A Study on Investor's Perception About Online Trading in Indian Stock Market India Infoline

[1]DR. Boggavarapu Jyothi, [2]J. Jyothi

[1]Department of MBA, Sri Chaitanya Institute of Technology & Research Ugc Autonomous Institution Khammam

[2]Department of MBA, Sri Chaitanya Institute of Technology & Research Ugc Autonomous Institution Khammam

Abstract

The study focuses on understanding the perception of investors towards online trading in the Indian stock market with special reference to India Infoline. Online trading has become an important part of the financial system due to the rapid growth of internet technology and digital platforms. The research examines investor awareness, satisfaction, convenience, security, risk perception, and factors influencing investment decisions while using online trading services. The study also highlights the advantages and challenges faced by investors in online trading. Data collected from investors helps in analyzing their opinions regarding trading efficiency, customer support, transaction speed, and reliability of the platform. The study concludes that online trading has significantly improved investment accessibility and transparency, while investors still expect better security features and simplified trading services.

Keywords: Online Trading, Investor Perception, Indian Stock Market, India Infoline, Investor Behaviour, Stock Market Investment, Trading Platforms, Investment Decisions, Risk Perception, Financial Markets

I. INTRODUCTION

Online trading refers to the process of buying and selling financial securities such as shares, bonds, mutual funds, and derivatives through internet-based trading platforms. In India, the growth of digital technology and increased internet penetration have transformed the traditional stock market system into a fast, convenient, and accessible online environment. India Infoline is one of the leading financial service providers that offers online trading facilities to investors across the country. The platform enables investors to trade in stocks and other financial instruments from anywhere using computers or mobile applications. Investor perception plays a major role in determining the success of online trading platforms because factors such as trust, security, ease of use, speed of transactions, service quality, and risk management directly influence investment behavior. With increasing competition among brokerage firms, understanding customer expectations and satisfaction has become essential. This study aims to analyze how investors perceive online trading services provided by India Infoline and identify the major factors affecting their investment decisions and trading experience in the Indian stock market.

Research Objective:

- To study the concept and growth of online trading in India.
- To analyze investor perception towards online trading platforms.
- To identify the factors influencing investors to use India Infoline services.
- To examine the level of satisfaction among investors regarding online trading facilities.
- To study the advantages and challenges faced by investors in online trading.
- To understand the impact of security, convenience, and technology on investor decisions.

Research Methodology:

INTERNATIONAL JOURNAL OF ECONOMIC SOCIAL SCIENCE AND MANAGEMENT LAW
Peer Reviewed, Referred & Indexed Journal
E-ISSN: 3070-0558
VOL.6, NO.4 (2025)

- The study is based on both primary and secondary data.
- Primary data was collected through questionnaires and investor responses.
- Secondary data was collected from books, journals, websites, and company reports.
- Convenience sampling method was used for selecting respondents.
- Data analysis was performed using percentage and simple statistical methods.
- The study focuses on investors using India Infoline online trading services.

II. REVIEW OF LITERATURE

Several studies have highlighted the growing importance of online trading in the Indian financial market. Researchers have observed that technological advancements and digital platforms have increased investor participation in stock market activities. Previous studies reveal that factors such as ease of access, low transaction cost, speed, security, and availability of information strongly influence investor perception towards online trading. Many researchers also identified that customer satisfaction depends on platform reliability, user-friendly interfaces, and effective customer support services. Some studies emphasized that lack of awareness, fear of risk, and cyber security concerns continue to affect investor confidence. Literature related to online trading suggests that investors prefer platforms that provide transparency, accurate market information, and efficient trading services, making online trading an essential component of the modern investment system.

