WWW.IJRPR.COM

International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

AN ANALYSIS OF INVESTORS BEHAVIOURAL INTENTIONS TOWARDS USAGE OF STOCK TRADING PLATFORMS

Prabhavathi M [1], Dr. Pushpa A[2]

[1] M.COM FA Student, Kristu Jayanti College (Autonomous), Bengaluru, prabhak1515@gmail.com
[2] Assistant Professor, Kristu Jayanti College (Autonomous), Bengaluru.

ABSTRACT :

This research examines the behavioral intentions of investors toward stock trading platforms. It explores the key factors influencing adoption, including technological advancements, ease of use, cost efficiency, financial literacy, social influence, and risk perception. Using a structured research methodology, this study evaluates how these factors impact investor engagement, decision-making, and satisfaction. The findings provide insights into the evolving landscape of digital trading and its implications for financial institutions and regulators.

INTRODUCTION :

The stock market is an essential component of the global financial ecosystem, offering a platform for trading shares of publicly listed companies. It plays a crucial role in capital allocation, enabling businesses to raise funds while allowing investors to build wealth. Over the years, stock trading has evolved significantly from traditional, manual transactions to digital trading platforms that provide investors with seamless and efficient trading experiences. The adoption of these digital platforms is influenced by various behavioral and technological factors.

Technological advancements, particularly in internet penetration, mobile applications, and artificial intelligence, have transformed the stock trading landscape. Online and mobile trading platforms now provide real-time market updates, seamless transactions, algorithmic trading, and personalized recommendations based on user preferences. As a result, an increasing number of investors are adopting digital platforms for their trading activities. However, the decision to use these platforms is influenced by multiple behavioral and technological factors, which this study aims to analyze.

REVIEW OF LITERATURE :

Wang (2018) in their study "The Role of User Experience in Stock Trading Platform Adoption" aims to explore how user experience and platform design features affect investors' decisions to adopt stock trading platforms impact of user experience on adoption was investigated. Behavioral intention, user experience, design, and navigation were examined the tools used a surveys of 500 users were conducted and a Regression analysis was conducted. The findings observed were Positive user experience was shown to significantly impact adoption Intuitive experiences were found to increase user retention. User experience was determined to influence investors' intentions. Platform design and navigation ease were deemed crucial.

Venkatesh (2016) in their study "Unified Theory of Acceptance and Use of Technology (UTAUT) and Its Application to Financial Services" specifically examined the factors influencing investors' behavioral intentions to use stock trading platforms. It aims to analyze the factors affecting investors' behavioral intentions toward using stock trading platforms. Research methodology was used the survey-based quantitative approach was employed to collect data from 400 individual investors and structural equation modeling (SEM) was utilized to analyze the relationships between variables. The findings have implications for financial service providers seeking to enhance platform adoption.

Lee (2017) in his study "Impact of Perceived Usefulness and Ease of Use on Online Stock Trading Platforms".The study aimed to assess the effects of perceived usefulness, ease of use, and trust on online stock trading platform adoption. The tools used were a mixed-method approach was employed, combining a quantitative survey of 300 investors with qualitative interviews of 20 participants Regression and content analysis were used to analyze the data. The findings were that Behavioral intention was found to be significantly influenced by perceived usefulness. Perceived ease of use also had a strong positive impact on investors' intentions. Trust in the platform was identified as a significant factor. Perceived efficiency moderates the relationship between ease of use and intention to use. The findings suggest that enhancing usefulness, ease of use, and trust can increase online stock trading platform adoption.

Zhou (2018) in their study "Social Influence and Mobile Stock Trading App".It aims to explore the role of social influence, perceived enjoyment, and financial gains in driving the adoption of mobile stock trading apps. The research methodology used a quantitative study utilizing survey data from 500 mobile stock trading app users. Structural equation modeling (SEM) was employed to analyze the relationships between key variables. The findings have

implications for developers seeking to increase mobile stock trading app adoption and enhancing social features, user experience, and financial benefits can drive app adoption and retention.

Yen (2019) in their study "The Role of Behavioral Finance in Understanding Investor Behavior on Stock Platforms" the aim is to analyze how emotional factors like overconfidence and fear affect investor behavior on stock trading platforms. The tools used A survey of 350 active investors provided data for regression analysis was conducted to understand the impact of emotional factors on trading frequency and decision-making. The findings, overconfidence led to impulsive trades, while fear induced more cautious investment choices trading frequency moderated the relationship between emotional factors and investor behavior and also highlighted the significance of emotional factors in investor decision-making. Understanding behavioral finance can help stock platform developers improve investor support and decision-making.

2.1 RESEARCH GAP

This research focuses on individual factors influencing adoption, but fewer studies establish a structured relationship between these factors and actual app usage patterns. The extent to which these factors drive continued usage, trading frequency, and decision-making needs further exploration. Understanding whether different investor show significant differences in usage remains an underexplored area. While studies have explored factors affecting adoption, fewer have delved into how these factors shape an investor's overall attitude towards stock trading apps, including trust, confidence, and long-term engagement.

