



INVESTORS ATTITUDE TOWARDS ONLINE SHARE TRADING (A Study with Reference to Investors in Tirunelveli City)

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ABSTRACT

The researcher carried out the study with the objective of finding out the investor's attitude towards online share trading in Tirunelveli city. The researcher is interested in identifying the major factors that contribute to the investor's attitude in the area of online share trading. The researcher used the Descriptive type of research design in her study. The researcher used the Primary data collection method in her study by framing a structured Questionnaire. The researcher performed with the convenient type of sampling method in her study. The sample is taken as 120 by the researcher. For the purpose of analysis and interpretation, the researcher used the statistical tools namely Simple Percentage Analysis. Based on the analysis and interpretation, the researcher arrived out with the major suggestions in her study and conclusion are given in such a way so that the investors can attain the wealth maximization.

KEYWORDS: Attitude; Online Share Trading; Tirunelveli City.

INTRODUCTION :

Internet stock trading can be an exciting way to trade stocks, with transactions being accomplished within minutes and sometimes seconds. Web base stock trading has become a very popular method, and internet stockbrokers with specialized websites offer expedient trades trading, there is much he or she should learn and there are cautions to be observed. Web-based trading can be very risky, with markets that change with the click of a button. Those interested in online stock trading wants to spend time getting their facts together and getting as much information about online trading and day trades as possible. Getting informed is getting knowledge, and getting knowledge will enable one to gain wisdom and better-earning potential. Online share trading has replaced the offline trading process in almost every part of the world. In India also, the scenario is the same, India online share trading is becoming very popular among investors. There are several stock exchanges in India and among these, the NSE and BSE are the most important one. Share trading in India is a popular way of investment and this has made NSE, the third largest stock exchange of the world.

OBJECTIVES OF THE STUDY

For the purpose of the study, the following specific objectives are framed.

1. To study the occupation of the respondents
2. To analyze the knowledge of the respondents regarding the investment
3. To analyze perceptions of the investor toward online share trading

RESEARCH METHODOLOGY

The data required for the study were collected from both the primary and secondary sources. The primary data has been collected from the investors by using questionnaire method approaching the investors in trading houses in Tirunelveli. The secondary data used for the study were collected from the Internet and the published journals, magazines, books related to the topic. The total numbers of samples were 120 and it is collected from the investors of online share trading by adopting convenience sampling techniques.

DATA ANALYSIS AND INTERPRETATION

This section is devoted for analyzing the data collected. The researcher made every effort to bring out the objectives of the study through all possible means of analysis and subsequent interpretations. The analysis of the data within the light of the objectives of the study is presented below. The following table explains the occupation wise classification of the respondents.

Table 1
Occupation Wise Classification

S.No.	Occupation of respondents	Number of Respondents	Percentage of Respondents
1	Public sector	22	18.33
2	Private sector	36	30
3	Self-employed	31	25.83
4	Professional	20	16.67
5	Housewife	11	9.67
	Total	120	100.00%

Source: Primary Data

The table reveals that out of 120 sample investors 18.33% of them are employed in public sector undertakings, 30% of them are employed in the private sector, 25.83% of them are belongs to the self-employees category, 16.67% of them are belongs to professionals and 9.67% of them are housewives. From the table, it is concluded that majority of the investors are employees (public & private sector 48.33%) and self-employed, including business (25.83%) and professional (16.67%). This may be due to consistency in the income. Table 2 explains the knowledge regarding the investment of the respondents.

Table 2
Knowledge Regarding Investment

S.No.	Particulars	Number of Respondents	Percentage of Respondents
1	Approach the broker	75	62.5
2	Online search	18	15
3	Credit rating of the company	12	10
4	Nifty & Sensex	15	12
	Total	120	100

Source: Primary Data

Table 2 reveals the investor who has knowledge regarding investment. Out of 120 respondents, 62.5% of the are approaching the brokers for advice, 15% of them are having online search, for investment tips, 10% of them are having the credit rating of the company and 12.5% of them are the relay on nifty & Sensex. For invest related decision. Thus, most of the investor who lacks knowledge regarding investment

depends on brokers. The following table 3 explains the perceptions in online share trading of the respondents.

