DAY OF THE WEEK EFFECT IN INDIAN STOCK MARKET

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Abstract
Purpose- The current study has been undertaken to investigate the Day-of-the-Week phenomenon in the Indian Stock Market.

Design/methodology/Approach- For the purpose of the study the researcher has collected data from 1999 to 2021. Twelve indices namely Nifty50, BSE Sensex, BSE Auto, BSE Banker, BSE 500, BSE Basic Materials, BSE Capital Goods, BSE Consumer Durables, BSE Energy, BSE Finance, BSE FMCG, BSE Healthcare were chosen. The data was log transformed to eliminate non-normality issues. Later the researcher ran dummy variable regression to determine Day-of-the-Week anomaly.

Findings- Out of the twelve chosen indices only in case of BSE Consumer Durables we found evidence in favor of Day-of-the-Week effect. Further the current study failed to support the Day-of-the-Week phenomenon in the balance eleven indices.

Originality and value: The current study outcomes suggest that the participants of the stock market need not worry about the Day-of-the-Week anomaly in the stock market other than BSE Consumer Durables sector. There is no such effect in the Indian Stock Market.

Key words: Efficient Market Hypothesis, anomalies, efficiency, returns, stock market, volatility, risk, stocks, Day of the Week effect, market, log normal returns, F test, t test, dummy variable regression.
JEL Classification: G4.

I Introduction

The stock market is efficient when all information, both public and private, is reflected in the stock price, making it difficult for any trader to outperform the market. Market efficiency can be classified into three types: strong, semi-strong, and weak. When a trader fails to estimate the current price based on knowledge from the previous price, a weak type of efficiency exists in the market. When the stock market follows a random walk, today's price equals yesterday's price plus a random figure, this is the situation. The outcome of the random number is unpredictably unexpected. However, several research, including those on the established, developing, and Indian markets, have found that there is seasonality in the stock market. Since 1930, when Kelly discovered the weekend effect in the US stock market for the first time, the study of stock market seasonality has gotten a lot of attention. In comparison to other days of the week, Monday had a much higher negative return. Choudhry (2000) discovered a positive Friday influence on BSE 100 return in the Indian stock market. For the BSE 100 and S&P CNX 500, Gupta (2006) found that Friday returns are higher than other trading days.

Market Efficiency

Investors' expectations for future cash flows are reflected or translated into share values. The accuracy and speed with which the market converts expectations into prices is known as market efficiency. Market efficiencies can be divided into two categories: A) Effectiveness of operations B) Efficient use of information. The efficient market theory can be divided into three categories:

Weak Form

The information employed in the weak variant of the efficient market hypothesis is based on historical prices (EMH). Current prices, according to this, reflect all of the information available in previous prices and traded volumes. Past prices cannot be used to forecast future prices. Liquidity traders may sell their stocks without taking into account their fundamental value, causing price volatility. The information traders' buying and selling activities cause the market price to coincide with the intrinsic value.

Theoretical Background of The Study

Fama (1965) proposed the renowned efficient market hypothesis (EMH), which states that stock prices in an efficient market always fully represent all available information.

In his PhD dissertation, which he authored in 1900, Bachelier was the first to emphasize market effectiveness. Academics and professionals have been discussing the effective market theory for many years (EMH). A variety of issues drove his intensive research. Inefficient markets are initially projected to produce a higher risk-based return. This results in the use of research in stock market efficiency, both for private and institutional investors. Managers whose decisions and actions affect their companies' perceived value need to grasp the efficiency of the market thoroughly. The EMH can also be used to model the evolution of the stock market that is valuable to stock traders and supervisors.

Some contradictory studies-market efficiency anomalies have emerged as a result of the development of the efficient market hypothesis. The market efficiency theory is not just challenged by earnings and size discrepancies. Most of the time, according to DeBondt and Thaler (1985), the investor will overreact to the dramatic incident.

The day of the impact of the week permits the projection of returns on a weekday basis. It shows that Friday returns are higher than Monday returns (Cross, (1973); Gibbons and Hess, (1981); French, 1980; Jaffe and Westerfield, (1985)).

However, according to the EMH theory, investors use the information provided to satisfy their expectations, hence this shouldn't happen. The Efficient Market Hypothesis is a crucial financial and economic assumption. In an efficient market, the EMH explains how share prices should behave.

