

## **A STUDY ON INVESTORS PERCEPTION TOWARDS COMMODITY TRADING IN INDIA**

**Dr. S. Pichaipillai**

Assistant Professor , PG & Research Department of Economics  
Thiru.Vi.Ka Government Arts College ,Thiruvarur -610 003. Tamil Nadu  
Email: [pichaipillai72@gmail.com](mailto:pichaipillai72@gmail.com)

### **1. ABSTRACT**

This observe pursuits to degree the traders' notion and mindset in the direction of Indian inventory marketplace specially in Commodity Trading as regards to the traders in TamilNadu. This studies is descriptive studies and it's far going to degree the variables which influencing the traders' notion and mindset in the direction of commodity buying and selling. So, consequently descriptive studies is taken to explain the functions in checking out the contemporary-day state of affairs. Convenient sampling approach has adopted. Universe of this observe turned into limitless in nature. So, it's far suitable to use non-chance sampling. Trail survey turned into used to pick out the pattern length measuring inner and assemble validity and reliability of the tool being examined. Based at the pilot observe, researcher infers that the same old deviation of the populace is low. Major findings of this observe include, Income has massive effect on frequency of buying and selling in commodity marketplace, choice of mode of buying and selling and choice of marketplace segments. Age and earnings has massive effect on taking exposure. Forty six useful variables are used on this observe to degree traders' notion. These variables have defined 72% have an impact on on measuring investor notion. This preliminary bankruptcy discusses numerous subjects fundamental to the following chapters. We start via way of means of defining the time period funding and discussing the returns and dangers associated with investments. This ends in a presentation of the way to degree the anticipated and historic fees of returns for a visible asset or a portfolio of belongings. In addition, we recall the way to degree hazard now no longer best for an person funding however additionally for an funding this is a part of a portfolio. The 1/3 segment of the bankruptcy discusses the elements that decide the desired charge of go back for an person funding. The elements mentioned are people who make a contribution to an asset's overall hazard. Because maximum traders have a portfolio of investments, it's far important to recall the way to degree the hazard of an asset while it's far part of a big portfolio of belongings. The hazard that prevails while an asset is a part of a assorted portfolio is known as its systematic hazard. The very last segment offers with what reasons adjustments in an asset's required charge of go back over time. Changes arise due to each macroeconomic activities that have an effect on all funding belongings and microeconomic activities that have an effect on the precise asset

### **2. INTRODUCTION**

Future contracts are only a step in advance the ahead agreement, in which the agreement is executed in standardized manner. The contracts are being cleared via way of means of clearing houses, so no doubt of counter celebration hazard rise up therein. In commodity derivatives, the crux of destiny contracts is to fasten up the destiny rate of your commodity at the day of agreement and cowl the hazard to head down of rate in case of quick and upward push in case of lengthy. This is essentially used to switch the hazard. For e.g. in case you are a manufacturer of a commodity and assume a fall in promoting rate in destiny say on the time of harvesting, can quick the commodity destiny in destiny marketplace for exact amount and get the agreed rate, regardless of in which the rate of such commodity goes. Likewise if an industrialist is aware of the want of any commodity like cotton for fabric over the 12 months, he also can cross for lengthy in gift and may cowl the call for-deliver hole that may lead the hike in fees later on. While coming into withinside the destiny contracts of agricultural merchandise, one need to maintain in thoughts the time of sowing and harvesting except the monsoon associated elements, which lead the direct effect at the deliver of that product. An investor can transect with the authorized clearing member of commodity trade involved. To open an account he has to fill the important file like Know your purchaser shape, Risk disclosure file and so forth observed via way of means of the prescribed identification proof. For establishing a Léger account, the investor has to put up a canceled cherub of the financial institution involved wherein he has his private account. Before establishing an account with a clearing member, he's anticipated to assess sure key elements like internet worth, marketplace credibility, credit score centers and the form of offerings furnished and so forth.

It is obligatory to submit the desired margin to your account for buying and selling in commodity spinoff marketplace. The preliminary margin cash for commodity destiny is approx five% of the agreement price; but the each day rate fluctuation hazard is cleared on the idea of Mark to Market. The extra and unique margin is demanded each time felt important in attention the volatility and rate motion. The buying and selling terminal of MCX or every other commodity marketplace will offer you the important data approximately the establishing, excessive or low fees except the expiry month, symbol, unit, quantity, open hobby and so forth. the quantity right here could suggest

the variety of agreement completed and Open Interest could suggest the variety of destiny contracts that aren't closed out on a specific day surely said the contracts are nonetheless outstanding.

