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INVESTORS TRADING APPROACH USING MOBILE TRADING APPLICATIONS DURING PANDEMIC – AN EMPIRICAL ANALYSIS

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Abstract: With the rapid increase in trading technology in smartphone, Now a days it is possible for the investors to make their buying or selling decision at the footstep. Mobile trading applications makes the investors to open De-Materialized (De-Mat) account and to perform trading activities with the help of internet connectivity at anyplace of location. Meanwhile, the investor as a rational being whose requirements in tracking the performances of market, the mobile trading system facilitates them to get updates. Based on such, the investment strategy can be applied to buy or sell the shares and securities. The present COVID pandemic situation makes the investor to shift their trading platform to trading applications through smartphones. Hence, this research intend in identifying the investors applicability and handling of mobile trading applications. For this the researcher had taken 146 investors as respondents randomly through structured questionnaire. Percentage analysis, Chi-Square, ANOVA were performed to analyze the investor applicability towards mobile trading applications. Finally, majority of the investors have an experience in using the trading applications to trade online with smartphone at this pandemic.

Keywords - Mobile trading applications, smartphone, investors requirements, investment strategy, trading technology

I. INTRODUCTION

Mobile trade, the concept of mobile trading was introduced by the financial service sector by sensing the presence of mobile applications in almost every service sector in the year 2010. Retail investors are being offered by all major stock broking houses personal mobile applications which make it convenient to make transactions today. Investors are accessible to financial markets and trading variety of financial products on mobile devices without restrictions on time and location with the sound support of mobile trading platforms. To support mobile wireless trading applications these trading platforms provide trading services for investors to access financial exchanges and trading transactions through mobile devices which have adequate configuration and investors' usage ratio of mobile trading platforms are focused in this study. The extent to which the investors can detect their trading orders that can be timely delivered and executed in financial markets is defines as Perceived efficiency. Mobile phones being the most popular have high penetration rates world wide, mobile stock are still in its earlier stages despite the tremendous growth and future potential of mobile devices paving a way for development. the nature of mobile devices has several limitations firstly being the mobile screen size is small with limited display resolution, secondly the data entry through a mobile device is inconvenient when compared to a computer, thirdly they have simplified functions and interfaces and lastly the power is limited which makes it difficult. Completing a task on a mobile device than on a computer requires much more time and effort and these limitations may prevent users from switching to mobile based trading. The end users can be reached through a new way which is paved from the invention of smart phones and internet technology. Discovery of mobile applications in smartphones bring about a change in the face of market operations like banking, entertainment, awareness etc and also bringing greater reach of connections, service & delivery. The existing study was an attempt to be aware of digitization, specifically the mobile trading applications on the smart phone in terms of investment activities.

II. LITERATURE REVIEW

Prabha(2019), this study deals with customer perception about online trading. In that, the researcher taken 125 respondents to identify customers ranking a problem faced in online trading. The data was both primary and secondary which will help to analyze the perception level of investors who are trading online. Tools like Percentage Analysis, Chi – square were used to find the perception. Finally the result of was the perception level of investors was good and positive attitude towards online trading. **Bhuvanam(2015),** this research focused on customers A Study On Customers Behavioral Intentions Towards Online Trading System In Tiruchirappalli City. It exhibits basic ways to trade electronically and also to identify the level of investors trust towards online share trading. Data was both primary and secondary, sample size for the study is 200 collected through convenient sampling technique. It is concluded that perception on securities is high and trust is a key to determine behavioral intention. **Jianwei Hou(2015),** investigate the influence of demographic variables on adoption of stock trading online. Age, Gender, Education, Income, Internet usage, Attitude towards internet were the demographic variables taken to perform analysis. Majority of male respondents have high level of education. Age was not found to correlate with individual adoption of online trading.

Jagadish Biradar(2019), studied Investors Perception towards Online Trading" With Reference To Karvy Stock Broking Company Ltd, At Raichur. The researcher made an attempt to understand the online trading system in stock market and its mechanism towards online trading. Random sampling technique has been performed to collect the data from 100 investors as primary data and also from books, journals, etc., as secondary data. **K.Geethanjali & Dr.S.Santhakumari(2019),** analyzed Investors Perception towards Online Trading in Coimbatore. This research is a descriptive research study, in which convenient sampling techniques is used. The sample size of the study is 391, from Coimbatore district. Age, education, occupation, income, savings were the significant demographic factors taken to study the perception of the online investors towards various Investment Avenues. **Elangovan N(2016),** in the research article Design quality of Mobile trading system application software for smartphones. The researcher discussed about the mobile trading system software in smartphone that enables the investor to make decision. Also tends to measure the design quality of trading application software for smartphones. This paper covers three stages of implementing the parameter to android developer to understand the concept and to get expert opinion by assessment. **Mohita Mathur, (2017)** In this discovering of preference towards method of trading in secondary market like offline and online were taken. Sample size was 65 collected through snowball sampling. Atlast, mode of trading were analysed using percentage and descriptive statistics. Results were mobile trading convenient as online trading as far as the risk is concern.

III. RESEARCH METHODS

The present study is mainly based on both primary data as well as secondary data collected by the researcher. Primary data for the study has been collected directly from the respondents. The researcher has collected data from 150 respondents at random through structured questionnaire organized and circulated to investors in Kumbakonam area. In that 4 respondents were unaware about online mobile trading applications. Hence, the sample size for the study was 146. Secondary data also from journals, and websites were gathered in the study. Statistical tools used to analyze the data were, Percentage Analysis, Chi – square, ANOVA.

