

A Study On Investors Perception Towards Online Trading With Reference To Wealth Investments.

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Abstract— This study explores investors perception towards online trading with reference to Wealth Investments, a franchise partner of Motilal Oswal. The research aims to understand the key factors that drive investor preferences, satisfaction levels, and risk management behavior in the context of digital trading platforms. A descriptive research design was adopted, with primary data collected from 213 respondents using structured questionnaires. The findings reveal that most investors are the age group between 25–35 Years . The study uses non-parametric tools to to analyze the data and identify significant relationships. The study provides meaningful insights for stock broking firms, and regulators to enhance user experience, promote investor education, and strengthen the safety and reliability of online trading systems in India.

Index Terms— Investors Perception , Online Trading , Digital Trading Platforms , Risk Management , Investor Satisfaction.

I. INTRODUCTION :

The Indian stock market has shifted from traditional to digital trading, driven by technology, fintech growth, and increased smart phone use. Online trading platforms offer convenience, lower costs, and real-time access, attracting a wide range of investors. The COVID-19 pandemic further boosted digital adoption. Investor perception is shaped by factors like platform usability, security, and customer support. This study aims to analyze these factors to enhance user experience and promote broader market participation.

II. NEED OF THE STUDY :

This study aims to explore investor perceptions of online trading in the Indian stock market, where digital transformation has redefined traditional trading methods. Despite the benefits of convenience and lower costs, investors encounter issues such as cyber security threats, technical glitches, and hidden fees. Financial literacy gaps further complicate trading decisions for many new investors. The study also evaluates the impact of SEBI's regulatory measures on investor trust. Insights gained will help enhance the security, transparency, and user experience of online trading platforms.

III. OBJECTIVES OF THE STUDY :

Primary Objective :

To analyze the investors perception towards online trading in stock market.

Secondary Objectives :

1. To identify the key factors that motivate investors to choose online trading over traditional methods.
2. To analyze how market volatility & Economic events affect investors risk towards online trading.
3. To evaluate the overall satisfaction levels of investors regarding online trading.
4. To provide suggestions to the investors based on the study findings.

IV. SCOPE OF THE STUDY :

This study explores investor perceptions of online trading in the Indian stock market, focusing on both retail and institutional participants. It examines key factors such as convenience, security, transaction costs, and regulatory compliance that influence investor sentiment. The study also considers the impact of financial literacy, technology adoption, and mobile trading apps on trading

behavior. Additionally, it aims to provide insights into how online trading can be made more secure, accessible, and efficient, ultimately fostering greater financial inclusion in India's stock market.

V. LIMITATIONS OF THE STUDY :

1. The study was conducted within a limited time period, and investor perceptions may change over time due to market dynamics or policy changes.
2. The responses provided by investors may not be entirely accurate, as some participants might have misinterpreted questions or provided socially desirable answers.
3. Investor perceptions can rapidly change due to sudden market events, regulatory updates, or platform changes, which may not be captured in a one-time survey.

VI. REVIEW OF LITERATURE :

1. **Singh, T., & Kaur, G. (2023)** focused on identifying the key factors that influence online trading adoption in India. The study used survey methods to explore variables such as perceived ease of use, usefulness, trust in technology, and social influence. The results showed that technological innovation has made online trading accessible, yet cultural norms and investor risk aversion still influence adoption decisions. Younger investors were more open to using online trading platforms, while older individuals were hesitant due to security concerns and a preference for human advisory. The authors emphasized the importance of designing inclusive strategies that accommodate the diverse technological readiness of investor segments.
2. **Gupta and Singh (2023)** investigated the role of perceived risk in shaping investor attitudes towards online trading. Their findings indicated that perceived risk, particularly related to data security and market volatility, was a significant factor affecting investors' perceptions. The authors suggested that online trading platforms should focus on reducing perceived risk through enhanced security features and educational content. They recommended that platforms should provide clear information about their security protocols and offer risk management tools to help investors mitigate potential losses. The study concluded that addressing perceived risk could significantly enhance investors' confidence in online trading.
3. **Ms. U. Pooja and Dr. John Britto M (2022)** studied investor perceptions of online trading in Chennai, focusing on how digital platforms have reshaped stock market participation. The research emphasized benefits such as quick order execution, accessibility, and real-time updates. Investors favored online trading due to cost savings and direct control over trades, eliminating intermediaries. The authors recommended investing in technological upgrades, AI-powered support systems, and cybersecurity improvements. They also stressed the need for investor training to help users efficiently navigate digital platforms.
4. **Nair, V., & Menon, S. (2021)** explored the perceived risks and benefits associated with online trading among retail investors in India. Their research found that online trading offers several advantages, including **lower transaction costs, convenience, and access to real-time market information**. However, the study pointed out limitations such as platform crashes during volatile periods and a lack of clear support during technical issues. Security and transparency were also highlighted as areas needing improvement.