3.1 STATEMENT OF THE PROBLEM :

The purpose of this study is the growth of stock trading platforms has transformed the investment landscape, offering investors convenient access to financial markets. Despite their increasing popularity, the factors influencing individual investors' adoption of mobile trading platforms remain insufficiently explored. While technological advancements have improved accessibility, concerns related to usability, security, financial literacy, and behavioral biases continue to impact investor decisions. There is a lack of clarity regarding the relationship between these influencing factors and actual app usage. Another crucial aspect is the role of these influencing factors in shaping investors' attitudes toward trading platforms. Trust, confidence, and long-term engagement are critical elements in sustained app usage, yet the extent to which these factors contribute to shaping investor behavior remains underexplored.

3.2 OBJECTIVE OF THE STUDY :

1. To investigate the factors influencing individual investors towards adoption of mobile trading platforms.
2. To find the relationship between factors influencing and usage of apps.

3.3 RESERCH METHODOLOGY :

This study adopts a structured approach to investigating investor behavior towards stock trading platforms by utilizing both primary and secondary data sources. Primary data is gathered directly from investors who actively use or intend to use stock trading applications, while secondary data is sourced from academic journals, published articles, and credible online resources. A non-probability sampling approach, specifically convenience sampling, is used to select respondents. The sample consists of 106 investors from urban regions who either currently use or are considering adopting stock trading platforms. A structured questionnaire serves as the primary research instrument for data collection and tools used are correlation and regression.

3.4 SCOPE OF THE STUDY :

The scope of the study will also include an investigation of the relationship between platform accessibility and investor adoption rates, as well as an examination of the impact of real-time market updates and notifications on investor participation and decision-making inside these platforms. The study will primarily focus on target demographic, and will use mentioned research methodologies to collect data and reach significant findings.

3.5 LIMITATION OF THE STUDY :

- Sample Size and Representativeness: A limited and non-diverse sample in terms of age, experience, income, or location may restrict the study's ability to reflect the full range of investor behaviors.
- Self-Reported Data: Dependence on surveys and questionnaires introduces potential biases, such as social desirability or inaccurate reporting, affecting the study's validity.
- Time Constraints: A short study duration may fail to capture long-term behavioral shifts influenced by market trends or evolving platform features.

4.1 ANALYSIS AND INTERPRETATION :

Objective 1

To investigate the factors influencing individual investors towards adoption of mobile trading platforms

Hypothesis:

(H_0) - There is no significant influence of the identified factors on the adoption of mobile trading platforms by individual investors.

(H_1) - There is a significant influence of the identified factors on the adoption of mobile trading platforms by individual investors

Table 1.1 showing data analysis by correlation

		Internet skills	social and culture	perceived advantage	service quality and support	attitude	usage
Internet skills	Pearson Correlation	1	.478**	.478**	.397**	.397**	.162
	Sig. (2-tailed)		.000	.000	.000	.000	.098
	N	106	106	106	106	106	106
social and culture	Pearson Correlation	.478**	1	1.000**	.691**	.691**	.634**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	106	106	106	106	106	106
perceived advantage	Pearson Correlation	.478**	1.000**	1	.691**	.691**	.634**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	106	106	106	106	106	106
service quality and support	Pearson Correlation	.397**	.691**	.691**	1	1.000**	.641**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	106	106	106	106	106	106
attitude	Pearson Correlation	.397**	.691**	.691**	1.000**	1	.641**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	106	106	106	106	106	106
usage	Pearson Correlation	.162	.634**	.634**	.641**	.641**	1
	Sig. (2-tailed)	.098	.000	.000	.000	.000	
	N	106	106	106	106	106	106

Interpretation

The correlation analysis reveals that internet skills moderately influence social and cultural factors ($r = 0.478$, $p < 0.01$) and perceived advantage ($r = 0.478$, $p < 0.01$), but show a weak direct impact on actual usage ($r = 0.162$, $p = 0.098$). Social and cultural factors, perceived advantage, and service quality strongly correlate with attitude ($r = 0.691$, $p < 0.01$), indicating that better services enhance investor confidence. The strongest correlation exists between service quality and attitude ($r = 1.000$, $p < 0.01$). Usage of mobile trading platforms is significantly linked to social and cultural factors, perceived advantage, service quality, and attitude ($r > 0.63$, $p < 0.01$). Since these factors significantly influence adoption, the null hypothesis (H_0) is rejected, confirming their crucial role in mobile trading platform adoption.

Objective 2

To find the relationship between factors influencing and usage of apps.

Hypothesis

(H_0):- There is no significant relationship between the influencing factors and the usage of stock trading apps.

(H_1):- There is a significant relationship between the influencing factors and the usage of stock trading apps.