Ii. Literature Review

A number of circumstances might give rise to the effect of the day of the week. According to behavioral financing, companies divulge adverse news, and good news will be released rapidly, that will affect stock prices on weekends. Consequently, the returns on Monday should be negative (Damodaran, 1989; French, 1980).

If the pattern in share price changes is evident, this implies that the market is not effective and that anomalies in the market might be exploited for the benefit of investors. Investors need to maintain reasonable expectations in the EMH, which they can adapt to the good and negative information provided.

In the context of both developed and emerging stock markets, the associated literature on the day of the week effect is well known. Empirical investigations conducted across markets, on the other hand, yield varying evidence throughout time. Many empirical experiments were carried out in the 1970's to establish the informational efficiency of stock market. A calendar effect is a financial or market oddity caused by the calendar (Nasir et al., 2016). According to the calendar time hypothesis, the market performs differently at different times of the day, different days of the week, and different months and years. On this subject, a number of research have been undertaken. The following is a chronological survey of the major studies on calendar impacts:

French (1980): During the period 1953-1977, the daily returns from the S&P 500 portfolio were inconsistent with both the Trading Day model and the Calendar time model. In comparison to the other four favorable trading days, Mondays had negative average returns. This was an uncommon discovery, prompting others to investigate deeper.

Lakonishok and Levi (1982): As far as the Friday effect is concerned, investors selling equities on Fridays could expect higher profits, as two additional days will be paid out. Buyers are also ready to pay more, as interest is paid for two days. Companies can charge higher costs on Fridays compared to Mondays so that returns on Fridays are higher than returns on Mondays.

Agarwal and Tandon (1994): The study examined if a weekday impacts on stock market volatility using the S&P 500 market index between January 1973 and October 1997. Both volatility and return equations can be detected according to study on the day of the week. The highest and the lowest yield is on Wednesdays and Mondays; the highest and lowest volatility are on Fridays and Wednesdays.

Balaban (1995): He examined the impact of the week day on the Istanbul stock exchange's returns and observed a substantial positive impact on Wednesday and Friday and the fact that Monday's stock returns were the most erratic.

Ignatius (1998): The impact of the weekend according to Ignatius could have been caused by the release of unpleasant news throughout the weekend, but the exceptionally high medium Tuesday return was not explained. BSE and NYSE appeared more segmented than integrated while looking for a spill over. This may be because Indian markets at the time have been very closed and external investments have not been welcomed.

Goswami and Anshuman (2000): They looked at the end-of-week effect through a uniformly weighted portfolio of 70 BSE shares. The analysis indicated excess positive Friday returns and excess negative Tuesday returns.

Hossain (2004): He examined the effects on tiny portfolios of the day of the week. The technique "purchase on day first and sales on day six" delivers the highest average daily return from the D1-D6 strategy-purchase on day one and sales on day six. In addition, the study found that on Saturdays and Mondays selling portfolios does not produce over average returns.

Mahendra (2006): During the period between 1979 and 1998, both the Bombay Stock Exchange and the National Bourse examined the influence of the week and the other market abnormalities on the Indian stock market. Monday came back bigger than other days of the week, while Tuesday came back negative. They documented that the returns in April were much higher and different from the returns in the other months.

Yalcin and Yucel (2006): They looked at 20 emerging economies for the day of the week impact and discovered that only three of them have the anomaly in returns. Between 1996 and 2005, Tuesdays had the lowest return while Wednesdays had the greatest.

Ankur Singhal, Vikram Bahure (2009): In their study "Stock returns in the Indian market" the complex effects of vacation on daily returns as well as the effect of investor expectations result from a period of delay between trade and settlement.

Daniel Cohen and Robert Taylor (2012): According to this study on the London Stock Exchange, it was confirmed that there existed a day of the week effect. On Monday, volatility spiked, but then the day of the week effect faded, and volatility dropped on Thursday. The cause of the disappearance is unknown; however, it could have been due to more sophisticated trading tactics that allowed investors to profit from the weekday impact.

Dicle and Levendis (2014): With GJR-GARCH (1,1), they investigate the day of the week effect for 51 stock markets in 33 countries from 2000 to 2007. (Glosten-Jagannathan-Runkle-GARCH). They discovered that, while the day of the week impact does not occur in some countries' stock markets, it does exist in individual equities.

Archana S, Mohammed Safeer and, Dr. S. Kevin (2014): in their study they found out that in the Indian Stock Market, the day of the week impact exists. On Mondays, stock prices tend to fall, compared to the previous Friday's closing stock prices.

