



WHY ONLINE TRADING IS NOT EFFICIENTLY USED BY WOMEN IN TAMIL NADU

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Abstract

Today women are arguing by words and actions that, “what men can do, women can also do or even do better”. Education is now available to both men and women in the country and both sexes are becoming more and more educationally equipped to serve the nation in various capacities. Women have the potential to make better traders than men but too many of them lack the confidence to take not only the first step but to persevere. The main objective of the present study was to study the why women not involved in online trading. Our country is going on information technology development. The growth and development need of the segments of the society. Although the process of online trading is simple and just about anyone can do it. Online trading female can participate. They can yield more as like a man trading.

Key word: *Status of Women, Women and Business, On-Line Trading. Women Empowerment.*

INTRODUCTION

The invention of the Internet has brought about many changes in the way business and investments. The global market of today is working through the global web. Most brokers and brokerage houses offer online trading to their investors. Modern traders find it really convenient to have the ability to check their accounts whenever they need, and also brokers like having the ability to take orders through the Internet.

Through the Internet, huge amount of electronic trading systems have been developed to support the traders and on-line trading brokers. Most of these systems are similar user friendly. Each day innovations flow on the market. Online trading has its origin in the 21st century. The transactions i.e., buying & selling are made using internets. The online trading started in India from the year 2000. Online trading in securities refers to the facility of investor being able to place his own orders using the internet trading platform offered by the trading member viz., the broker. The orders so placed by the investor using internet would be routed through the trading member. Online trading has become the standard method for buying and selling stocks for many people, especially those who have only got into the market since the rise of the Internet. The ease and rapidity of online trading allows investors to make decisions regarding stock trading in a manner that forgoes the careful calculation and deliberate analysis of data that had been the standard trading methodology.

In recent times, women have now combined the kitchen job with office and factory jobs. Consequently, the role of women in helping to build a good society should not be under-rated. It is therefore, not surprising that today few enterprising women who feel they can compete with men are fast breaking new grounds in terms of securing jobs, taking part in politics e.g. Mrs. Indira Gahandi of India, late Golda Mier of Isreal; Mrs. Margaret Thatcher, the former Prime Minister of Great Britain. In Nigeria, women like late Mrs. Funmilayo Ransome-Kuti, Mrs. Adenike Ebun, late Hadjia Ladikwali, Mrs. Ebun Oyagbola, Professor Bolanle Awe Late Mrs Margret Ekpo, late Hadjia Sawaba Gambo, Mrs. Abiola Babatope and host of others readily comes to mind. Some of the women went into the men’s territory such as law, medicine, engineering, architecture and all the supposedly male professions. They not only did very well in these fields, some of them topped the class much to the amazement and chagrin of their male counterparts.

WOMEN EQUIVALENT CONTRIBUTION AT PRESENT ERA

Today women are arguing by words and actions that, “what men can do, women can also do or even do better”. This is due to the fact that education is now available to both men and women in the country and both sexes are becoming more and more educationally equipped to serve the nation in various capacities. It is however, expected that educated women like their male counterparts also be allowed to render their education given or endowment services to the nation as workers. Interestingly, professional areas previously regarded as the sole preserve of men are now being invaded by women. Online trading female can participate. They can yield more as like a man trading.



HISTORY OF ONLINE TRADING

The Internet revolution has been changing the fundamentals of our society. It shapes the way to communicate and different ways of doing business. It brings us closer and closer to vital sources of information. It provides us with direct interaction with service-oriented computer systems tailored to our specific needs; therefore, it can serve better by helping us make our own decisions. This prevailing shift of the business paradigm is reshaping the financial industry and transforming the way people invest.

The Internet has been changing the way people trade in stock market. Online trading had introduced some of online brokerage companies. Then stock broker looks at some of the trading styles people practice and introduce an important trading technique that a lot of professional traders have been using with great success. Finally, client learnt how Tradetrek.com helps client, apply these trading techniques online with trading tools that make online trading easy, fun, profitable, and understandable.

