Study on Awareness and most convenient ways toselect the Trading Account Application

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Abstract:

In this study, the researcher was study on the awareness and most convenient ways to select the trading account application. In the recent time an investor has many choices towards opening the Demat/Trading account because there are many application s by which they can operate their account. The main objective of the study to know the factor inspiring investors to open Trading Account, to know the investors preference or criteria for selecting the trading account application. Review of literature which includes authorized work of various authors with conclusion, variable studies and interpretation In this study researcher used Descriptive Research design and Non –probability convenience sampling. The data has been collected through the questionnaire. Which includes demographic profile; close-ended questionnaire and multiple responses.124 respondents have filled the questionnaire. In the data analysis, researcher was applied simple percentage, frequency analysis and cross-tabulation between different variable. At last it can conclude that the company has to focus on the features of their application so that they can easily attract to investors. Some problems like hidden charges and non-dispatch of transaction statement which is faced by the investors in which the company should work on it. After all this company make most effective trading account application and easily satisfied their clients.

Key Words: Trading account application, Convenient, Criteria, Awareness

Introduction:

The investors have many choices to trade through the application but the main question or the confusion of an investors is which application are most convenient or suitable for them so the researcher was study on the awareness and most convenient ways to select the trading account application. There are many trading account application in India like Upstock, Zerodha, Angle broking, 5 paisa, Sharekhan, IIFL, Motilal Oswal, R Wadiwala M Trade HDFC Securities. In this study the investors have many criteria for selecting the trading account application like features,easy to use/operate, Facilities of tips and chart,Securities for password protection, Services quality and speedy transaction. There are some problems which is faced by the investors like hidden charges, Demat/Brokerag charges is too high, Incase app down time. So the company should focus the problem which is faced by an investors. Call and trade facilities, MTF (Margin Trading Funding), Stock SIP, Stock Basket, Research and Recommendation service are basic services which is provided by the broker or company of trading account.

REVIEW OF LITRATURE:

Sagar Patil & Virupaxi Bagodi (2021) "A study of factor affecting investment decision in India" The main objective is to understand the factor that influences the investor"s investment decision. This study was based on Indian stock market consisting of 10 sectors with 30 companies listed on BSE-30 SENSEX. This research study was consist of 14 attributes was designed and send to 2100 respondents. 467 responses were collected over a period of 6 months. In this study KANO model was used to classify the information into "must be", "liner", and "delight" attributes. They found that "must be" attributes include condition of financial statement.

Delbar Jafapour (2006) "The impact of Online trades trading on Customer Satisfaction in Tehran Stock Exchange" He covered a brief literature regarding related subject. In these study four types of research was there to collect the data numerous method, such as interviews, statistic analyzing data, questionnaire and for the sake of analyzing data, SPSS software. This study saw result that there is a meaningful difference between trader"s satisfaction in conventional stock exchange and stock exchange based on online trading system. This research study found that it is mostly useful to those (brokers, traders) who intend to expand the Iranian stock exchange

Prof. Priya Vasagadekar (6-june-2014) "Investment awareness among Indian working women with reference to Pune region" the objective of this study was to find out investment habits of India working women, to know the role of Indian working women in making investment decision, to know the investment avenues that the Indian working women usually prefer. She collected data from primary data through structured questionnaire via in-depth personal interviews and also from secondary data. She adopted random sampling techniques of 80 working women working in a different sector. She has been found that 85% of the respondents are aware of investment. And she observed that 75% female working women monitor their investment regularly. Among these, 25% monitor monthly, 35% quarterly, & 15% bi-annually.

R. Shiji & S.Jeevitha Priya (June 2019) "A study on the problems faced by investors towards online share trading" The main objective of this study was to know about the problem faced by investors towards online trading. They have used simple percentage analysis method in this study. Primary data were collected from the respondents through the structured questionnaire. From this study they concluded that the problems which can face by investors could be solved.

Dr. Shankar T. Battase (8-August-2015) "A study on investors perception on online trading and depositary operations with respect to India Infoline Ltd, Gulbarga" the main objective was to know the online screen based trading system adoption by India Infoline, to study the function of depository participant with reference to India Infoline, to know the perception of investors about online trading system. In this study the research design is purely and simply the frame work or plan for a study that guides the collection and analysis of data. The main source of data is primary data and it is collected through survey method. The sample consisted of 150 respondents of India Infoline securities in Gulbarga district. The secondary data was collected from different source like journals, magazines, newspapers etc. Various tools like Percentage Likert"s scale were used to analysis and interpret data.The study found that respondent have the knowledge of online trading and depository operations.

RESEARCH METHODOLOGY:

The Objectives of the study are: To know the factor inspiring investors to open Trading Account, to know the investors preference towards Trading account application, to analyze the investors perception towards service quality of Trading/Demat account application. In this study, Researcher had used Descriptive & Explorative research design to describe the most convenient trading/demat account application for the investors. Because researcher can explore the relationship between demographic factors and investor"s perception towards open trading account. The data has been collected through the questionnaire. Which includes demographic profile; close-ended questionnaire and multiple responses.124 respondents have filled the questionnaire. In the analysis, researcher has applied the simple percentage analysis, frequency analysis and cross tabulation between different variables through the help of excel sheets and SPSS software.

