

A STUDY ON INVESTOR'S PERCEPTION ABOUT ONLINE TRADING IN INDIAN STOCK MARKET

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

PRIYADARSHINI G
Register No:39410161



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 11**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PRIYADARSHINI.G 39410161** who have done the Project work entitled **A study on investor's perception about online trading in Indian stock market** under my supervision from January 2021 to March 2021..

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DECLARATION

I **PRIYADARSHINI .G (39410161)** hereby declare that the Project Report entitled **A STUDY ON INVESTOR'S PERCEPTION ABOUT ONLINE TRADING IN INDIAN STOCK MARKET** done by me under the guidance of Dr.R.THAMILSELVAN,M.com., MBA., M.Phil., Ph.D Associate professor, Department of management studies at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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PRIYADARSHINI.G

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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.

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LIST OF ABBREVIATIONS

ABBREVIATIONS	EXPLANATIONS	PAGE NO
OTC	OVER-THE -COUNTER	3
NSE	NATIONAL STOCK EXCHANGE	4
BSE	BOMBAY STOCK EXCHANGE	4
SEBI	SECURITIES AND EXCHANGE BOARD OF INDIA	5
ORS	ORDER ROUTING SYSTEM	6

CHAPTER -1

1.1 INTRODUCTION OF FINANCIAL MARKET :

Financial market refers to a marketplace, where creation and trading of financial assets such as shares, debentures, bonds, derivatives, currencies etc.

Financial markets are classified into two types :-

- ❖ Money market (short term)
- ❖ Capital market (long term)

1.1.1 MONEY MARKET :

Money market refers for short term market .Money market basically refers to a section of the financial market where financial instruments with high liquidity and short term maturities are traded .

Money market has become a components of the financial market for buying and selling of securities of short term of one year or less, such as treasury bills and commercial papers.

1.1.2 CAPITAL MARKET :

Capital market is a market where buyers and sellers engage in trade of financial securities like bonds, stocks, etc. Capital market typically involve issuing instruments such as stocks and bonds for the medium and long term. In this respect , capital market are distinct from money market, which refers to the market for financial instruments with maturities not exceeding one year .

The capital market is divided into two markets :

- ❖ Primary market
- ❖ Secondary market

1.1.2.1 PRIMARY MARKET :-

The primary market is the part of the capital market that deals with issuing of new securities. It provides an opportunity to the issuers of securities, both government and corporations, to raise resources to meet their requirements of investments. Securities in the form of equity or debt can be issued in markets at face value, discount or premium.

1.1.2.2 SECONDARY MARKET :-

Secondary market refers to a market where securities are traded after being offered to the public in the primary market or listed on the stock exchange. Secondary market comprises of equity, derivatives and debt markets. The secondary market is operated through two mediums, namely the Over-the-Counter (OTC) market and the Exchange-traded-market. OTC markets are informal markets where trades are negotiated.

1.2 STOCK EXCHANGES IN INDIA:

Stock Exchange also known as stock market or share market. It is one of the main integral part of capital market in India. It plays a vital role in growing industries and commerce of a country which eventually affect the economy. It is well organized market for purchase and sale of corporate and other securities should be traded according to some pre defined rules and regulations.

1.21 TYPES OF STOCK EXCHANGE IN INDIA:-

There are two types of exchange

- ❖ Bombay stock Exchange (BSE).
- ❖ National stock Exchange (NSE).

1.2.1.1 BOMBAY STOCK EXCHANGE (BSE):-

It is a leading and fastest stock exchange in India as well as in south Asia established in 1875. Bombay stock exchange is the world's 11th largest stock market. More than 5000 companies are listed on BSE .The main index of Bombay stock exchange is Sensex which comprises of 30 stocks.

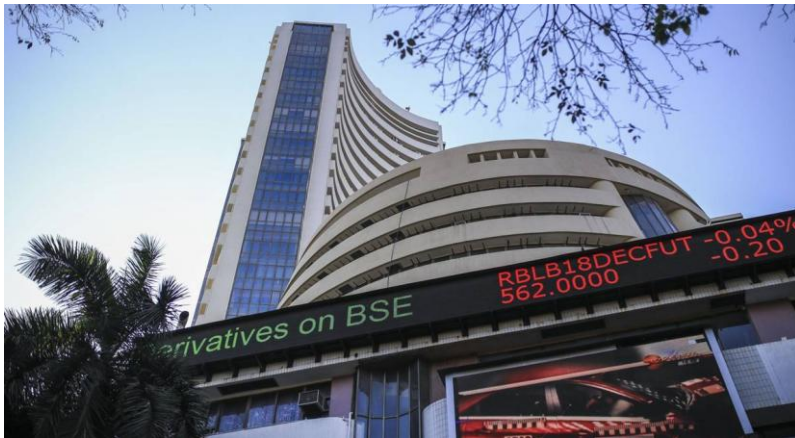


FIGURE 1.1 SHOWS THE BUILDING OF BOMBAY STOCK EXCHANGE.

1.2.1.2 NATIONAL STOCK EXCHANGE (NSE):-

It was incorporated in 1992 as a tax paying company and was recognized as a stock exchange in 1993 under the securities contract (Regulation) Act 1956. NSE was the first exchange to provide fully automated screen based electronic trading system. Nifty is the indices to measure overall performance of the National Stock Exchange which comprises of 50 stock index.



FIGURE 1.2 SHOWS THE BUILDING OF NATIONAL STOCK EXCHANGE.

1.3 SECURITIES AND EXCHANGE BOARD OF INDIA

The securities and exchange board of India (SEBI) is the regulator for the securities market in India .It was established in the year 1988 and statutory power on 30 January 1992 through the SEBI Act,1992.

1.3.1 FUNCTIONS OF SEBI :-

- ❖ The main function of SEBI is to protect the interest of Indian investors in the securities market.
- ❖ To promote the development and hassle free functioning of the securities market.
- ❖ To regulate the business Operations of the securities market.
- ❖ To prohibit Fraudlent and unfair trade practices within the Securities market and related to it .

1.4 ONLINE TRADING :

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.

1.5 NEED FOR THE STUDY:

1. To know the present scenario of the online trading .
2. This study guide the online investors to understand the expectation and experience of the existing investors.

1.6 STATEMENT OF THE PROBLEM:

Online trading is an internet based investment activity. In India investor's invest their saving in online trading . The investors who invest in stock exchange are usually unaware of the stock market behavior. Many investors are facing the problem as they do not know which stock to buy and which to sell in order to gain more profits .This study examine investor's trading preference , investment plan , investment amount , brokering site which will be useful for the other investors who trade online.

1.7 OBJECTIVES OF THE STUDY:

PRIMARY OBJECTIVE:-

1. To study investor's perception about online trading in Indian stock market.

SECONDARY OBJECTIVE:-

1. To examine investors pattern of investment in online trading.
2. To know investor's opinion on online trading.

1.8 SCOPE OF THE STUDY:

The research on a study on investor's perception about online trading in Indian stock market knows the information regarding the preferences and choice of the different investors who invest in online trading.

This study is based on the data collected from the investor's through questionnaire. The scope stretches out to different classes of investor like private employee, professionals and others. The conclusion are drawn from the analysis done with the help of data collected .

1.9 LIMITATIONS OF THE STUDY :

1. The result of the study is based only on the view expressed by the investors of Chennai .
2. The survey has been conducted only taking 150 respondents as a sample size.

1.10 CHAPTER FRAMEWORK:

CHAPTER 1:INTRODUCTION

This chapter consists of online trading ,stock exchange in India, NSE and BSE, SEBI and its function , statement of the problem, need for the study , scope of the study , limitations of the study.

CHAPTER 2: REVIEW OF LITERATURE

This chapter consists of research paper of authors who had been conducted the research study on investors perception towards online trading.

CHAPTER 3: RESEARCH METHODOLOGY

This chapter consists of research design, methods of data collection, sample size, sample method, period of the study, statistical tools and hypothesis of the study.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

This chapter consists of analyses of data which is collected through questionnaire and chisquare is used as a tool to analyses the study.

