

AN ANALYSIS OF CORPORATE SECURITY INVESTORS' ISSUES WITH VIRTUAL SHARE TRADING IN CHENNAI CITY

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Abstract: Online trading has become a popular investment option for both corporate and individual investors due to the swift digitization of India's financial system. Investors have difficulties that impact their online share trading experience, despite its benefits of speed and ease. This study uses information from 159 respondents gathered via a questionnaire to investigate the challenges faced by investors in Chennai. Statistical methods include correlation, ANOVA, and Chi-square (via SPSS) were used. The results of this study demonstrate a relationship between trade experience and difficulties encountered, whereas income level affected the severity of issues, with lower-income groups facing greater problems. Higher investor knowledge and less trading-related challenges were also seen in the correlation results. The current study emphasizes the significance of raising financial awareness, bolstering platform dependability, guaranteeing openness, and enhancing cyber security to promote investor satisfaction and trust in online share trading.

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

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 Chennai City, 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 studies 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.

Darshan Sabalpara (2025) investigated the investor perceptions of stock market participations in Gujarat state. Using information from 128 respondents, these study highlights that the demographics, psychological factors, media influences, economic trends, and regulation shaped shareholders behavior. The findings emphasized needs to understand biases and shareholder's perception to design effective investment strategies.

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

OBJECTIVES OF THE STUDY

1. To investigate the difficulties corporate investors in Chennai City face when investing online.
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.

1. REVIEW OF LITERATURE

Arunachalam R. and Amudha R. (2025) conducted a study on the key factors influencing mutual fund returns among retail investors in India. Based on information from 822 respondents, they found that financial literacy, income, investment size, experience, and holding period significantly influenced returns. In the study stressed the role of financial awareness in improving investment outcomes.

and choices. The authors stressed the importance of financial products and investor education.

With an emphasis on the New York Stock Exchange (NYSE), Monica K. et al. (2024) conducted a comparative analysis of the Indian stock exchange and global markets. The study discovered that the Indian market has grown more dynamic and international using secondary data. incorporated while maintaining homegrown traits. The author emphasizes the necessity of modernization and reforms for long-term competitiveness.

2. RESEARCH METHODOLOGY

Research Methodology

- Research Design: A descriptive research design was used for the investigation.

- Sampling Method: Respondents were chosen using a convenience sampling technique.
- Sample Size: 159 Chennai-based corporate security investors participated in the survey.

Data Collection:

- Primary Data: Gathered by giving respondents a structured questionnaire.
- Secondary Data: Obtained from reports, journals, research papers, and financial websites to enhance the research.
- Statistical Tools: ANOVA, correlation, Chi-square test (crosstab), and percentage analysis were used to evaluate the data.

3. CHI-SQUARE ANALYSIS

Ho: The degree of challenges faced by investors is not significantly correlated with their online trading experience.

RESULTS AND OBSERVATIONS:

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	.023
Likelihood Ratio	11.017	4	.026
Linear-by-Linear Association	4.198	1	.040
N of Valid Cases	159		

Sources: SPSS Output

The null hypothesis (H_0) is rejected since the p-value (0.023) is less than the 0.05 cutoff. This suggests a strong correlation between investors' trading experience and the challenges they face when trading online.

This result indicates that the level of trading experience is meaningfully linked to the extent of problems encountered by investors. 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				
Within Groups	118.907				
Source of Variation	Sum of Squares				
Total	127.121				

Sources: SPSS Output

Since $p = .005 < .05$, the H_0 is rejected, indicating 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

There is a significant inverse association between investor knowledge and the challenges encountered, as indicated by the negative correlation ($r = -0.612$, $p < 0.01$). This implies that more awareness and trade expertise are linked to a notable decrease in issues that arise during trading shares online.

DISCUSSION

6. RESTRICTIONS OF THE STUDY

1. The study only looks at corporate investors in Chennai City, thus it might not accurately represent the experiences of investors elsewhere.
2. With a sample size of 159, the study may not fully capture the diversity of investor behaviors and experiences.
3. The data are based on self-reported responses, which could be influenced by personal bias.
4. The study examines only selected challenges in online trading, leaving out other psychological, institutional, or contextual factors.

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.

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.

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