VII. RESEARCH METHODOLOGY :

The research design applied for the study is described as 'descriptive research'. This study involves both primary and secondary sources of data. The primary source of data has been collected through questionnaire. The Secondary source data has been collected from websites, journals and internet. The sample size chosen for the study is 213. Convenience sampling is used as a sample method for the study. The research study was conducted for 3 months. Statistical tools were used for the study using SPSS Software.

VIII. DATA ANALYSIS AND INTERPRETATION :**A. Percentage Analysis :**

Table 1 : The Age Group Of The Respondents :

AGE GROUP (in years)	NO. OF RESPONDENTS	PERCENTAGE (%)
Below 25	32	15
25-35	62	29.1
35-45	46	21.6
45-55	50	23.5
55 and Above	23	10.8
TOTAL	213	100

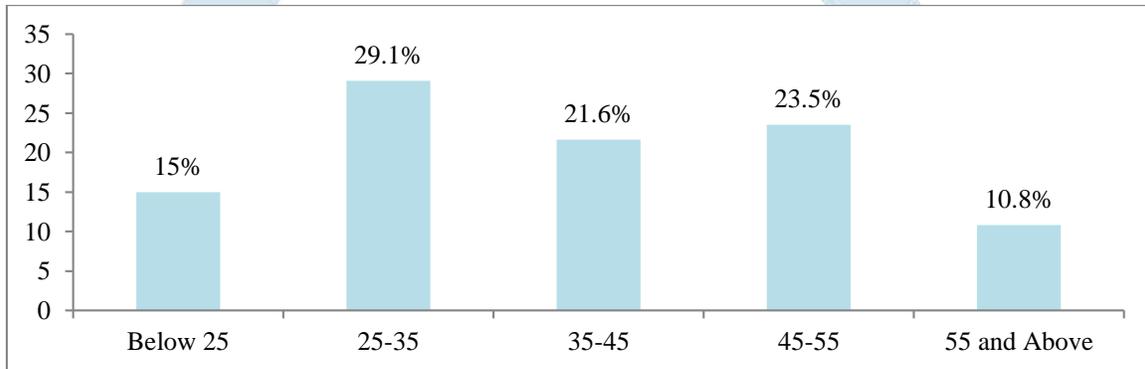


Fig. 1

INFERENCE: The above table shows that 15% of the respondents are below the age group of 25 Years, 29.1% of the respondents are between the age group of 25–35 Years, 21.6% of the respondents are between the age group of 35–45 Years, 23.5% of the respondents are between the age group of 45–55 Years, and 10.8% of the respondents belong to the age group of above 55 Years.

Table 2 : Gender of the Respondents :

GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
Male	124	58.2
Female	89	41.8
TOTAL	108	100

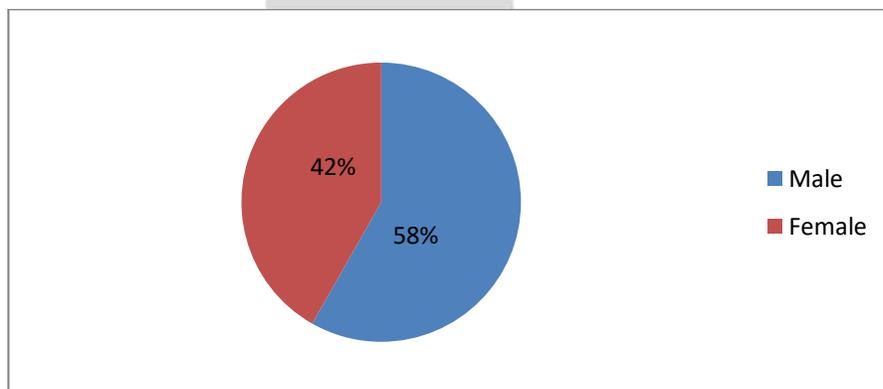


Fig. 2

INFERENCE : The above table shows that 58.2% of respondents are Male and 41.8% of respondents are Female.

