

## A STUDY ON ONLINE TRADING

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### ABSTRACT

A study on evaluation of online trading facilities with reference to financial services of various sectors. The main objective of the research was to evaluate the online trading facilities of which was carried out a period of specified deals. This project study conducted is descriptive in nature and the sample size used for this study is 200. The method used for this study is Primary and secondary data collection method. For collecting the data structured questionnaire was used in this study. Percentage analysis and graphical representation were used for analyzing and interpretation. This project mainly focuses on customer feedback and suggestions that would be useful to take necessary actions to solve them in a better manner. The findings revealed that most of the respondents are satisfied with the online trading facilities provided by the organization. The work would surely help to forecasts the customer needs and help the company to take the necessary steps.

**Keywords:** online trading, brandimage, Percentage analysis, forecasts the customer

### 1. INTRODUCTION

Online buying and selling had grow to be not unusual and mandatory within the recent years. The technologically development is motivating customers and employers to contain in online buying and selling. The on the spot selection for each buy and promoting of alternate is viable with on-line buying and selling. The high protection structures like block chain structures had more suitable the accept as true with of customers to contain in on-line buying and selling. The functionality of Indians to investment had substantially advanced inside the current years because of high disposable profits.

In this take a look at the net trading technique of India Infoline Limited could be defined. India Infoline Limited provides platform and consultancy services for customers to perform on-line buying and selling. In easy phrases the web trading may be described as the use of internet, computer systems, electronic banking and mobile banking and cell apps for both buy and promoting of trade gadgets. The consumer pleasant systems had been evolved for on line buying and selling.



**Figure 1:** Online trading

An average person with know-how on utilization of clever phone and desktop computer can carry out on-line transactions for buying and selling. The users need to check in with the India Infoline Limited internet site with the aid of taking club with the organization. In this regard this examine facilitates for novices and existing customers approximately technique of on-line buying and selling. The boom of on line enterprise had rapidly extended within the current years. The overall performance of online buying and selling of India Infoline Limited would be analyzed.

The buying and selling industry had a first rate history dating lower back almost centuries in the past because trading had been playing a critical function from ancient days. The investors may also get earnings in many paperwork like earnings, apartment earnings and other enterprise associated sports. After meeting the vital needs human beings consider funding and it facilitates them to beautify the cost of their assets. There are many brokerage agencies which rate nominal price for providing a platform for investors in India. Through those platforms the investors also can have an opportunity to make investments globally. The diverse advantages with on-line buying and selling are proven in the following parent. The time issue is number one advantage with on line trading.

## 2. REVIEW OF LITERATURE

### ARTICLE: 1

**Title: A STUDY ON EVALUATION OF ONLINE TRADING**

**Author: C K Gomathy**

**Source: The Journal of Business Ethics,**

#### Abstract

A study on evaluation of online trading facilities with reference to financial services of various sectors .The main objective of the research was to evaluate the online trading facilities of which was carried out a period of specified deals.This paper study conducted is descriptive in nature and the sample size used for this study is 200. The method used for this study is Primary and secondary data collection method. For collecting the data structured questionnaire was used in this study. Percentage analysis and graphical representation were used for analyzing and interpretation. This paper mainly focuses on customer feedback and suggestions that would be useful to to take necessary actions to solve them in a better manner. The findings revealed that most of the respondents are satisfied with the online trading facilities provided by the organization. The work would surely help to forecasts the customer needs and help the company to take the necessary steps

### ARTICLE: 2

**Title: Evaluation of stock trading performance of students using a web-based virtual stock trading system**

**Source: The Journal of Business Ethics**

**Author: Hui-Chi Wu**

Most investors lack financial knowledge and information for trading in the stock market. The objective of this study was to enhance the motivation and learning efficiency for students attending a course in financial management. A web-based virtual stock trading (VST) system, embedded with provided functions for financial ratio analysis, was designed to simulate a stock trading environment. Through learning with objective financial analyses, the state of learners' minds is expected not to be affected by news or market fluctuations, which in turn nurtures the students as rational investors. Students were recruited from two universities located in central Taiwan for this study. They were given a virtual budget at the beginning of the semester for online virtual trading. The stock trading behavior, such as risk aversion and disposition effect, was explored through students' trading histories. Furthermore, the learning outcome was evaluated with analysis of trading performance based on five indicators, including returns on budget, stock's trading amount turnover, profit margin of stock trading amount, average budget utilization rate, and returns on average investment amount.

