 2023 stands at 689.72 Billion USD.



## ITC

### INTRODUCTION AND HISTORY

Established in 1910, ITC Limited is a diversified conglomerate with businesses spanning Fast Moving Consumer Goods comprising Foods, Personal Care, Cigarettes and Cigars, Education & Stationery Products, Incense Sticks and Safety Matches; Hotels, Paperboards and Packaging, Agri Business and Information Technology. The Company was incorporated on August 24, 1910 under the name Imperial Tobacco Company of India Limited. As the Company's ownership progressively Indianised, the name of the Company was changed to India Tobacco Company Limited in 1970 and then to I.T.C. Limited in 1974. The Company now stands rechristened 'ITC Limited,' where 'ITC' is today no longer an acronym or an initialized form. In 1953, ITC acquired the manufacturing business of tobacco manufacturers (India) LTD. The company was then converted into a public limited company on 27 October 1954. The Seventies witnessed the beginnings of a corporate transformation that would usher in momentous changes in the life of the Company. In 1975, the Company launched its Hotels business with the acquisition of a hotel in Chennai which was rechristened 'ITC-Welcomgroup Hotel Chola' (now renamed Welcomhotel by ITC Hotels, Cathedral Road, Chennai). In 1979, ITC entered the Paperboards business by promoting ITC Bhadrachalam Paperboards Limited. Bhadrachalam Paperboards amalgamated with the Company effective March 13, 2002 and became a Division of the Company, Bhadrachalam Paperboards Division. Also in 1990, leveraging its agri-sourcing competency, ITC set up the **Agri Business Division** for export of agri-

commodities. The Division is today one of India's largest exporters.

### MODERN TIMES

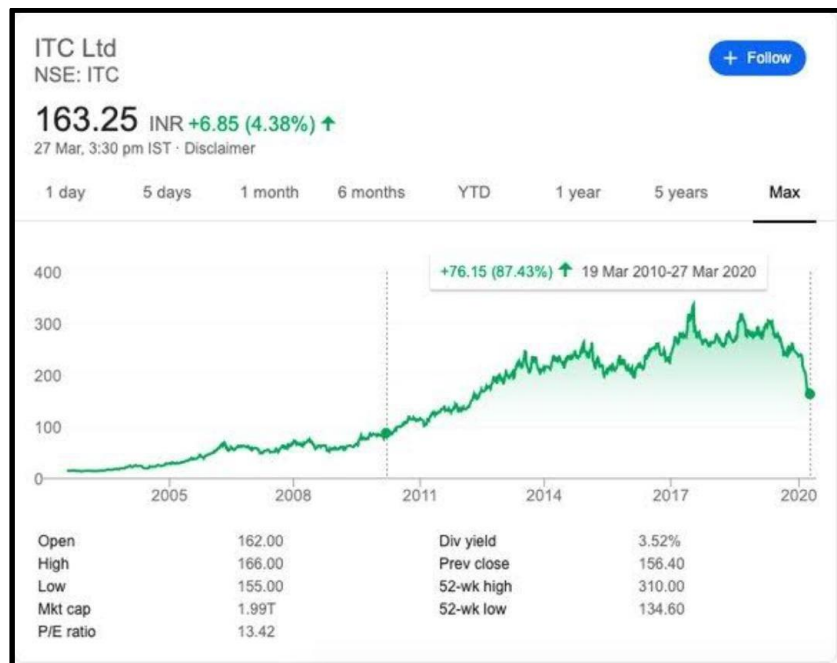
In 2000, ITC spun off its information technology business into a wholly owned subsidiary, ITC Infotech India Limited, to more aggressively pursue emerging opportunities in this area. Today ITC Infotech is one of India's fastest growing global IT and IT-enabled services companies and has established itself as a key player in offshore outsourcing, providing outsourced IT solutions and services to leading global customers across key focus verticals - Banking Financial Services & Insurance (BFSI), Consumer Packaged Goods (CPG), Retail, Manufacturing, Engineering Services, Media & Entertainment, Travel, Hospitality, Life Sciences and Transportation & Logistics. ITC's foray into the Foods business is an outstanding example of successfully blending multiple internal competencies to create a new driver of business growth. It began in August 2001 with the introduction of 'Kitchens of India' ready-to-eat Indian gourmet dishes. In 2002, ITC entered the confectionery and staples segments with the launch of the brands mint-o and Candyman confectionery and Aashirvaad Atta (wheat flour). 2003 witnessed the introduction of Sunfeast as the Company entered the biscuits segment. ITC entered the fast growing branded snacks category with Bingo! in 2007. In 2010, ITC launched Sunfeast Yippee! to enter the Indian instant noodles market. In September 2014, ITC launched GumOn Chewing Gum marking the entry into the category of gums. The Company entered the Fruit-based juices and beverages market with the launch of B Natural Fruit beverages in



