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**“A Study on New and Existing Customers Opinion towards Online  
Trading in Coimbatore Market with Special Reference to Unicorn  
Investment Solution”**

**Dr.T.THAMOTHARAN**

Associate Professor

Department of Management Studies

Indian Academy Degree College

Kalyan Nagar, Bangalore -560043 Karnataka, India

Phone: +91- 9788088248,

Mail id thamostraran@indianacadamy.edu.in

**ABSTRACT**

The study entitled, A study on New and Existing customers opinion towards On-line trading in Coimbatore market with special reference to unicorn investment solution. The aim at how was the customer opinion about the online trading with Unicon investment solution. The purpose of any customer how to interact with trading. The main objectives of the study are to study the new and existing customer to know the awareness about the share market and effectiveness of it. Since the problem is well defined descriptive research design has been adopted. The sample will be taken according to area of population. Non –probability has been adopted. This research is based on primary ad secondary data. Primary data were collected with the help of structured questionnaire and personal interview. Secondary data were collected from company manuals, book lets, internal records, and journals. The collecting data are to be analyzes with the help of percentage analysis, Chi-square test and weighted average method.



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Through the study it is found that awareness about online trading is less, once awareness is created people are interested move towards online trading.

**Keywords: customers opinion, online trading, awareness, found, interested**

## **CHAPTER- I**

### **1.1. Introduction**

The introduction of the internet has surprisingly changed out way of life as a society. It has defined the way we do business and the way we correspond. The internet has opened many opportunities for online trading. The financial industry revolves around the internet. Every thing is just a few clicks away. This makes online trading most convenient. But there are still investors who prefer the old fashion way of offline trading and they mainly prefer offline trading for security reasons.

Internet has introduced a way for consumers to manage their money online. Not to mention, internet has transformed the way investment companies operate their business and has made it easy for private investors to gain straight access to a range of different markets and online tools that were at one point only reserved by the use of investment professionals. Consumer investing and online trading has dramatically changed over the last decade. Online trading dynamically continues to be redefined.

Services have expanded to include integrated management of additional financial accounts. Not to mention, it has subsequently expanded in conjunction with ground-breaking improvements to the traditional trading interface, such as telephone interface systems. Of course, online trading has many pros. There are several wonderful reasons to invest online and consider online trading Change is the law of nature: -

There were times when man was a wonderer or a normal. He himself had to go place to place in search of food, water and now everything is available at your doorstep, just at the Click of the mouse. The growth of information technology has affected almost all sectors, of life. The



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increasingly popular activity of buying and selling securities over the internet, or to a lesser extent, through a broker's proprietary software

### **DIFFERENCE BETWEEN ON LINE AND OFF LINE TRADING**

Nevertheless, with all the convenience of online trading there are still investors who prefer who prefer the old fashion way of offline trading. Offline trading has lost some popularity but it is still the main form of investing. Offline trading offers many benefits as well.

1. The one benefit that an investor appreciates the most is that they are not alone when making investment decisions.
2. There are experienced and professional brokerage companies that handle their investments for them.
3. Investors are not faced with the challenge of making these vital investment decisions, especially, if they do not have the experience necessary to make the appropriate investments.
4. Online trading is very expensive as compare to manual trading or offline trading.
5. Online trading consumes less time as compare to manual trading.

## **CHAPTER- II**

### **2.1. OBJECTIVES OF THE STUDY**

- To Study and analyze the attitude of the On-line share trading in Coimbatore.
- To measure the effectiveness of company services.
- To Study the stratification level of the customer about the company
- To understand the depth up to which the on-line share traders are clear and aware of online trading.
- To give suggestion to improve the service of the company.