III. DATA ANALYSIS & INFERENCES

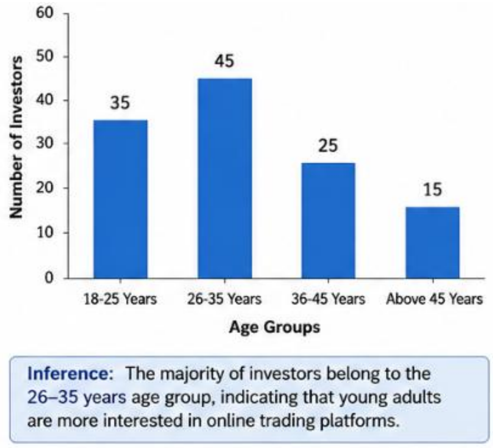

Fig 1: Age-Wise Distribution of Investors

INTERPRETATION :

This graph shows that most online trading investors belong to the 26–35 years age group. Young adults are more interested in online trading because they are more familiar with technology, mobile applications, and digital financial services. The participation of older investors is comparatively lower.

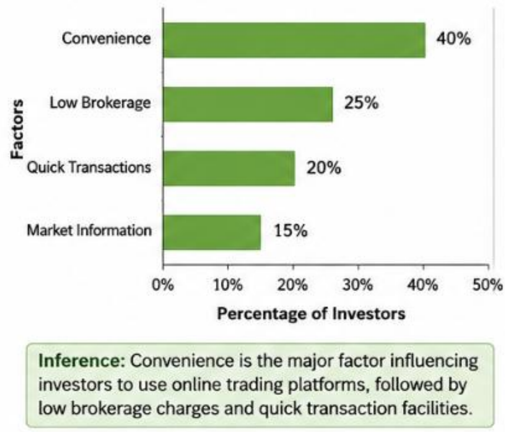

Fig 2: Factors Influencing Online Trading

INTERPRETATION:

The graph explains the major reasons why investors prefer online trading platforms. Convenience is the most important factor, followed by low brokerage charges and quick transactions. Investors prefer platforms that save time and provide easy access to stock market services.

INTERNATIONAL JOURNAL OF ECONOMIC SOCIAL SCIENCE AND MANAGEMENT LAW
Peer Reviewed, Referred & Indexed Journal
E-ISSN: 3070-0558
VOL.6, NO.4 (2025)

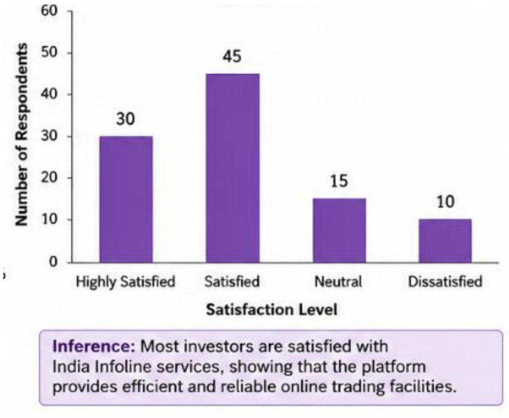

Fig 3: Investor Satisfaction Level Towards India Infoline

INTERPRETATION:

This graph represents the satisfaction level of investors using India Infoline services. Most respondents are satisfied or highly satisfied with the platform due to its efficient services, easy trading process, and reliability. Only a small number of investors expressed dissatisfaction.

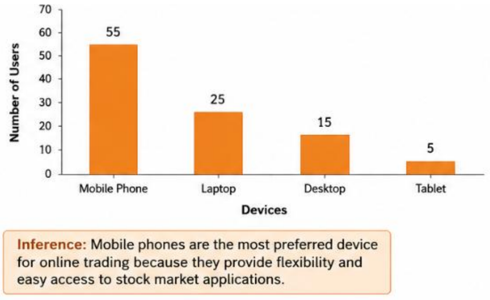

Fig :4 Preferred Devide for Online Trading

INTERPRETATION :

The graph indicates that mobile phones are the most preferred device for online trading. Investors use smartphones because they provide flexibility and allow trading anytime and anywhere. Laptops and desktops are used less frequently compared to mobile devices.

Fig 5: Problems Faced in Online Trading

INTERPRETATION :

This graph highlights the common problems faced by investors in online trading. Security issues and technical errors are the major concerns among users. Some investors also face difficulties due to lack of knowledge and internet connectivity problems, which can affect trading activities.

