



## A Study on Investors Perception on Online Trading And Depository Operations with Respect to India Infoline Ltd., Gulbarga

Dr. Shankar T. Battase

Asst. Professor and Head Department Of Commerce and management  
Government First Grade College Sindagi- 586128. Dist:Bijapur (Karnataka)  
INDIA

### KEYWORDS :

#### INTRODUCTION:

In the recent days investing has been an activity confined to the rich and business class in present scenario the increasing popularity of investment are due to increase in working population, larger family income and consequent higher savings. Investment is the application of money for earning more return.

The opportunities for the investors have increased a lot as there is several investments through different mode of investments and investors want to invest more in stock through broker. Investor prefer online trading because of busy schedule and inconvenience of offline trading like more time, distance traveling, lack of communication etc.

To transfer the share from one account to other and to make settlement of share depository service is required. Depository operation provides the service of dematerialization to physical stocks (shares) and provides the unique number to the shares. It helps to reduce misappropriation.

India infoline Ltd it is the brokerage company and had strong hold in the city. Which helps to investor to invest in stock through online trading and provides all depository services and financial service to the investor?

The study highlights to know the procedure of online trading system and also helps to study the effectiveness and functions of depositories and effectiveness of service provided by brokers.

#### objectives of the study:

- To know the online screen based trading system adopted by India infoline.
- To study the functions of depository participant with reference to India infoline.
- To know the effectiveness of services provided by the brokers to the investors.
- To know the effectiveness of depository operations which are set up for the investors?
- To know the perception of investors about online trading system.

#### scope of the study:

The study was carried out by researcher to study the investor's perception on online trading and depository services provided by India infoline Pvt Ltd.

Since stock market is a booming sector and many investors are preferring to trade shares through online trading system. The investors require certain knowledge regarding the procedure of trading.

The study helps to understand about organization and to know the depository operations and their service. The study would serve as a foundation for researcher would like to carry out their study and provides valuable suggestions regarding the enrichment of the company in future.

#### Research Methodology RESEARCH DESIGN

A research design is purely and simply the frame work or plan for a study that guides the collection and analysis of data.

The study was conducted to know the investors perception on online trading and depository operation the researcher had used the survey techniques as the emphasis was placed on primary data and secondary data.

#### SAMPLE SELECTION

A sample survey was conducted and the respondents were of only India infoline securities. The sample consisted of 150 respondents of India infoline securities in Gulbarga district.

#### COLLECTION OF DATA

##### PRIMARY DATA:

The man source of data is primary data. The primary data was collected through survey method. A proper format of questionnaire was prepared in interaction with concerned guide to collect different views of the respondents it includes close ended questions.

##### SECONDARY DATA:

The secondary data has been collected from different sources like journals, magazines, newspapers and various books from the library have been used to extract theoretical information. The information about the company was collected through company website.

#### DATA ANALYSIS AND INTERPRETATION:

Each sample which is collected from the survey is presented in the form of statically tables and graphs. Various tools like percentage Likert's scale were used to analysis and interpret data.

#### limitations of the study

It would be inadequate to say that the survey conducted was perfect and accurate and also faced certain limitations.

#### The limitations of the study are as follows:

- The survey reflects the characteristic of the respondents of the sample area individuals characteristics of the respondents are affected by various factors which are beyond the scope of the study.
- The sample size of 50 units is restrained by time cost factors.
- Due to busy schedule of the respondents the more and appropriate data was not collected.
- The study was conducted only in India infoline clients limited to Gulbarga city only.
- Time was limited as investors could be contacted only after the closing of stock market at 3.30 pm.

#### Analysis and Interpretation of Data :

**Table No 4.1 Showing Gender wise classification of respondents**

| Gender       | No of respondents |
|--------------|-------------------|
| Male         | 129               |
| Female       | 21                |
| <b>Total</b> | <b>150</b>        |

From the above table it was found that 86 percent of respondents were male and 14 percent of respondents were Female.