Research Design
Objectives of the Study
1. To examine if Indian stock markets are inherently efficient or not;
2. To examine the chosen indices such as BSE Sensex & Nifty50 to explore the Day of the week effect phenomenon and
3. To offer suggestions to the market participants to take informed decisions.

Hypothesis of the Study
H0: $\beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = 0$

H1: at least one of the betas is different.

For student t test

H0: $\mu_1 = \mu_2$

H1: $\mu_1 \neq \mu_2$

For F test for the significant difference in variance

H0: $\sigma_1^2 = \sigma_2^2$

H1: $\sigma_1^2 \neq \sigma_2^2$

Type of Research
The type of research is descriptive research, which is quantitative in nature.

Sampling
The adjusted closing prices of the Nifty 50 & BSE Sensex.

Tools For Data Collection
Primary data: As the study was analytical in nature, primary data was not required for it.

Secondary data: Secondary data was gathered from different databases such as BSE and NSE.
The figures were in local currency i.e., Indian rupees. Data was collected for the study using the software Microsoft Excel, and data was tabulated, analyzed, and interpreted with the use of statistical tools.

Data Collection
The study data were gathered from the Bombay Stock Exchange and the National Stock Exchange Databases.

Plan of Analysis
The collected data was tested for stationarity by running Augmented Dicky Fuller test. Later, a descriptive statistic was run to find the mean returns for the various days of the week. In the last phase a robust multiple regression was run to find out the existence of Day of the week effect phenomenon. Further, the researches ran t test to understand the difference in mean returns and F test to understand the difference in volatility of the returns. Finally, the results were compared with the possible evidence and a meaningful conclusion was drawn.

Iv. Data Analysis
Table No. 1, Adf Test for Returns

		t-Statistic	Prob.*
Augmented Dickey-Fuller test statistic		-55.59452	0.0000
Test critical values:	1% level	-3.960757	
	5% level	-3.411136	
	10% level	-3.127394	

Analysis: the computed returns is [ln (t/t-1)] was tested for unit root (stationary). In order to investigate the existence of unit root Augmented Dickey-Fuller test was conducted with the following hypothesis: There is a unit root in the time series data.

It is evident from the above table no. 1 that the computed t-stats of the returns series were 55.59 which was greater than the test critical values at 1% (3.96), 5% (3.41) and at 10% (3.127) and p value was 0.000(<0.01). Therefore, we can conclude that the return series was stationary.

Table No. 2, Table Showing Mean Returns and Standard Deviation of Various Weekdays (Nifty 50)

	Total	**Monday**	**Tuesday**	**Wednesday**	**Thursday**	**Friday**
Mean	0.000374	-0.00012	0.000558	0.001047	-0.00034	0.000724
Median	0.000659	0.00082	0.000622	0.000588	0.0003	0.000825
Standard Deviation	0.014251	0.017563	0.012772	0.013041	0.012621	0.014668
Sample Variance	0.000203	0.000308	0.000163	0.00017	0.000159	0.000215
Kurtosis	13.7178	19.01429	6.035906	5.455262	5.071669	12.00267
Skewness	-0.245	-0.08973	0.148454	0.224432	-0.52554	-0.86494
Sum	1.264902	-0.08391	0.380124	0.715029	-0.22921	0.482875
Count	3379	675	681	683	673	667

Descriptive statistics for various weekdays of Nifty50

Analysis: It is evident from the above table no. 2 that Monday's Mean return was -0.00012 with a standard deviation of 0.017563 (variance 0.000308), followed by Mean return for Tuesday was 0.000558 with a standard deviation of 0.012772 (variance 0.000163). Similarly, for Wednesday the mean return was 0.001047 with a standard deviation of 0.013041 (variance 0.00017), Thursday's the mean return was -0.00034 with a standard deviation of 0.012621 (variance 0.000159) and finally for Friday the mean return was 0.000724 with a standard deviation of 0.014668 (variance 0.000215)

It is evident from the above analysis that the mean return for Wednesday was the highest for the study period with 0.001047, followed by Friday with 0.000724, Tuesday with 0.000558, Monday with -0.00012(negative), for Thursday the mean return was -0.00034 (negative) and for the entire week the mean return was 0.000529559. Wednesday's mean return was significantly different from other weekday's mean return. Therefore, we can conclude that at the outset there is a Wednesday effect in Nifty 50. Further, it is worth to note that Monday has reported the highest volatility with a Standard deviation of 0.017563, followed by Friday with 0.014668, Wednesday with 0.013041, Tuesday with 0.012772, Thursday with 0.012621 and overall standard deviation for the study period was 0.014251. Therefore, we can conclude that volatility measure by standard deviation and variance is very high on Monday compared to other weekdays.

