

A STATISTICAL ANALYSIS OF THE VIEWS OF INVESTORS REGARDING ONLINE TRADING APPLICATION WITH RESPECT TO SHAREKHAN APPLICATION

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ABSTRACT

Online trading refers to the purchase and sale of financial securities through internet-based platforms, which have significantly transformed the investment landscape. This overview explores its evolution, functioning, and impact. With the rise of the internet in the latter half of the 20th century, online trading platforms emerged, reshaping traditional brokerage services. These platforms have broadened access to financial markets, enabling individual investors to conveniently trade stocks, bonds, options, currencies, and other securities from home. Operating through Electronic Communication Networks and Automated Trading Systems, they offer real-time data, analytical tools, and trading algorithms that help users make informed investment decisions.

Key words: Online trading, financial markets, internet platforms, brokerage services, trading algorithms, individual investors, real-time data.

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1. INTRODUCTION

A Demat (dematerialized) account is an electronic account that allows investors to hold and manage securities digitally, replacing the need for physical share certificates. It plays a vital role in online trading by enabling the seamless buying, selling, and storage of financial instruments in electronic form.

Key Advantages of Demat Accounts

- **Digital Storage:** Securities are maintained electronically, eliminating risks related to loss, theft, or damage of physical certificates.
- **Ease of Trading:** Facilitates smooth and quick online transactions for buying and selling securities.
- **Efficient Portfolio Management:** Offers real-time tracking and updates, allowing investors to monitor and manage their holdings effectively.

Online Trading with Sharekhan

Sharekhan is a widely used online trading platform that provides investors with direct access to financial markets. It comes equipped with a variety of tools and resources, including:

Live Market Updates: Instant access to real-time market movements for informed decision-making.

Research Insights: Comprehensive reports and market analyses to guide investment choices.

Tailored Recommendations: Suggestions based on market trends and individual investment preferences.

Advantages of Using Sharekhan for Online Trading

- **Anywhere Access:** Trade conveniently from any location with internet connectivity.

- **Up-to-the-Minute Data:** Access to current market prices and trends for timely actions.
- **Fast and Reliable Transactions:** Ensures smooth trade execution with minimal delays.

2. REVIEW OF LITERATURE

Sujit and Amrit (1996) highlighted that tax benefits are a primary factor motivating employees and business professionals to channel resources into mutual funds. According to E. Sankaran (2004), investors tend to focus on allocating resources to pension funds, as public institutions provide an expanded investment avenue for a large number of individuals. Researchers also suggested that mutual fund companies would continue to attract investors despite facing competition from other financial instruments.

An organized survey was conducted to gather data from 100 retail investors in Chennai. The analysis involved evaluating rates and medium-sized assets. The findings revealed that highly educated individuals and high-income investors, influenced by peers and neighbours, actively consider investment strategies and typically earn substantial returns. Furthermore, the study found that retail investors possess awareness about capital markets and specific investment products.

3. RESEARCH METHODOLOGY

Problem statement: A STATISTICAL ANALYSIS OF THE VIEWS OF INVESTORS REGARDING ONLINE TRADING APPLICATION WITH RESPECT TO SHAREKHAN APPLICATION

Need of the study:

The purpose of this research is to enable trainees to gain a clear understanding of the company, including its operations, services, and products. It also emphasizes the importance of gathering information about competitors offering similar products and services. By developing this knowledge and insight, trainees can perform their roles more effectively and contribute meaningfully to the organization's growth.

Scope of the study:

A Demat account is essential for storing and retrieving financial securities in electronic form. In India, there are two primary depositories that manage Demat

accounts — National Securities Depository Limited (NSDL) and Central Depository Services Limited (CDSL). The first step in opening a Demat account is to choose a depository. Investors can opt for either NSDL or CDSL. Once a depository is selected, the next step is to choose a Demat account provider. Unlike the limited number of depositories, there are numerous financial institutions and brokers offering Demat account services, which can often make the selection process confusing for investors. To simplify this process, certain key factors should be considered before finalizing a Demat account.

Objectives:

To study the awareness of online trading to know the investors prefer online trading system in relation to sharekhan ltd.

To measure the satisfaction level with respect to sharekhan online trading application.

To study that education and age have impact on usage of online trading application of sharekhan.

Hypothesis:

1. Ho: Education has no significant impact on using sharekhan online trading application.

2. Ho: Age has no significant impact on using sharekhan online trading application.

Data collection: This study primarily relies on primary data collected from 100 respondents who use the Sharekhan online trading application. The researcher approached these respondents, provided them with a structured questionnaire, and gathered their responses. In addition, secondary data was obtained from various sources, including websites, reports, and journals.

Sample of the study:

The researcher has taken 100 traders of share khan broking firm and close-ended questionnaire was given to them.

Tools of analysis:

Frequency analysis, Chi-square test

4. DATA ANALYSIS

Age Factor: 18 to 30 yrs=18, 31 to 45 yrs=58, More than 45 yrs=24

Gender factor: Male =68, Female=32

Education factor: Less 12=12, UG=16, PG=22, M.Phil./Ph.D.=28, Other=22

Income Factor: less than 40000=38, 40000 to 100000=42, More than 100000=20

Employment: Services=32, Business=42, Other=26

Interpretation

The demographic profile of respondents in this study includes factors such as age, gender, education, occupation, income and employment. These parameters were considered to assess the suitability and effectiveness of mobile trading applications for different user groups. The age distribution reveals that the majority of respondents fall within the 30-45 years age group, indicating that middle-aged investors form a significant user base for trading applications. Gender analysis shows a higher proportion of male respondents compared to females, though both genders are actively engaged in market activities to varying degrees. In terms of education, most respondents hold a bachelor's degree, reflecting a well-educated user group. Regarding income, a considerable number of respondents fall within the income range of ₹40,000 to ₹1,00,000 and businessman too. Demonstrating that the study encompasses participants from diverse income categories.

Chi square test

Education and use of sharekhan application

It is observed that the majority of respondents with at least graduate-level education find the application convenient and user-friendly for trading purposes.

Chi square test

Chi-Square cal	P value	Conclusion
1.22	0.82	Ho accepted

The significance value obtained is 0.82, which is greater than the p-value threshold of 0.05. Therefore, the hypothesis is accepted, indicating that education level has no significant impact on the ease of using the Sharekhan online trading application.

Age and usage of share khan online trading application

It is observed that the relationship between respondents' age and the frequency of using the Sharekhan online trading application. It shows that most users in the 30-45 age group access the application on a daily basis.

Chi square test

Chi-Square cal	P value	Conclusion
1.68	0.249	Ho accepted

The calculated significance value is 0.249, which is greater than the p-value threshold of 0.05. Therefore, the hypothesis is accepted, indicating that age does not have a significant impact on the frequency of using the Sharekhan online trading application.

5. CONCLUSION

The Sharekhan online trading application plays a significant role in enabling traders to independently buy and sell shares. This study examined the impact of age and education on the usage and ease of use of the application, with results indicating that neither factor has a significant influence. Overall, the findings suggest that investors are generally satisfied with the Sharekhan online trading platform. The statistical analysis provided valuable insights into the factors driving investors' adoption and satisfaction. The study emphasizes the importance of user experience, platform features, and pricing in shaping investors' perceptions of online trading services. Sharekhan is widely perceived as user-friendly, offering features such as live market updates, research reports, and investment recommendations that enhance the trading experience. Its tools, including real-time data and analytical capabilities, play a crucial role in supporting informed investment decisions. Additionally, competitive pricing and discounts for high-volume traders further strengthen the platform's appeal to investors.

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