Table 3
Perceptions towards Online Share Trading

S.No	Particulars	HA	A	N	DA	HDA	Mean score
1	Making investments is a risk	50	20	10	20	20	4.2
2	Investment gives additional income	25	35	20	30	10	3.95
3	Investor should possess knowledge regarding investment	35	20	35	5	25	4.1
4	Experience helps to be successful in investment	15	15	25	35	30	3.1
5	Self – interest is very important	25	25	5	45	20	3.75
6	Online trading needs additional knowledge	35	15	25	40	5	3.95
7	There are a lot of problems in online trading	32	42	22	12	12	4.3
8	Illiterate cannot make online trading	12	62	10	20	16	3.94
9	Gambling prevails in online trading	5	40	25	15	35	3.25
10	Speculations in online trading make people think, it as a risk one	27	15	48	10	20	3.79
11	Investment is a planning element	35	60	10	10	5	4.76
12	Taxation force to make investment	20	40	30	20	10	4
13	Investor is getting more tax benefit	20	30	40	10	20	3.8
14	Investor requires a minimum, liquidity in his investment to meet emergencies	50	20	10	20	20	4.2
15	Regularity of income is very important in any investment	12	62	10	20	16	3.94
16	Capital gains are more important than direct income from an investment	20	30	40	10	20	4
17	Uncertain income leads to difficulties in investing in a share proposal	5	40	25	15	35	3.25
18	Price inflation destroys the purchasing power of investment.	15	15	35	35	30	3.1

Source: Primary Data

HA - Highly Agree, A- Agree, N- Neutral, DA - Disagree, HAD- Highly Disagree

Table 3 reveals that mean score of the investors' perception of random variables. From the analysis it is found that the investors are highly agreed on the following variables; Investment a planning element (4.76), problems in online share trading (4.30). investor requires minimum liquidity to meet emergencies (4.20), making the investment is a risk (4.20), possessing knowledge in income (4.1), investment is a taxation force (4), Capital gains are more important than direct income from an investment (4). However, they agree on all of these following variables; Investment gives additional income (3.95), Regularity of income is very important (3.94), Illiterate cannot make online trading (3.94), investor gets tax benefits (3.80), Speculations in online trading is a risk (3.79), Investment is planning element (3.76), Self-interest is very important (3.75), Gambling prevails in online trading (3.25), Uncertain income leads to difficulties (3.25), Experience helps to be successful in investment (3.1), Price inflation destroys the purchasing power of investment (3.1).

SUGGESTIONS

- ❖ Investors should have basic knowledge of online share trading, Investors must be aware of all trading techniques.
- ❖ Investors can invest their funds in various shares so that losses can be adjusted.
- ❖ Awareness can be created among the public through local media.
- ❖ The investors may avoid trade in all stocks of one sector.
- ❖ The investor has to understand the reality that money cannot be made every day from the market.

CONCLUSION

The transfer of stock trading from what could be called an analog world of phone calls, faxes, and trips to the local bank, to the computer-mediated environment of the computer screen, the market becomes the site for new types of individual experiences and practices that cannot be theorized by means of existing economic and finance theories. Specifically, the representational work of the screen alters the perception of the market, giving birth to the market as a place for edge working or experiencing risk as an end in itself. A prerequisite for edgework is a real sense of agency, which is afforded to the investor by the stock market-on-the-screen's internationally or response-present face-in-action. With the help of this study, the researcher has traded to analyze the attitude of investor towards the online share trading activities, their perception, difficulties regarding various issues. This study brings out some problems with online share trading. If they are rectified don't the online share trading become an integrated part of every human being to improve their wealth.

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