



ORIGINAL RESEARCH PAPER

Management

THE EFFECT OF EQUITY INVESTMENT ON TRADERS AND ACTIVE CUSTOMER IN ICICI SECURITIES

KEY WORDS:

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ABSTRACT

The stock market is one of the most vital and dynamic sector in the financial system making an important contribution to the economic development of a country. Investors are the backbone of the capital market. In this research we get know about customer perception towards equity investment and where customers invest most.

INTRODUCTION:

A equity market is a market in which shares are issued and exchanged, either through trades or over-the-counter markets. Otherwise called the share trading system, it is a standout amongst the most imperative regions of a market economy since it gives organizations access to capital and speculators a cut of possession in an organization with the possibility to acknowledge increases in light of its future performance. Equity markets are the gathering point for purchasers and venders of stocks. The stock market is the great place to make money. In order to ensure success, buy the shares of the big organization when the stock price is low. Organizations are facing increased competition of globalization, changes in technology, political and economic environments and therefore prompting these organizations to train their employees as one of the ways to make them to adjust to the increases above and thus increase their performance. Most of the clients were invested in equity market where the returns are high compared to other investment and risk also high compared other investment. Basically, you have to contribute with the goal that your cash develops and shields you against rising swelling. The rate of profit for speculations ought to be more prominent than the rate of expansion, abandoning you with a decent surplus over some undefined time frame. Regardless of whether your cash is put resources into stocks, securities, common finances or endorsements of store, the final product is to make riches for retirement, marriage, school charges, better way of life or to simply pass on the cash to the people to come. Additionally, it's energizing to audit your speculation returns and to perceive how they are aggregating at a quicker rate than your compensation.

By investing into the market right way, your investments have chance of growing high, whereby the concept of compound interest will grow your income by consolidating your earnings and dividends respectively. The research and history indicates there are three golden rules for all investors

1. Invest early
2. Invest regularly
3. Invest for long term and not short term

METHODOLOGY:

RESEARCH METHODOLOGY:

The type of study was "DESCRIPTIVE STUDY", were done on Equity investment on trading of shares through online brokers in ICICI SECURITIES respectively.

TOOLS USED FOR ANALYSIS

In this research, tools used was questionnaire method to find out the problems occurred with the customers in ICICI Securities and data were collected through the questionnaire method

- Questionnaire-The instrumentation used to collect data was likert scale (5point scale)

- Research method-survey method

SOURCES OF DATA

The data collection was done by means of phone call is schedule in questionnaires form. Each person has approached separately al questions were read out and explained by researcher. The two types of data used for the purposes &the study are

- Primary data
- Secondary data

Primary data was collected from the respondents by using the questionnaire the following types of questions are used in questionnaire

- Closed ended questions
- Open ended questions

Secondary data was collected from company website, booklets and records of the organisation.

SAMPLING METHOD:

Sampling method followed was "RANDOM SAMPLING" method, were channel manager in ICICI Securities have provided 400 data from that I have randomly choose 150 data for my research.

SAMPLE SIZE:

Sample size taken was 150

FRAMEWORK OF ANALYSIS:

The framework of analysis was Survey was taken through questionnaire method and statistical analysis was done through SPSS tool and find whether there is a significant relation between cause and he effect respectively

ASSUMPTION:

The conclusion of the research has been made by interview over 150 clients who has DMAT account in ICICI with special reference to ICICI SECURITIES Ltd. The majority of the employees considered in this research are active traders respectively.

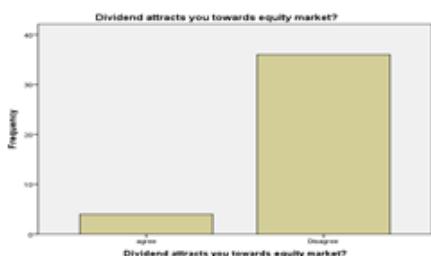
ANALYSIS AND INTERPRETATION:



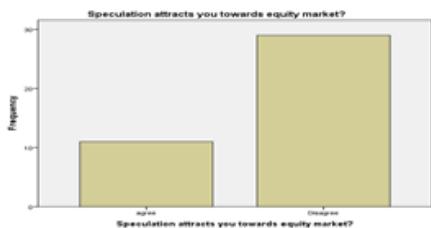
Figure. 1: High returns attracts over investment

INTERPRETATION:

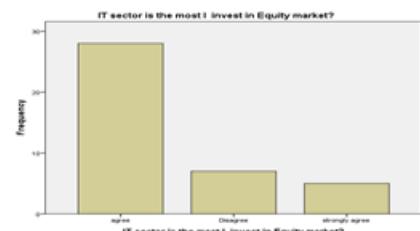
The above graph shows that about 25% of the clients agree that high returns is the reason for investing in equity market respectively, about 8% of the clients strongly agree to this factor and 65 of the clients disagree to this factor respectively.