Table 3 : The Household Income (in Rs.P.a) Of The Respondents :

HOUSEHOLD INCOME (in Rs p.a)	NO. OF RESPONDENTS	PERCENTAGE (%)
Less than ₹ 2,00,000	27	12.7
₹ 2,00,000 - ₹ 3,00,000	46	21.6
₹ 3,00,001 - ₹ 4,00,000	56	26.3
₹ 4,00,001 - ₹ 5,00,000	54	25.4
Above ₹ 5,00,000	30	14
TOTAL	213	100



Fig. 3

INFERENCE : The above table shows that 12.7% of the respondents earn less than ₹2,00,000 annually. While, 21.6% have a household income between ₹2,00,000 to ₹3,00,000, 26.3% have a household income between ₹3,00,001 and ₹4,00,000, 25.4% have a household income between ₹4,00,001 and ₹5,00,000, and 14.1% have a household income above ₹5,00,000.

Table 4 : The Investors Satisfaction Level With Current Online Trading Platform :

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Highly Satisfied	43	20.2
Satisfied	90	42.3
Neutral	57	26.8
Dissatisfied	20	9.4
Highly Dissatisfied	3	1.4
TOTAL	213	100

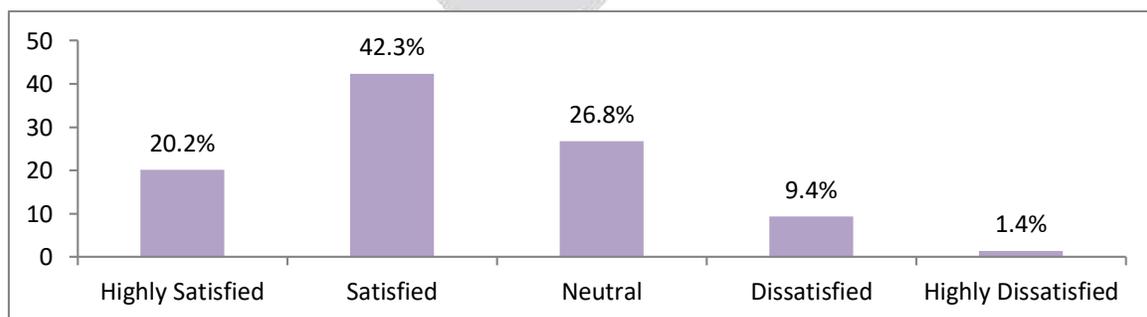


Fig. 4

INFERENCE : The above table shows that 20.2 % of investors are Highly Satisfied with current online trading platform , 42.3 % of the investors are Satisfied , 26.8 % of the investors are Neutral ,9.4 % of the investors are Dissatisfied and 1.4 % of the investors are Highly Dissatisfied with current online trading platform.

Table 5 : The Investors Awareness Of Risk And Return Involved In The Stock Market :

OPTION	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	151	70.9
No	62	29.1
TOTAL	213	100

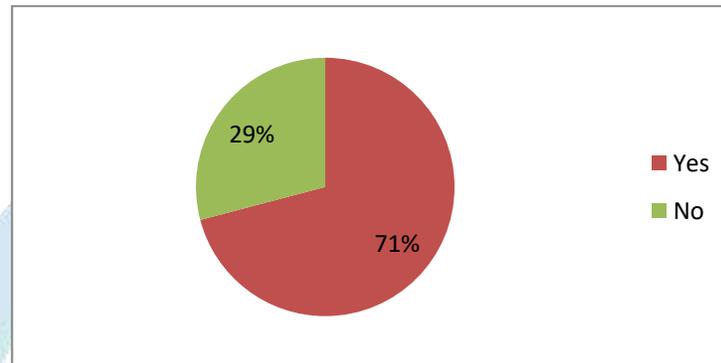


Fig. 5

INFERENCE : The above table shows that 70.9 % of investors are Aware of Risk and Return Involved in the Stock Market and 29.1 % of the investors are not aware of Risk and Return Involved in the Stock Market.