## ANALYSIS:

Table 1: Demographic profile:

Gender	Frequency
Male	78
Female	46

Age	Frequency
<20	9
21-30	43
31-40	39
41-50	28
50<	5

Income	Frequency
Below 10000	20
11000-20000	33
21000-30000	33
31000-40000	22
41000above	16

Education	Frequency
SSC	14
HSC	27
GRADUATION	30
POST-GRADUATION	44
PROFESSIONAL	9

Place	Frequency
Rural	50
Urban	38
Semi-urban	36

Table 2: What are the criteria for selecting the Mobile trading account application?
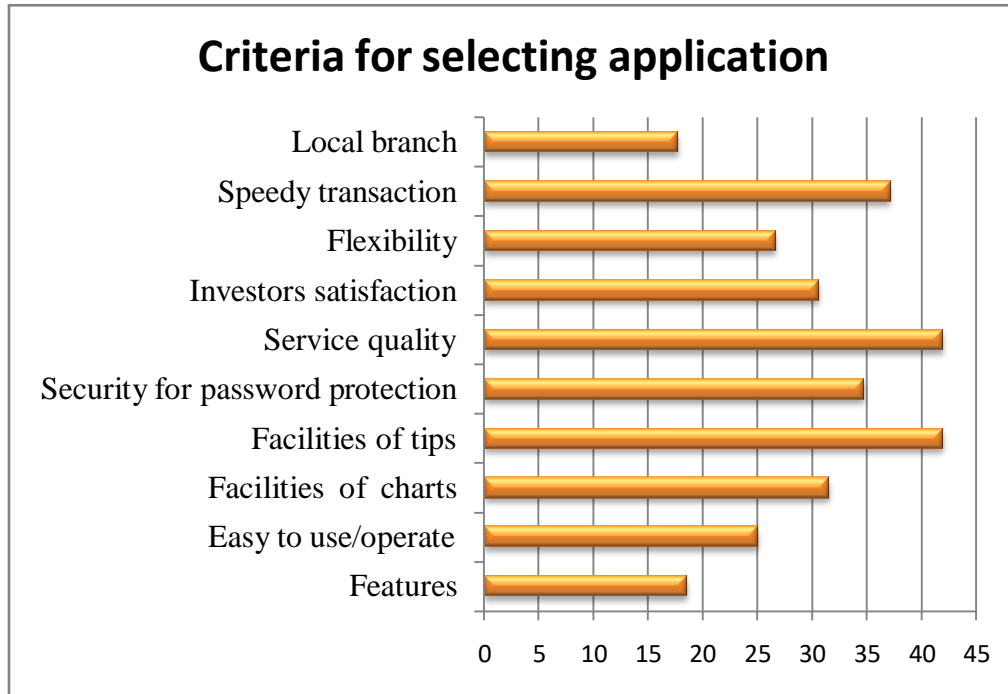
The chart shows investor"s or respondent"s criteria for selecting the trading account application; respondents are most focus on the service quality of the application then after they expect speedy transaction from their trading account application.

Table 2: In which of these financial instruments do you invest into?
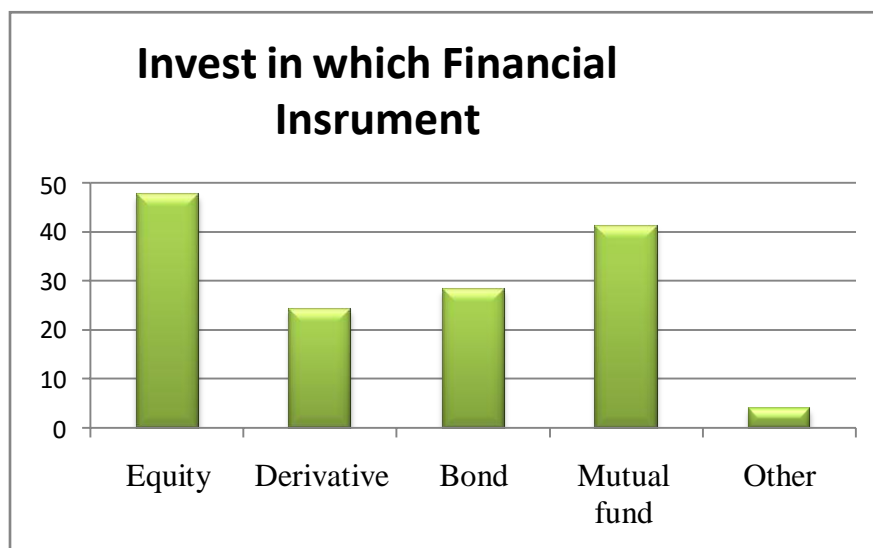
From the above chart it can interpret that respondents are investment ratio highest in equity (47.6%) and mutual fund (41.1%). Through this data it can see that respondents are most interested in equity and mutual fund rather than derivative and bonds.

