A Study On Problems Faced By Corporate Security Investors In Online Share Trading In Tirunelveli

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Rapid expansion of the digitalization and technological advancements has significantly reshaped India's financial sector, with online share trading emerging as a preferred mode of investment for both the corporate and individual investors. While these platforms offer the speed, convenience, and accessibility, many investors continue to face obstacles that affect their trading efficiency and overall satisfaction. In this present study seeks to explore difficulties encountered by the corporate security investors engaged in online trading within Tirunelveli. Adopting a descriptive research approach, the primary data were gathered from 159 respondents through a structured questionnaire. To analyze the data, statistical techniques such as Chi-square test, ANOVA, and Correlation were applied using SPSS. The Chi-square test highlighted a meaningful relationship between investors' trading experience and the extent of challenges faced. ANOVA results revealed that income level plays a significant role, with individuals from lower-income groups reporting higher levels of trading-related problems. Additionally, the correlation analysis indicated a strong negative association between investor awareness and the severity of issues experienced, suggesting that improved financial literacy reduces the incidence of such problems. Overall, in this study underlines the need to enhance investor education, improve the stability of trading platforms, ensure greater transparency, and strengthen cyber security measures to build investor trust and satisfaction in online share trading.

Keywords: Online Share Trading, Corporate Security Investors, Investment Problems, Investor Perception, Tirunelveli, Chi-square Analysis.

1. INTRODUCTION

In the Indian stock market has witnessed the transformation with the introduction of online trading platforms, which have redefined in the process of buying and selling of the securities.

In Tirunelveli, an emerging the fin-tech and Info Tech activities, most of the corporate investors have embraced online trading due to its accessibility, transparency, and time efficiency. However, rapid digitalization of the stock trading has also introduced new challenges, including technical errors, lack of regulatory clarity, information overload, and security concerns.

The corporate security investors dealing in equity shares and other related instruments—are particularly affected by such issues, as they engage in high volume transactions and rely on information for decision making. These study explore the various problems encountered by investors and to analyze how demographic variables such as age, experience, income influence their perceptions and experiences in online share trading.

2. OBJECTIVES OF THE STUDY
1. To explore the key challenges encountered by corporate investors while engaging in online trading in Tirunelveli.
2. To assess how the demographic characteristics influences nature and extent of problems faced by corporate investors.
3. To evaluate the association between investors' share trading experience and their satisfaction levels in online trading.

3. REVIEW OF LITERATURE
Lavanya and Kettiramalingam (2024) examined the factors influencing online share traders in Coimbatore district, using responses from 185 respondents. The results showed that young, educated, and tech- investors had greater and better returns. The study concluded that, enhancing the digital literacy and market knowledge could improve trading efficiency.

Gaddam Akhila et al. (2024) analyzed investor's behavior and satisfaction in Hyderabad's stock market through both primary and secondary data. The findings revealed that the demographics, risk tolerance, and investment strategies strongly influenced satisfaction and choices. The authors stressed the importance of financial products and investor education.

Monica K. et al. (2024) examined comparative analysis of the Indian stock exchange with global markets, particularly NYSE. Using secondary data, the study found that Indian market has become more dynamic and globally integrated while retaining domestic characteristics. The authors highlights need for the reforms and modernization to sustainable competitiveness.

4. RESEARCH METHODOLOGY

- **Design of Research:** The study is based on a descriptive research design, aiming to analyze and interpret the problems faced by corporate security investors in online share trading.

- **Methods of Sampling:** Convenience sampling technique was adopted to select respondents.
- **Sample Size:** The research covered a total of 159 corporate security investors from Tirunelveli.
- **Collection of Data:**
  - o Primary Data: Gathered using a well-structured questionnaire administered to respondents.
  - o Secondary Data: Collected from published journals, research articles, reports, and financial websites to support the study.
- **Statistical Tools:** Data were processed and analyzed using SPSS with the help of percentage analysis, Chi-square test (Crosstab), ANOVA, and Correlation analysis.