**HISTORY OF STOCK EXCHANGE:**“Stock trade approach all of us or people whether or not integrated or now no longer, constituted for the reason of assisting, regulating or controlling the enterprise of shopping for, promoting or dealing in securities. “The best inventory exchanges working within the nineteenth century have been the ones of Mumbai setup in 1875 and Ahmadabad installation in 1894. These have been prepared as voluntary non-profit-making institutions of agents to modify and defend their interests. Before the manipulate on securities beneath the charter in 1950, it turned into a country difficulty and the Bombay securities contracts (manipulate) act of 1925 used to modify buying and selling in securities. Under this act, the Mumbai inventory trade turned into identified in 1927 and Ahmadabad in 1937. During the conflict boom, some of inventory exchanges have been prepared. Soon after it have become a vital difficulty, vital law turned into proposed and a committee headed via way of means of Mr. A.D.Gorwala went into the invoice for securities regulation. on the idea of the idea of the committee’s hints and public dialogue, the securities agreement (regulation) act have become regulation in 1956. The Indian inventory marketplace has been assigned an vital vicinity in financing the Indian company sector. The most important capabilities of the inventory markets are:

- permitting mobilizing sources for funding immediately from the traders
- Providing liquidity for the traders and monitoring.
- Disciplining organisation control.

The two major stock exchanges in India are:

- National Stock Exchange (NSE)**
- Bombay Stock Exchange (BSE).**

**3.2 STOCK MARKET :**A inventory marketplace is a public marketplace for the buying and selling of organisation inventory and derivatives at an agreed rate; those are securities indexed on a inventory trade in addition to the ones best traded privately. The inventory marketplace is one of the maximum vital reassets for organizations to elevate cash. This lets in agencies to be publicly traded, or increase extra capital for enlargement via way of means of promoting stocks of possession of the organisation in a public marketplace. The length of the arena inventory marketplace turned into anticipated at approximately \$36.6 trillion US at the start of October 2008. The overall global derivatives marketplace has been anticipated at approximately \$791 trillion face or nominal price, eleven instances the scale of the whole global economy. Stock exchanges are the best kind of marketplace for securities whether or not of presidency and semi-authorities our bodies or different public our bodies as additionally for stocks and debentures issued via way of means of the joint-inventory organizations. In the inventory marketplace, purchases and income of stocks are affected in situations of unfastened opposition. Government securities are traded out of doors the buying and selling ring within the shape of over-the-counter income or purchase. The deals which can be struck within the buying and selling ring via way of means of the individuals of the inventory exchanges re on the fairest fees decided via way of means of the fundamental legal guidelines of deliver and call for.

**3.3 TRADING WITH STOCK MARKET:** This segment will introduce us approximately the system and devices used to assist a patron or a purchaser to alternate with arcadia securities. This system is sort of much like every other buying and selling company however there might be a few distinction within the fee of brokerage commission.

**Trading:** It is a system via way of means of which a patron is given facility to shop for and promote proportion this shopping for and promoting can best be executed via a few broking and that is in which Arcadia facilitates its patron. A patron inclined to alternate with any brokerage residence want to have a Demote account, buying and selling account and saving account with a brokerage company. Anyone having following file can open all of the above noted account and may begin buying and selling.

**Techniques and Instruments for Trading:** Trading calls for Opening a Demat account. Demat refers to a dematerialized account. You want to open a Demat account in case you need to shop for or promote shares. So it's far much like a financial institution account in which real cash is changed via way of means of stocks. We want to method the Depository Participants (DP, they're like financial institution branches), to open Demat account. A depository is an area in which the shares of traders are held in digital shape. The depository has dealers who're referred to as depository participants (DPs).Think of it like a financial institution. The head workplace in which all of the era rests and info of all debts held is just like the depository. And the DPs are the branches that cater to people.

**Capital Market Participants:** Banks, Exchanges, Clearing Corporations, Brokers, Custodians, Depositories, Investors, Merchant Bankers

**Types of Investors:** Institutional Investors- MFs / FI / FIIs / Banks, Retail Investors, Arbitrageurs / Speculators, Hedgers, Day investors/Jobbers

**Combination of Futures and Option:** Hedging approach, minimizing the hazard, i.e., minimizing the losses. Under index futures and index alternatives investor can decrease his losses. Hedging does now no longer eliminate losses however gets rid of undesirable exposure, i.e. needless hazard. One need to now no longer input right into a hedging approach hoping to make extra earnings; all it is able to do is lessen the hazard.

#### **STATEMENT OF THE PROBLEM**

Investors' notion is the understanding approximately the funding on traders. The traders' behavior, mindset and cappotential of understanding approximately the funding in commodity buying and selling needs to be examined occasionally for making an green funding. Investment has finished now no longer best making an Investment however additionally it have to be powerful and ideal withinside the contemporary-day state of affairs. Terribleness and new understanding has worried in Commodity Trading, so consequently Investors' notion bring about traders' attention on making an investment withinside the marketplace. It ends in extra funding withinside the organisation and excessive pooling of potential traders' will in the end create wealth. It is understood truth that there have been extra quantities of traders' notion, mindset and behavioral finance topics facilitates in winning. Investors' notion troubles leads hazard on uncertainties there can be hazard of misguiding investments. Therefore the studies hassle is observe of traders' notion inside an business enterprise to achieve excessive funding levels. Hence, it's far to apprehend that the above records must be examined periodically in order that the studies begins.

