

An Empirical study on Gender wise comparison among investors about factors influencing share market trading with special reference to Tirunelveli District

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Abstract

Share markets lure individuals as well as institutional investors with spectacular gains coupled with income generation in the form of dividends over a long run. Though various risks are attached to this mode of investment, the returns obtained are par excellent than investments in most of the conventional asset classes which provides better inflation adjusted returns. This empirical study focuses on factors influencing share market trading based on gender of investors in Tirunelveli district of Tamil Nādu state. This will throw light on the areas in which female respondents are way ahead of male respondents in share trading and those areas in which male respondents are ahead of female respondents' in share trading.

Key words: Investors Behaviour, Gender, share trading.

1. Introduction

Investors are confronted with a variety of investment choices that offer different scale of capital appreciation and income generation. The risk attached also varies with quantum of appreciation or income generation. Level of knowledge on share trading, awareness level on share trading, perceived risk on share trading, attitude of investors towards online share trading and attitude of investors towards share trading through intermediaries are the factors considered in this research article as influential factors for share trading. An analysis is made between gender of investors and each of these factors empirically to find out the impact on share trading. This will throw light on the areas in which female respondents are way ahead of male respondents in share trading and vice versa.

2. Objectives of the Study

To analyze the level of knowledge, awareness, perceived risks, attitude of investors towards online share trading and attitude of investors towards share trading through intermediaries based on their gender.

Hypotheses

- H₀₁ – The distribution of knowledge level on share trading is the same across categories of gender.
- H₀₂ – The distribution of awareness level on share trading is the same across categories of gender.
- H₀₃ – The distribution of perceived risk level on share trading is the same across gender categories.
- H₀₄ – The distribution of attitude level on online share trading is the same across gender categories.
- H₀₅ – The distribution of attitude level on share trading through intermediaries is the same across gender categories.

3. Research Design

In the present study, the researcher has collected the data required from the sample population by snowball sampling technique under non-probability sampling method. Cochran's formula has been used for calculating

sample size when the population is infinite. Minimum required sample size for the study is 384 respondents. The researcher has targeted 570 sample respondents those who did / are doing their share trading by themselves and through intermediaries at Tirunelveli district, Tamil Nādu. Among 570 respondents, 561 responded properly. From that 561, only 554 complete responses were selected for this research. Primary data was collected with the help of structured questionnaire and the required information was gathered through questionnaire method and interview schedule. The collected data was carefully processed, edited, and tabulated for analytical purposes. SPSS version 23 software is used for generating statistical results out of the data entered.

4. Analysis and Inference

In this research study Mann-Whitney U Test has been used for analyzing the impact of knowledge level on share trading, awareness level on share trading, perceived risk level on share trading, attitude of investors towards online share trading and attitude of investors towards share trading through intermediaries with their gender categories. The Mann-Whitney U test is a non-parametric test used to assess for significant differences in a scale or ordinal dependent variable by a single dichotomous independent variable. It is the non-parametric equivalent of the independent samples t-test. This means that the test does not assume any properties regarding the distribution of the dependent variable in the analysis. This makes the Mann-Whitney U-test the appropriate analysis to use when analyzing dependent variables on an ordinal scale.

Table 1.1: Gender wise comparison using Mann-Whitney U Test

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Knowledge level on Share trading is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.000	Reject the null hypothesis.
2	The distribution of Awareness level on Share trading is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.000	Reject the null hypothesis.
3	The distribution of Perceived Risk is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.019	Reject the null hypothesis.
4	The distribution of Attitude towards Online share trading is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.001	Reject the null hypothesis.
5	The distribution of Attitude towards share trading through Intermediaries is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Gender wise comparison using Mann-Whitney U Test

It is clear from table 1.1 that all five null hypotheses are rejected at 5 % significance level. Rejection of all five hypotheses is exhibited with their asymptotic values. All the five received the asymptotic values which are lesser than 0.05, the critical value. It reveals that there is some significant difference in between the male and female

respondents towards “Knowledge level on share trading”, “Awareness Level on share trading”, “Perceived risk towards share trading”, “Attitude towards online share trading” and “Share trading through intermediaries”.

