



## 12. A Study on Impact of Apps in Stock Market

**Dr. G. Revathi**

*Head, Department of Corporate Secretaryship,  
Anna Adarsh College for Women.*

**Dr. P. S. Ravithej**

*Assistant Professor,  
Department of Business Administration,  
DG Vaishnav College.*

### **Introduction:**

Mobile trading refers to use of wireless technology in stock market trading. Mobile trading allows investor to access trading platforms from their smart phone rather than being confined to traditional trading methods via computers.

Evolution of mobile application like money control App, upstox, stopwatch BSE/NSE, NSE mobile trading, ET market App, NDTV profit App and BSE India App in stock trading, affordable smart phone and cheap data plans have prompted several investors to switch to mobile phone transactions. The enormous growth in trading through mobile phones has been equity future and option.

### **Aim:**

The aim of the study is to know the effectiveness of apps while trading in secondary market among the stock traders.

### **Objectives:**

- To study the demographic profile of the stock traders.
- To examine the effectiveness of mobile apps in stock market.
- To have a comparative study between mobile based trading and system-based trading in stock market.

### **Limitation of the Study:**

- The size of the sample is small.
- The respondent may be biased while answering.
- The time period for the study is limited to one month.

**Review of Literature:**

- **Hawron Alryalat (2006)** compared the effect of online and traditional trading on effective market performance on the NASDAQ. The finding of study reveals that the path that executes order is organized and there is an impact online trading on the effective market performance trading cost & investor behaviour than traditional trading.
- **Nidhi Walia and Ravinder Kumar (2007)** states that internet trading through mobile offered investors, convenience of trading along with reduction in cost. Further the study finds that investors do not change their attitude towards trading.
- **Mohita Mathur (2017)** made an attempt to identify the preferred mode of trading in secondary market. The analysis indicated that the investor finds mobile trading is convenient but riskier mode of transacting than online trading in computer.

**Findings of the Study:**

**Objective 1:** To study the demographic profile of the stock traders.

**Table 12.1: Showing Demographic profile of the Stock Trader**

Demographic profile of the Stock Trader		Frequency	percentages
Gender	Male	23	77
	Female	07	23
Age	20-25	16	53
	25-30	6	20
	30-35	2	7
	35-40	5	7
	40& above	1	3
Location	Urban	22	73
	Semi urban	5	17
	Rural	3	10
Educational qualification	UG	15	50
	PG	-	-
	Professional degree	5	17
	Diploma	1	3
	Others	9	20
Incomes	Less than 2,00,000	7	23
	2,00,000- 4,00,000	13	44
	4,00,000- 6,00,000	9	30
	6,00,000- 10,00,000	1	3
	Above 10,00,000	-	-

**Source: Primary data**

**Interpretation:**

The above table reveals that most of the traders are men 77% and 23% of the traders are women. Most of the respondents 53% are in the age group of 20-25 and the least are above 40 years of age.

Majority of the respondents engaged in stock trading are residing in urban area and the least is from rural area. Most of the respondents are under graduates. Most of the respondents 44% are earning an annual income between Rs.2,00,000 to Rs.4,00,000.

**Objective 2:** To examine the effectiveness of mobile apps in stock market.

**Table 12.2: Showing Pearson Correlation between education qualification and usage of Apps**

Correlation	Education qualification	Usage of apps
Education qualification	1	0.0917
Usage of apps	0.0917	1

**Source: Primary data**

**Interpretation:** From the above table, it is noted that there is a positive correlation between educational qualification and usage of Apps by the respondents at 5% level of significance. It has been that the highly educated respondents are using mobile Apps in trading their securities in the stock market, an indication that as the educational level increases the usage of mobile Apps in the stock market also increases.

**Objective 3:** To have a comparative study between mobile based trading and system-based trading in stock market.

H0: There is no association between the age and respondents' attitude in usage of mobile based trading over system-based trading.

H1: There is an association between the age and respondents' attitude in usage of mobile based trading over system-based trading.

**Table 12.3: Showing ANOVA for significant difference between the age and respondents attitude in usage of mobile based trading over system based trading**

Age	Sum of squares	Df	Mean square	F	P value
Between groups	0.0427	01	0.0427	0.05217	< 0.001
Within groups	47.4347	58	0.8178		

**Source: Primary data**

**Interpretation:** From the above table, it is inferred that the calculated value is more than the table value. Therefore, null hypothesis at 1% level of significance. There is an association between the age and respondents' attitude in usage of mobile based trading over system-based trading.

**Conclusion:**

Most of the Indian brokers and individual traders who used internet-based trading facilities are switching to mobile trading facilities. Trading through mobile is quite easy, secured and accessible by everyone. With the rise of smart phone-based trading, stock trading is possible at fingertip of the stock traders.

**References:**

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3. Hawron Alryalat (2006) international journal of management and research
4. Nidhi Walia and ravinder Kumar (2007) journal of Indian Psychology
5. Mohita Mathur (2017) international conference on management science