### ARTICLE: 3

**Title: A Study on Problems and Prospects of Online Stock Trading**

**Author Arshia Bansal**

**Source: International Journal of Economic Plants 2018, 5(4):184-191**

#### Abstract

The financial system is characterised by the presence of an integrated, organized and regulated financial markets and institutions that meet the short-term and long-term financial needs of both the household and corporate sector. Both financial markets and institution plays an important role in financial system by rendering various financial services to the community. They operate in close combination with each other. The financial market exists to facilitates sales and purchases of financial instruments and comprises of two major markets namely the capital market (deals in medium and long-term investment) and money market (deals in short-term investment). These markets can be divided into two segments viz, primary and secondary. The primary market is used by issuer for raising fresh capital by making initial public offer or rights issue or offer for sale of equity or debt. The secondary market is the place for old securities which have been already issued and granted

#### RESEARCH GAP:

The study findings revealed that most of the respondents are satisfied with the online trading facilities provided by the organization. The work would surely help to forecasts the customer needs and help the company to take the necessary steps

## OBJECTIVES:

- To have a look at the online buying and selling machine and its improvement for investment motive.
- To examine the web trading over the guidebook buying and selling for speculation purpose in time period of returns.
- To the look at is online trading problem.
- The Study & unstated the concept of Online trading.
- To perceive the moment in time in order & significance & the position play through the inventory exchanges in the manner of online trading.

## 3. RESEARCH METHODOLOGY

### Need For The Study

- The mission work will assist the administration to recognize the patron thoughts set and also estimate the in attendance destiny market order of the product.
- It will help to estimation the extent of responsiveness traditional inside the marketplace and in deciding the extent of merchandising required.

### Scope Of The Study:

This project might also inform us about the running of the Indian Stock Market and the forces performing within the Online Trading.

Since the web buying and selling is widespread by using principal gamers in the Indian Stock Market, the importance of Online Trading has accelerated over the last decade therefore it's far very important to do not forget the Online Trading as a destiny of the Indian Stock Market.

### Methodology

Primary data have been accumulated via questionnaire from existing traders of the organization

Secondary facts were accumulated from websites associated with on-line buying and selling and the selected enterprise of this look at. Primary facts and secondary records have been analyzed the use of MS-Excel. The graphs and frequency analysis have been used for studying the primary statistics and secondary data. The secondary collected from books, journals and electronic assets.

## RESEARCH OBJECTIVES

- To describe the method of online trading.
- To understand the process of online buying and selling at India Infoline Limited
- To examine the performance of India Infoline Limited in regards to online buying and selling.
- To listing numerous merchandise for online trading.

## TOOLS AND TECHNIQUES OF THE ANALYSIS:

- Graphs. Tables and charts used for the analysis.

## 4. DATA ANALYSIS & INTERPRETATION

### SHARE OF ONLINE TRADING IN TOTAL CASH TURNOVER OF NATIONAL STOCK EXCHANGE:

TABLE-1 FOR THE YEAR 2020

MONTH	ONLINE TURNOVER (cr)	CASH TURNOVER (cr)	Online Turnover: Cash Turnover	Cash Turnover : Online Turnover	NO of times
January	2,67,332	64,41,491	3.984782	96.01522	24 times
February	2,66,504	61,95,967	4.123872	95.87613	23 times
March	2,55,712	67,02,616	3.674906	96.32509	26 times
April	2,28,348	67,53,614	3.270542	96.72946	29 times
May	2,33,876	65,69,743	3.437523	96.5624	28 times
June	2,22,457	65,74,743	3.272774	96.72723	29 times
July	2,30,003	64,62,238	3.436861	96.56314	28 times
August	2,35,253	59,21,684	3.820942	96.17906	25 times

September	2,35,270	58,20,334	3.885162	96.11484	24 times
October	1,93,293	61,01,891	3.07049	96.92951	31 times
November	2,06,344	55,47,723	3.586055	96.41395	26 times
December	1,88,886	52,32,273	3.484236	96.51576	27 times

#### INTERPRETATION:

During the year the Online trading turnover & Cash turnover has been calculated from January to December 2021.

#### CALCULATIONS:

1. Online turnover: cash turnover=(online turnover/online turnover + cash turnover)\*100

2. Cash turnover: online turnover=(cash turnover/online turnover + cash turnover)\*100

=> 267332+6441491=6708823

Online turnover: Cash turnover

=> 267332:6441491

1.) 267332/6708823\*100=3.9847

2.) 6441491/6708823\*100=96.0152

3. OT: CT/CT: OT=Number of times online turnover is greater than the cash turnover

=> 96/4=24 Times

TABLE .2 FOR THE YEAR 2021

MONTH	ONLINE TURNOVER(cr)	CASH TURNOVER(cr)	Online Turnover : Cash Turnover	Cash Turnover : Online Turnover	No of times
January	2,36,872	59,37,039	3.83666	96.16334	25 times
February	3,27,808	62,33,250	4.996267	95.00373	19 times
March	2,72,482	60,96,518	4.278254	95.72175	22 times
April	1,98,324	60,59,258	3.169339	96.83066	30 times
May	2,16,755	56,95,547	3.666169	96.33383	26 times
June	2,02,104	60,26,766	3.244633	96.75537	29 times
July	2,10,325	59,51,540	3.413333	96.58667	28 times
August	2,04,874	59,42,510	3.332702	96.6673	29 times
September	2,40,189	64,31,655	3.600039	96.39996	26 times
October	2,39,795	63,37,676	3.645702	96.3543	26 times
November	2,20,933	66,03,005	3.237617	96.76238	29 times
December	2,40,325	67,63,781	3.431202	96.5688	28 times