In the olden days, because of the limitations of communications technology, Wall Street was the center for most of the Stock Exchange and Brokerage firms. Today, at this millennial transition, investors can use revolutionary Internet Client-Server technology to trade stocks nearly anywhere, anytime, independent of brokers' fees and service limitations.

This new access by the trading public to low-cost transactions and cutting-edge, real-time market information that formerly belonged only to brokers has opened up extraordinary new investment opportunities as well as a crucial need for state-of-the-art information. It is exactly these new-market investment services that Tradetrek.com specializes in satisfying.

The online trading has brought the stock exchange literally to our homes. There are dedicated sites that offer online trading platform to indulge in trading of stocks. Since the introduction of online trading there has been a surge of investors, primarily new investors who were earlier shying away from the market. Online trading has made it possible to trade in different kinds of securities like stocks, bonds, futures, options, ETFs, FOREX currencies and mutual funds. There are some obvious differences between online and traditional trading. In traditional trading the activities are carried out through a broker who helps the trader with suggestions on how to proceed in the trade. The transaction is carried out through archaic communication tools like telephone. The broker assists the trader in the whole process in the form of collecting and providing information for making better trading decisions. In return of this service the trader charges a commission on every trade, which is most of the time on the higher side. The traditional form of trading is a time consuming process and generally benefits long time investors who don't do much trading.

On the contrary there is a change in the process when it comes to online trading. Stock brokers have their websites through which they provide a platform to indulge in online trading of stocks. The platforms are very useful because they provide additional information like market data, news, charts and alerts. Market data is provided in the form of levels namely 1.5, 2 and 3. Day traders are the kind of traders who require every level of market data. Trading decisions are taken by the trader himself. Traders are allowed to trade more than one product, and/or one ECN with his single account and software. It is important to note that all trades in online trading are executed in (near) real-time. Online brokers in return of their service charge trading commissions and fees for the usage of the software.

REIMBURSEMENT ON ONLINE TRADING TO WOMEN

Advantages of online trading include fully automated trading process which is broker independent, informed decision making and access to advanced trading tools. Traders have direct control over their trading portfolio, ability to trade multiple markets and/or products, real-time market data, faster trade execution which is crucial in day trading and swing trading, discount commission rates, choice of routing orders to different market makers or specialists, low capital requirements, high leverage offered by brokers for trading on margin, easy to open account and easy to manage account, with no geographical limits. Online trading favors active traders, who want to make quick and frequent trades, who demand lesser commission rates and who trade in bulk on leverage.

1. Fully automated trading process with access to advanced trading tools.
2. Online trading of stock allows trading in real-time market data and multiple markets and products.



3. Possible to indulge in faster trade execution that facilitates day traders in swing trading.
4. It is easy to open and manage an account and does not have any geographical limitations.
5. Online trading favors active traders, who trade in bulk but demands lesser commission.

THE CONSTRAINTS FOR WOMEN PARTICIPATION IN ONLINE TRADING

- It needs to fulfill specific activity and account minimums as demanded by the broker, Greater risk if trades are done extensively on margin, monthly software usage fees.
- Chances of trading loss because of mechanical/platform failures and need of active speedy internet connection.
- Online traders are fully responsible for their trading decisions and there will be often no one to help them in this process.
- The fees involved in trading vary considerably with broker, market, ECN and type of trading account and software. Some online brokers may also charge inactivity fees on traders.
 1. Online trading is risky if trading is done extensively on margin
 2. There are chances of trading loss in case of mechanical/platforms failure
 3. Online traders fall sort of constant support and suggestion
 4. The fee of online brokers vary high

VERY FEW WOMEN IN THE TRADING

Women who are breaking the mould are setting up companies that reflect their values, generally more caring and nurturing environments with an emphasis on fair play. Trading doesn't appear to fall into that category as it's perceived as a city, male dominated testosterone fuelled industry. But really it's just about one company, or currency, doing better or worse than another and taking advantage of that to make money. And this is how any entrepreneur makes a living, male or female. They spot an opportunity and they take it.