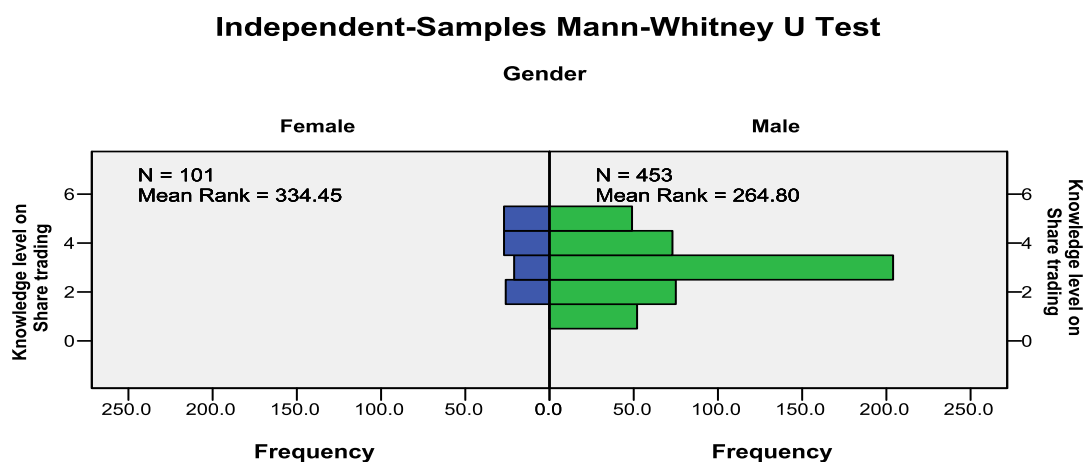
Analysing Knowledge Level on Share Trading with Gender

Table 1.2: Mann- Whitney U Test

Total N	554
Mann-Whitney U	28,628.000
Wilcoxon W	33,779.000
Test Statistic	28,628.000
Standard Error	1,393.500
Standardized Test Statistic	4.127
Asymptotic Sig. (2-sided test)	.000

The table 1.2 vividly presents the significant difference existing amidst of male and female respondents’ knowledge level towards share trading with the help of conducted Mann–Whitney U test. Overall, the statistic test table depicts the Asymptotic Sig. (p) value of .000 which is less than the critical value of .05 and it points out the significant difference existing among the male and female respondents’ knowledge level towards share trading.

Chart 1.1



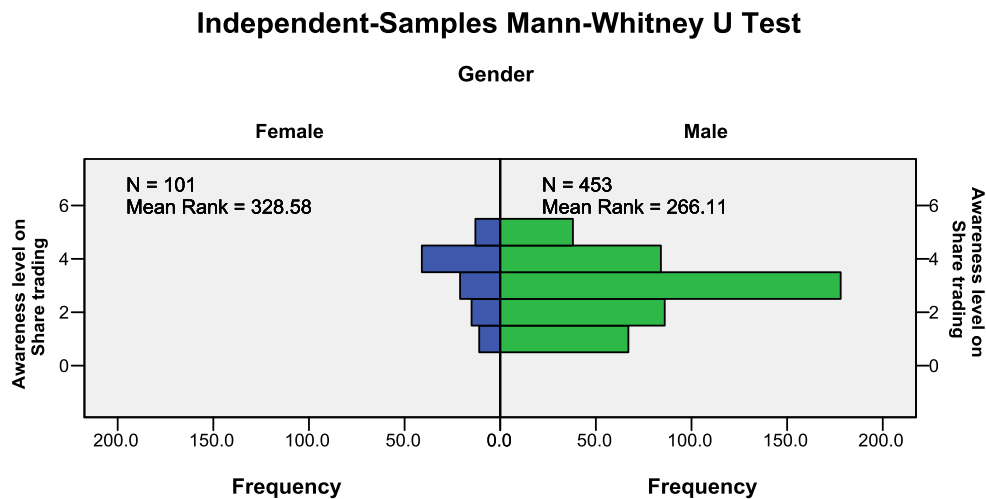
The chart 1.1 clearly indicates the mean rank score of male and female respondents. Female respondents have obtained the highest mean rank value of 334.45 and male respondents lesser mean rank value of 264.80. Thus, the conducted Mann–Whitney test concluded that female respondents stand ahead with high knowledge in case of share trading than the male respondents.

Table 1.3: Analysing Awareness Level on Share Trading with Gender

Total N	554
Mann-Whitney U	28,035.500
Wilcoxon W	33,186.500
Test Statistic	28,035.500
Standard Error	1,404.749
Standardized Test Statistic	3.673
Asymptotic Sig. (2-sided test)	.000

From Table 1.3 the asymptotic significant value .000 is lesser than the critical value of .05. As the asymptotic value is lesser than the critical value, the null hypothesis is rejected by 5 percent and the statistically significant difference existing in between the awareness level among gender level segregated respondents is confirmed.