### **2.2 SCOPE OF THE STUDY**



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It would be helpful to take stock prevailing trend of the investor's public in any city. This study aimed at collecting information from the share trading public of Coimbatore with respect to online trading. The study conducted depending upon the opinions of the customers and the questionnaires are collected on the same. Through the study it is found that awareness about online trading is less, once awareness is created people are interested move towards online trading. The project work helps in understanding the trading satisfaction level of the customers about the services given by the company. Through which the company can frame the policy to attract more investors

### **2.3 LIMITATION OF THE STUDY**

- The time for study is only two month's which is a very short period to conduct an exhaustive survey.
- Interview cannot be carried out with all the customers in Coimbatore market.
- Customers are reluctant to give their suggestions open mindedly.
- Considering the cost involved, time factor and lack of awareness of efficient data gathering techniques and tools for analysis, all the online share trading public may not be covered.
- Study is limited to only the Coimbatore market

## **CHAPTER -III**

### **3.1. RESEARCH METHODOLOGY**

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation.

#### **RESEARCH DESIGN**



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The study is designed as descriptive in nature. Descriptive study attempts to obtain a complete and accurate descriptive of a situation. The methodology involved in this design mostly qualitative in nature producing descriptive data.

### **COLLECTION OF DATA**

Both primary and second data has been collected for the study.

### **PRIMARY DATA**

Primary data are those collected specifically by or the data user. Primary data for the study is only from the internal sources and no external source was approached. The data was collected through questionnaires, observation and direct personal interview.

### **SECONDARY DATA**

The secondary data was collected from books, journals, home magazines, periodicals and web sites.

### **SAMPLING SIZE**

The sample size is 110, and sample techniques is simple random sampling.

### **STATISTICAL TOOLS USED**

- Simple Percentage analysis.
- Weighted average method.

### **FORMULA**

- Chi-square.

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

Where,



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$O_i$  = Observed frequency and  $E_i$  = Expected frequency

### 3.2. REVIEW OF LITERATURE

According to Chiang- Nan Chao, Robert J. Mockler. The market downturn since March 2000 has posed a serious threat to brokerage firms, particularly those that offer online trading findings of this study suggest that brokerage firms should focus on improving customer services, while at the same time providing services in addition to online trading. Online brokerage firms should move into the areas that have been traditionally dominated by full service brokerage firms and banks.

Online trading became huge business in the 1990s. The lure of relatively low brokerage costs for electronic share trading, together with the capacity to monitor real time market developments from a computer screen, have contributed to the fact that internet-based trading now comprises about 20% of all retail share trading. The online trading market has become flooded with discount brokers offering low prices and better transaction costs. Some of the most notable online discount brokers are Ameritrade, E\* Trade, Charles Schwab and TD water house. Full- service firms. Including banks reacted to the emergence of online discount brokers by entering the online market with their own web sites.

### CHAPTER- IV

#### ANALYSIS AND INTERPRETATION.

#### WEIGHTED AVERAGE THE CUSTOMER CAN CONTROL THEIR INVESTMENT AND CAN AVOID SALES PITCHES & HASSLE INON-LINE TRADING. PROGRAMS

STRONGLYAGREE	AGREE	NEITHER	DIS-AGREE	AGGREGATE	WEIGHTED AVERAGE
18	17	6	6	141	1.41



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### SCALE REPRESENTATION

Strongly agree -18

Agree - 17

Neither - 6

Dis-agree - 6

$(18*4) + (17*3) + (6*2) + (6*1).$

$= 72 + 51 + 12 + 6$

100

$= \frac{141}{100}$

100

= 1.41

### INTERPRETATION

From the above table it is clear that weighted average is 1.41 and the value of the weighted average is in between 4 to 3. So most of the respondent feels that in online trading customer can control their investment, and can avoid sales pitches & hassle.

### CHI-SQUARE TEST

- It is used to test the goodness of fit of a distribution
- It is used to test the significance of the difference between the observed frequency in a sample and the expected frequencies obtained from the theoretical distribution.