Table No. 3
Table Showing Inter Correlation Matrix Among the Various Weekdays (Nifty50)

	Monday	Tuesday	Wednesday	Thursday	Friday
Monday	1				
Tuesday	-0.02145	1			
Wednesday	-0.02069	0.025881	1		
Thursday	-0.0007	0.024706	-0.01822	1	
Friday	0.020349	-0.00536	-0.04555	0.078251	1

Analysis: It is evident from the above table no. 3, that the coefficient of Pearson correlation between Monday and Tuesday was -0.02145 (negative), followed by Monday with Wednesday -0.02069(negative), Monday with Thursday was -0.0007 (negative) and Monday with Friday was 0.020349. For Tuesday with Wednesday

0.025881, Tuesday with Thursday was 0.024706 and Tuesday with Friday was -0.00536 (negative). Wednesday with Thursday was -0.01822 (negative), Wednesday with Friday was -0.04555 (negative) and finally for Thursday with Friday was 0.078251

Table No. 4, Table Showing Regression Statistics

Regression Statistics	
Multiple R	0.036727
R Square	0.001349
Adjusted R Square	-0.00013
Standard Error	0.014248
Observations	3380

Analysis: R square represents the percentage movement of the dependent variable (returns) which is captured by the intercept and the independent variable(s) (Monday, Tuesday, Wednesday, Thursday and Friday). Above obtained results explain 0.1349% of the variation in returns is captured by independent variables such as Monday, Tuesday, Wednesday, Thursday and Friday with Standard Error of 0.014248.

Table No. 5, Table Showing Anova Test Results

	Df	SS	MS	F	Significance F
Regression	5	0.000925	0.000185	1.139654	0.336933
Residual	3375	0.685151	0.000203		
Total	3380	0.686077			

F test indicates the fitness of the model. The above results show that there is no calendar anomaly in BSE Stock market. ANOVA suggest that model is statistically not significant with F value (1.139654) and a level of significance 0.336900 (>0.05). Therefore, one cannot reject the Null hypothesis.

Table No. 6, Table Showing Coefficients and Significance

	Coefficients	Standard Error	t Stat	P-value
Intercept	-0.00034	0.000549	-0.62012	0.535218
Monday	0.000216	0.000776	0.278992	0.780268
Tuesday	0.000899	0.000774	1.160553	0.245906
Wednesday	0.001387	0.000774	1.792911	0.073077
Thursday	-0.00022	0.000639	-0.34798	0.727871
Friday	0.001065	0.000778	1.367486	0.458761

Analysis and Inference
Intercept is   in the set equation. Standard error measures the variability in approximation of the coefficient and lower standard error means coefficient is closer to the true value of coefficient. Index Returns is dependent variable and the days of the year are the independent variables (Monday, Tuesday, Wednesday, Thursday and Friday), result shows that independent variables from Monday to Friday were not statistically significant at conventional level of 5%.

Results show that independent variable Thursday has negative coefficient i.e., they have an inverse relationship with Index.

Test of Hypothesis
In order to assess the relationship between the independent variable (s) and dependent variable, the researcher has established the following hypothesis and to prove or disprove the hypothesis the researcher has employed multiple regression analysis.

Null Hypothesis (H$_0$) There is no significant relationship between independent variables (days of the week) and dependent variable (Index Returns).

Alternative Hypothesis (H$_1$) There is a significant relationship between independent variables (days of the week) and dependent variable (Index Returns).

Results show that for Monday $_1$ was 0.000216 with t value of 0.278992 with a p value of 0.78026 (>0.05), therefore we cannot reject the null hypothesis, followed by Tuesday $_2$ was 0.000899 with t value of 1.160553 with a p value of 0.245906 (>0.05), therefore we cannot reject the null hypothesis. similarly for Wednesday $_3$ was 0.001387 with t value of 1.792911 with a p value of 0.073077 (>0.05), therefore we cannot reject the null hypothesis, for Thursday $_4$ was -0.00022 with t value of -0.34798 with a p value of 0.727871 (>0.05), therefore we cannot reject the null hypothesis and finally for Friday, $_5$ was 0.001065 with t value of 1.367486 with a p value of 0.458761 (>0.05), therefore we cannot reject the null hypothesis meaning that there was day of the week effect phenomenon in Nifty50 Index.