Why women not engage much in on-line trade or stock markets.

There are several factors contributing to this problem.

1. In our society, man is supposed to be the head of the family as he happens to be the bread –winner or only source of income to the family. So naturally he feels that he can decide on matters concerning what he earns. Moreover, he may also think that women mostly stay at home and hence don't have much exposure in money spending or investing matters.
2. In our traditional society, women are thought to be home makers. So their main job is at home, taking care of kids and everything and everyone at home. Since they stay most of the time at home, our elders felt in former times, that they don't need education. A person, who is not educated, hardly knows anything about this area of investing or stocks. Even in the case of many educated women in our present society, not many women get chance to be employed due to various societal factors. And hence they don't involve much in these fields.
3. Another factor is that, this field needs modern techniques like the computer and communication apparatus which is not very common in the house holds.
4. This field of trading on line and stocks needs special expertise which is the domain of commerce. So not all educated persons feel confident to involve in this area. Since there are many experts already available in this field, people who involve make use of their advice in decisions regarding trade and investments.
5. Since women don't have financial independence, due to illiteracy and unemployment, they are not aware of such matters. Even among the educated and employed women, the field of trade and investment does not have much attraction as it is considered the domain of man and because of the risk of loss.

UPHEAVAL OF WOMEN PERFORMANCE IN INDIA

However, there has been low participation of women in trade. Recent research suggests that women are less competitive and hierarchical than men in online trading. Women all over the world are generally referred to as weaker sex. This gives the impression that women are powerless or in another word not as strong as men. Due to this perception, certain jobs and functional duties are generally regarded as not for women. This impression, no doubt has affected women education



and aspirations. During the colonial period, education curricula emphasized religious instruction and clerical skills for boys and domestic science for girls. Besides, there was the perception that women needed to be educated only to be good housewives. By nature, women are responsible for birth, nurturing and upbringing of children, who will grow to become adults of tomorrow. Men regard the kitchen as the right place for women. However, modern trends have shown and indicate that women after all are not as weak as may be perceived in some quarters.

A possible reason there are no 'famous' female traders is because, unlike men, women don't feel the need to advertise their success. And the perception is that being a trader is about working in the city and boasting about every successful trade.

STIPULATION AND TRANSFORM WOMEN ESTIMATION

Whether male or female, the formula is the same. Take the time to learn the intricacies of trading and women will find that it is best to then take a step back and spend only a short time each day on identifying, setting up or managing trades. Less is more. Woman will have losing trades, this cannot be helped - no-one can predict the future - and women have the advantage that the 'need to be right' is not inbred. Nobody's perfect.

Women will need to learn to take advantage of winning trades, and get out of losing ones at a predetermined level and how to identify the trades with the most likelihood of success. It can be a lonely and frustrating road for the self-taught so it is worthwhile to invest in a good course. Look for ones run by actual traders who successfully trade their own money, as this is what women want to achieve.

CONCLUSION

Women have the potential to make better traders than men but too many of them lack the confidence to take not only the first step but to persevere. Trading is different to many female-orientated job roles where they rely on their superior interpersonal skills. Taking on trading is more about mastering one's inner personality. Men tend to stick at something until they've mastered it; women are more likely to only try something if they think they have a good chance of success. And trading isn't something that women generally feel is something they will be good at, partly due to the lack of role models.

What women need to remember is that most men don't make good traders. As mentioned, only 5% of mostly male traders make it. And the skills required are just as likely to be in a woman's arsenal as in a man's. If a woman has the tenacity to succeed then she is actually more likely to be a successful trader than a man because the other traits required are: a level head, ability to keep things simple, able to follow a few simple rules and great administrative organizational skills. Women are like creator can do many different this to get success.

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