IV. FINDINGS

- Most investors prefer online trading due to convenience and time-saving features.
- Investors find India Infoline platforms easy to access and operate.
- Security and privacy are major concerns among online investors.
- Younger investors are more interested in online trading compared to older investors.
- Fast transaction processing increases investor satisfaction.
- Availability of market information helps investors make quick decisions.
- Some investors face difficulties due to lack of technical knowledge.
- Mobile trading applications have increased participation in stock market trading.

V. CONCLUSION

Online trading has changed the traditional method of investing in the Indian stock market by providing faster, easier, and more convenient trading services. India Infoline has played an important role in offering efficient online trading facilities to investors. The study shows that investors generally have a positive perception towards online trading because of its accessibility, speed, and transparency. However, concerns related to security risks and technical difficulties still exist. Improving customer support, investor awareness, and security measures can further enhance investor confidence and satisfaction in online trading platforms.

- Online trading increases investment accessibility.
- Technology has improved trading efficiency and transparency.

- Investor satisfaction depends on security and service quality.
- Awareness and training can improve investor confidence.
- India Infoline contributes significantly to digital stock trading services.

VI. FUTURE SCOPE

The future scope of online trading in the Indian stock market is considerable, as increasing internet penetration, smartphone usage, and digital financial services continue to make stock market participation more accessible to investors. Investors are becoming more comfortable with online trading platforms because they provide convenient access to market information, trading facilities, portfolio monitoring, and investment services. Future studies can examine how these technological developments influence investors' perceptions and their willingness to participate in equity markets.

There is also significant scope for studying the changing investment behaviour of different categories of investors. Future research can compare the perceptions of young investors, experienced investors, salaried individuals, business owners, and first-time investors. Factors such as age, income, education, investment experience, financial knowledge, risk tolerance, and investment objectives can be analysed to understand their influence on online trading decisions.

The role of technology in online trading can be explored further. Artificial intelligence, algorithmic trading, mobile applications, robo-advisory services, real-time analytics, and personalized investment recommendations are changing the way investors make decisions. Future research can investigate whether these technologies improve investor confidence and decision-making or create additional concerns related to risk, privacy, transparency, and dependence on automated recommendations.

Future studies can also focus on investor satisfaction with online brokerage services such as India Infoline (IIFL). Areas including transaction speed, platform usability, brokerage charges, customer support, security, reliability, availability of research reports, and quality of investment information can be evaluated. Comparative studies between IIFL and other online trading platforms could provide useful insights into investor preferences and competitive positioning.

Finally, future research can examine the impact of market volatility, regulatory changes, cybersecurity concerns, and financial literacy initiatives on online trading behaviour. As India's stock market ecosystem continues to become more digital, understanding investor perceptions will remain important for brokerage firms, financial institutions, regulators, and investors. Such research can help online trading companies develop safer, simpler, and more investor-friendly platforms while encouraging informed and responsible participation in the Indian stock market.

VI.REFERENCES.

[1] K. M. Vaddadi and M. Pratima, "Investor's attitude towards adoption of online trading: A study on online investors behaviour in Visakhapatnam city," Asian Journal of Research in Business Economics and Management, vol. 6, no. 2, pp. 12–31, 2016. doi: 10.5958/2249-7307.2016.00008.6.

[2] S. K. Parimi and G. P. Girish, "Factors influencing retail investor's trading behavior in Indian equity market," International Journal of Business and Management, vol. 10, no. 11, 2015. doi: 10.5539/ijbm.v10n11p206.

[3] R. K. Raut and S. Kumar, "An integrated approach of TAM and TPB with financial literacy and perceived risk for influence on online trading intention," Digital Policy, Regulation and Governance, vol. 26, no. 2, pp. 135–152, 2024. doi: 10.1108/DPRG-07-2023-0101.

[4] H. Jariwala, "Analysis of financial literacy level of retail individual investors of Gujarat state and its effect on investment decision," Journal of Business & Finance Librarianship, vol. 20, no. 1–2, pp. 133–158, 2015. doi: 10.1080/08963568.2015.977727.