CHAPTER 5: FINDINGS, SUGGESTIONS, AND CONCLUSION

This chapter consists of findings , suggestions and conclusion for the study.

CHAPTER-2

2.1 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 100 investors.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.

Dr.IqbalThonseHawaldar, Dr.Habeeb Ur Rahiman (2019) – Investors perception towards stock market .This study is to understand the different personal factors affecting their investment decision and the different factor influencing various categories of investment .Chisquare test was used as a tool to arrive at a decision regarding the association between two variables.

Dr. N. Sakthivel , A. Saravanakumar(2018)-Investors satisfaction on online share trading and technical problem faced by the investors .Investors satisfaction on online share trading based on brokerage houses were analyzed using percentage analysis .Primary data were collected from 620 respondents hrough questionnaire .

Dr.PMohanraj, P Kowsalya(2018)- A Study on the investor perception on karvy stock brokering in Coimbatore district .This study helps to find out the service quality issues .primary data is collected from 100 respondents and it is descriptive research design . Primary data is collected from convenience sampling techniques .

Dr.N.Sakthivel , A. Saravanakumar – Investor's preference towards online share trading at NSE .Primary data is collected from 620 respondents using questionnaire .It is suggested that all other brokerage house in the study should design and improve their services in terms of procedures ,facilities and benefits .

V.Pavithra ,Mr William Robert (2017) A study on customers perception towards online trading in retail brokerage Chennai.This study influence the stock and investment strategies in retail brokerage. In this primary data is collected from 100 respondents through questionnaire using convince sampling techniques .

Dr.krishnamohanvaddai and Dr.. MeruguPratima(2016)- Investors perception towards online trading in Visakhapatnam city . A questionnaire is collected from 400 investors and chi square is used to test the hypothesis .The study concludes that stock broking firms in order to enhance widespread use of online trading need to organize the short term training programmes .

Dr. Shankar T. Battase (2015)- A study on investors perception on online trading and depository operations with respect to India infolineLtd,this study highlights to know the procedure of online trading system and also helps to study the effectiveness and functions of depositors and effectiveness and functions of depositors and effectiveness of service provided by brokers.150 sample collected through survey method .

D.Kumari, Anitha ,Ramasamy G, Sandhya K (2013)-Investors perception towards online trading in Chennai .It helps to find out the present level of service provided and identifying the area which require attention for improving services .Data collected from 113 respondents in Chennai . The study suggest that share brokers should improve services of response from the dealer , putting the order without delay.

Walia N. and Kumar R (2012) – Investor perception on online trading and compare current usage of online trading .This study reveals that out of 100 investor 28 trade online and others do offline .The major findings of the study are the investors are more conservative they do not change brokers for trading.

Dr.Gagankukreja (2012)-Investors perception for stock market from national capital region of India .This research study is descriptive in which sampling techniques is used.The study concluded that investor has huge scope for current earnings and said that this will be possible when trust, guidance,and regulations were exist steadily in the capital market among the brokers and investors.

N. Renuka (2007)-A Study on customer awareness towards online trading .The research examines the trends in the online trading .The present study attempts to find out the satisfaction level of online share traders.The primary data was collected from 60 respondents through a well structured questionnaire.

Delbarjafarpour (2006)- The impact of online trading on customer satisfaction This is exploratory research intends to gain a better understanding of the service quality dimension that affect customer satisfaction . convenience sampling techniques is used in this study

CHAPTER-3

3.1 RESEARCH METHODOLOGY

3.1.1 INTRODUCTION:-

Research in common refers to a search for knowledge. The research scholars have defined the term research as a scientific and systematic search for information on a specific topic. In fact, research is an art of scientific investigation . It is actually a voyage of discovery. The primary purpose of research is to discover answer to questions through the application of scientific procedures.

3.2 RESEARCH DESIGN:-

The research design applied for the study is described as 'descriptive research' study.

3.3 METHODS OF DATA COLLECTION :-

This study involves both primary and secondary data.

❖ PRIMARY DATA:

The primary data has been collected through questionnaire

❖ SECONDARY DATA:

Secondary data has been collected from websites, journals and internet.

3.4 SAMPLE SIZE :-

The sample size chosen for the study is 150.

3.5 SAMPLE METHOD :-

Convenience sampling is used as a sample method for the study

3.6 PERIOD OF THE STUDY :-

The research study was conducted for 3 months.

3.7 STATISTICAL TOOLS:-

The statistical tools applied for the study may include

- ❖ Chi-square.

3.8 HYPOTHESIS OF THE STUDY:-

The hypothesis applied for the study is

- ❖ Chi-square.

CHAPTER-4

4.1 DATA ANALYSIS AND INTERPRETATION:

TABLE 4.1.1 SHOWS GENDER OF RESPONDENT'S.

GENDER	NO.OF RESPONDENT'S	PERCENTAGE(%)
MALE	91	60.7
FEMALE	59	39.3
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 60.7% of the respondent's are male, 39.3% of the respondent's are female.

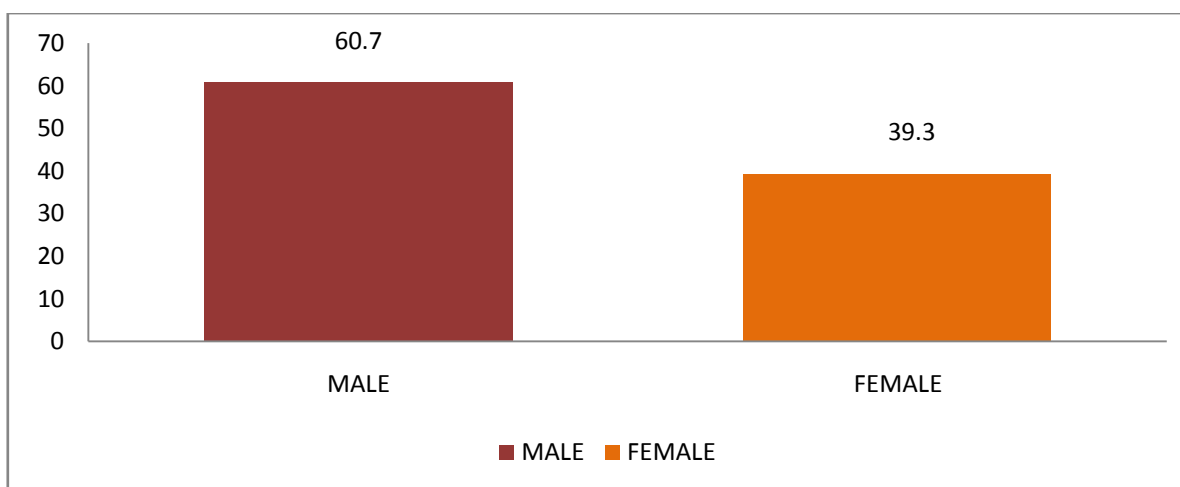


FIGURE 4.1.1 SHOWS GENDER OF RESPONDENT'S

TABLE 4.1.2 SHOWS AGE OF RESPONDENT'S.

AGE	NO .OF RESPONDENT'S	PERCENTAGE(%)
18-25 YEARS	49	32.7
26-40 YEARS	63	42.0
41-60 YEARS	35	23.3
ABOVE 60 YEARS	03	2.0
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 32.7% of the respondent's are the age group of 18-25 years, 42% of the respondent's are the age group of 26-40 years , 23.3 % of the respondent's are the age group of 41-60 years and 2% of the respondent's are the age group of above 60 years.