IV. RESEARCH HYPOTHESES

- Age has no impact on using the mobile trading applications easier.
- Income has no effect on frequently using mobile trading applications.
- Gender has no influence on overall applicability of mobile trading applications.

V. RESEARCH ANALYSIS WITH FINDINGS

Table No. 1
Demographic Profile of the respondents

Variables	Particulars	No. of Respondents	Percentage %
Age	Below 25 years	22	15
	26 – 35 years	37	25
	36 – 45 years	43	29
	46 – 55 years	27	18
	Above 55 years	17	12
	Total	**146**	**100**
Gender	Male	75	51
	Female	71	49
	Total	**146**	**100**
Educational qualification	Schooling	11	07
	Bachelor's degree	86	60
	Master's degree	26	18
	Professional	23	15
	Total	**146**	**100**
Marital status	Married	80	55
	Unmarried	66	45
	Total	**146**	**100**
Occupational status	Student	26	18
	Public/private	64	44
	House wife	31	21
	Self-Employed	13	09
	Professional	12	08
	Total	**146**	**100**
Monthly Income	Less than Rs.25,000	27	18
	Rs.25,001- Rs.50,000	35	24
	Rs.50,001-Rs.1,00,000	41	28
	Above Rs.1,00,000	43	29
	Total	**146**	**100**
Frequency of Usage	Daily	45	31
	Weekly	36	25
	Monthly	42	29
	Occasionally	23	16
	Total	**146**	**100**

Source: Primary data

Table No. 1 reveals respondent's demographic profile in the study. This consists of age, gender, educational qualification, marital status, occupational status of the respondents, and income of the respondents. These factors are considered to understand the applicability and effective utilization by the respondents in different aspects towards usage of mobile trading applications. From the age analysis it is implied that, majority of the respondents in the study are 26 to 45 years. This indicates that there is significant usage of trading applications takes place, in which the middle age groups makes their investment in market through applications. Gender analysis shows that, male respondents are more than female respondents. It implies that more or less both gender groups have equal participation in the market. Moreover, greater part of the respondents has completed their bachelor's degree. Among the respondents included in the study, majority were married. Income level of respondents shows that, around 29% of the respondents were belonging to the income level of more than Rs. 1,00,000. This study also includes 28% of respondents who have income level of Rs.50,001-Rs.1,00,000. This implies that, this study covers various category of respondents based on their income. As a result, in the present pandemic, the investors perform and participate in their trading activities like buying and selling of shares and securities by using online mobile trading applications.

5.1 Cross tabulation and Chi square test:

Table No. 2

Age and Easy usage of mobile trading applications

Particulars		**Easy Use of online mobile trading app**			**Total**
		Disagree	**Neutral**	**Agree**	
Age	Below 25 years	2	4	16	22
	26 - 35 years	6	11	20	37
	36- 45 years	7	15	21	43
	46- 55 years	7	8	12	27
	Above 55 years	4	5	8	17
Total		26	43	77	146

Source: Primary data

Table No.2 shows relationship between age and easy using of mobile trading applications. From the table, it shows that majority of respondents fall under the category of 26 to 45 years agrees that using of mobile trading applications becomes very easier.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.999[a]	8	.647
N of Valid Cases	146		

Sig. value (0.647) from the above table is greater than p value (0.05). Hence the hypothesis framed that, H_0: Age has no impact on using the mobile trading applications easier is accepted and it proves that Age of the respondents has no impact on using of mobile trading applications easier.

Table No. 3

Monthly Income and Usage frequency of mobile trading applications

Particulars		**Usage frequency of online mobile trading app**				**Total**
		Daily	**Weekly**	**Monthly**	**Occasionally**	
Monthly Income	Less than Rs.25000	9	5	6	7	27
	Rs.25001 - Rs. 50000	8	14	6	7	35
	Rs. 50001 - Rs. 100000	14	10	14	3	41
	Above Rs. 100000	14	7	16	6	43
Total		45	36	42	23	146

Source: Primary data

Table No.3 depicts relationship between monthly income and usage frequency of mobile trading applications. It shows majority of respondents agrees that frequently using trading applications to buy and sell shares with the help of trading applications. It also projects that higher income groups use trading applications to invest their funds.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.583[a]	9	.138
N of Valid Cases	146		

Chi-Square Tests

Sig. value (0.138) from the above table is greater than p value (0.05). Hence the hypothesis framed that, H_0: Income has no effect on frequently using mobile trading applications is accepted and it proves that Income has no effect on using mobile trading applications frequently.

5.2 ANOVA

Table No. 4

Gender and Overall Applicability of mobile trading applications

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.097	2	.049	.191	.827
Within Groups	36.376	143	.254		
Total	36.473	145			

F-test result in the above table shows that, Gender has no influence on overall applicability of mobile trading applications, since Sig. value (0.827) is greater than the p value (0.05). Hence the hypothesis framed that, H_0: Gender has no influence on overall applicability of mobile trading applications is accepted and it proves that Gender has no influence on overall applicability of mobile trading applications.

VI. RESEARCH CONCLUSION

Mobile trading applications plays a major role in this pandemic by making the investors to buy and sell the shares and securities through smartphone. Thus this study analyzed the investor applicability and usage of trading applications. Chi-Square test between age and easy usage of mobile trading applications has been applied it shows age has no impact on using mobile trading applications. In overall, the study shows a good impact on using mobile trading applications by investors in the pandemic.

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