



“Level of Investors Awareness and perception in Indian Capital Market: In context to Online Trading System on BSE & NSE”

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Abstract: *The major objectives of this study are to know the level of investor's awareness and Perceptions in Online trading system. In the research paper researchers have try to analyse these objectives on the basis of 100 structure questionnaire and frequency analysis, percentage, WAM, Mann Whitely U test, and Kruskal Wallis test . Through this study, researchers have found all cases null (H_0) hypothesis are Accepted. Except in one case there is value of P is less than 0.05 that means hypothesis is rejected. In believe that raising funds from the stock market is much easier than the other sources like banks in that situation awareness of male and female is differ. And if we consider second part perception of investors in first two statements hypothesis is rejected that means there is a significant difference with respect to Gender. Father based on other demographic factors (Age Groups EQ, NE, and MI) there is no significant difference. Hence it may be implied that there is no significance difference between Perception of Investors their Various DF (Age Groups, EQ, NE, and MI). In all cases null (H_0) hypothesis are Accepted. Hence, we can say there is no significant difference between means of Perception of Investors with respect to DF (Age Groups, EQ, NE, and MI). Except one of the variable is influence or differ perception based on education qualification because in two cases null hypothesis is rejected.*

Key words: Kruskal Wallis test, Mann Whitely U, Online trading system, Perception, Capital Market, Demographic factors, and Awareness.

INTRODUCTION

Information technology (IT) is playing a crucial role in contemporary society. It has transformed the whole world into a global village with a global economy, which is increasingly dependent on the creative management and distribution of information. Globalization of world economies has greatly enhanced the values of information to business organizations and has offered new business opportunities.

IT plays a dominant role in the management of Stock Exchange World over. IT has transformed the working of Stock Exchange in the global scenario. The rapid advances in information technology have determined important changes and innovation in the operation of Stock Exchange.¹

The capital market is a place where the suppliers and users of capital meet to share one another's views, and where a balance is sought to be achieved among diverse market participants. The securities decouple individual acts of saving and investment over time, space and entities and thus allow savings to occur without concomitant investment.²

REVIEW OF LITERATURE

Banumathy, Azhagaiah (2016), in their study “Investors awareness about investment in stock market” examined that the awareness of investors on stock market investment. The data were collected from 290 stock market investors of Pondicherry using structured questionnaire. The analysis is made using Mann-Whitney U test and Kruskal-Wallis H Test. The study proves that there is a significant difference between male and female investors on awareness of stock market investment; there is a significant difference among the age, educational and occupational groups with respect to awareness; there is also a significant difference among the investors of different age and occupational groups, in respect of awareness.

Sivashakti & William Robert (2017) “A study on investors’ awareness on share market” examined that the Awareness of Investors in Stock Market tells about Age levels of investors above 40 are highly aware compare to other groups. The marital status is highly aware. The educated investor has high awareness and it is significant. Business people have more awareness with the high income level when compare to others. The result shows that the investor’s awareness level is high and the company earns the profit.

Surbhi Dubey & Sameer Sharma (2019),”Retail Investors Awareness towards Stock Market. The study has been conducted based on secondary data analysis and collected primary data, minute scrutiny of the result, documenting certain facts & figures applicable to the retail investors of the Indian stock market. The study covers 500 active retail investors taken as a sample of almost 29 million retail investors in India. It was found that there is significant trend regarding statements.

Vijay & Balanageswara Rao (2018) “A study on investors perception towards Share market in Share khan Ltd ” focus on factors influencing investor’s perception are return investment, market trend or risk, ST profitability, share price , dividend policy, financial performance of the past, company status, standing of the board, current pay packet of the company and expert view.

Iqbal Thonse Hawaldar, Dr.Habeeb Ur Rahiman (2019). International Journal of Scientific & Technology Research. Investing is an important part of wealth building, which helps to overcome inflation to

¹ www.bseindia.com

² G.N.Bajpai (2006) "Development of Capital Market in India" London School of Economics, 2 October, pp-8-10

achieve your financial goals and sustain your financial future. Instead of letting money remain idle in your bank accounts, you can invest in a variety of stock options, funds, shared funds, savings, or more.