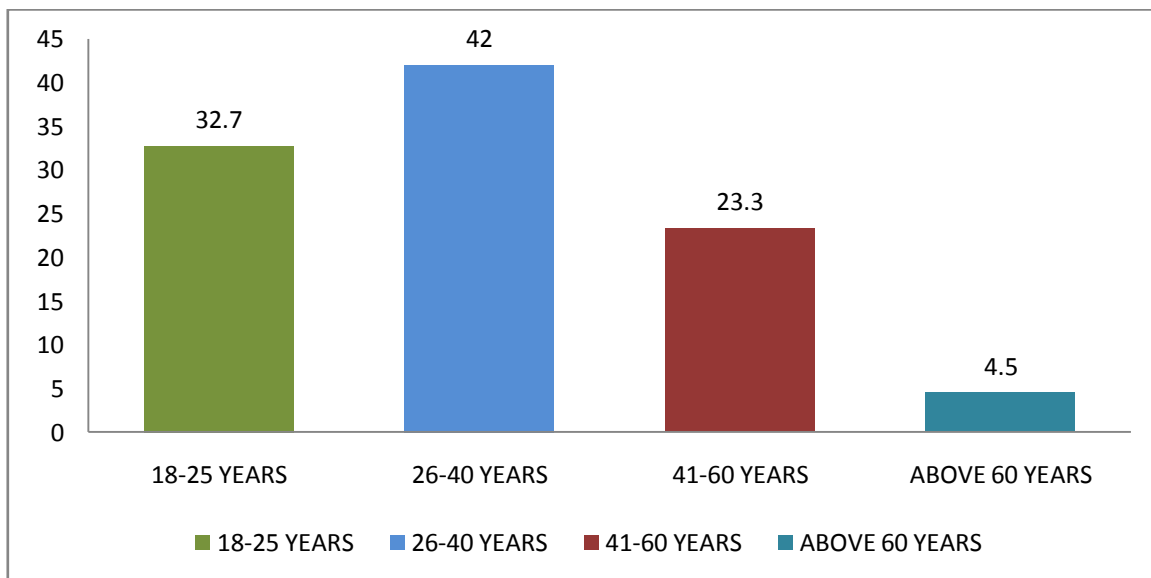


FIGURE 4.1.2 SHOWS AGE OF RESPONDENT'S.

TABLE 4.1.3 SHOWS QUALIFICATION OF RESPONDENT'S.

QUALIFICATION	NO.OF RESPONDENT'S	PERCENTAGE(%)
SSLC	06	4.0
HSS	17	11.3
UG	81	54.0
PG	39	26.0
DIPLOMA	07	4.7
TOTAL	150	100.0

SOURCE: PRIMARY DATA.

INTERPRETATION :-

In the above table it is inferred that 4% of the respondent's are SSLC ,11.3% of the respondent's are HSS,54% of the respondent's are UG , 26% of the respondent's are PG , 4.7% of the respondent's are diploma.

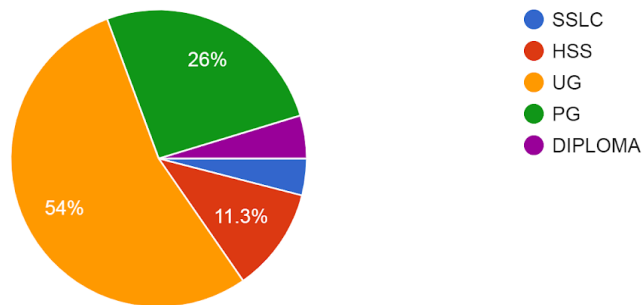


FIGURE 4.1.3 SHOWS QUALIFICATION OF RESPONDENT'S.

TABLE 4.1.4 SHOWS OCCUPATION OF RESPONDENT'S.

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	100.0

SOURCE: PRIMARY DATA.

INTERPERTATION :-

In the above table it is inferred that 16% of the respondent's occupation are professional,30% of the respondent's occupation are business, 41.3% of the respondent's occupation are private employee,7.3% of the respondent's occupation are government employee,5.3% of the respondent's are retired.

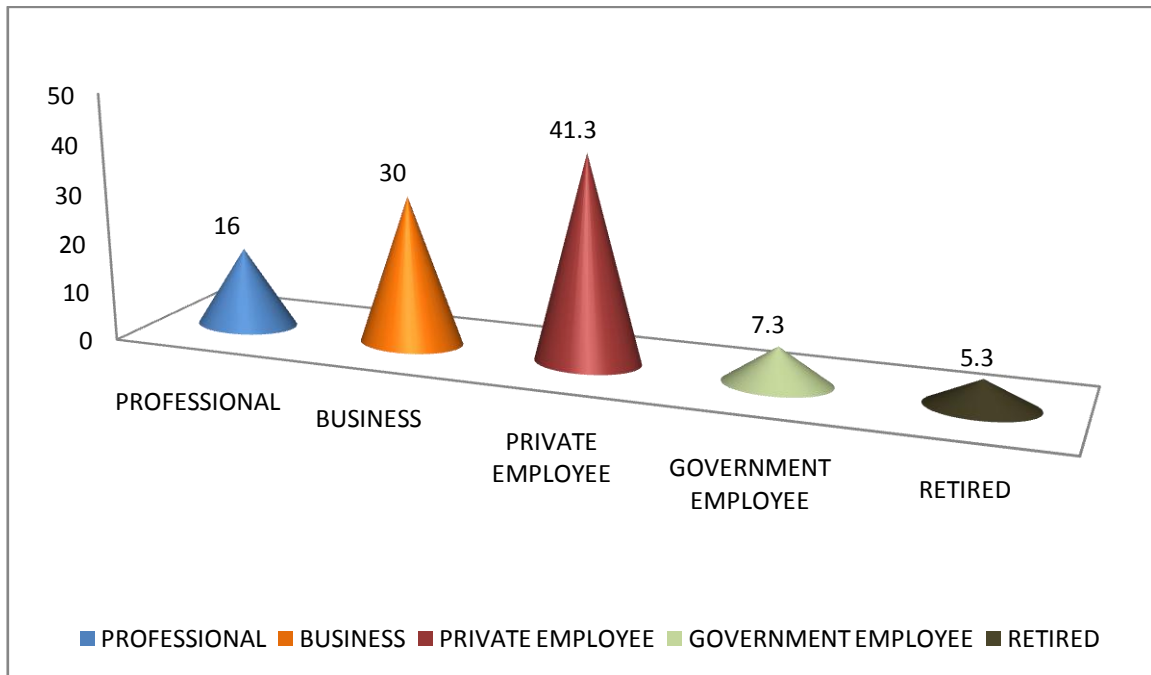


FIGURE 4.1.4 SHOWS OCCUPATION OF RESPONDENT'S.

TABLE 4.1.5 SHOWS ANNUAL INCOME OF RESPONDENT'S.

ANNUAL INCOME	NO.OF RESPONDENT'S	PERCENTAGE(%)
BELOW Rs 1 LAKH	19	12.7
Rs 1 LAKH -Rs 2 LAKH	60	40.0
Rs 2 LAKH-Rs 3 LAKH	46	30.7
Rs 3LAKH –Rs 4 LAKH	16	10.7
ABOVE Rs 4 LAKH	09	6.0
TOTAL	150	100.0

SOURCE: PRIMARY DATA.

INTERPERTATION:-

In the above table it is inferred that 12.7% of the respondent's annual income are below Rs 1 lakh ,40% of the respondent's annual income are Rs 1lakh – Rs 2 lakh ,30.7% of the respondent's annual income are Rs 2lakh – Rs 3 lakh , 10.7 % of the respondent's annual income are Rs 3lakh – Rs 4lakh , 6% of the respondent's annual income are above 4lakh .

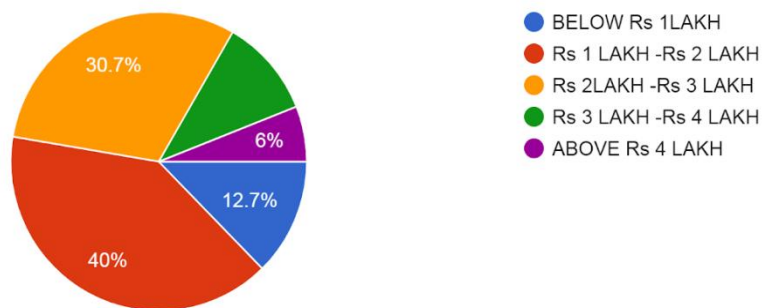


FIGURE 4.1.5 SHOWS ANNUAL INCOME OF RESPONDENT'S.

TABLE 4.1.6 SHOWS RESPONDENT'S INVESTMENT AMOUNT.