Table 6 : Investors Satisfaction Level With Services Provided By Wealth Investments :

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Highly Satisfied	46	21.6
Satisfied	86	40.4
Neutral	55	25.8
Dissatisfied	23	10.8
Highly Dissatisfied	3	1.4
TOTAL	213	100

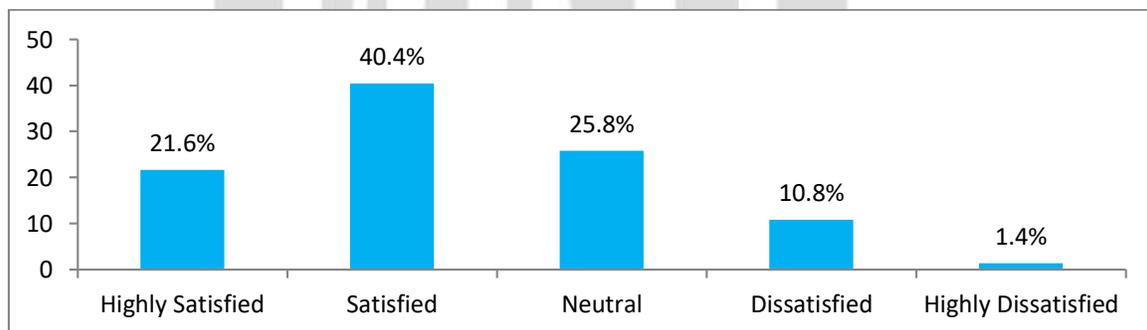
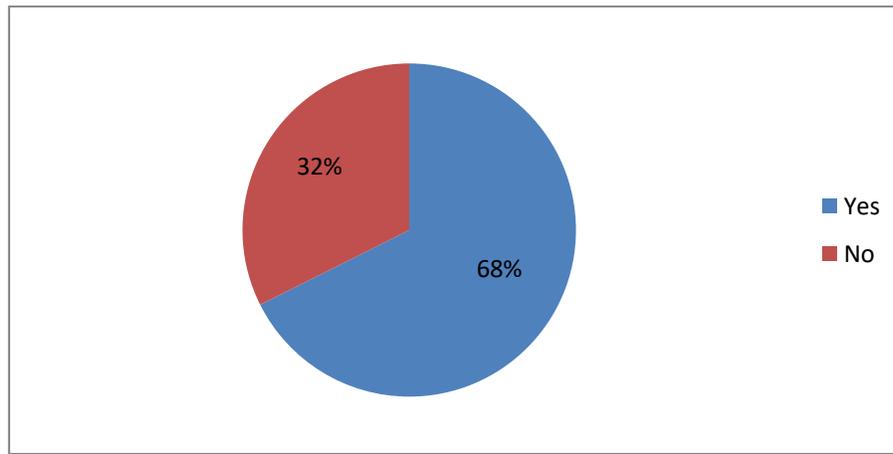


Fig. 6

INFERENCE : The above table shows that 21.6 % of investors are Highly Satisfied by the Services Provided by Wealth Investments , 40.4 % of the investors are Satisfied , 25.8 % of the investors are Neutral by the Services Provided by Wealth Investments, 10.8 % of investors are Dissatisfied and 1.4 % of investors are Highly Dissatisfied by the Services Provided by Wealth Investments.

Table 7 : The Investors Opinion On Online Trading As A Convenient Way To Invest :

OPTION	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	144	67.6
No	69	32.4
TOTAL	213	100



Fig, 7

INFERENCE : The above table shows that 67.6% of the investors believe that online trading is a convenient way to invest, while 32.4% of the investors are neutral or less convinced about its convenience.

B. MANN WHITNEY U TEST :

Null Hypothesis (H_0): There is no significant difference in the perception of market volatility between male and female investors.

Alternative Hypothesis (H_1): There is a significant difference in the perception of market volatility between male and female investors.

Test Statistics^a

	Perceived Market Volatility Influence
Mann-Whitney U	5.298E3
Wilcoxon W	1.305E4
Z	-.527
Asymp. Sig. (2-tailed)	.598

a. Grouping Variable: Gender

CONCLUSION : Since the significance value ($P = 0.598$) is greater than the standard threshold of 0.05 ($P > 0.05$). Therefore, This indicates that **there is no statistically significant difference** in the perception of market volatility between male and female investors. Hence, the **null hypothesis is accepted**.

