



“A STUDY ON INVESTOR’S PERCEPTION ABOUT ONLINE TRADING IN INDIAN STOCK MARKET”

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ABSTRACT

Online trading is an internet based investment activity. This study aims to identify the Preferences of the respondents towards online in Indian stock market. The questionnaire was collected for the study as a primary data with a sample of 150 respondents. Descriptive research design is used in this study .The collected data has been tabulated and analyzed using the tools such as percentage analysis and Chisquare. The research concluded that investors invest in mutual funds and investors reason for online trading is user friendly and less time saving.

Keywords: online trading, chisquare, stock exchange.

INTRODUCTION:

Online trading is an internet based investment activity. Internet exchanging began in India on 1st April 2000 with 79 part looking for authorization for web based exchanging. Internet exchanging should be possible by the interaction of an individual and dealers purchasing and selling protections over an electronic organization ,with a business firm .Today there are many online trading companies working as a portals for the biggest stock houses like the National stock exchange and Bombay stock exchange. The online trading companies allow the investors to invest in a number of financial products and services like derivatives, mutual funds, Equities. The SEBI advisory groups on web based protections exchanging administrations has permitted the net to be utilized as an Order Routing System(ORS) through enrolled stock specialists of their customer for execution of exchange. Under the ORS, the client can enter the requirement (security, quantity, price, buy/sell) in broker’s site. The client receives conformation on execution of the order, the customer’s portfolio and ledger accounts get updated to reflect the transaction.

REVIEW OF LITERATURE:

K.Geethanjali&Dr.S.Santhakumari (2019)- Investors perception towards online trading in Coimbatore .This research is a descriptive research study in which convenient sampling techniques is used.This survey is used to select the sample size ,validity and reliability of the questionnaire 391 samples are selected for the study.

Dr.U.Thasli, Ariff, M.Nandhini and T.Pavithra (2019)-An investors perception towards online trading . The study aims to identify the preference of the respondent towards online trading in UdumalpetTalak . In this study questionnaire was collected from 100investors.The findings were analyzed using scaling technique and simple percentage .

C.Navya ,CH.Deepthi(2019) –Investors attitude towards online trading .It aims that studying the investor’s perception of online trading in share markets and helps to find out the present level of service provided by identifying the area which require attention for improving its services

OBJECTIVE OF THE STUDY:**PRIMARY OBJECTIVE:**

- To study investor’s perception about online trading in Indian stock market.

SECONDARY OBJECTIVE:

- To examine investors pattern of investment in online trading.
- To know investor’s opinion on online trading.

RESEARCH METHODOLOGY:

The research design applied for the study is described as ‘descriptive research’ This study involves both primary and secondary sources of data. The primary source of data has been collected through questionnaire .The Secondary source data has been collected from websites, journals and internet. The sample size chosen for the study is 150. Convenience sampling is used as a sample method for the study.The research study was conducted for 3 months. Statistical tool used for the study is chisquare.

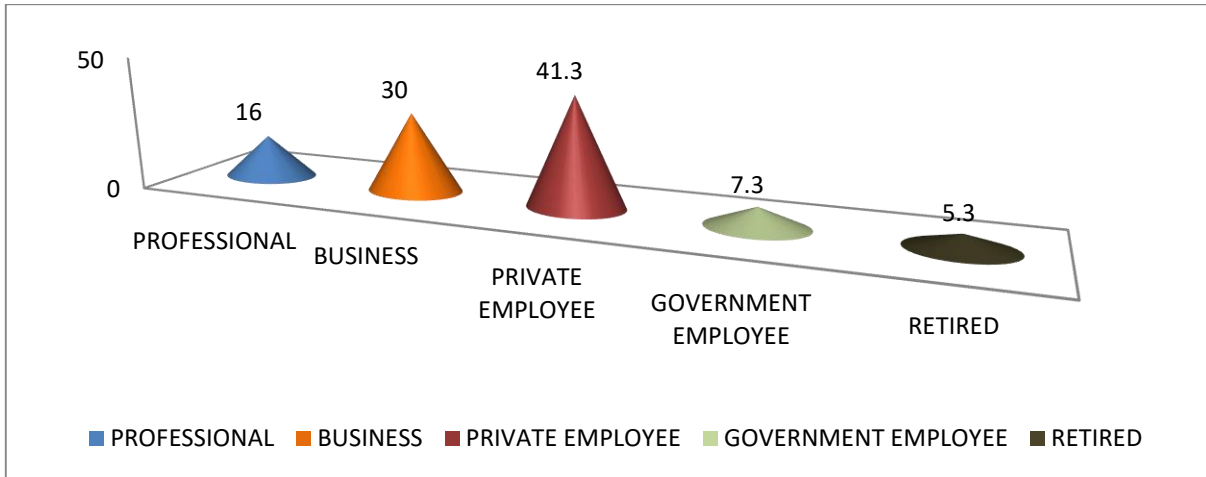
DATA ANALYSIS AND INTERPRETATION:**I. OCCUPATION**

OCCUPATION	NO .OF RESPONDENT’S	PERCENTAGE (%)
PROFESSIONAL	24	16.0
BUSINESS	45	30.0
PRIVATE EMPLOYEE	62	41.3
GOVERNMENT EMPLOYEE	11	7.3
RETIRED	08	5.3
TOTAL	150	100

SOURCE: PRIMARY DATA.

INTERPRETATION:-

In the above table it is inferred that 24.7% of the respondent’s invest in equity , 34.0% of the respondent’s invest in mutual funds, 10% of the respondents invest in derivative , 31.3% of the respondent’s invest in both equity and mutual funds .



II. INVESTMENT

INVESTMENT	NO.OF RESPONDENT'S	PERCENTAGE(%)
EQUITY	37	24.7
MUTUAL FUNDS	51	34.0
DERIVATIVES	15	10.0
BOTH EQUITY AND MUTUAL FUNDS	47	31.3
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 24.7% of the respondent’s invest in equity , 34.0% of the respondent’s invest in mutual funds, 10% of the respondents invest in derivative , 31.3% of the respondent’s invest in both equity and mutual funds .



III. CHISQUARE:**Hypothesis:**

Null hypothesis (H_0): There is no significant association between the occupation and investment of investor's in online trading.

Alternative hypothesis (H_1): There is significant association between the occupation and investment of investor's in online trading.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.317 ^a	12	.977
Likelihood Ratio	4.693	12	.967
N of Valid Cases	150		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .80.			

INTERPRETATION:

From the table it is inferred that p value (0.977) is greater than 0.05 we accept null hypothesis (H_0). There is no significant association between occupation and investment of investor's in online trading.

CONCLUSION:

The study is based on investor's perception about online trading in Indian stock market. The study reveals that there is no significant association between occupation and investment of investor's in online trading.

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