Chart 1.2



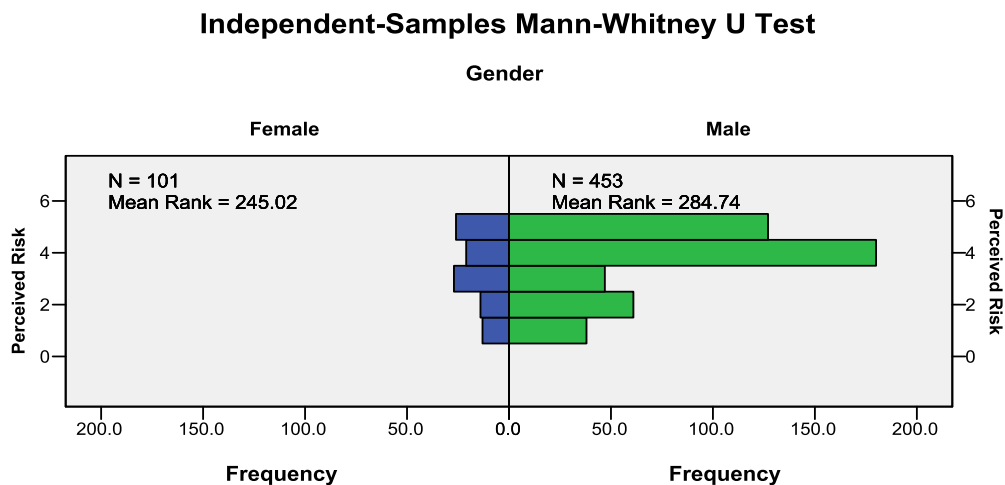
The above chart 1.2 clearly presents that while scrutinizing the awareness level of male and female respondents, the significant difference among their awareness towards share trading is clearly visible via their attained mean rank scores. Male and female respondents received the respective mean rank scores of 266.11 and 328.58. Thus, these mean rank scores reveal the result that, female respondents have high awareness about share trading than the male respondents.

Table 1.4: Analysing Perceived Risk Level on Share Trading with Gender

Total N	554
Mann-Whitney U	19,596.500
Wilcoxon W	24,747.500
Test Statistic	19,596.500
Standard Error	1,399.465
Standardized Test Statistic	-2.344
Asymptotic Sig. (2-sided test)	.019

From table 1.4 it is observed that the risk perception of gender wise classified respondents in case of share trading, the asymptotic value of .019 < the critical value of .05 projected in the statistic test table reveals about the rejection of null hypothesis that occurred by 5 percent. Further it confirms the presence of statistical mean significant difference found in between the perceived risk level of male and female respondents.

Chart 1.3



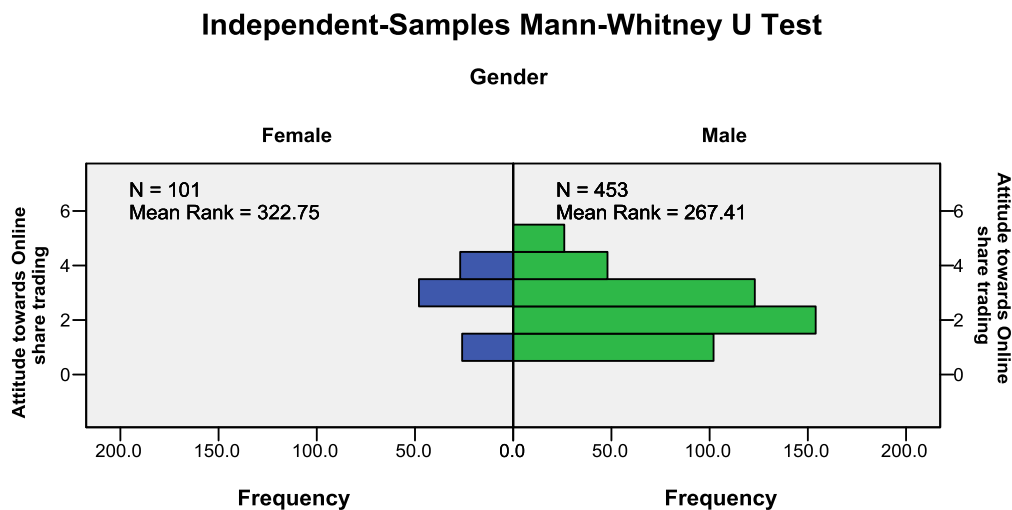
The Mann Whitney test chart 1.3 indicates the mean rank value of male and female respondents. Male respondents grabbed the highest mean rank value of 284.74 and female respondents got the less mean rank value of 245.02. Obviously, the attained mean rank scores say about the high perception of risks is in male respondents while doing share trading and in addition the least mean rank score obtained by female respondents reveals their low-risk perception in share trading. Hence it is observed that male respondents have high perception risk than female respondents who have lower risk perception levels with respect to share trading.