INVESTMENT AMOUNT	NO.OF RESPONDENT'S	PERCENTAGE (%)
LESS THAN Rs 10,000	72	48.0
Rs 10,000- Rs 50,000	36	24.0
Rs 50,000- Rs 1,00,000	22	14.7
Rs 1,00,000 – Rs 2,00,000	15	10.0
ABOVE Rs 2,00,000	05	3.3
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 48% of the respondent's invest less than Rs 10,000 for trading, 24% of the respondent's invest Rs 10,000-Rs 50,000 for trading, 14.7% of the respondent's invest Rs 50,000 –Rs 1,00,000 for trading , 10% of the respondent's invest Rs 1,00,000-Rs 2,00,000 for trading, 3.3% of the respondent's invest above Rs 2,00,000 for trading .

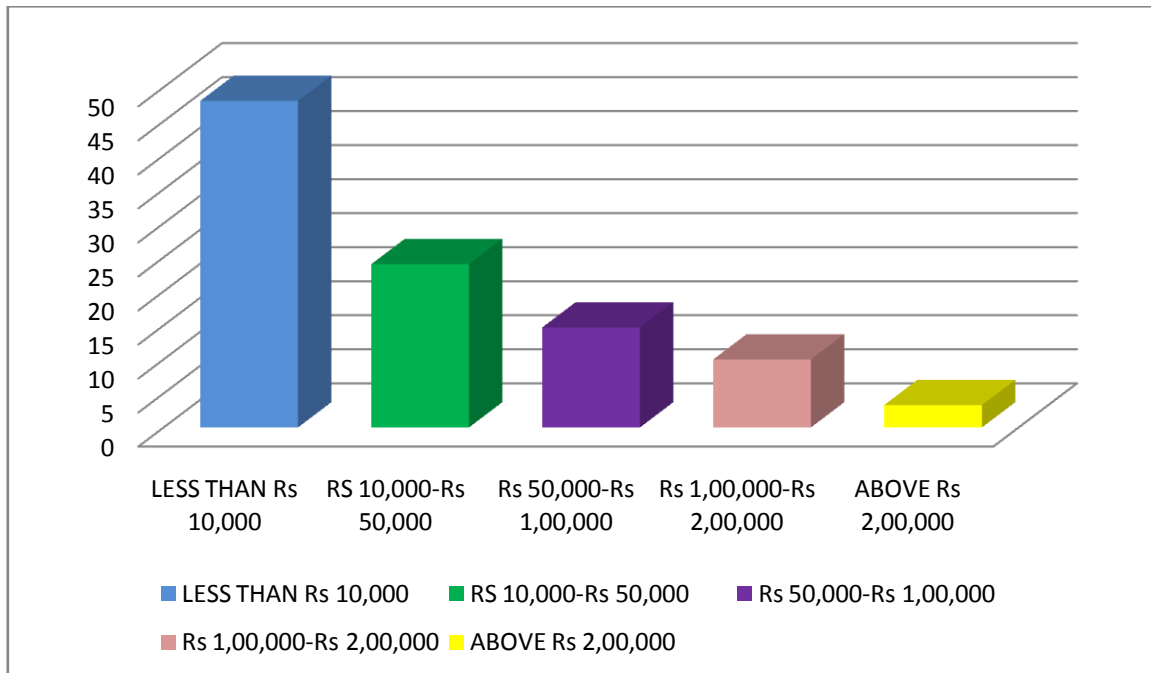


FIGURE 4.1.6 SHOWS INVESTMENT AMOUNT OF RESPONDENT'S

TABLE 4.1.7 SHOWS RESPONDENT'S STOCK EXCHANGE

STOCK EXCHANGE	NO.OF RESPONDENTS	PERCENTAGE (%)
NSE	80	53.3
BSE	33	22.0
BOTH NSE OR BSE	37	24.7
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 53.3% of the respondent's trade through NSE , 22% of the respondent's trade through BSE, 24.7% of the respondent's trade through both NSE and BSE.

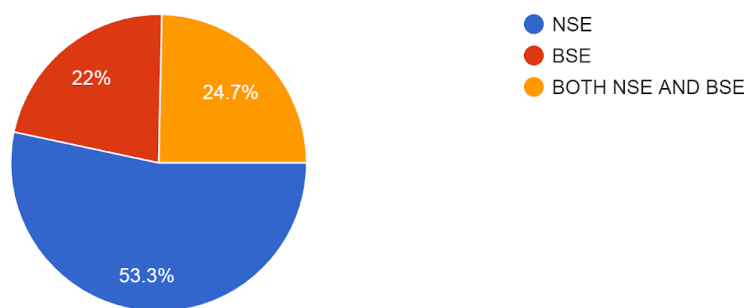


FIGURE 4.1.7 SHOWS STOCK EXCHANGE OF RESPONDENT'S .

TABLE 4.1.8 SHOWS RESPONDENT'S BROKERING SITE .

BROKERING SITE	NO.OF RESPONDENTS	PERCENTAGE (%)
ZERODHA	28	18.7
UPSTOX	38	25.3
IIFL SECURITIES	28	18.7
HDFC SECURITIES	19	12.7
ALICE BLUE	06	4.0
5 PAISE	05	3.3
OTHERS	26	17.3
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 18.7% of the respondent's brokering site are zerodha, 25.3% of the respondent's brokering site are upstox, 18.7% of the respondent's brokering site are iifl securities, 12.7 % of the respondent's brokering site are hdfc securities, 4% of the respondent's brokering site are aliceblue, 3.3% of the respondent's brokering site are 5 paisa, 17.3% of the respondent's brokering site are others.

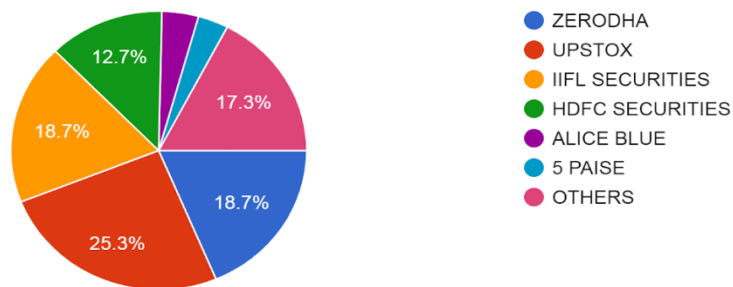


FIGURE 4.1.8 SHOWS RESPONDENT'S BROKERING SITES.

TABLE 4.1.9 SHOWS HOW RESPONDENT'S BELIEVE THAT THEIR BROKERS IS VERY SUCCESSFUL IN ONLINE TRADING.

ONLINE TRADING BROKERS IS VERY SUCCESSFUL	NO. OF RESPONDENT'S	PERCENTAGE (%)
STRONGLY AGREE	40	26.7
AGREE	61	40.7
STRONGLY DISAGREE	11	7.3
DISAGREE	07	4.7
NEUTRAL	31	20.7
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 26.7% of the respondent's strongly agree that their brokers is very successful in trading, 40.7% of the respondent's agree that their brokers is very successful in trading, 7.3% of the respondent's strongly disagree for the fact that their brokers is very successful in trading, 4.7 % of the respondent's disagree for the fact that their broker is very successful in trading, 20.7% of the respondent's is neutral that their brokers is very successful in trading.

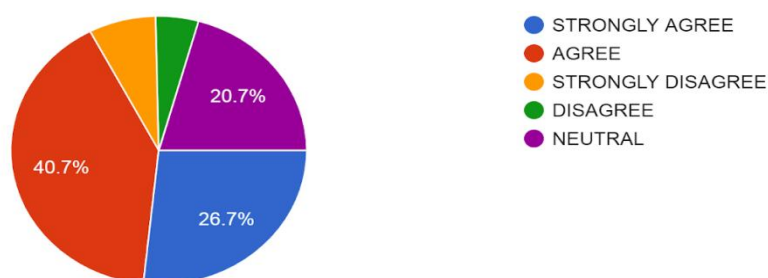


FIGURE 4.1.9 SHOWS HOW RESPONDENT'S BELIEVE THAT THEIR BROKERS IS VERY SUCCESSFUL IN ONLINE TRADING.