#### **REVIEW OF LITERATURE**

Shenbagraman (2004) reviewed the function of a few non-rate variables together with open interests, buying and selling quantity and different elements, withinside the inventory choice marketplace for figuring out the rate of underlying stocks in coins marketplace. The observe protected inventory choice contracts for 4 months from Nov. 2002 to Feb. 2003 consisting seventy seven buying and selling days. The observe concluded that internet open hobby of inventory choice is one of the massive variables in figuring out destiny spot rate of underlying proportion. The outcomes in reality indicated that open hobby primarily based totally predictors are statistically extra massive than quantity primarily based totally predictors in Indian context. The following show off offers the 1997; Chakrabarti, 2001; and Trivedi& Nair, 2003). But given the big quantity of investments, overseas traders should play a function of marketplace makers and ee-e book their earnings i.e., they should purchase monetary belongings while the fees are declining thereby jacking-up the asset fees and promote while the asset fees are increasing (Gordon & Gupta, 2003).

Ahuja, Narender (2006), concluded that Indian commodity marketplace has made sizable development on the grounds that 2003 with elevated variety of cutting-edge commodity exchanges, transparency and buying and selling hobby. The quantity and price of commodity alternate has proven unexpected mark. This had came about because of the function performed via way of means of marketplace forces and the energetic encouragement of Government via way of means of converting the coverage regarding commodity spinoff. He advised the promoting of barrier unfastened buying and selling withinside the destiny marketplace and freedom of marketplace forces to decide the rate.

Roy, Ashutosh (2006), advised the participation of banks withinside the commodity futures marketplace for powerful commodity rate hazard control as financing via way of means of banks should offer green hedge towards rate hazard. Bhattacharya, Himdari (2007), mentioned that massive hazard returns functions and diversification capacity has made commodities famous as an asset class. Indian futures markets have progressed quite properly in latest years and could bring about essential adjustments withinside the present remoted neighborhood markets specifically in case of agricultural commodities.

Online inventory buying and selling in India: An empirical investigation "In 2007,Nidhiwailand Ravinder Kumar studies record tested the traders desire for conventional buying and selling and on-line buying and selling, traders notion on on-line buying and selling and evaluating contemporary-day utilization of on-line buying and selling and offline buying and selling. Still select agents for buying and selling, while internet investors are extra snug with on-line buying and selling for its transparency and whole manipulate of the terminal. Understanding and dealing with patron's perceptions.

Bose, Suchismita performed studies on "The Indian Derivatives Market Revisited" withinside the 12 months 2008. They discovered that Derivatives merchandise offer sure vital financial advantages together with hazard control or redistribution of hazard farfar from hazard-averse traders in the direction of the ones extra inclined and capable of undergo hazard. Derivatives additionally assist rate discovery, i.e. the system of figuring out the rate degree for any

asset primarily based totally on deliver and call for. These capabilities of derivatives assist in green capital allocation withinside the economy; on the equal time their misuse additionally poses a danger to the stableness of the monetary sector.

Brajesh, Kumar and Pandey, Ajay (2019) Observed that commodity futures marketplace in India offer better hedging effectiveness in agricultural commodities compared to non agricultural commodities and rate hazard control function of Indian commodity futures marketplace has additionally elevated with elevated hobby in marketplace.

Kaur, Gurbandini and Rao, D.N. (2020), The commodity spot and destiny fees had carefully tracked every different in decided on agri commodities and no massive volatility has been discovered withinside the fees of destiny and notice contracts of these agricultural commodities.

Desgupta, Basab (2021), defined the monopolistically aggressive nature of the Indian Commodity Derivate marketplace which stabilizes the spot rate. Result confirmed the co motion amongst destiny fees, manufacturing choice and stock decisions.

Roy, Ashutosh (2022), advised the participation of banks withinside the commodity futures marketplace for powerful commodity rate hazard control as financing via way of means of banks should offer green hedge towards rate hazard.

### **OBJECTIVES OF THE STUDY**

1. To observe the over view of traders notion in India
2. To endorse and assist the organisation in investor's on-line offerings for getting and promoting commodity merchandise.
3. To examine and finish what's customers' notion in the direction of on-line buying and selling, its usefulness and its ease in availability.

### **RESEARCH METHODOLOGY**

#### **Research design:**

The studies layout selected is descriptive because the observe well-known shows the country of records present.

**Descriptive research design:** Descriptive studies research are the ones research that are involved with describing the traits of a specific person, or a organization. The observe is involved whether or not sure variables are related to the observe. And additionally the observe is involved with precise predictions, with narration of records and traits regarding a person, organization or situation.

**Methods of Data Collection:** While figuring out approximately the approach of records series for the observe the researcher need to maintain in thoughts the 2 sorts of records series.

**Primary Data:** Data has been accumulated from few respondents via way of means of speaking with them immediately and discussing their perspectives approximately the business enterprise. Most of those covered casual dialogue with the personnel. One of the opposite reassets of accumulating the number one records turned into via way of means of dispensing the questionnaires and getting returned the responses for them. Such questionnaires have been distributes a number of the manufacturing personnel and additionally the govt degree personnel.