Table 1.5: Analysing Investors Attitude Level about Online Share Trading based on Gender.

Total N	554
Mann-Whitney U	27,447.000
Wilcoxon W	32,598.000
Test Statistic	27,447.000
Standard Error	1,405.999
Standardized Test Statistic	3.251
Asymptotic Sig. (2-sided test)	.001

The above table 1.5 depicts the asymptotic value of .001. This significant value which is lesser than the critical value .05 paves way to know the significant differences existing between the attitude of male and female respondents on online share trading.

Chart 1.4



From chart 1.4 the conducted Mann Whitney test exposes the result that, female respondents show much attitude towards online share trading but attitude level of male respondents on online share trading is less than the female

respondents which is depicted through their highest mean rank score of 322.75. Whereas the least mean rank score of 267.41 reveals the less attitude of male respondents.

Table 1.6: Analysing Attitude Level on Share Trading Through Intermediaries With Gender

Total N	554
Mann-Whitney U	15,942.000
Wilcoxon W	21,093.000
Test Statistic	15,942.000
Standard Error	1,402.288
Standardized Test Statistic	-4.945
Asymptotic Sig. (2-sided test)	.000

The table 1.6 depicts the asymptotic value of .000. This significant value which is lesser than the critical value .05 paves way to know the significant differences existing between the attitude of male and female respondents on share trading through intermediaries.

Chart 1.5

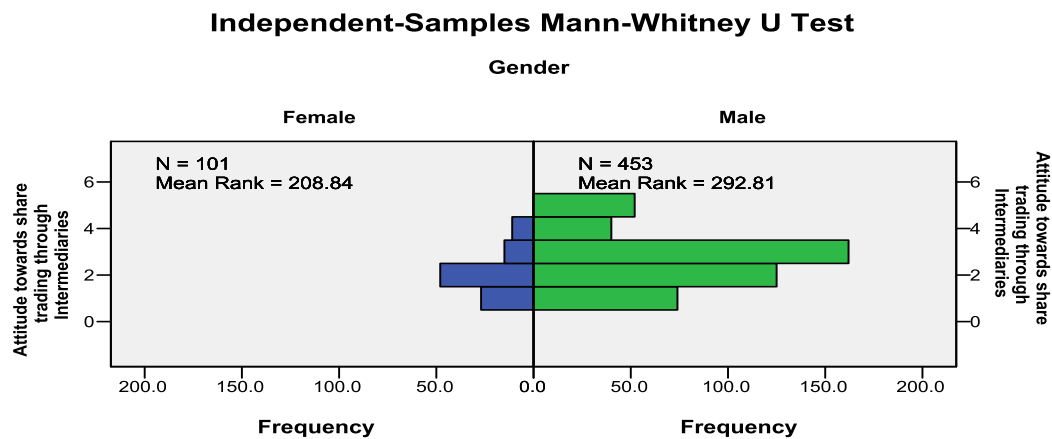


Chart 1.5 exposes the result that, male respondents show much attitude towards share trading through intermediaries but attitude level of female respondents on share trading through intermediaries is less than the male respondents which is depicted through their highest mean rank score of 292.81. Whereas the least mean rank score of 208.84, reveals the lesser attitude of female respondents on share trading through intermediaries.

5. Findings

The following findings are made from this research study by applying Mann-Whitney U test. Statistically the hypotheses test summary established that there exists some significant difference between male respondents and female respondents with respect to knowledge, awareness, perceived risk, attitude towards online share trading and attitude towards share trading through intermediaries.

- a) Female respondents are ahead with higher knowledge level in case of share trading than male respondents.
- b) Female respondents have higher awareness about share trading than the male respondents.
- c) Male respondents have higher perception risk than female respondents who have lower risk perception levels with respect to share trading.
- d) Female respondents show better attitude towards online share trading than male respondents.
- e) Male respondents show much attitude towards share trading through intermediaries than female respondents.

6. Conclusion and Recommendation

This research study makes the conclusions that Female respondents' have higher knowledge levels on share trading, higher awareness about share trading and better attitude towards online share trading than male respondents. Male respondents' have higher perception risk on share trading and show better attitude towards share trading through intermediaries than female respondents. This research study recommends the following aspects: Male respondents may make themselves conversant to improve their knowledge and awareness levels on share trading by reference to theoretical framework like fundamental analysis and technical analysis. They should also take hands on experience on share trading platforms and mobile applications which will make them conversant with online share trading. Female respondents are to be exposed to inputs regarding risk tolerance since more risk provides more returns and trading platforms of intermediaries in share trading, which has its own benefits.

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