OBJECTIVES, HYPOTHESIS AND TOOLS AND TECHNIQUE

Numbers	Objectives and Hypothesis	Analysis Tools Used
Objective-1	To Know the level of investors awareness in Online trading system.	Frequency, Percentage, Weighted Average Mean
Objective-2	To Know the Perceptions of investors in Online trading system.	Frequency, Percentage, and WAM
Hypothesis-1	H₀ : There is no significant difference between the means of the level of Investors Awareness with respect with respect to Demographic Factors at 95% confidence level.	Mann Whitney U test for Gender Kruskal Wallis-test For Age, Education Qualification, Number of earning member, and Monthly Income
	H₁ : There is a significant difference between the means of the level of Investors Awareness with respect to Demographic Factors at 95% confidence level.	
Hypothesis-2	H₀ : There is no significant difference between the means of Perceptions with respect to Demographic Factors at 95% confidence level.	
	H₁ : There is a significant difference between the means of Perceptions with respect to Demographic Factors at 95% confidence level.	

METHODOLOGY

The study based on analytical research it means the researcher has to use fact or information aridly available. The researchers have to analyse them to make a critical evaluation of the data. They have collected data from the 100 investors were used trading system. The area has covered only Rajkot city. Samples are collected by the researchers on the basis of convenient sampling method. They have used **Frequency Distribution/Simple tabulation, Arithmetic Mean, Weighted Average, Mann Whitney, and Kruskal Wallis test** to prove their objectives.

DATA ANALYSIS

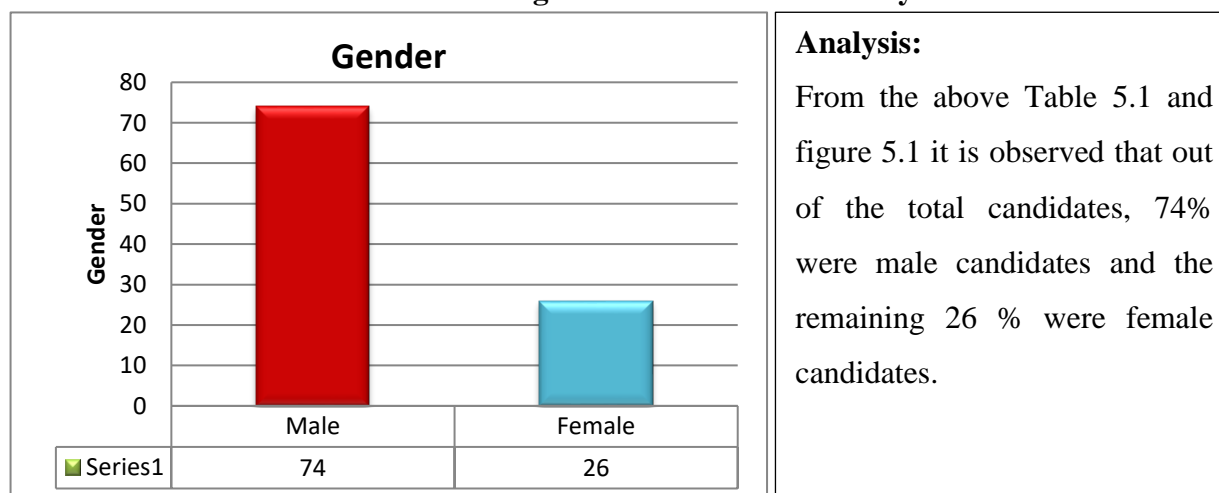
Gender wise analysis

Table 5.1 Gender Analysis

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Male	74	74.0	74.0	74.0
	Female	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

(Sources: Self constructed from the questionnaire)

Figure 5.1: Gender wise analysis



Analysis:

From the above Table 5.1 and figure 5.1 it is observed that out of the total candidates, 74% were male candidates and the remaining 26 % were female candidates.