**Secondary Data:** Secondary records has been accumulated from; Books and journals on the business enterprise and the university library, via the internet.

**Sampling Technique:** Sampling is that a part of statistical exercise involved with the choice of person observations meant to yield a few understanding approximately a populace of concern, specially for the functions of statistical inference. Judgment sampling: Judgment sampling is a kind of evaluation and chance sampling which entails the pattern being from that a part of the investor's populace that's near hand in sky commodities. That is a pattern populace decided on due to the fact it's far without problems to be had and convenient. It can be via assembly the investor's or together with someone withinside the pattern while one meets them or selected via way of means of locating them via the investor's face to accumulated.

**Sample size:** the scale of the pattern decided on for observe is one hundred ten traders.

**Data analysis:** Collected number one and secondary records are scheduled to appropriate desk for the reason of evaluation. Suitable statistical gear implemented evaluation.

#### **Tools for Data Analysis**

The accumulated records had been analyzed with the assist of gear like easy percent approach, chi rectangular take a look at. Data accumulated turned into analyzed the usage of gear like; Percentage evaluation Chi-Square take a look at and Correlation

**Table: 1 Demographic Profile of respondents**

| Sl. No | Level of satisfaction | Respondents | Percentage |
|--------|-----------------------|-------------|------------|
| 1      | Male                  | 108         | 98.182     |
| 2      | Female                | 2           | 1.818      |
|        | <b>Total</b>          | <b>110</b>  | <b>100</b> |
| 1      | Student               | 0           | 0          |
| 2      | Professional          | 24          | 21.8       |
| 3      | Businessman           | 40          | 36.3       |
| 4      | Private employee      | 36          | 32.7       |
| 5      | Government employee   | 10          | 9.0        |
|        | <b>Total</b>          | <b>110</b>  | <b>100</b> |
| 1      | Share                 | 56          | 50.9       |
| 2      | Mutual funds          | 14          | 12.7       |
| 3      | Debentures            | 19          | 17.2       |
| 4      | Bonds                 | 21          | 19.0       |
| 5      | Derivatives           | 0           | 0          |
|        | <b>Total</b>          | <b>110</b>  | <b>100</b> |
| 1      | 0-5%                  | 10          | 9.0        |
| 2      | 6-10%                 | 15          | 13.6       |
| 3      | 11-15%                | 25          | 22.7       |
| 4      | 16-20%                | 48          | 43.6       |
| 5      | 21-25%                | 12          | 10.9       |
|        | <b>Total</b>          | <b>110</b>  | <b>100</b> |
| 1      | Self                  | 33          | 30         |
| 2      | Friends & Relatives   | 56          | 50.9       |
| 3      | Consultant            | 20          | 18.1       |
| 4      | Newspaper             | 1           | 0.9        |
| 5      | Agent                 | 0           | 0          |
|        | <b>Total</b>          | <b>110</b>  | <b>100</b> |
| 1      | Yes                   | 110         | 100        |
| 2      | No                    | 0           | 0          |
|        | <b>Total</b>          | <b>110</b>  | <b>100</b> |

Sources: Primary data

From the above desk that out of one hundred ten respondents 108 (98.18) respondents are from the male, 2(1.818) respondents are from the woman so maximum of respondents gender from male with in India From the above desk that out of one hundred ten respondents. 2(1.8) respondents are from the beneathneath 25, 18(16.three) respondents are from the 26 to 30, 20(18.1) respondents are from the 31 to 35, 28(25.four) respondents are from the 36 to forty, forty two(38.1) respondents are from the above forty so maximum of respondents age from above forty years in In India.

From the above desk that out of one hundred ten respondents. 45 (0) respondents are from the student, 24(21.8) respondents are from the professional, forty(36.three) respondents are from the businessman, 36(32.7) respondents are from the personal worker, 10(9) respondents are from the Government worker so maximum of respondents designation from businessman in Sky commodities. From the above desk that out of one hundred ten respondents. 56(50.9) respondents are from the proportion, 14(12.7) respondents are from the mutual finances, 19(17.2) respondents are from the debentures, 21(19) respondents are from the bonds so maximum of respondents in kind of tool from the Shares in In India From the above desk that out of one hundred ten respondents. 10(38.01) respondents are from the 0-five%, 15 (13.6) respondents are from the 6-10%, 25(22.7) respondents are from the eleven-15%, 48(43.6) respondents are from the 16-20%, 12(10.9) respondents are from the 21-25% so maximum of respondents to make investments the commodity marketplace on traders earnings degree 16-20% in In India. From the above desk that out of one hundred ten respondents. 33(30) respondents are from the self ,56(50.9) respondents are from the friends & relatives, 20(18.1) respondents are from the consultant, 1(0.9) respondents are from the newspaper, so maximum of respondents to make investments the reasssets of data in commodity marketplace an traders choice

Friends & Relatives in India. From the above desk that out of one hundred ten respondents, one hundred ten(100) respondents are from the Yes, 0(0) respondents are from the No, so maximum of respondents put money into commodity marketplace from Yes in In India.