**Figure.2: Dividend attracts you towards equity****INTERPRETATION:**

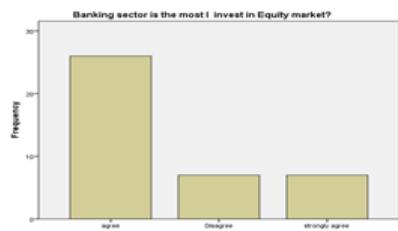
The above graph shows that about 4% of the clients agree that dividend is the reason for investing in equity market respectively, about 36% of the clients disagree to this factor respectively.

**Figure.3 : Speculation attracts you towards equity market****INTERPRETATION:**

The above graph shows that about 11% of the clients agree that speculation is the reason for investing in equity market respectively, about 29% of the clients disagree to this factor respectively.

**Figure.4 : IT sector attracts you towards equity market****INTERPRETATION:**

The above graph shows that about 28% of the clients agree that IT sector is the most the clients invest, about 7% of the clients disagree to this factor and 5% of the clients strongly agree to this factor respectively.

**Figure.5 : Banking sector attracts you towards equity market****INTERPRETATION:**

The above graph shows that about 26% of the clients agree that banking sector is the most the clients has invested, about 7% of the clients disagree to this factor and 7% of the clients strongly agree to this factor respectively.

Table:1

Model	Unstandardized Coefficients		Standardize Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.598	.310		1.929	.062
High returns attracts you towards equity market?	.740	.116	.740	6.386	.000
Dividend attracts you towards equity market?	-.074	.116	-.074	-.636	.529
Speculation attracts you towards equity market?	-.100	.078	-.148	-1.271	.212

INTERPRETATION:

The above graph shows that about 26% of the clients agree that banking sector is the most the clients has invested, about 7% of the clients disagree to this factor and 7% of the clients strongly agree to this factor respectively.

**Figure.4 : Pharmacy sector attracts you towards equity market****INTERPRETATION:**

The above graph shows that about 8% of the clients agree that pharmacy sector is the most the clients has invested, about 31% of the clients disagree to this factor respectively.

ANOVA^b

H1 (0), There is a significant difference between active customer and high returns, dividend and speculation.

H1 (1), There is no significant difference between active customer and high returns, dividend and speculation.

NULL HYPOTHESIS H1(0):

The independent variable (high returns, dividend and speculation) have impact on equity investors.

ALTERNATE HYPOTHESIS H1(1):

The independent variable (high returns, dividend and speculation) have no impact on equity investors.

Significance level= 0.00

Calculated value < table value

0.00<0.05

Hence, the Null hypothesis [H₀] is accepted

INTERPRETATION:

In the output above, high return variable is significant because of their p value is .000 which is less than 0.05, whereas the significant value of Dividend and speculation is .529 and .212 which is <0.05, hence reject null hypothesis.

The above table shows that investors have impact on high returns respectively and hence accept H₀.

The above table shows that investors have no impact on dividend respectively and hence reject H₀.

The above table shows that investors have no impact on speculation respectively and hence reject H₀.

Table:2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738a	.544	.506	.213

INVESTORS INVESTING IN EQUITY:**INTERPRETATION:**

The R squared statistics provided that how model fitting the actual data. The value should be lies between 0 and 1. Here the R squared value lies in 0.544, this determines the predicted variable is relationship to the target variable. This determines the target variable (trader) is related to independent variable (returns, dividend and speculation)

FINDINGS OF THE STUDY:

From the analysis found that customer who are investing in equity market due to high returns is the major reason and about 26% of customer agree to that factor respectively and they mostly invest in IT sector and banking sector respectively.

From the analysis found that 28% of the clients invest in IT sector and 26% of the clients invest in banking sector respectively. From the statistical analysis infer that there is significant relationship between high returns and equity investor respectively and significant value of 0.000 which is less than 0.05 respectively.

CONCLUSIONS:

During 2016-2017, greater part of Asset administration organization neglected to meet the need segment target. Despite the fact that at a total level, remote AMC execution was better when contrasted with local AMCAlong these lines, it neglected to meet the need part loaning target.

Most of the customer not aware of online trading and now a days India is getting into digital era and mobile trading, once the customer aware of online platform they do trading by themselves respectively. Most of the client want financial advice, so it will help them to start trading.

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