TABLE 4.1.10 SHOWS RESPONDENT'S EXPERIENCE IN ONLINE TRADING.

EXPERIENCE	NO.OF RESPONDENT'S	PERCENTAGE(%)
BEGINNER	58	38.7
LESS THAN 1 YEAR	32	21.3
1-2 YEARS	21	14.0
2-3 YEARS	17	11.3
3-4 YEARS	11	7.3
MORE THAN 4 YEARS	11	7.3
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 38.7% of respondent's are beginner in trading , 21.3% of the respondent's have less than 1 year of experience in trading , 14% of the respondent's have 1-2 years of experience in trading , 11.3 % of the respondent's have 2-3 years of experience in trading , 7.3% of the respondent's have 3-4 years of experience in trading ,7.3% of the respondent's have more than 4 years of experience in trading .

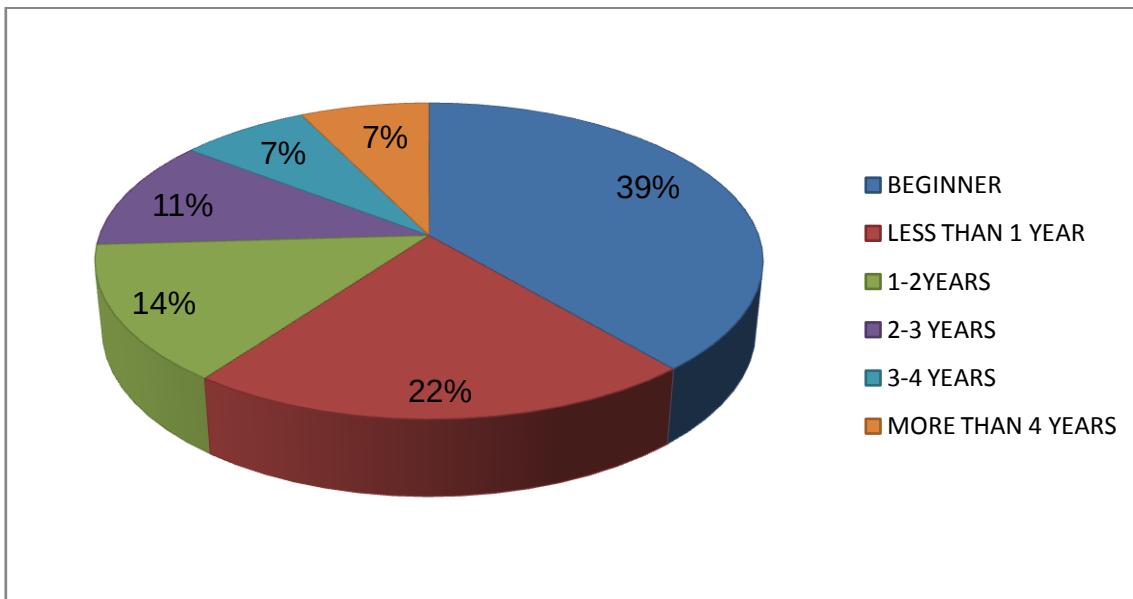


FIGURE 4.1.10 SHOWS RESPONDENT'S EXPERIENCE IN ONLINE TRADING.

TABLE 4.1.11 SHOWS RESPONDENTS TRADING PLAN.

TRADING PLAN	NO.OF RESPONDENT'S	PERCENTAGE(%)
DAILY	28	18.7
WEEKLY	43	28.7
MONTHLY	50	33.3
YEARLY	29	19.3
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 18.7% of respondent's are trading daily , 28.7% of the respondent's are trading weekly , 33.3% of the respondent's are trading monthly , 19.3% of the respondent's are trading yearly .

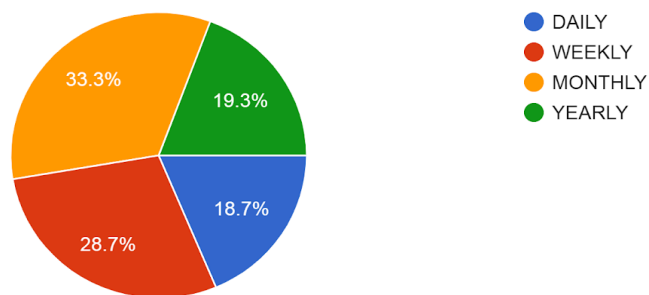


FIGURE 4.1.11 SHOWS RESPONDENT'S TRADING PLAN.

TABLE 4.1.12 SHOWS RESPONDENT'S 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 .

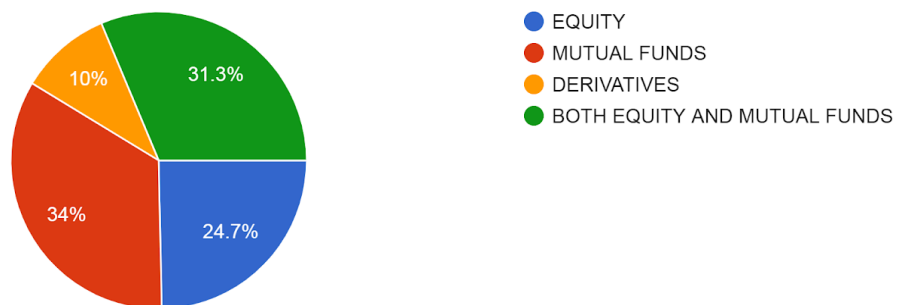


FIGURE 4.1.12 SHOWS RESPONDENT'S INVESTMENT.

TABLE 4.1.13 SHOWS RESPONDENT'S VIEW ABOUT ONLINE TRADING IS USER FRIENDLY COMPARED TO OFFLINE TRADING.

USER FRIENDLY	NO.OF RESPONDENT'S	PERCENTAGE(%)
STRONGLY AGREE	38	25.3
AGREE	53	35.3
STRONGLY DISAGREE	21	14.0
DISAGREE	07	4.7
NEUTRAL	31	20.7
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 25.3% of the respondent's are strongly agreed that online trading is user friendly compare to offline trading, 35.3% of the respondents are agreed that online trading is user friendly compare to offline trading, 14% of the respondents are strongly disagreed for the fact that online trading is user friendly compare to offline trading, 4.7% of the respondents are disagreed for the fact that online trading is user friendly compare to offline trading, 20.7% of the respondents are neutral that online trading is user friendly compare to offline trading.

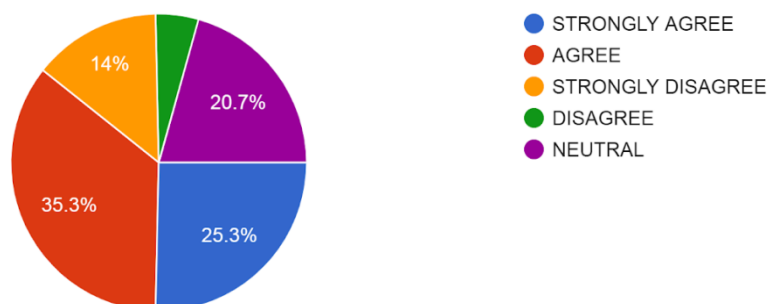


FIGURE: 4.1.13 SHOWS RESPONDENT'S VIEW ABOUT ONLINE TRADING IS USER FRIENDLY COMPARED TO OFFLINE TRADING.

TABLE 4.1.14 SHOWS RESPONDENT'S VIEW ABOUT ONLINE TRADING IS LESS TIME CONSUMING COMPARE TO OFFLINE TRADING .

LESS TIME CONSUMING	NO.OF RESPONDENTS	PERCENTAGE(%)
STRONGLY AGREE	47	31.3
AGREE	52	34.7
STRONGLY DISAGREE	16	10.7
DISAGREE	04	2.7
NEUTRAL	31	20.7
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 31.3% of the respondent's are strongly agreed that online trading is less time consuming compare to offline trading, 34.7% of the respondent's are agreed that online trading is less time consuming compare to offline trading ,10.7% of the respondent's are strongly disagreed that online trading is less time consuming compare to offline trading ,2.7% of the respondent's are disagreed that online trading is less time consuming compare to offline trading , 20.7% of the respondent's are neutral for online trading is less consuming compare to offline trading .