**Table: 2 Familiar with commodities**

| Sl no | Level of satisfaction | Respondents | Percentage |
|-------|-----------------------|-------------|------------|
| 1     | Gold                  | 0           | 0          |
| 2     | Sliver                | 0           | 0          |
| 3     | Copper                | 0           | 0          |
| 4     | Nickel                | 2           | 1.8        |
| 5     | Lead                  | 11          | 10         |
| 6     | Aluminum              | 17          | 15.4       |
| 7     | Zinc                  | 23          | 20.9       |
| 8     | Crude OIL             | 28          | 25.4       |
| 9     | Natural GAS           | 29          | 26.3       |
|       | <b>Total</b>          | <b>110</b>  | <b>100</b> |

Sources: Primary data

From the above desk that out of one hundred ten respondents, 2(1.8) respondents are from the nickel, eleven(10) respondents are from the lead, 17(15.4) respondents are from the aluminum, 23(20.9) respondents are from the zinc, 28(25.4) respondents are from the crude oil, 29 (26.3) respondents are from the herbal gas, so maximum of respondents with sense approximately the Natural GAS acquainted in In India

**Table: 3 Factor considered to investing in commodity market**

| Sl no | Level of satisfaction | Respondents | Percentage |
|-------|-----------------------|-------------|------------|
| 1     | Capital appreciation  | 4           | 3.6        |
| 2     | Maturity period       | 34          | 30.9       |
| 3     | Return                | 56          | 50.9       |
| 4     | Risk                  | 10          | 9.0        |
| 5     | Liquidity             | 6           | 5.4        |
|       | <b>Total</b>          | <b>110</b>  | <b>100</b> |

Sources: Primary data

From the above desk that out of one hundred ten respondents, four(three.6) respondents are from the capital appreciation, 34(30.9) respondents are from the adulthood period, 56(50.9) respondents are from the go back, 10(9) respondents are from the hazard, 6(five.4) respondents are from the liquidity so maximum of respondents from the making an investment and happy in go back approximately the In India From the above desk that out of one hundred ten respondents, 24(21.8) respondents are from the always, 47(forty two.7) respondents are from the often, 34(30.9) respondents are from the sometimes, five(four.5) respondents are from the rarely, so maximum of respondents from funding the often.

**Table: 4 Kind of Investment**

| Sl no | Level of satisfaction | Respondents | Percentage |
|-------|-----------------------|-------------|------------|
| 1     | Equity                | 21          | 19.0       |
| 2     | Fixed deposit         | 41          | 37.2       |
| 3     | Mutual funds          | 26          | 23.6       |
| 4     | Gold                  | 18          | 16.3       |
| 5     | Insurance             | 4           | 3.6        |
|       | <b>Total</b>          | <b>110</b>  | <b>100</b> |

Sources: Primary data

From the above desk that out of one hundred ten respondents, 21(19) respondents are from the equity, 41(37.2) respondents are from the constant deposit, 26(23.6) respondents are from the mutual finances, 18(16.3)

respondents are from the gold, four(three.6) respondents are from the coverage so maximum of respondents from the happy and funding in constant deposit.

**Table: 5 Performance of the share**

| Sl no | Level of satisfaction | Respondents | Percentage |
|-------|-----------------------|-------------|------------|
| 1     | Once in a month       | 27          | 24.5       |
| 2     | Quarterly             | 36          | 32.7       |
| 3     | Half yearly           | 27          | 24.5       |
| 4     | Once a year           | 20          | 18.1       |
| 5     | Rarely                | 0           | 0          |
|       | <b>Total</b>          | <b>110</b>  | <b>100</b> |

Sources: Primary data

From the above desk that out of one hundred ten respondents. 27(24.5) respondents are from the as soon as in a month, 36(32.7) respondents are from the quarterly, 27(24.5) respondents are from the 1/2 of yearly, 20(18.1) respondents are from the as soon as a 12 months, so maximum of respondents happy with quarterly regularly from In India

**Table: 6 Capital market instruments**

| Sl no | Level of satisfaction | Respondents | Percentage |
|-------|-----------------------|-------------|------------|
| 1     | Highly satisfied      | 28          | 25.4       |
| 2     | Satisfied             | 38          | 34.5       |
| 3     | Neutral               | 30          | 27.2       |
| 4     | Dissatisfied          | 10          | 9.0        |
| 5     | Highly dissatisfied   | 4           | 3.6        |
|       | <b>Total</b>          | <b>110</b>  | <b>100</b> |

Sources: Primary data

From the above desk that out of one hundred ten respondents. 28(25.4) respondents are from the enormously happy, 38(34.5) respondents are from the happy, 30(27.2) respondents are from the neutral, 10(9) respondents are from the disappointed, four(three.6) respondents are from the enormously disappointed so maximum of respondents happy.