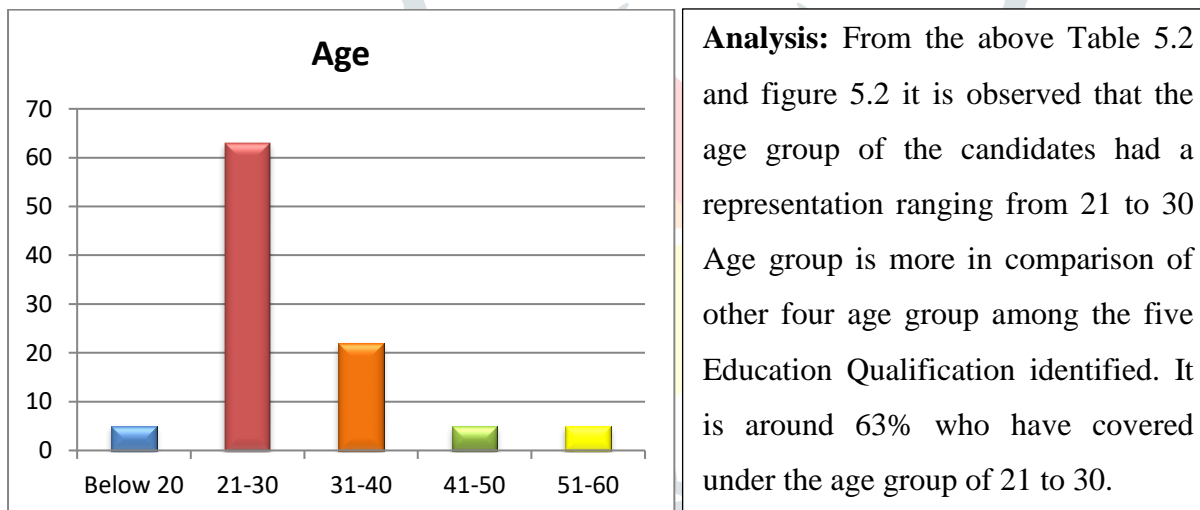
5.2.2 Education Qualification Analysis

Table 5.2: Age Analysis

		Age in Years			
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Below 20	5	5.0	5.0	5.0
	21-30	63	63.0	63.0	68.0
	31-40	22	22.0	22.0	90.0
	41-50	5	5.0	5.0	95.0
	51-60	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

(Sources: Self constructed from the questionnaire)

Figure 5.2: Age wise analysis



Analysis: From the above Table 5.2 and figure 5.2 it is observed that the age group of the candidates had a representation ranging from 21 to 30. Age group is more in comparison of other four age group among the five Education Qualification identified. It is around 63% who have covered under the age group of 21 to 30.

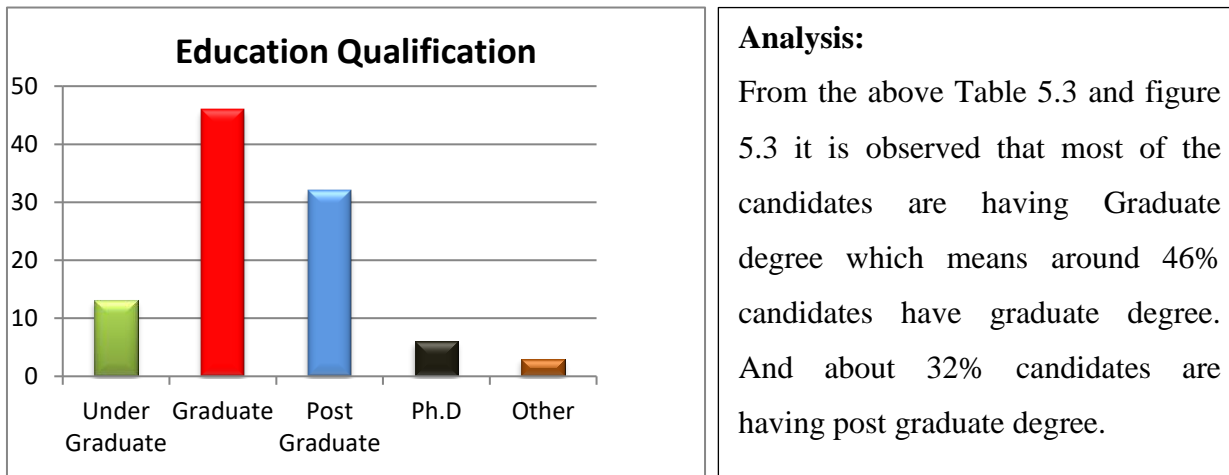
5.2.3 Education Qualification Analysis

Table 5.3: Education Qualification Analysis

		Education Qualification			
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Under Graduate	13	13.0	13.0	13.0
	Graduate	46	46.0	46.0	59.0
	Post Graduate	32	32.0	32.0	91.0
	Ph.D	6	6.0	6.0	97.0
	Other	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

(Sources: Self constructed from the questionnaire)