**Table no 4.3 Showing the respondents Occupation**

| Occupation    | No of respondents | Percent    |
|---------------|-------------------|------------|
| Employed      | 39                | 26         |
| Self employed | 33                | 22         |
| Business      | 42                | 28         |
| Profession    | 36                | 24         |
| <b>Total</b>  | <b>150</b>        | <b>100</b> |

From the above table it was found that 28 percent of respondent's occupation was business , 26 percent of respondents were employed, 24 percent of respondents were professionals and 22 percent of the respondents were self employed.

**Table no 4.6 Showing the respondent preference mode of trading**

| Mode of trading | No of respondents |
|-----------------|-------------------|
| Online          | 126               |
| Offline         | 24                |
| <b>Total</b>    | <b>150</b>        |

From the above table it was found that 84 percent respondents preferred mode of trading was Online and 16 percent of respondents preferred mode of trading was offline.

**Table no 4.9 Showing the media through which respondent traded**

| Opinion      | No of respondents |
|--------------|-------------------|
| Broker       | 54                |
| Internet     | 33                |
| Telephone    | 63                |
| <b>Total</b> | <b>150</b>        |

From the above table it was noticed that 42 percent of respondent's trade stock through telephone, 26 percent of respondents through broker and 22 percent of them trade through internet.

**Table no 4.12 Showing the opinion of respondents whether they had barriers in online trading**

| Particular   | No of respondents |
|--------------|-------------------|
| Yes          | 135               |
| No           | 15                |
| <b>Total</b> | <b>150</b>        |

From the above table it was found that 90 percent of respondents had barriers in online trading and 05 percent of the respondents didn't had any barriers in online trading

**Table No 4.14 Showing the respondents nature of investment**

| Nature of investment | No of respondents |
|----------------------|-------------------|
| Long term            | 54                |
| Mid term             | 54                |
| Short term           | 42                |
| <b>Total</b>         | <b>150</b>        |

From the above it was found that 36 percent of each respondents nature of investment was long terms, mid terms and 28 percent of respondents nature of investment was short term

**Table no 4.15 Showing the respondent's investment pattern**

| investment pattern | no of respondents |
|--------------------|-------------------|
| Weekly             | 45                |
| Monthly            | 60                |
| Half Yearly        | 30                |
| Yearly             | 15                |
| <b>Total</b>       | <b>150</b>        |

From the above table it was noticed that 40 percent respondents had invested monthly, 30 percent of respondents had invested weekly, 20 percent of responded were invested half yearly and 10 percent of respondents had invested yearly.

**Table no 4.16 Showing the respondent range of investment in a year**

| Range of investments | No of respondents |
|----------------------|-------------------|
| Below 1 lakhs        | 54                |
| 1 – 2 lakhs          | 54                |
| 2 – 3 lakhs          | 27                |
| Above 3 lakhs        | 15                |
| <b>Total</b>         | <b>150</b>        |

From the above table it was noticed that 36 percent each of respondents range of investment was below 1 lakh and was between 1 to 2 lakh and 18 percent of respondents range investment 2 to 3 lakhs and 10 percent of respondents above 3 lakhs.

**Table No. 4.17 Showing the opinion of respondents preference with dematerialization or dematerialization as a best**

| Opinion      | No of respondents |
|--------------|-------------------|
| Demat        | 150               |
| Remat        | 00                |
| <b>Total</b> | <b>150</b>        |

From the above table it was found that all the respondents said dematerialization was best

**Table No. 4.21: Showing the respondents satisfaction level with brokerage charges and other levies of India infoline, imposed a transaction.**

| Satisfaction level | No of Respondents | Rating | Score/Total |
|--------------------|-------------------|--------|-------------|
| Most satisfied     | 27                | 4      | 108         |
| Satisfied          | 99                | 3      | 297         |
| Not satisfied      | 15                | 2      | 30          |
| Need to change     | 09                | 1      | 09          |
| <b>Total</b>       | <b>150</b>        |        | <b>444</b>  |

$$\begin{aligned}
 \text{Likert's scale} &= \frac{\text{Actual Score}}{\text{Expected Score}} \times 100 \\
 &= \frac{(27 \times 4) + (99 \times 3) + (15 \times 2) + (09 \times 1)}{150 \times 4} \times 100 \\
 &= \frac{148}{200} \times 100 \\
 &= 74\%
 \end{aligned}$$

From the above table and calculation of Likert's scale it was seen that on an average 74 percent respondents had opinion that they were satisfied with brokerage charges and all other of India Infoline, imposed on transaction.