**Table: 7 Opinion for People Not Investing In Commodities**

| Sl no | Level of satisfaction | Respondents | Percentage |
|-------|-----------------------|-------------|------------|
| 1     | Time constraint       | 18          | 16.3       |
| 2     | Financial constraint  | 43          | 39.0       |
| 3     | Lack of Knowledge     | 33          | 30         |
| 4     | Volatile Market       | 12          | 10.9       |
| 5     | Risk constraint       | 4           | 3.6        |
|       | <b>Total</b>          | <b>110</b>  | <b>100</b> |

Sources: Primary data

From the above desk that out of one hundred ten respondents. 18(16.3) respondents are from the Time constraint, 43(39) respondents are from the Financial constraint, 33(30) respondents are from the Lack of Knowledge, 12(10.9) respondents are from the Volatile Market, four(three.6) respondents are from the Risk constraint, so maximum of respondents regularly with Financial constraint in In India

**Table: 8 Online commodity trading**

| Sl no | Level of satisfaction | Respondents | Percentage |
|-------|-----------------------|-------------|------------|
| 1     | Short term investors  | 25          | 22.72      |
| 2     | long term investors   | 85          | 77.2       |
|       | <b>Total</b>          | <b>110</b>  | <b>100</b> |

Sources: Primary data

From the above desk that out of one hundred ten respondents. 25(22.72) respondents are from the Short time period traders, 85(seventy seven.2) respondents are from the long time traders, so maximum of respondents from long time traders in on-line commodity buying and selling.

**Table: 9 Percentage of the earning invested**

| Sl no | Level of satisfaction | Respondents | Percentage |
|-------|-----------------------|-------------|------------|
| 1     | 10%                   | 24          | 21.8       |
| 2     | 20%                   | 41          | 37.2       |
| 3     | 30%                   | 32          | 29.0       |
| 4     | 40%                   | 13          | 11.8       |
| 5     | More than 40%         | 0           | 0          |
|       | <b>Total</b>          | <b>110</b>  | <b>100</b> |

Sources: Primary data

From the above desk that out of one hundred ten respondents. 24(21.8) respondents are from the 10%, 41(37.2) respondents are from the 20%, 32(29) respondents are from the 30%, 13(eleven.8) respondents are from the forty%, so maximum of respondents 20% via way of means of the humans required commodities.

**Association between Percentage of the earning and online commodity trading**

The non-parametric chi-square test is implemented to locate the affiliation among Percentage of the incomes for the traders and their rating desire in their funding industry. Different Percentage of the incomes said within the questionnaire is taken into consideration for the evaluation. Online commodity buying and selling and Investment in Different Industries. The affiliation among data via on-line commodity buying and selling and Percentage of the incomes is displayed in desk –10

**Table -10 Chi-square Value for Percentage of the earning and online commodity trading**

| Percentage of the earning | Chi-square value | Sig   | Result         |
|---------------------------|------------------|-------|----------------|
| 10%                       | 23.447           | 0.653 | No Association |
| 20%                       | 21.296           | 0.441 | Association    |
| 30%                       | 13.292           | 0.430 | Association    |
| 40%                       | 23.143           | 0.223 | Association    |
| More than 40%             | 11.096           | 0.531 | Association    |

Source: Primary Data

From the above desk, it's far discovered that the Percentage of the incomes performs an important function in figuring out all of the on-line commodity buying and selling

**b) Percentage of the earning online commodity trading**

The association between Percentages of the earning online commodity trading is presented in table –11.

**Table – 11 Chi-square Value for earning online commodity trading**

| Percentage of the earning | Chi-square value | Sig   | Result      |
|---------------------------|------------------|-------|-------------|
| 10%                       | 14.145           | 0.551 | Association |
| 20%                       | 20.167           | 0.027 | Association |
| 30%                       | 41.134           | 0.034 | Association |
| 40%                       | 10.653           | 0.067 | Association |
| More than 40%             | 30.654           | .0109 | Association |

From the above desk it's far discovered that the data via incomes in on-line commodity buying and selling is beneficial for traders to put money into Percentage of the incomes.

**Opinion for People Investing in Commodities and their Ranks with regard online commodity trading**

The rating approach facilitates the researcher to discover which Opinion for People Investing in Commodities is maximum desired in on-line commodity buying and selling Table –12 provides the suggest, preferred deviation and their respective scores primarily based totally at the suggest

**Table – 12 Mean and Standard Deviation for Preference of Opinion for People Investing in Commodities and their Ranks**

|                    | Time constraint | Financial constraint | Lack of Knowledge | Volatile Market | Risk constraint |
|--------------------|-----------------|----------------------|-------------------|-----------------|-----------------|
| Valid              | 110             | 110                  | 110               | 110             | 110             |
| Rank               | 1               | 3                    | 4                 | 5               | 2               |
| Mean               | 1.9922          | 1.9220               | 2.3450            | 1.3400          | 2.1350          |
| Std. Error of Mean | .05111          | .05036               | .05084            | .05004          | .05093          |
| Median             | 3.0000          | 3.0000               | 3.0000            | 3.0000          | 3.0000          |
| Std. Deviation     | 2.25342         | 2.23455              | 1.45327           | 2.22457         | 1.24763         |

It is inferred from the above desk that the suggest is discovered consistent with the ranks assigned to the variables via way of means of the Opinion for People making an investment in Commodities. The maximum desired in on-line commodity buying and selling are properly installed and the traders strongly agree that the for People making an investment in Commodities in capital marketplace by myself offers extra returns with minimal marketplace hazard. So they choose proportion marketplace as rank 1 observed via way of means of Time constraint, monetary constraint, Lack of Knowledge, Volatile Market, Risk constraint in order. The first desire is because of on-line commodity buying and selling are properly installed and the traders strongly agree that the for humans making an investment in Commodities in capital marketplace.