Figure 5.3: Education Qualification wise Analysis



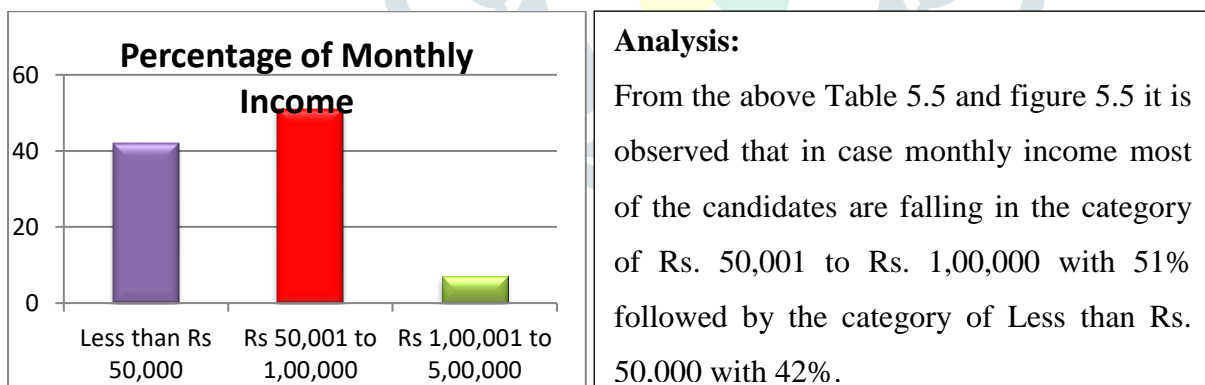
5.2.4 Analysis of Monthly Income

Table 5.4: Analysis of Monthly Income

Monthly Income					
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Less than Rs 50,000	42	42.0	42.0	42.0
	Rs 50,001 to 1,00,000	51	51.0	51.0	93.0
	Rs 1,00,001 to 5,00,000	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

(Sources: Self constructed from the questionnaire)

Figure 5.4: Monthly Income wise Analysis



5.2.5 Analysis of Level of Investors Awareness

Table: 5.5 Result of Mann-Whitney Test

Test Statistics ^a								
	L1 I Have Somewhat knowledge about stock market	I Usually Follow stock market through financial news on TV and Newspaper every Week	I clearly Understand the role of brokerage firms in listing on BSE	I am Aware that stock exchange carries out awareness campaign for investors	I have always Trusted BSE and NSE while Trading	I usually Buy share based on future expectations rather than past performances	I believe that Raising funds from stock market is much easier than the other sources like banks	The return on investments are higher in capital markets than that of other investment avenues
Mann-Whitney U	922.500	865.500	819.000	843.000	920.000	742.500	686.500	835.000
Wilcoxon W	3697.500	3640.500	3594.000	3618.000	3695.000	3517.500	3461.500	3610.000
Z	-.344	-.827	-1.184	-.977	-.348	-1.805	-2.270	-1.052
Asymp. Sig. (2-tailed)	.731	.408	.237	.329	.728	.071	.023	.293
a. Grouping Variable: Gender								

The results of the **Mann Whitney U-test** indicates the null hypothesis, there is no significant difference between the means of Level of Investors Awareness with respect to gender (male and female) at 95% level of significant level. Hence it may be implied that there is no significance difference between Level of Investors Awareness differ across their gender. In all cases null (H₀) hypothesis are Accepted. Except in one case there is value of P is less than 0.05 that means hypothesis is rejected. In believe that raising funds from the stock market is much easier than the other sources like banks in that situation awareness of male and female is differ and other cases hypothesis is accepted that means there is no significant difference between the means of Level of Investors Awareness with respect to gender (male and female) at 95% level of significant level.

5.2.6 Analysis of Level of Investors Awareness

Table: 5.6 Result of Kruskal Wallish test

Test Statistics ^{a,b}								
	L1 I Have Somewhat knowledge about stock market	I Usually Follow stock market through financial news on TV and Newspaper every Week	I clearly Understand the role of brokerage firms in listing on BSE	I am Aware that stock exchange carries out awareness campaign for investors	I have always Trusted BSE and NSE while Trading	I usually Buy share based on future expectations rather than past performances	I believe that Raising funds from stock market is much easier than the other sources like banks	The return on investments are higher in capital markets than that of other investment avenues

Kruskal-Wallis H	6.677	3.876	5.681	14.912	.741	2.097	5.788	3.262
Df	4	4	4	4	4	4	4	4
Asymp. Sig. Age	.154	.423	.224	.005	.946	.718	.216	.515
EQ	.156	.831	.232	.158	.025	.413	.243	.720
NE	.343	.358	.633	.170	.134	.177	.762	.764
MI	.306	.208	.319	.617	.899	.111	.095	.605

The results of the **Kruskal-Wallis Test** indicates the null hypothesis, there is no significant difference between the means of Level of Investors Awareness with respect to Various Demographic factors (Age Groups EQ, NE, and MI) at 95% level of significant level. Hence it may be implied that there is no significance difference between Level of Investors Awareness their Various Age Groups. In all cases null (H_0) hypothesis are Accepted. Except one case that is I am aware those stock exchanges carried out awareness campaign for investors different age groups are not agree with this statement. Hence, company or brokers etc. may not focus on Various Age Groups because above study shows there is no significant difference between means of Level of Investors Awareness with respect to Various Age Groups. In education qualification only one case hypothesis is rejected that is I have always Trusted BSE and NSE while Trading with respect to EQ and in other demographic factors there is no significant difference. That means brokers and company may not focus on it.