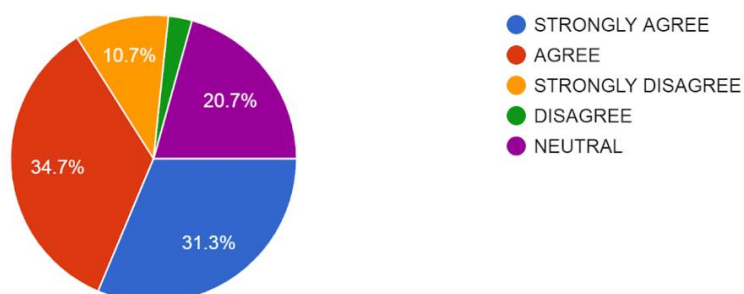


FIGURE 4.1.14 SHOWS RESPONDENT'S VIEW ABOUT ONLINE TRADING IS LESS TIME CONSUMING COMPARE TO OFFLINE TRADING

TABLE 4.1.15 SHOWS FROM WHICH SOURCE RESPONDENT'S GET BETTER ADVISE FOR ONLINE TRADING.

BETTER ADVISE	NO.OF RESPONDENTS	PERCENTAGE(%)
MAGANIZES	27	18.0
SHARE BROKERS	41	27.3
FRIENDS & RELATIVE	38	25.3
INTERNET	44	29.3
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 18% of the respondent's feels that they can get better advise from maganizes for trading ,27.3% of the respondent's feels that they can get better advise from the share brokers for trading , 25.3% of the investor's gets better advise from the friends& relative for trading , 29.3% of the respondent's feel that they can get better advise from the internet for trading .

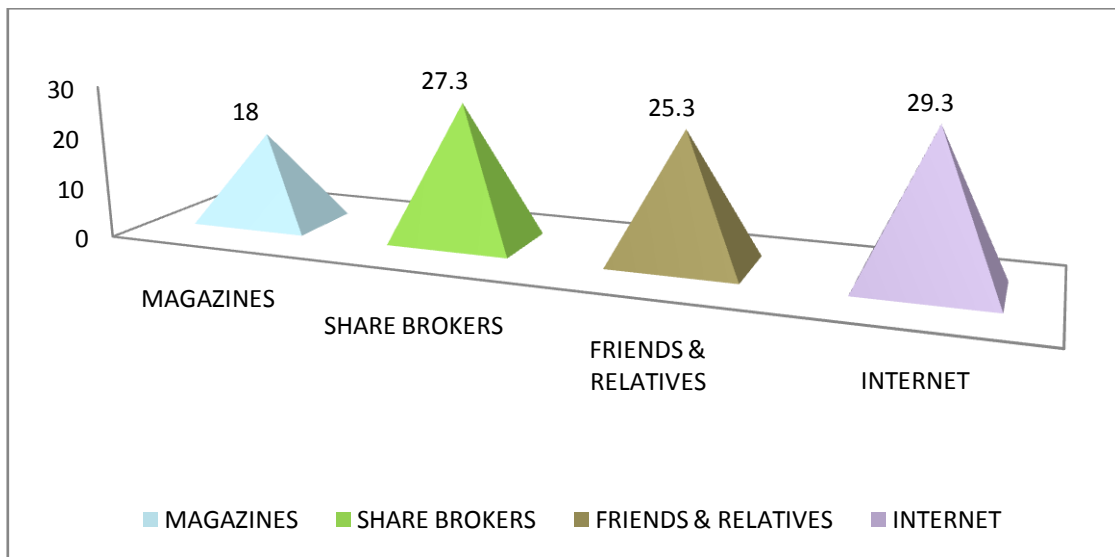


FIGURE 4.1.15 SHOWS FROM WHICH SOURCE RESPONDENT'S GET BETTER ADVISE FOR ONLINE TRADING.

TABLE 4.1.16 SHOWS RESPONDENT'S INVESTMENT PLAN.

INVESTMENT PLAN	NO.OF RESPONDENT'S	PERCENTAGE(%)
SHORT TERM	47	31.3
LONG TERM	70	46.7
INTRA DAY	33	22.0
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 31.3% of the respondent's preferred to invest in short term investment, 46.7% of the respondent's preferred to invest in long term investment, 22% of the respondent's preferred to invest in intraday.

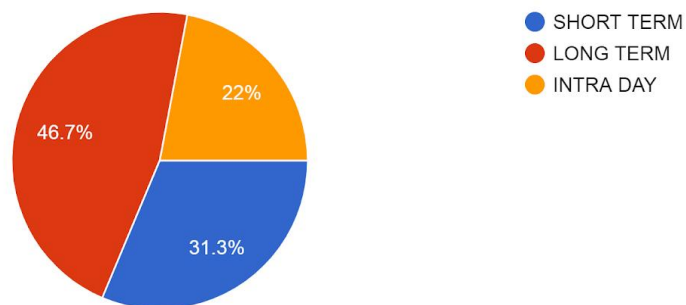


FIGURE 4.1.16 SHOWS RESPONDENT'S INVESTMENT PLAN.

TABLE 4.1.17 SHOWS RESPONDENT'S PURPOSE FOR ONLINE TRADING

PURPOSE	NO.OF RESPONDENT'S	PERCENTAGE(%)
PRIVACY	33	22.0
USER FRIENDLY	27	18.0
TIME SAVING	27	18.0
CONVENIENCE	21	14.0
ALL THE ABOVE	42	28.0
TOTAL	150	100.0

SOURCE : PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 22% of the respondents purpose for online trading is privacy,18% of the respondents purpose for online trading is user friendly , 18%of the respondents purpose for online trading is timesaving, 14% of the respondents purpose for online trading is convenience , 28% of the respondents purpose for online trading is all the above (privacy, user friendly, timesaving and convenience).

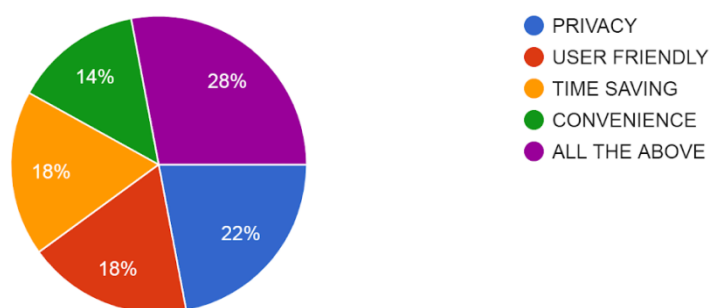


FIGURE 4.1.17 SHOWS RESPONDENT'S PURPOSE FOR ONLINE TRADING.

TABLE 4.1.18 SHOWS RESPONDENT'S TYPE OF TRADING .

TYPE OF TRADING	NO.OF RESPONDENT'S	PERCENTAGE (%)
ONLINE TRADING	75	50.0
OFFLINE TRADING(THROUGH BROKER)	32	21.3
BOTH ONLINE AND OFFLINE	43	28.7
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 50% of the respondent's prefer online trading, 21.3% of the respondent's prefer offline trading (through broker),28.7% of the respondent's prefer both online and offline trading .

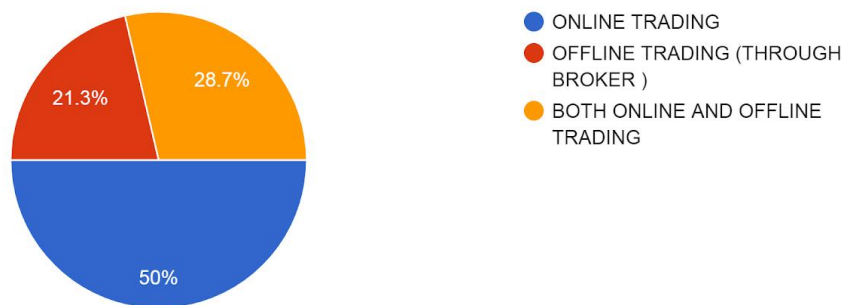


FIGURE 4.1.18 SHOWS RESPONDENT'S TYPE OF TRADING .