**Reasons for Investments and their Ranks in Performance of the share**

Performance of the proportion, tax advantages and liquidity are desired via way of means of traders for one of a kind reasons. The end result of the pattern approach, preferred deviations and their ranks are installed beneathneath in desk -13

**Table -13 Mean and Standard Deviation of Reasons for Performance of the share**

|                    | Liquidity | Return  | tax benefits |
|--------------------|-----------|---------|--------------|
| Mean               | 2.9917    | 2.9800  | 3.0233       |
| Std. Error of Mean | .05187    | .05227  | .04828       |
| Median             | 3.0000    | 3.0000  | 3.0000       |
| Std. Deviation     | 1.27055   | 1.28023 | 1.18256      |
| Sum                | 1795.00   | 1788.00 | 1814.00      |
| Rank               | 2         | 1       | 3            |

From the above desk, it's far concluded that the traders supply first desire to higher returns observed via way of means of liquidity and tax advantages. So, it is able to be concluded that each one kind of traders call for extra returns with out a hazard. So they choose proportion marketplace fabricated with minimum hazard.

**Cluster Analysis carried out for Identifying the Kind of Investment**

Cluster evaluation is a statistical device introduced upon the issues of figuring out the heterogeneous organizations winning withinside the pattern. These heterogeneous organizations are homogeneous inside them. Cluster evaluation is completed with the newly received five elements of capital marketplace reforms in thing evaluation. The formations of recent 3 clusters are proven in desk – 14

**Table – 14 Final Cluster Centre for Awareness of the equity investment**

| Factors       | Cluster |      |
|---------------|---------|------|
|               | 1       | 2    |
| Equity        | 5.00    | 2.00 |
| Fixed deposit | 2.00    | 1.00 |
| Mutual funds  | 3.00    | 3.00 |
| Gold          | 4.00    | 4.00 |
| Insurance     | 5.00    | 5.00 |

Source: Primary Data

The above table revealed the emergence of three groups of investors based on their awareness of capital market reforms

### **Suggestions of the study**

The simplicity need to be made approximately the organizations and their overall performance in order that the traders can determine their funding on appropriate stocks. Corporate governance needs to be applied in all inventory exchanges. Innovative technology like addition of inventory exchanges, D-mat, on-line buying and selling, advent of improvement of net pages have to be introduced in capital markets for its increase and to attract the informed traders. Strategies like hedging, index futures have to emerge in capital marketplace to lessen the marketplace hazard, and provisions have to be made to go back as a minimum the number one quantity of traders. Strategies have to be hired to inspire girls traders. Awareness programmes has to behavior in all places. The competitions of capital marketplace have come from academic traders like mutual finances and actual estate. So the organizations have to be cautious sufficient in issuing their stocks. Transparency have to be made each in number one marketplace and secondary marketplace similarly to assist the traders to get their capital. Shares, Debentures and bonds are acquainted to city traders. But their opposite numbers in rural regions do now no longer recognize whatever approximately them. Investors are the hub of the capital marketplace. Their delight is the maximum vital.

### **Findings of the Study**

The most the 98.18% of respondents gender from male investors in commodities. 38.1% of respondents mostly age from above 40 years in 42 investors.36.3% of respondent's designation from businessman mostly level of invest the commodity market they are 40 investors.100% of respondents in heard about sky commodities and it fullfil of accept in 110 investors.50.9% of respondents invest instrument type was share it possible from investors.16-20%of respondents to invest the commodity market on investor's income level. It mostly invests the investors in commodity market.50.9% of respondents to invest the sources of information in commodity market an investor's option Friends & Relatives in In India26.3% of respondents with feel about the Natural GAS familiar in In India50.9% of respondents from the investing and satisfied in return about the investors.42.7% of respondents from investment the often.37.2% of respondents from the satisfied and investment in fixed deposit. That method has been useful for exposes to invest.32.7% of respondents satisfied with quarterly frequently from Sky commodities.95.4% of respondent's scheme of exposes for investors from 20 times will be processed in buying and selling from commodity market.39% of respondents frequently with financial constraint to will not invest in commodity market.77.2% of respondents from long term investors in online commodity trading.To most of respondents 20% by the people required commodities.Most of respondents satisfied from sky commodity meeting and services. And if useful for investors how can achieve the commodity product from shares and more than return34.5%.39% of respondents satisfied with time saving it useful for managing the time of online trading from commodity market.54.5% of respondents satisfied with ODIN software it personal use for investors. 36.3% of respondents satisfied with sky commodities approach and our commodity product gold, silver, copper, and etc.