Table No. 7, Table Showing T Test Results

Day	t Stat	t Critical	P Value	Acc/Rej
Mon-Tue	-0.8189	1.961718	0.41299	Accept Null
Mon-Wed	-1.39629	1.961715	0.162857	Accept Null
Mon-Thu	0.259552	1.961728	0.795249	Accept Null
Mon-Fri	-0.95972	1.961736	0.337368	Accept Null
Tue-Wed	-0.69918	1.961707	0.484562	Accept Null
Tue-Thu	1.302323	1.96172	0.193028	Accept Null
Tue-Fri	-0.22141	1.961728	0.824803	Accept Null
Wed-Thu	1.990412	1.961718	0.046746	Reject Null
Wed-Fri	0.427749	1.961725	0.668902	Accept Null
Thu-Fri	-1.42445	1.961739	0.15455	Accept Null

Source: Desk Research

Analysis: The purpose of conducting student t test was to understand is there any significant difference in mean returns of various days chosen for the purpose of the study. For this purpose, the researcher has framed the following hypothesis: H0: $\mu_1 = \mu_2$; H1: μ_1 μ_2.

It is evident from the above table no. 7 that between Mon and Tue t value was -0.8189 which is lesser than the set critical value (-1.96 or +1.96), with a p value of 0.41299 (>0.05) therefore the mean returns between Mon – Tue were similar. Between Mon and Wed t value was -1.39629 which is lesser than the set critical value (-1.96 or +1.96), with a p value of 0.162857 (>0.05) therefore the mean returns between Mon – Wed were similar. Between Mon and Thu t value was 0.259552 which is lesser than the set critical value (-1.96 or +1.96), with a p value of 0.795249 (>0.05) therefore the mean returns between Mon – Thu were similar. Between Mon and Fri t value was -0.95972 which is lesser than the set critical value (-1.96 or +1.96), with a p value of 0.337368 (>0.05) therefore the mean returns between Mon – Fri were similar. Between Tue and Wed t value was-0.69918 which is lesser than the set critical value (-1.96 or +1.96), with a p value of 0.484562 (>0.05) therefore the mean returns between Tue – Wed were similar. Between Tue and Thu t value was -0.22141 which is lesser than the set critical value (-1.96 or +1.96), with a p value of 0.193028 (>0.05) therefore the mean returns between Tue – Thu was similar. Between Tue and Fri t value was -0.22141 which is lesser than the set critical value (-1.96 or +1.96), with a p value of 0.824803 (>0.05) therefore the mean returns between Tue – Fri were similar. However, between Wed and Thu the t value was 1.990412 which is greater than the critical value 1.96 with a p value of 0.046746 (<0.05) meaning that there was significant difference between the mean returns of Wed and Thu. Between Wed and Fri t value was 0.427749 which is lesser than the set critical value (-1.96 or +1.96), with a p value of 0.668902 (>0.05) therefore the mean returns between Wed– Fri were similar. Between Thu and Fri t

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value was -1.42445 which is lesser than the set critical value (-1.96 or +1.96), with a p value of 0.15455 (>0.05) therefore the mean returns between Thu – Fri were similar.

Table No. 8, Table Showing F Test Results For Variance

Day	F Value	F Critical	P Value	Acc/Raj
Mon-Tue	1.891002	1.134853	0.000	Reject Null
Mon-Wed	1.813713	1.134740	0.000	Reject Null
Mon-Thu	1.936541	1.135310	0.000	Reject Null
Mon-Fri	1.433667	1.135659	0.000	Reject Null
Tue-Wed	1.042614	1.134460	0.000	Reject Null
Tue-Thu	1.024082	1.135015	0.000	Reject Null
Tue-Fri	1.318997	1.135255	0.000	Reject Null
Wed-Thu	1.067722	1.134918	0.000	Reject Null
Wed-Fri	1.265087	1.135142	0.000	Reject Null
Thu-Fri	1.350761	1.135710	0.000	Reject Null

Source: Desk Research

Analysis: It is evident from the above table no. 8 – that for Monday with Tuesday F value was 1.891002 which was greater than the F critical value 1.134853, therefore, we can reject the null hypothesis ($p<0.01$). Similarly, between Mon-Wed F value was 1.813713 which was greater than the F critical value 1.134740, therefore, we can reject the null hypothesis ($p<0.01$). Between Mon-Thu F value was 1.936541 which was greater than the F critical value 1.226297, therefore, we can reject the null hypothesis ($p<0.01$). Between Mon-Fri F value was 1.433667 which was greater than the F critical value 1.135659, therefore, we can reject the null hypothesis ($p<0.01$).