C. CORRELATION :

Null Hypothesis (H_0): There is no significant correlation between awareness level and satisfaction with online trading platforms.

Alternative Hypothesis (H_1): There is a significant correlation between awareness level and satisfaction with online trading platforms.

Correlations

			Awareness level of investing in stock market	Satisfaction with Online Platform
Spearman's rho	Awareness level of investing in stock market	Correlation Coefficient	1.000	.083
		Sig. (2-tailed)	.	.226
		N	213	213
	Satisfaction with Online Platform	Correlation Coefficient	.083	1.000
		Sig. (2-tailed)	.226	.
		N	213	213

CONCLUSION : The Spearman's Correlation test results showed that relationship between awareness level and satisfaction with online trading platforms are positively correlated. The significance value ($P = 0.226$) is greater than the standard threshold of 0.05 ($P > 0.05$). Therefore, This indicates that there is no statistically significant correlation between awareness level and satisfaction. Hence, the null hypothesis is accepted .

D. KRUSKAL WALLIS – H TEST :

Null Hypothesis (H_0): There is no significant difference in comfort level with online trading platforms across income groups.

Alternative Hypothesis (H_1): There is a significant difference in comfort level with online trading platforms across income groups.

Test Statistics^{a,b}

	Comfortable with Online Trading
Chi-Square	1.653
df	4
Asymp. Sig.	.799

a. Kruskal Wallis Test

b. Grouping Variable: Income

CONCLUSION : Since the significance value ($P = 0.298$) is greater than the standard threshold of 0.05 ($P > 0.05$). Therefore, This means that **there is no statistically significant difference** in comfort level across income groups. Hence, the **null hypothesis is accepted** .

E. CHI – SQUARE TEST :

Null Hypothesis (H_0) : There is no significant relationship between age group and preference for investing in the stock market.

Alternative Hypothesis (H_1) : There is a significant relationship between age group and preference for investing in the stock market.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.964 ^a	9	.538
Likelihood Ratio	8.021	9	.532
Linear-by-Linear Association	.192	1	.661
N of Valid Cases	213		

a. 3 cells (18.8%) have expected count less than 5. The minimum expected count is 2.40.

CONCLUSION :: Since the significance value ($P = 0.538$) is greater than the standard threshold of 0.05 ($P > 0.05$). Therefore, this indicates that there is no statistically significant relationship between age group and preference for investing in the stock market. Hence, the null hypothesis is accepted.

IX. FINDINGS :

- It is found that the Most of the respondents (29.1%) belongs to the Age group between 25-35 years.
- It is found that the Majority of the respondents (58.2%) are Male.
- It is found that the Majority of the respondents (56.35%) are Salaried.
- It can be that the most of the respondents (26.3%) have a Household income between ₹3,00,001 to ₹4,00,000.
- It is found that the most of the investors (42.3%) are Satisfied with current online trading platform.
- It is found that the majority of the investors (70.9%) are Aware of Risk and Return Involved in the Stock Market.
- It is found that most of the investors (40.4%) are Satisfied by the Services Provided by Wealth Investments .
- It is found that the majority of investors (67.6%) view online trading platforms as a convenient investment .

X. SUGGESTIONS :

- ❖ While most investors are satisfied, around 11% are not thus, improving platform speed, usability, and support is recommended.
- ❖ Since 29.1% of respondents lack awareness of stock market risks, educational campaigns should be implemented.
- ❖ With 11.2% dissatisfied with Wealth Investments, service quality and responsiveness need enhancement.
- ❖ As 32.4% find online trading inconvenient, platforms should improve interface, accessibility, and support.

XI. CONCLUSION :

The study concludes that online trading has become a preferred choice among investors due to its ease of use, accessibility, and cost-effectiveness. A majority of respondents, particularly in the age group between 25–35 years , actively engage with digital trading platforms for their speed, flexibility, and real-time information. However, the study also highlights certain areas of concern. Issues such as limited financial literacy, platform reliability, and inadequate customer support continue to affect investor confidence. By addressing these challenges, brokerage firms and trading platforms can create a more reliable and inclusive environment that encourages wider participation in the Indian stock market.

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