5.2.7 Analysis of Level of Investors Perception

Table: 5.7 Result of Mann-Whitney Test

Test Statistics ^a								
	IP Price fluctuation in Indian Stock Market is high	Indian stock markets are well regulated	Corporate mismanagement and frauds are my biggest worries in Indian stock market	The broker services are good	Adequate and reliable portfolio management services are available for individual investors	Equities as an investment option are favorable	Indian Company management are now taking more care of the shareholders interest	Capital Market in India is a sage heaven for Investors
Mann-Whitney U	731.000	723.000	851.000	844.000	807.000	953.500	796.500	950.500
Wilcoxon W	3506.000	1074.000	3626.000	3619.000	3582.000	3728.500	3571.500	1301.500
Z	-2.048	-2.062	-.923	-.997	-1.284	-.071	-1.396	-.095
Asymp. Sig. (2-tailed)	.041	.039	.356	.319	.199	.943	.163	.924
a. Grouping Variable: Gender								

The results of the **Mann Whitney U-test** indicates the null hypothesis, there is no significant difference between the means of Perception of Investors across with respect to gender (male and female) at 95% level of significant level. Hence it may be implied that there is no significance difference between Investors Perception with their gender. In all cases null (H_0) hypothesis are Accepted. Except in fist two sentences, which are Price fluctuation and Indian stock market well regulated it that sentences investors perception is differ with respect to male and female. In other case null hypothesis are accepted. Hence, there is no significant difference between means of Perception of investors with respect to male and female.

5.2.8 Analysis of Level of Investors Perception

Table: 5.8 Result of Kruskal Wallish test

Test Statistics ^{a,b}								
	IP Price fluctuation in Indian Stock Market is high	Indian stock markets are well regulated	Corporate mismanagement and frauds are my biggest worries in Indian stock market	The broker services are good	Adequate and reliable portfolio management services are available for individual investors	Equities as an investment option are favorable	Indian Company management are now taking more care of the shareholders interest	Capital Market in India is a sage heaven for Investors
KruskalW. H	5.454	6.323	6.718	4.726	3.405	3.467	5.017	3.361
Df	4	4	4	4	4	4	4	4
Sig. Age	.244	.176	.152	.317	.492	.483	.286	.499
EQ	.083	.212	.957	.478	.028	.589	.833	.021
NE	.310	.140	.677	.979	.821	.073	.545	.332
MI	.089	.440	.217	.969	.207	.859	.889	.822

The results of the **Kruskal-Wallis Test** indicates the null hypothesis, there is no significant difference between the means of Perception of Investors with respect to Various Demographic factors (Age Groups EQ, NE, and MI) at 95% level of significant level. Hence it may be implied that there is no significance difference between Perception of Investors their Various Age Groups. In all cases null (H_0) hypothesis are Accepted. Hence, we can say there is no significant difference between means of Perception of Investors with respect to Various Age Groups. Except one of the variable is influence or differ perception based on education qualification because in two cases null hypothesis is rejected.

CONCLUSION

From the above data analysis it is observed there is no significance difference between Level of Investors Awareness differ their Demographic factors (Gender, Age Groups, EQ, NE, and MI) at 95% level of significant level. In all cases null (H_0) hypothesis are Accepted. Except in one case there is value of P is less than 0.05 that means hypothesis is rejected. In believe that raising funds from the stock market is much easier

than the other sources like banks in that situation awareness of male and female is differ. And if we consider second part perception of investors in first two statements hypothesis is rejected that means there is a significant difference with respect to Gender. Father based on other demographic factors (Age Groups EQ, NE, and MI) there is no significant difference. Hence it may be implied that there is no significance difference between Perception of Investors their Various DF (Age Groups, EQ, NE, and MI). In all cases null (H_0) hypothesis are Accepted. Hence, we can say there is no significant difference between means of Perception of Investors with respect to DF (Age Groups, EQ, NE, and MI). Except one of the variable is influence or differ perception based on education qualification because in two cases null hypothesis is rejected.

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