### **Suggestions**

The following recommendations are targeted via way of means of the traders enhance to successes in sky commodities India personal limited. To provide extra offerings, securities and returns to boom woman traders extra than guys traders. To cognizance and encourage the sky commodity India now no longer best above forty years antique traders and additionally beneathneath forty years antique traders additionally to boom their returns. To phase the assembly system to new and antique investor's, for defend the brand new traders. To encourage the traders to make investments increasingly more via hints via way of means of the sky commodity India and educate the numerous advantages of traders. To offer clean commercial approximately the sky commodities India to boom the traders. They endorse the trade government to take steps to train Investors approximately their rights and duties. They endorse to the trade government to boom the traders' confidences. To endorse the trade government to be vigilant to decrease huge fluctuations of fees. The speculative pressures are liable for the huge adjustments withinside the rate, now no longer attracting the real traders to the extra quantity in the direction of the marketplace. Genuine traders aren't in any respect inquisitive about the speculative benefit as their funding is primarily based totally at the destiny earnings, consequently the government of the trade need to be extra vigilant in enforcing to decrease the speculative of securities. Necessary steps need to be taken via way of means of the trade to cope with the conditions springing up because of destroy down in on-line buying and selling.

### **Conclusion**

Things have modified for the higher with the commodities going online coupled with enterprise to flow line the entire buying and selling device, matters have modified dramatically during the last three to four years. New and superior technology have breached geographical and cultural barriers, and feature introduced the country wide marketplace to doorstep. Brokers have all at once been thrown to severe opposition from their counter elements

throughout the country. The Regional Stock Exchanges have their very own benefits like being closer to the retail traders and to allow the Broker's perish could be unfavourable to inventory marketplace device there's no brokerage companies with in India with countrywide reach. In the prevailing state of affairs and to compete the broking's could require sound infrastructure and buying and selling as in keeping with global standards. The standards of enterprise have modified and these days this has end up provider to purchaser or to offer the excellent feasible provider to purchaser or to interact into new enterprise from the nearby middle to the metro facilities and to impart liquidity creation of online buying and selling is important. Due to invention of on-line buying and selling there was extra gain to the traders as they might promote purchase stocks as and while required and that to with on-line buying and selling, it's going to encourage self belief in traders ensuing in elevated enterprise of the trade. The broking's has a extra scope than as in comparison to the sooner instances due to invention of on-line buying and selling.

## Reference

1. Supuralin "organization behaviour", Suren Chahan & Company Limited, 2006.
2. Subba Rao. P., "Essentials of portfolio Management and Industrial Relations", Himalaya Publishers, 1990.
3. C. R. Kothari – Research Methodology from investors perception - Prakasham Publication – 3 th edition 2008.
4. Rajendran P.N – organisational behavioural research factors. Edition 7 leonen publishing.
5. Karan finch. M Investment and awareness from the organisation behaviour 2 edition 2008.
6. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata Mc G rahill, New Delhi, 2012.
7. Kothari. C.R., Research Methodology, New Age International, New Delhi, 2013.
8. Gupta S.P., Statistical Methods, Sulthan Chand, New Delhi, 2013.
9. Vijayakumar, N., Mayakkannan, R. (2021) Impact on risk quantification of Indian equity markets adopted by beta analysis Turkish Journal of Physiotherapy and Rehabilitation, 2021, 32(2), pp. 1923–1928
10. Raman, M., Kaliappen, N., Suan, C.L.A Study on Machine Learning Classifier Models in Analyzing Discipline of Individuals Based on Various Reasons Absenteeism from Work 2020 International Conference on Decision Aid Sciences and Application, DASA 2020, 2020, pp. 360–364, 9317017
11. Thiruchelvam, C., & Mayakkannan, R. (2011) An Empirical Study of Indian Individual Investor's Behavior. Singaporean Journal Scientific Research, Vol.4, No.2, pp.315- 322.
12. Bring Bush. (2017). Investor Protection and Information is an Important Pillar of Agenda and Post-Crisis Rule Control - The Wayforward. Sector and Economic Outlook, 56(1), 29-60.
13. Chen, Y. & Chang, Y.K. (2015). Investor Structure and Information Efficiency of Future Commodity Prices. Review of International Monetary Fund, 42, 358-367
14. Periyasamy, S. (2016). Impact of Investor Information Programs on Potential Investors on the Stock Exchange of India. International Journal of Research, Information, and Governance Research, 6(2), 21-23.
15. Han, L., Li, Z., & Yin, L. (2017). Impact of Investor Attention on Future Commodity Markets. Newspapers on Futures Market. 12.
16. Monga, O.P., Dawra, S., Monga, A. & Bansal, A.A.K. (2016). Investor Perspectives on Gold Investing: Some Reflections. International Journal of Engineering Business and Enterprise, 17(1), 5-9.