5. CHI-SQUARE ANALYSIS

- **H₀:** There is no significant association between investors' experience in online trading and the level of problems faced.

Table: 1 - CROSSTAB TABLE

Experience Level	High Problems	Moderate Problems	Low Problems	Total
Below 2 years	35	28	7	70
2–5 years	22	26	12	60
Above 5 years	8	12	9	29
Total	**65**	**66**	**28**	**159**

Sources: SPSS Output

Table: 2 - CHI-SQUARE TEST

Test Statistics	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.284	4	0.023
Likelihood Ratio	11.017	4	0.026
Linear-by-Linear Association	4.198	1	0.040
N of Valid Cases	**159**		

Sources: SPSS Output

Since the p-value (0.023) is less than the 0.05 significance level, the null hypothesis **(H₀)** stating that "there is no significant relationship between investors' experience and the problems faced in online trading" is rejected.

This implies a significant association between experience level and the degree of problems faced. Less-experienced investors tend to face more difficulties such as technical errors, lack of knowledge, and delayed executions, while experienced investors face fewer problems due to better familiarity with online trading systems.

Table: 3 - COMPARISON OF LEVEL OF PROBLEMS FACED AMONG DIFFERENT INCOME GROUPS

Income Group (per month)	N	Mean Problem Score	Std. Deviation
Below ₹50,000	52	4.25	0.87
₹50,001–₹1,00,000	61	3.89	0.94
Above ₹1,00,000	46	3.41	0.76
Total	**159**	**3.85**	**0.89**

Sources: SPSS Output

Table: 4 - ANOVA

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.214	2	4.107	5.392	0.005
Within Groups	118.907	157	0.762		
Total	**127.121**	**159**			

Sources: SPSS Output

Since p = 0.005 < 0.05, the null hypothesis is **rejected**, indicating that **income level significantly influences** the problems faced in online share trading. Lower-income investors report more difficulties, possibly due to lower financial literacy and limited access to advanced trading tools.

Table: 5 –CORRELATION ANALYSIS: RELATIONSHIP BETWEEN INVESTOR AWARENESS AND LEVEL OF PROBLEMS FACED

Variables	Investor Awareness	Problem Level
Investor Awareness	1	-0.612**
Problem Level	-0.612**	1

Sources: SPSS Output

The negative correlation ($r = –0.612$, $p < 0.01$) indicates a strong inverse relationship between investor awareness and the level of problems faced. As awareness and trading knowledge increase, the problems encountered in online share trading significantly decrease.

6. LIMITATIONS OF THE STUDY

1. The study is limited to corporate investors in Tirunelveli and may not represent all investors in other regions.
2. The sample size of 159 may not capture the complete diversity of investor experiences.
3. Data were collected based on self-reported perceptions, which may be subject to bias.
4. The study focuses only on selected online trading issues; other psychological or institutional factors are not explored in depth.

7. SUGGESTIONS

1. **Enhancement of Financial Literacy:** Regular training programs and webinars can improve investors' understanding of trading mechanisms and risk management.
2. **Improved Platform Stability:** Trading platforms should strengthen their technological infrastructure to minimize downtime and transaction delays.
3. **Cybersecurity Measures:** Stronger authentication and encryption methods should be implemented to protect investors from online fraud.
4. **Transparent Fee Structures:** Brokerage firms should clearly communicate transaction charges and hidden fees to ensure investor trust.
5. **Regulatory Support:** SEBI and other regulators should promote investor grievance redressal mechanisms for quick resolution of online trading issues.

8. CONCLUSION

The study concludes that online share trading has significantly enhanced accessibility and convenience for corporate investors in Chennai. However, it also presents challenges that vary with experience, income, and awareness levels. Chi-square analysis established a significant relationship between investor experience and problems faced, while ANOVA revealed that income levels influence problem intensity. The correlation analysis confirmed that investor awareness plays a crucial role in reducing online trading issues. Strengthening digital infrastructure, promoting investor education, and ensuring transparent trading environments will foster investor confidence and sustainable growth in the online trading sector.

9. REFERENCE

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