Table 1.2 showing data analysis by regression

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.824	.353		2.336	.021
	Internet skills	-.243	.087	-.219	-2.785	.006
	perceived advantage	.581	.129	.452	4.519	.000
	attitude	.463	.106	.416	4.349	.000

a. Dependent Variable: usage

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	social and culture	.[b]	.	.	.	.000
	service quality and support	.[b]	.	.	.	.000

a. Dependent Variable: usage

b. Predictors in the Model: (Constant), attitude, Internet skills, perceived advantage

Interpretaion

The regression analysis confirms a significant relationship between influencing factors and stock trading app usage ($F = 36.462$, $p < 0.01$), leading to the rejection of the null hypothesis (H_0). Perceived advantage ($\beta = 0.452$, $p < 0.01$) and attitude ($\beta = 0.416$, $p < 0.01$) strongly promote app usage, while internet skills show a negative correlation ($\beta = -0.219$, $p = 0.006$), suggesting that higher technical skills do not necessarily increase adoption. Since the model is statistically valid, perceived benefits and user attitude are key drivers of stock trading app usage.

5.1 FINDINGS :

Age Group**:** 81.1% of users are aged 18-24, showing strong digital trading adoption among young investors, while older groups have lower participation.

Gender**:** Female investors (52.8%) slightly outnumber males (47.2%), indicating increasing financial awareness among women.

Education**:** Most users hold PG (41.5%) or UG (37.7%) degrees, suggesting that higher education correlates with stock trading activity.

Occupation**:** Students (56.6%) and full-time employees (30.2%) dominate, with limited engagement from retired individuals (1.8%).

Income**:** 60.4% earn less than ₹1,00,000 annually, indicating strong participation from low to middle-income groups.

Platform Preference**:** Groww (54.7%) is the most preferred platform, while others like Zerodha (7.5%) and Upstox (9.4%) have smaller shares..

Social culture & perceived advantage ($r = 1.000$, $p < 0.01$) are perfectly correlated, influencing investors similarly. Service quality & attitude ($r = 1.000$, $p < 0.01$) strongly correlate, showing better service enhances investor attitude. Internet skills ($r = 0.162$, $p = 0.098$) weakly correlate with usage, suggesting they do not drive adoption. Null hypothesis (H_0) is rejected, confirming multiple factors significantly impact mobile trading adoption.

Perceived advantage ($\beta = 0.452$, $p < 0.01$) has the strongest positive impact on usage. Attitude ($\beta = 0.416$, $p < 0.01$) significantly influences adoption. Internet skills ($\beta = -0.219$, $p = 0.006$) negatively impact usage, meaning higher internet skills don't necessarily lead to more engagement.The model is statistically significant, rejecting H_0 and confirming key factors affect stock trading app adoption.

5.2 SUGGESTIONS :

- Enhancing User Experience – Platforms should offer simple interfaces, guided tutorials, AI-driven insights, and demo trading to support both new and experienced investors.
- Boosting Financial Literacy – Webinars, blogs, and training programs can improve investment awareness, especially among individuals with lower education levels.
- Customizing for Investor Needs – Tailored investment plans, flexible fees, and risk assessment tools should cater to different age, income, and education segments.

- Improving Customer Support – 24/7 assistance, AI chatbots, multilingual support, and advisory services can enhance user trust and engagement.

5.3 CONCLUSION :

This study identifies key factors influencing investor adoption of stock trading platforms, highlighting the dominance of young investors (18-24 years) and the growing participation of female and lower-income investors. While financial literacy, social influence, perceived advantages, and service quality significantly impact adoption, internet skills alone are not major drivers, emphasizing the need for ease of use and accessibility. The study underscores the importance of affordable, commission-free trading options and personalized investment recommendations to attract diverse investors. Social influence, especially from peers and online communities, plays a crucial role in investor decisions. Platforms focusing on user-friendly interfaces, strong customer support, and inclusive investment strategies will see higher engagement. Regression analysis confirms that perceived advantages, service quality, and investor attitudes drive adoption. Insights from this research can help financial institutions and policymakers enhance digital trading strategies. Future studies can explore AI-driven trading, blockchain-based investments, and behavioral finance trends to understand evolving investor preferences. Continuous innovation will create a more inclusive, efficient, and secure trading ecosystem.

REFERENCES :

1. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). *User acceptance of information technology: Toward a unified view*. *MIS Quarterly*, 27(3), 425-478.
2. Lee, H., & Cho, J. (2017). Perceived usefulness, ease of use, and trust: A study on the adoption of online stock trading platforms. *Journal of Financial Technology*, 5(3), 211-233 Yen, C.H., & Wu, W.L. (2019).
3. Zhou, T., Lu, Y., & Wang, B. (2018). The role of social influence and perceived enjoyment in mobile stock trading app adoption. *Information & Management*, 55(7), 894-902.
4. Yen, C.H., & Wu, W.L. (2019). Behavioral finance and investor psychology: The role of fear and overconfidence in trading platform usage. *Journal of Behavioral Finance*, 20(1), 45-57.
5. Wang, Y., Lin, C., & Chen, H. (2018). User experience and its role in the adoption of stock trading platforms. *Journal of Financial Services Technology*, 7(2), 231-245.