#### INTERPRETATION:

During the year the Online buying and selling turnover & Cash turnover has been calculated from January to December 2021.

TABLE. 3 FOR THE YEAR 2022

MONTH	ONLINE TURNOVER(cr)	CASH TURNOVER(cr)	Online Turnover : Cash Turnover	Cash Turnover : Online Turnover	NO of times
January	2,95,415	68,58,653	4.129329	95.87067	23 times
February	2,26,642	63,85,291	3.427772	96.57223	28 times
March	2,12,598	62,39,035	3.295259	96.70474	29 times
April	2,10,799	64,90,373	3.145703	96.8543	30 times
May	2,44,392	65,18,227	3.613866	96.38613	26 times

June	2,07,944	62,48,442	3.220749	96.77925	30 times
July	2,43,390	60,98,779	3.837646	96.16235	25 times
August	2,50,758	58,46,627	4.11255	95.88745	23 times
September	2,43,576	61,91,626	3.785056	96.21494	25 times
October	2,37,908	66,91,531	3.433294	96.56671	28 times
November	2,17,782	66,44,844	3.17345	96.82655	30 times
December	2,30,817	68,84,167	3.244097	96.7559	29 times

**INTERPRETATION:**

During the year the Online trading turnover & Cash turnover has been calculated from January to December 2022.

**TABLE- 4 FOR THE YEAR 2023**

MONTH	ONLINE TURNOVER(cr)	CASH TURNOVER(cr)	Online Turnover : Cash Turnover	Cash Turnover : Online Turnover	NO. of Times
January	2,55,630	65,90,785	3.733779	96.26622	25 times
Feb	1,88,751	67,25,934	2.729712	97.27029	35 times
March	2,76,741	72,77,720	3.663279	96.33672	26 times
April	2,72,703	73,46,737	3.579043	96.42096	26 times
May	4,36,022	82,51,346	5.019035	94.98097	18 times
June	4,21,688	88,54,702	4.54582	95.45418	20 times

**INTERPRETATION:**

During the year the Online buying and selling turnover & Cash turnover has been calculated from January to June 2023.

**HYPOTHESIS:**

The data taken from the share of online trading in total cash turnover of national stock exchange for testing the hypothesis.

**NUMBER OF TIMES TAKEN FROM 29-35 FOR THE YEARS 2020,2021,2022 & 2023(UP TO JUNE) 1:29 & 1:35**

YEAR / MONTH	2020		2021		2022		2023	
	Cash: Online		Cash: Online		Cash: Online		Cash: Online	
January	-	-	-	-	-	-	-	-
February	-	-	-	-	-	-	1	35
March	-	-	-	-	1	29	-	-
April	1	29	1	30	1	30	-	-
May	-	-	-	-	-	-	-	-
June	1	29	1	29	1	30	-	-
July	-	-	-	-	-	-	-	-
August	-	-	1	29	-	-	-	-
September	-	-	-	-	-	-	-	-
October	1	31	-	-	-	-	-	-
November	-	-	1	29	1	30	-	-
December	-	-	-	-	1	29	-	-

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#### **CALCULATIONS:**

Mean = Sum of all observations / No. Of observations

2020 =  $320/12 = 26.66$

2021 =  $317/12 = 26.41$

2022 =  $326/12 = 27.16$

2023 =  $150/6 = 25$

#### **INTERPRETATION:**

From the above table the cash flip over and on-line turnover is cited. The look at says that the online turnover is 29 instances to 35 times extra than cash turnover.

Hence the alternative hypothesis is typical due to the fact there's a huge distinction of flip over based on the online buying and selling and cash turn over buying and selling.

There was a non-stop increase in on-line turnover within the month of April & June for three years.

#### **5. CONCLUSION**

- Online buying and selling is future for India because of developing internet infrastructure
- Online buying and selling store time for buyers
- Investors are glad with returns on their investment.
- Investors are spending greater time during weekends and holidays.
- The gender has an effect on on-line trading.
- The earnings predicts the volume of funding.
- The commodity markets are extra fascinated due to high returns.

#### **6. REFERENCES**

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