January 2015. ITC forayed into the dairy segment with the launch of Aashirvaad Svasti Ghee in November 2015. Launched in April 2016, Fabelle chocolates are ITC's premier offering in the luxury chocolate space. ITC forayed into the branded coffee category in July 2016 with the launch of Sunbean Gourmet Coffee. In February 2017, ITC launched ITC MasterChef super safe spices - the first-of-its-kind spices launched in India, offering export quality super safe spices to the Indian homemaker. ITC MasterChef Prawns were launched in June 2017 as the Company entered the Frozen foods segment. ITC's first foray into the fresh fruits and vegetables segment was marked with the launch of Farmland Potatoes in November 2017. In 2018, ITC forayed into the packaged milk segment with the launch of Aashirvaad Svasti pouch milk and into dairy-based beverages with the Sunfeast Wonderz range of milkshakes. The ITC Master Chef Frozen

Snacks range was also introduced the same year, marking the Company's first venture into the frozen snacks segment. In July 2020, ITC acquired spices maker Sunrise Foods, looking to augment its product portfolio. In 2002, ITC's philosophy of contributing to enhancing the competitiveness of the entire value chain found yet another expression in the Safety Matches initiative. ITC now markets popular safety matches brands like iKno, Mangaldeep and Aim. ITC entered the Personal Care Business in 2005 and the portfolio has grown under 'Essenza Di Wills', 'Fiamma', 'Vivel' 'Superia' brands which have received encouraging consumer response and have been progressively extended nationally. In 2010, ITC launched its hand rolled cigar, **Armenteros**, in the Indian market. Armenteros cigars are available exclusively at tobacco selling outlets in select hotels, fine dining restaurants and exclusive clubs.

## ITC'S STOCKS



## RELIANCE

### INTRODUCTION AND HISTORY

Reliance Industries Limited is an Indian multinational conglomerate company headquartered in Mumbai, Maharashtra. It was founded by Dhirubhai Ambani in 1958 and is currently led by his son, Mukesh Ambani. It operates in various sectors, including petrochemicals, refining, oil and gas exploration, retail, telecommunications, and media. The company is one of the largest

conglomerates in India and operates through a network of subsidiaries, joint ventures, and associate companies. Its subsidiary companies include Reliance Retail, Reliance Jio Infocomm, and Reliance Petroleum. RIL is known for its focus on technology and innovation and has been at the forefront of the digital transformation of India through its telecom and internet businesses. Reliance Group of Industries is also one of the most valuable companies in India



and is listed on the Bombay Stock Exchange and the National Stock Exchange.

Reliance industries LTD started as a small textile manufacturing unit in Mumbai, and over the years, it has grown to become one of the largest companies in India. In the early years, RIL focused on the textile industry and quickly became one of the leading players in the market. In the 1970s, the company diversified into petrochemicals and refining, and by the 1980s, it had become one of the largest petrochemical companies in the world. On 11th February 1966, Reliance Textiles Industries Pvt Ltd was incorporated in Maharashtra. In 1973, the company is incorporated in Karnataka as a public limited company under the name Mynylon Ltd. that manufactures synthetic blended yarns and fabrics, polyester filament yarn, polyester glass shells, and color TV picture tubes. In 1975 the company is converted into a public limited company. In 1977, the first IPO was raised to the Indian public and by 1985 its total assets were about 1,000 crore and by 1988 its sales too crossed the 1,000 crore mark. In 1996, it became the first private sector company to be rated by international credit rating agencies. Net profit crossed the Rs. 1,000 crore mark. Moreover, in 1997 it became the first business in Asia to issue 50 and 100 year bonds in the US debt market.