Table 3: How often do you trade?

| How often do you trade?		
	Frequency	Percent
Daily	23	18.5
Weekly	23	18.5
Monthly	47	37.9
Yearly	30	24.2
Total	124	100.0

From the above table 18.5% respondent which means 23 out of 124 respondents are trading daily & weekly bases, 37.5% respondents which, means 47 respondents are trading monthly and yearly bases trading are operate by 24.2% respondent means 30 out of 124 respondents.

Table 4: What extra service do you expect from your trading account application?
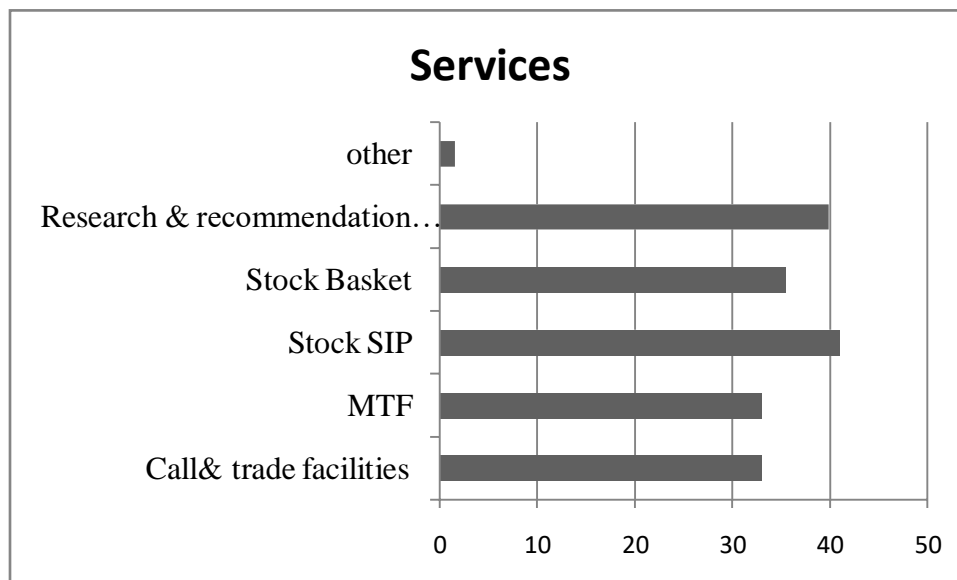
Here there are 5 extra service respondents expect from their trading account application and its shows the most expectation of respondents is Stock SIP means respondents expect the systematic investment plan from their application.

Table 5: What problem do you face as an investor in mobile trading account application?
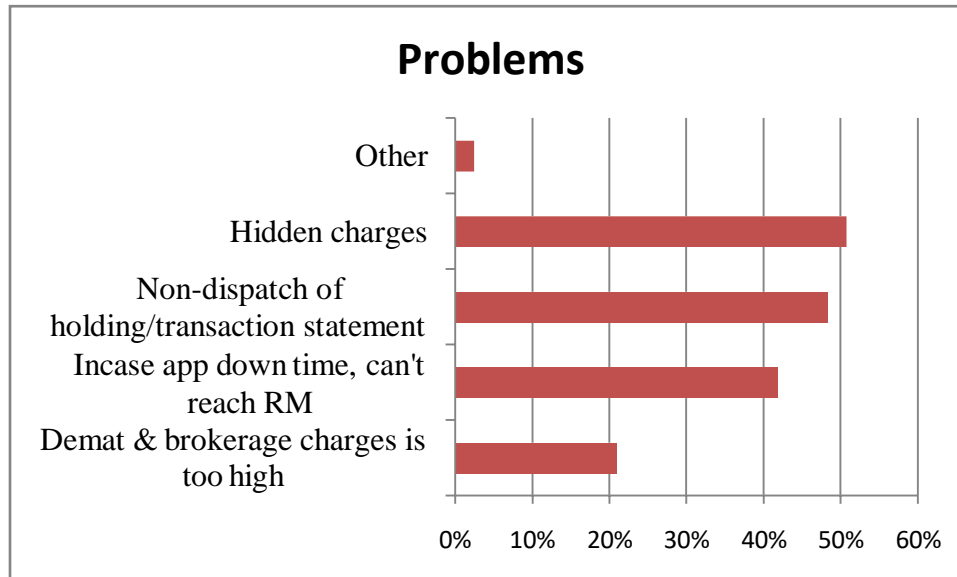
There are four common problems that are mentioned in the questions and according to that most of respondents are face the problem of Hidden charges and non-dispatch of transaction statement in their trading account application. So the company should work on to improvement.

Conclusion of the study:

From this study it can conclude that the respondents have more focus on criteria are Facilities of tips, Security for password protection, Service Quality and Speedy Transaction for selecting the trading account application so the company should focus on these main features while making their application. So that investors are easily prefer the application.

From the analysis it can interpret that, there were problems facing by the respondents from their trading account application were the hidden charges and non-dispatch of transaction statement so that company should avoid that type of problem and focus to make flexible transaction pattern to their clients.

As per the analysis, it can conclude that the majority of respondents were expect some services from their trading account application are Stock SIP and MTF, Facilities of tips so that the company have to improve the services which is most expect from their clients.

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