Between Tue-Wed F value was 1.042614 which was greater than the F critical value 1.134460, therefore, we can reject the null hypothesis ($p<0.01$). Between Tue-Thu F value was 1.024082 which was greater than the F critical value 1.135015, therefore, we can reject the null hypothesis ($p<0.01$). Between Tue-Fri F value was 1.318997 which was greater than the F critical value 1.135255, therefore, we can reject the null hypothesis ($p<0.01$).

Between Wed-Thu F value was 1.067722 which was greater than the F critical value 1.134918,
therefore, we can reject the null hypothesis ($p<0.01$). Similarly, between Wed-Fri F value was 1.265087 which was greater than the F critical value 1.135142, therefore, we can reject the null hypothesis ($p<0.01$).

Between Thu-Fri F value was 1.350761 which was greater than the F critical value 1.135710, therefore, we can reject the null hypothesis ($p<0.01$).

V. Discussion and Conclusion

An anomaly is a piece of data that is unusual or difficult to categories. It's essentially a piece of data that doesn't fit with the rest of the results for whatever reason. It's usually a sign that something unexpected or undesirable is about to happen. Market anomalies are deviations from the efficient market hypothesis in terms of returns (EMH). An anomaly arises if the current result is different under certain suppositions from the predicted economic and financial result forecast by a model. An anomaly is evidence that in practice a certain assumption or model cannot stand. The existence of anomalies in stock returns contradicts a key finance hypothesis known as the Efficient Market Hypothesis (EMH). Security prices, according to EMH, fully represent all information accessible in the market. Market anomalies are deviations and irregularities. Various situations in a capital market will have repercussions that can be seen in the fluctuation of stock prices in a capital market. A market anomaly, in other terms, is a sign of a departure or inconsistency in the capital market hypothesis. (Day of the Week Effect: Evidence from the Nigerian Stock Exchange, Onoh and Ndu-Okereke, (2016)). Therefore, the current study entitled "Day of the Week effect in Indian Stock Market" has been undertaken to investigate the existence of Day of the Week phenomenon in Indian stock market. In order to realize the stated objectives, the researcher has collected data from Capital line data base from 1999 to 2021. The daily returns were computed by

log transformation. In the next phase, the computed returns series was tested for existence of unit root by running ADF stats. In the current study we did not find any such evidence from the computed returns series. In the next phase, the researcher has run descriptive statistics to find out any difference in the mean returns and the volatility of the returns. In the last phase, a robust dummy variable regression has been run to investigate the phenomena of day of the week effect in Indian stock market. The study revealed that there was no Day-of-the-Week effect in Nifty 50 index. However, we found a significant difference between the mean returns of Wednesday and Thursday. However, we found a statistically significant volatility among the various trading days in Nifty 50 Index returns. The study has revealed that there was no Day-of-the-Week (the day of the week effect) in the National stock market (i.e., markets are efficient in weak form). Although, we have a Wednesday effect in Nifty Index (as mean returns are higher on this day) and Monday has the recorded the highest volatility, however, these two days were not statistically significant at conventional level. The highest mean returns on Wednesday and high risk on Monday is could be behavioral causes of the investors at large. Therefore, the fund managers can construct a sound portfolio to increase the returns and minimize the risk by ignoring that there was no day of the week effect in National Stock market. They can also forecast the stock and index momentum by taking technical analysis and fundamental analysis as a tool. The brokers can give calls to their clients to buy, hold or sell stocks based on technical analysis and fundamental factors into consideration rather the day of the week phenomenon. The individual investors can take call to buy, hold or to sell the stocks based on the technical analysis and fundamentals of the stock or the portfolio by ignoring the anomaly. Apart from that as the study suggested that Wednesday has the highest mean returns compared to other days of the week and Tuesday returns are lower. Therefore, we can take this one has clue to cash the investment. However, as our study revealed that Monday and Friday have recorded the highest volatility, they should be extra careful in those days while taking any important investment decisions.

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