**Table No. 4.22: Showing the respondents perception on timing of trading.**

| Opinion      | No of Respondents |
|--------------|-------------------|
| Feasible     | 135               |
| Non-feasible | 15                |
| <b>Total</b> | <b>150</b>        |

From the above table it was found that 90 percent of respondents said that timing of trading is feasible, 10 percent of respondents said timing was not feasible.

$$\begin{aligned}
 \text{Likert's scale} &= \frac{\text{Actual Score}}{\text{Expected Score}} \times 100 \\
 &= \frac{(45 \times 3) + (72 \times 2) + (33 \times 1)}{150 \times 3} \times 100 \\
 &= \frac{104}{150} \times 100 \\
 &= 69.33\%
 \end{aligned}$$

Form the above table and calculation of Likert's scale it was seen that on an average 69.33 percent respondents had good perception on online trading.

**Table No. 4.24: Showing the respondents opinion on the service of India Infoline stock broker.**

| Opinion      | No of Respondents | Rating | Score/Total |
|--------------|-------------------|--------|-------------|
| Very good    | 33                | 4      | 132         |
| Good         | 81                | 3      | 243         |
| Average      | 33                | 2      | 66          |
| Poor         | 3                 | 1      | 03          |
| <b>Total</b> | <b>150</b>        |        | <b>444</b>  |

$$\begin{aligned}
 \text{Likert's scale} &= \frac{\text{Actual Score}}{\text{Expected Score}} \times 100 \\
 &= \frac{(33 \times 4) + (81 \times 3) + (33 \times 2) + (3 \times 1)}{150 \times 4} \times 100 \\
 &= \frac{148}{200} \times 100 \\
 &= 74\%
 \end{aligned}$$

From the above table and calculation of Likert's scale it was seen that on an average 74 percent respondents had opinion as good on the service of India Infoline stock broker.

#### Findings :

From the study it was found that.

- Most of the respondents or clients were business man and employees.
- Most of the respondent had annual income below 2 lakhs.
- All the respondents had invested in stock and they had opted more than one investment avenues.
- All the respondents were aware of online trading and its procedure and they preferred the most.
- Most of the respondents come to know through friends, relatives and brokers.
- Most of the respondents were trading stock through Telephone.
- Most of respondents opted online trading because of time saving and update information.
- Majority of the respondents had barriers in online trading and most of the respondents had faced internet problem and technical problem.
- Most of the respondents like to go for long terms and medium term investment.
- Most of the respondents had invested weekly and monthly between ranges of investment 1-2 lakhs.
- All the respondents felt that dematerialization was best.
- Majority of the respondents felt that DP charges were reasonable.
- Majority of the respondents felt that depository service provided by broker was up to the mark.
- Most of respondent had selected India infoline for safety and security were satisfied with brokerage charges and all other Levis and service of India infoline and service.
- Majority of the respondent felt that timing of trading was feasible.
- Majority of the respondent felt that online trading as good and timing of trading was feasible.

#### Conclusion:

It can be concluded that from the study it was found that respondent have the knowledge of online trading and depository operations.

Online trading helps the investors to trade in case of in convenience of offline and busy schedule. The investor had faced problems in online trading the broker must solve the problem and provide effective depository service to the investors.

## REFERENCES

- Broker has to explain about online trading procedure and technical terms so that customer can easily invest in stock through online trading.
- Creating awareness about online trading.
- Broker has to give advertisements of online trading and the depositions services to customer to know and attract the customer.
- Broker must concentrate in making profit to customer but not on the brokerage charge.
- Broker need to solve the barriers like technical problem and internet problem which are faced by customer they need to provide facilities to access easily.
- Broker has to provide services such as update information, prediction of price and margin money to invest daily.
- Broker has to provide highly effective depository service to customer to invest more in online trading.