### HYPOTHESIS

**H<sub>0</sub>:** There is no significant relation between Experience and Treading Time.

**H<sub>1</sub>:** There is significant relation between Experience and Treading Time..

### OBSERVED FREQUENCIES

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WORK EXPERIENCE	EASY TO OPERATE	DIFFICULTY	NOT SECURED	OTHERS	TOTAL
6 Month	4	1	2	3	10
1 year	7	1	4	5	17
2 year	5	1	3	3	12
Above	5	1	1	1	8
<b>Total</b>	21	4	10	12	47

**EXPECTED FREQUENCIES**

WORK EXPERIENCE	EASY TO OPERATE	DIFFICULTY	NOT SECURED	OTHERS	TOTAL
6 Month	$10 \times \frac{21}{47} = 4.4$ 6	$10 \times \frac{4}{47} = 0.81$	$10 \times \frac{10}{47} = 2.1$ 2	$10 \times \frac{12}{47} = 2.5$ 5	9.94
1 year	$17 \times \frac{21}{47} = 7.5$ 9	$17 \times \frac{4}{47} = 1.44$	$17 \times \frac{10}{47} = 3.6$ 1	$17 \times \frac{12}{47} = 4.3$ 4	16.98
2 year	$12 \times \frac{21}{47} = 5.3$ 6	$12 \times \frac{4}{47} = 1.02$	$12 \times \frac{10}{47} = 2.5$ 5	$12 \times \frac{12}{47} = 3.0$ 6	11.99
Above	$8 \times \frac{21}{47} = 3.57$	$8 \times \frac{4}{47} = 0.68$	$8 \times \frac{10}{47} = 1.70$	$8 \times \frac{12}{47} = 2.04$	7.99



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<b>Total</b>	20.98	3.95	9.98	11.99	47
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<b>O</b>	<b>E</b>	<b>O-E</b>	<b>(O-E)<sup>2</sup>/E</b>
4	4.46	-0.46	0.04
1	0.85	0.15	0.009
2	2.12	-0.12	0.006
3	2.55	0.45	0.078
7	7.59	-0.59	0.044
1	1.44	-0.44	0.131
4	3.61	0.39	0.041
5	4.34	0.66	0.099
5	5.36	-0.36	0.037
1	1.02	-0.02	0.039
3	2.55	0.45	0.078
3	3.06	-0.6	0.117
5	3.57	1.43	0.571
1	0.68	0.32	0.147
1	1.70	-0.70	0.288
1	2.04	-1.04	0.527

Number of degree of freedom = (c-1)\*(R-1)



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$$\begin{aligned}
 &= (4-1)*(4-1) \\
 &= 3*3 \\
 &= 9
 \end{aligned}$$

Table value for 3 df at 5% level=12

**Result:**

**H<sub>0</sub>** is accepted since the calculated value = the table value

Hence there is no significant difference between time and trading experience

**CHAPTER- V**

**5.1 FINDING**

- Only 72 % of the respondent having knowledge about the share market.
- Only 48 % of respondent were prefer online trading and 33 % of the respondent were prefer manual trading and 19% of the respondent were prefer both .
- 61% of the respondents were post graduate investors are found to be more in this study.
- 42% of the respondents were brokers have been the major inducing factor towards on-line share trading.
- 62% of the respondent married men have found on-line share trading as a source for extra income.
- When compare to off-line trading, on-line trading is effective and easy to access.
- TV & Internet is more convenient for to see the active stocks.
- Maximum the company providing good calls and charging minimum commissions.
- 44% of the respondent were corporate employees are doing the most trading.
- 58% of the respondents were agreeing that return from trading is average return.
- 57% of the respondents were interested in trading with moderate risk.

**5.2 SUGGESTION**



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- Creating more awareness among the public through local media about the share market and On-line trading.
- Company has to guide the investors, and also by conducting training class about to access in On-line.
- If customers prefer online trading the company needs to provide the facilities and flexible system and other service chargers should be reasonable.
- For the manual trading the company should update the market news as possible to the customer.

### 5.3 CONCLUSION

The purpose of this study is well achieved. The day is not far when there would be free internet access in this city. It's delightful to note that the investors are eager to be updated the market situation. Considering the on going trend the infrastructure for on-line trading will improve in the city and there would be hike in volume of share trading and the company will get more traders.

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