TABLE 4.1.19 SHOWS HOW RESPONDENT'S FEEL SAFE WHILE TRADING.

SAFE	NO,OF RESPONDENT'S	PERCENTAGE
STRONGLY AGREE	41	27.3
AGREE	50	33.3
STRONGLY DISAGREE	17	11.3
DISAGREE	06	4.0
NEUTRAL	36	24.0
TOTAL	150	100.0

SOURCE: PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 27.3% of the respondent's are strongly agreed that they feel safe while trading, 33.3% of the respondent's are agreed that they feel safe while trading, 11.3% of the respondent's are strongly disagreed for the fact that they feel safe while trading, 4% of the respondent's are disagreed for the fact that they feel safe while trading, 24% of the respondent's are neutral for the fact that they feel safe while trading .

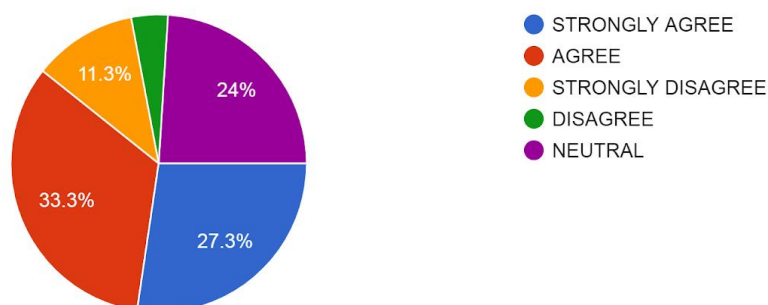


FIGURE 4.1.19 SHOWS HOW RESPONDENT'S FEEL SAFE WHILE TRADING.

TABLE 4.1.20 SHOWS RESPONDENT'S RATING FOR ONLINE TRADING.

RATING FOR ONLINE TRADING	NO.OF RESPONDENT'S	PERCENTAGE(%)
1	03	2.0
2	05	3.3
3	46	30.7
4	46	30.7
5	50	33.3
TOTAL	150	100.0

SOURCE : PRIMARY DATA

INTERPRETATION:-

In the above table it is inferred that 2% of the respondents rating for online trading is 1 which indicates poor ,3.3% of the respondents rating for online trading is 2 , 30.7% of the respondents rating for online trading is 3, 30.7% of the respondents overall rating for online trading is 4 , 33.7% of the respondents rating for online trading is 5 which indicates excellent .

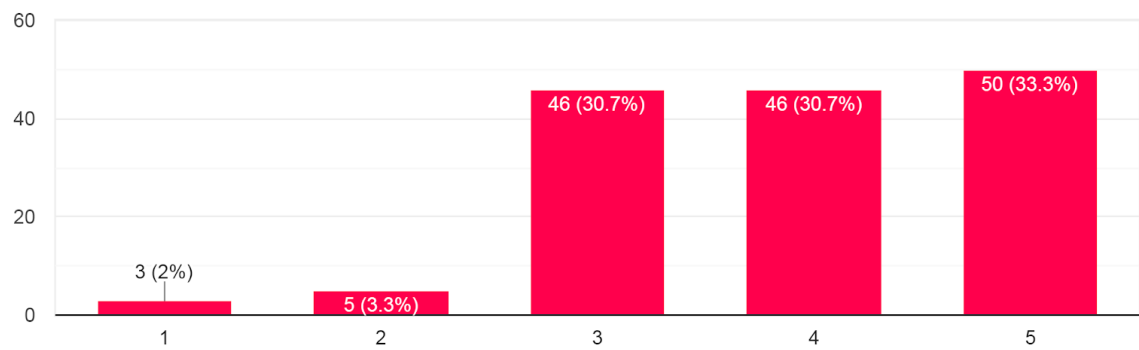


FIGURE 4.1.20 SHOWS RESPONDENT'S RATING FOR ONLINE TRADING.

4.2 HYPOTHESIS OF THE STUDY:

4.2.1 CHISQUARE TEST FOR OCCUPATION AND INVESTMENT OF INVESTOR'S :-

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.

TABLE 4.2.1 SHOWS CHISQUARE TEST FOR OCCUPATION AND INVESTMENT OF INVESTOR'S

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
OCCUPATION * INVESTMENT	150	100.0%	0	0.0%	150	100.0%

OCCUPATION * INVESTMENT Crosstabulation								
			INVESTMENT				Total	
			BOTH EQUITY AND MUTUAL FUNDS	DERIV ATIVE S	EQU ITY	MUTUA L FUNDS		
OCCUP ATION	BUSINE SS	Count	12	5	12	16	45	
		Expect ed Count	14.1	4.5	11.1	15.3	45.0	
	GOVER NMENT EMPLOY EE	Count	4	1	3	3	11	
		Expect ed Count	3.4	1.1	2.7	3.7	11.0	
	PRIVAT E EMPLOY EE	Count	19	6	18	19	62	
		Expect ed Count	19.4	6.2	15.3	21.1	62.0	
	PROFES SIONAL	Count	9	2	3	10	24	
		Expect ed Count	7.5	2.4	5.9	8.2	24.0	
	RETIRE D	Count	3	1	1	3	8	
		Expect ed Count	2.5	.8	2.0	2.7	8.0	
	Total		Count	47	15	37	51	150
			Expect ed Count	47.0	15.0	37.0	51.0	150. 0

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.

4.2.2 CHISQUARE TEST FOR AGE AND EXPERIENCE OF INVESTOR'S

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

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

TABLE 4.2.2 SHOWS CHISQUARE TEST FOR AGE AND EXPERIENCE OF INVESTOR'S.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE * EXPERIENCE	150	100.0%	0	0.0%	150	100.0%

EXPERIENCE * AGE Crosstabulation							
			AGE				Total
			18-25 YEARS	26-40 YEARS	41-60 YEAR S	ABOVE 60 YEARS	
EXP ERIE NCE	BEGIN NER	Count	21	27	10	0	58
		Expected Count	18.9	24.4	13.5	1.2	58.0
	LESS THAN 1 YEAR	Count	15	10	7	0	32
		Expected Count	10.5	13.4	7.5	.6	32.0
	1-2 YEARS	Count	10	10	1	0	21
		Expected Count	6.9	8.8	4.9	.4	21.0
	2-3 YEARS	Count	1	9	5	2	17
		Expected Count	5.6	7.1	4.0	.3	17.0
	3-4 YEARS	Count	2	1	7	1	11
		Expected Count	3.6	4.6	2.6	.2	11.0
	MORE THAN 4 YEARS	Count	0	6	5	0	11
		Expected Count	3.6	4.6	2.6	.2	11.0
Total		Count	49	63	35	3	150
		Expected Count	49.0	63.0	35.0	3.0	150.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	44.328 ^a	15	.000098
Likelihood Ratio	46.330	15	.000047
N of Valid Cases	150		
a. 14 cells (58.3%) have expected count less than 5. The minimum expected count is .22.			

INTERPRETATION:

From the table it is inferred that p value (0.000098) is less than 0.05 we reject null hypothesis (H_0) and accept alternative hypothesis (H_1). There is significant association between age and experience of investor's in online trading.

4.2.3 CHISQUARE TEST FOR GENDER AND PURPOSE OF INVESTOR'S:-

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

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

TABLE 4.2.3 SHOWS CHISQUARE FOR GENDER AND PURPOSE OF INVESTOR'S

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
GENDER * PURPOSE	150	100.0%	0	0.0%	150	100.0%

GENDER * PURPOSE Crosstabulation								
			PURPOSE					TOTAL
			ALL THE ABOVE	CONVENIENCE	PRI VACY	TIME SAVING	USER FRIENDLY	
GENDER	FEMALE	Count	18	10	14	12	8	62
		Expected Count	16.5	8.7	14.1	11.2	11.6	62.0
	MALE	Count	22	11	20	15	20	88
		Expected Count	23.5	12.3	19.9	15.8	16.4	88.0
Total		Count	40	21	34	27	28	150
		Expected Count	40.0	21.0	34.0	27.0	28.0	150.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.553 ^a	4	.635
Likelihood Ratio	2.630	4	.621
N of Valid Cases	150		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.68.			