[5] A. Ansari, "Do investors herd in emerging economies? Evidence from the Indian equity market," Managerial Finance,

vol. 47, no. 7, pp. 951–974, 2021. doi: 10.1108/MF-06-2020-0331.

[6] S. Poshakwale and A. Mandal, "Investor behaviour and herding: Evidence from the National Stock Exchange in India," Journal of Emerging Market Finance, vol. 13, no. 2, 2014. doi: 10.1177/0972652714541341.

[7] R. Renu Isidore and P. Christie, "Investment behavior of secondary equity investors: An examination of the relationship among the biases," Indian Journal of Finance, vol. 12, no. 9, 2018. doi: 10.17010/ijf/2018/v12i9/131556.

[8] M. Adil, Y. Singh, and M. S. Ansari, "How financial literacy moderate the association between behaviour biases and investment decision?" Asian Journal of Accounting Research, vol. 7, no. 1, pp. 17–30, 2022. doi: 10.1108/AJAR-09-2020-0086.

[9] A. K. Nag and J. Shah, "An empirical study on the impact of Gen Z investors' financial literacy to invest in the Indian stock market," Indian Journal of Finance, vol. 16, no. 10, 2022. doi: 10.17010/ijf/2022/v16i10/172387.

[10] N. Divakara Reddy, B. R. Santosh, S. A., and G. Desai, "Behavioral biases and investment decision-making in the Indian stock market: The moderating role of financial literacy and investor experience," F1000Research, vol. 14, p. 1283, 2025. doi: 10.12688/f1000research.171289.1.

[11] S. Shroff, U. L. Paliwal, and N. J. Dewasiri, "Unraveling the impact of financial literacy on investment decisions in an emerging market," Business Strategy & Development, 2024. doi: 10.1002/bsd2.337.

[12] M. S. Ansari, "Do trust in financial institution and financial literacy enhances intention to participate in stock market among Indian investors during COVID-19 pandemic?" Cogent Economics & Finance, 2023. doi: 10.1080/23322039.2023.2169998.

[13] R. R. Gupta, "Analyzing the role of behavioral finance in online trading decisions: Evidence from Zerodha," Asian Journal of Management and Commerce, vol. 6, no. 2, pp. 29–31, 2025. doi: 10.22271/27084515.2025.v6.i2a.612.

[14] S. Mohanapriya and S. S. Achar, "A study on investors perception toward online trading through mobile application," Shanlax International Journal of Arts, Science and Humanities, vol. 13, no. S2-i1, pp. 169–176, 2026. doi: 10.34293/sijash.v13iS2-Jan.10476.

[15] J. K. U. Jayalakshmi, H. L. Chidananda, and K. Harshitha, "Effect of perceived technology acceptance on online stock trading behavior: An empirical analysis," Decision Making Advances, vol. 3, no. 1, pp. 62–69, 2025. doi: 10.31181/dma31202536.

[16] M. J. J. Lee and S. C. Tsai, "Predicting and explaining the adoption of online trading: An empirical study in Taiwan," Decision Support Systems, vol. 47, no. 2, pp. 133–142, 2009. doi: 10.1016/j.dss.2009.02.003.

[17] A. Palanichamy, M. Santhosh Kumar, and M. Kalpana, "Effect of behavioral biases and financial literacy on investors' investment decision-making in Kerala, India," Advances in Research, vol. 25, no. 3, pp. 213–226, 2024. doi: 10.9734/air/2024/v25i31066.

[18] U. Sanyal, F. Uddin, M. Razi-ur-Rahim, A. Islam, R. Kuriyodath, and M. B. Hossain, "Behavioral biases and retail investment decisions in India: The moderating role of financial literacy and financial awareness," Analytics, vol. 5, no. 3, p. 26, 2026. doi: 10.3390/analytics5030026.

[19] G. S. and O. K. Loang, "The rationality conundrum: Exploring herd mentality among individual investors in the Indian stock market," Indian Journal of Finance, vol. 18, no. 6, pp. 26–45, 2024. doi: 10.17010/ijf/2024/v18i6/173967.