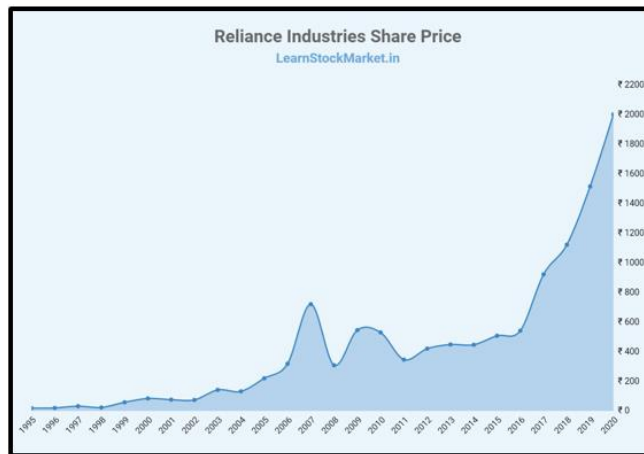
#### MODERN TIMES

Today, Reliance industries has a whopping net worth of INR 15.94 trillion and RIL is a global company with operations in over 100 countries. RIL has continued to expand its operations and become one of India's largest companies. In 2002, RIL merged with Indian Petrochemicals Corporation Limited (IPCL), which helped the company to expand its petrochemical and refining operations further. In 2005, RIL entered the retail sector, launching its first retail store in Mumbai. Since then, the company has

expanded its retail operations to grocery stores, hypermarkets, and online retail. In 2009, the company raised around Rs 3,188 crore through the sale of 1.50 crore equity shares. In 2010, the Company entered into partnerships in the United States of America with Atlas Energy, Pioneer Natural Resources, and Carrizo Oil & Gas through joint venture agreements. By 2013, RIL's Revenues for FY 2012–13 were \$68.4 billion, and the net worth of Rs. 176,766 crores. Its exports for FY 2012–13 are 14% of India's total exports. Reliance Jio became the first telecom operator in India to get pan India Unified License in 2014. In 2018, Jio was ranked no. 1 for most innovative companies in India. Infotel, which is now called Jio, was introduced on 5th Sept 2016. The company had 1.6 cr subscribers in just a month, 5 cr in 83 days, and over 10 cr by February 2017. That's the fastest adoption of a network provider ever. Moreover, Jio has brought India on top of the mobile data consumption list. As per the data consumption reports of 2019, Indians are consuming mobile data at an average rate of 11.2 GB per month. That too, with just 45% penetration in the market. Reliance also has a TV network with almost every kind of channel under their belt. It ranges from news, sports, entertainment, music, and history. They even own magazines like Forbes India, Overdrive, and Better photography. Reliance also completed a fundraising event of rupees 47,000 crore in just 2 months by selling a 10.09% stake to investors such as Silver Lake Partners, KKR, ADIA, and others. The company is ranked 96th on the Fortune Global 500 list of the world's biggest corporations as of 2020. They account for 8% of India's total merchandise exports with a value of Rs 1,47,755 cr and have access to markets in 108 countries. 5% of the Indian government's total revenue comes from Reliance's customs and excise duty. It truly is a giant of a company.



## RELIANCE'S STOCKS



Date	Price (Rs)	Return (%)
31-Dec-99	29.52	-
31-Dec-00	42.8	45%
31-Dec-01	38.6	-9.70%
31-Dec-02	37.5	-2.80%
31-Dec-03	67	78%
31-Dec-04	67.4	1%
31-Dec-05	112	66%
31-Dec-06	318	183%
31-Dec-07	721	126%
31-Dec-08	307	-57%
31-Dec-09	545	77%
31-Dec-10	529	-3%
31-Dec-11	346	-34%
31-Dec-12	420	21%
31-Dec-13	447	6.50%
31-Dec-14	447	0
31-Dec-15	507	13%
31-Dec-16	541	6%
31-Dec-17	921	70%
31-Dec-18	1121	22%
28-Nov-19	1580	41%

Source: CNBC-Awaaz

## II. Conclusion:

In conclusion, this content analysis paper has delved into a comprehensive examination of the stock market's dynamics for the four companies. Through an in-depth analysis of a wide range of textual sources, we have unearthed valuable insights into how news, social media, and expert opinions shape market perceptions and subsequently impact stock prices.

Furthermore, this paper underscores the importance of a multidimensional approach to analyzing market trends. Beyond traditional financial metrics, sentiment analysis and textual data mining offer a nuanced understanding of the underlying factors driving market movements. As technology continues to evolve, incorporating such insights into investment strategies becomes increasingly imperative for both individual investors and institutional players.

However, while media-driven dynamics present new avenues for profit and risk, they also underscore the need for cautious interpretation. The inherent biases, misinformation, and herd mentality prevalent in digital media can lead to irrational exuberance or unwarranted panic. Investors must remain grounded in fundamental analysis and exercise prudence while navigating this complex ecosystem.

No primary data has been collected in this research and therefore only existing literature is reviewed and comprehensive analysis is done. In the future research, the data can be collected accordingly and a more quantitative approach can be brought in. The research can be done industry

specific and brand specific. A comparative study can be conducted to understand the competition and market strategies in the current context.

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