INTERPRETATION:

From the table it is inferred that p value (0.635) is greater than 0.05 we accept null hypothesis (H_0) .There is no significant association between investor's gender and purpose in online trading.

CHAPTER-5

5.1 FINDINGS OF THE STUDY:

- ❖ It was found that majority of the respondents are male.
- ❖ It was found that 42% of the respondents are the age group of 26-40 years.
- ❖ It was found that majority of the respondents are UG.
- ❖ It was found that 41.3% of the respondents are private employee.
- ❖ It was found that 40% of the respondents annual income are Rs1 lakh – Rs 2 lakh.
- ❖ It was found that 48% of the respondents invest less than Rs 10,000 in online trading.
- ❖ It was found that 53.3% of the respondents trade through NSE
- ❖ It was found that 25.3% of the investor's brokering site are upstox.
- ❖ It was found that 40.7 %of the respondents agreed that their broker is very successful in trading.
- ❖ It was found that 38.7% of the respondents are beginner in online trading .
- ❖ It was found that 33.3% of the respondents are trading monthly.
- ❖ It was found that 34% of the respondents invest in mutual funds.
- ❖ It was found that 35.3% of the respondents agreed that online trading is user friendly compare to offline trading.
- ❖ It was found that 34.7% of the respondents agreed that online trading is less time consuming compare to offline trading.
- ❖ It was found that 29.3 % of the respondents getting advise from the internet source for online trading.

- ❖ It was found that 46.7% of the respondents preferred to invest in long term investment .
- ❖ It was found that 28% of the respondents purpose for online trading is all the above (privacy, user friendly, timesaving and convenience).
- ❖ It was found that 50% of the respondents prefer online trading.
- ❖ It was found that 33.3% of the respondents are agreed that they feel safe while trading.
- ❖ It was found that 33.3% of the respondents overall rating for online trading is 5 which indicates excellent.

5.2 SUGGESTIONS:

- ❖ The stock exchanges should educate investors about online trading.
- ❖ The stock exchanges should educate investors about derivatives instruments
- ❖ The share brokers should give advice about long term investment
- ❖ The share brokers should improve their services as some of the investor's has poor experience in online trading.

5.3 CONCLUSION:

- ❖ The Research shows that online trading is rapidly growing in India. The reason for this is easy accessibility with the help of smart phones, laptops and computers.
- ❖ It is a good experience for me to conduct research on a study investor's perception about online trading .From the research I understood the investor's investment , experience, trading plan and amount invested in online trading .
- ❖ With the help of Research , I conclude that most of the investors invest in mutual funds and most of the investors are beginner in online trading .Main purpose for investors to invest in online trading is for privacy , user friendly, timesaving and convenience .

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APPENDIX-I

QUESTIONNAIRE:

(1)Name:

(2) Gender :

(a) Male

(b) Female

(3) AGE:

(a) 18-25 Years

(b) 26-40Years

(c) 41-60Years

(d) Above 60Years

(4) Qualification:

(a)SSLC

(b)HSS

(c) UG

(d) PG

(e) Diploma

(5) Occupation:

(a) Professional

(b) Business

(c) Private employee

(d) Government employee

(e) Retired

(6)What is your annual income?

- (a) Below Rs 1 lakh
- (b) Rs 1 lakh - Rs2lakh
- (c) Rs2lakh -Rs 3lakh
- (d) Rs 3 lakh – Rs 4 lakh
- (d) Above Rs 4lakh

(7) What amount you will invest normally?

- (a)Less than Rs 10,000
- (b) Rs10,000- Rs 50,000
- (c)Rs 50,000-Rs1,00,000
- (d) Rs 1,00,000 – Rs 2,00,000
- (d)AboveRs 2,00,000

(8) Where do you trade at ?

- (a) NSE
- (b) BSE
- (C) Both NSE And BSE

(9) Which brokering site you use for online trading ?

- (a) Zerodha
- (b) Upstox
- (c) IIFL securities
- (d) HDFC securities
- (e) Alice blue

(f) 5 paise

(e) Others

(10) Do you believe that your broker is very successful in online trading?

(a) Strongly agree

(b) Agree

(c) Strongly disagree

(d) Disagree

(e) Neutral

(11) For how many years you have been trading?

(a) Beginner

(b) Less than 1 year

(c) 1- 2years

(e) 2-3years

(f) 3-4 years

(g) More than 4years

(12) How often do you trade?

(a) Daily

(b) Weekly

(C) Monthly

(d) Yearly

(13) Where do you often invest your money ?

- (a) Equity
- (b) Mutual funds
- (C) Derivatives
- (d) Both equity and mutual funds

(14) Is online trading user friendly compared to offline trading?

- (a) Strongly agree
- (b) Agree
- (c) Strongly disagree
- (d) Disagree
- (c) Neutral

(15) Is online trading less time consuming compare to offline trading?

- (a) Strongly agree
- (b) Agree
- (c) Strongly disagree
- (d) Disagree
- (c) Neutral

(16) Where did you get better advise for online trading?

- (a) Maganizes
- (b) Share borkers
- (c) Friends
- (d) Internet

(17) What type of investor you are ?

- (a) Short term
- (b) Long term
- (c) Intra day

18) What purpose you prefer online trading ?

- (a) Privacy
- (b) User friendly
- (c) Timesaving
- (d) Convenience
- (e) All the above

19) Which type of trading you prefer ?

- (a) Online trading
- (b) Offline trading(through broker)
- (c) Both online and offline trading

(20) Do you feel safe while trading online?

- (a) Strongly agree
- (b) Agree
- (c) Strongly disagree
- (d) Disagree
- (c) Neutral

(21) Rate your experience with online trading from 1-5 ?

APPENDIX-II

ARTICLE

“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 Udumalpet Taluk . In this study questionnaire was collected from 100 investors. 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:

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 chi-square.

DATA ANALYSIS AND INTERPRETATION:

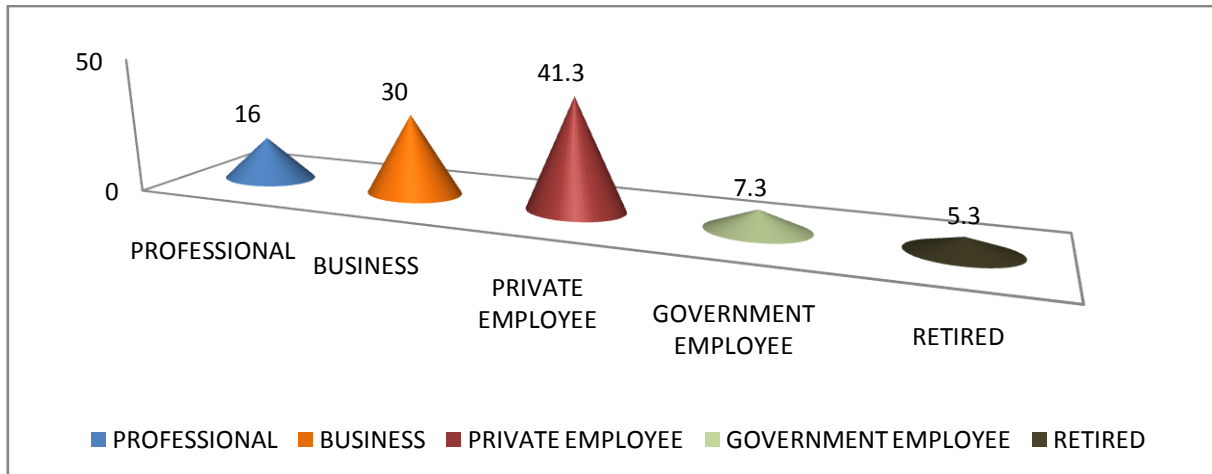
I. OCCUPATION

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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