



# International Journal of Multidisciplinary Research in Science, Engineering and Technology

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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# A Study on Investor's Attitude towards Online Trading with the Reference of the Jainam Broking

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**ABSTRACT:** This study is about how people trade by looking at what investors who work with Jainam Broking think and do. We are living in a time where the internet has changed everything about money. So, we wanted to find out why investors like using trading platforms. We found out that people like these platforms because they are easy to use and affordable. They can also get information easily. We asked one hundred investors some questions to see how they trade. If they are happy with the service they get. What we found out is that people like trading younger people who are good with technology and have a lot of money like trading online. We also saw that people still like to get advice from professionals. They do not like to make their decisions. Most people were happy with the service they got from their broker at Jainam Broking. However, we did see that some people had trouble using the platform. They wanted help. This is especially true for people who do not like to take risks and it is not comfortable using the internet to trade with Jainam Broking. What can we understand from all this? It means that online trading is very popular. Companies that help people trade like Jainam Broking could do a better job. They could combine the things about the internet with personal help from a real person. This would make investors feel more confident. More people would get involved in the market and trade with Jainam Broking. Jainam Broking and other companies, like it could help their clients by giving them the best of both worlds: tools and help from a real person who knows about money.

**KEYWORDS:** Online Trading, Investor Attitude, Financial Services, Jainam Broking, Brokerage Services, Investment Portfolio, Digital Finance, Equity Market.

## I. INTRODUCTION

The stock market has changed a lot with the internet. Now it is easy for people to invest in the stock market. In the past people had to call a broker to buy and sell shares. This was slow and expensive. Now we have trading platforms that make it simple. Investors can trade from with just a few clicks on the stock market. These online platforms give us updates on the stock market all the time. They also have costs and we can easily buy stocks, bonds and mutual funds on the stock market. Many investors like these platforms because of these good things. They are moving away from the way of doing things on the stock market. There are also some problems with online platforms on the stock market. We need to know about technology. There are fees that can be confusing for new investors on the stock market. This study is about how investors feel about the stock market and online platforms. We want to know what makes them decide to use platforms on the stock market. By looking at these things, we can understand the stock market better. We can also help brokerage firms make their services better for all investors, on the stock market.

## II. REVIEW OF LITERATURE:

**1. Dhrumi Shah (2024)** - This research is about how people are moving from traditional offline trading to online platforms. Online trading is getting more popular because it is easy to use and convenient. The research found that the kind of education people have and what they do for a living affects their choice between offline trading. The results show that people are using platforms more and more so companies need to understand what investors want to make their services better for online investing.

**2. Ms. U. Pooja & Dr. John Britto M (2022)** - This study looks at what investors think about trading, in the Chennai stock market. It tries to figure out why investors choose ways to invest and what they like about online advisory services. The researchers talked to 100 investors. Also used other available data to see what investors want from brokerage firms. The study gives us an idea of how much people know about online advisory services and how these services affect the decisions investors make when they are investing their money.



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**3. Utsav K. Manek (2022)** - There is saving on cash, and at the same time there is an increase in employment levels. That is why there has been an increase in investment options that are gaining momentum. While some individuals prefer investing with the help of brokers due to their level of experience, others find online trading to be convenient and more efficient than traditional methods. According to the author, online trading can resolve issues associated with lack of knowledge and lack of access to information. The stock market is very important when it comes to economic development. The availability of internet users in huge numbers has brought about changes in stock market investments.

**4. Mahammadrafique U. Meman (2022)** - This descriptive study, based on a sample of 200, examines investors' attitudes towards online and offline trading options in the equity market. Conducted through a structured survey, the study emphasizes the importance of collecting customer feedback to ensure that organizations can implement improvements. The results reveal that most participants have a positive attitude toward the online trading services offered by their company. The study highlights the importance of obtaining such information for predicting customers' demands and making changes accordingly.

### III. METHODOLOGY

#### 1. Problem Statement:

This study is about how people in India are moving from traditional trading to online trading. Online platforms are good because they are easy to use and get things done quickly. Some people who invest have problems with online platforms because they are hard to understand, and they worry about safety. They also want to talk to a person to get help. We want to know how these problems affect the people who use Jainam Broking and how they decide what to do on the platform and if they are happy with the service they get from Jainam Broking.

#### 2. Objectives:

- To study investors' attitudes toward online trading platforms.
- To identify factors influencing online trading adoption.
- To evaluate investor satisfaction and suggest service improvements.

#### 3. Research Design:

In this study, We, have used "Descriptive research design".

#### 4. Sources of Data:

The study used both Primary data & Secondary data.

##### Primary Data:

We collected data directly from 100 Jainam Broking investors using simple questionnaires. The questions covered things like awareness of trading how often they trade, what they like to invest in what factors influence their decisions and how satisfied they are with the service.

##### A. Secondary Data:

Secondary data came from company reports, official websites, books, research journals, articles, previous studies and online financial sources.

Using both types of data made our analysis more reliable.

#### 5. Population:

The study includes all investors who are currently using Jainam Investments trading services.

#### 6. Sample Size:

We selected 100 investors from Jainam Investment to take part in the research.

#### 7. Sampling Method:

We used a non-probability convenient sampling method.

#### 8. Tools Used for Data Analysis: SPSS, MS Excel



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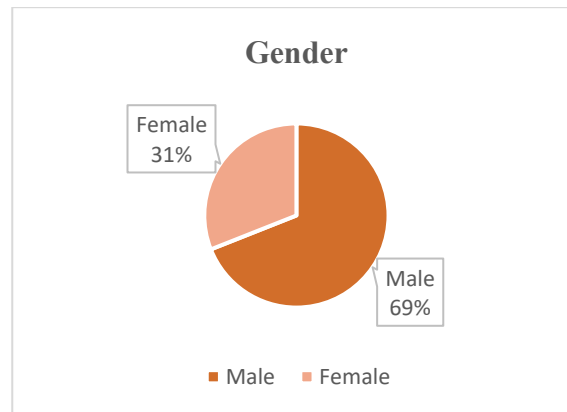
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### IV. DATA ANALYSIS & INTERPRETATION

#### Demographic Details:

##### 1. What is your Gender?

Particulars	Frequency	Percent	Cumulative Percent
Male	69	69.0	69.0
Female	31	31.0	100.0
Total	100	100.0	



**Interpretation:** The above pie chart indicates that 69 % investors are male and 31% are female. It shows men are highly involve in online trading than women. Female participants is lower, so highly investors can increase women investors.

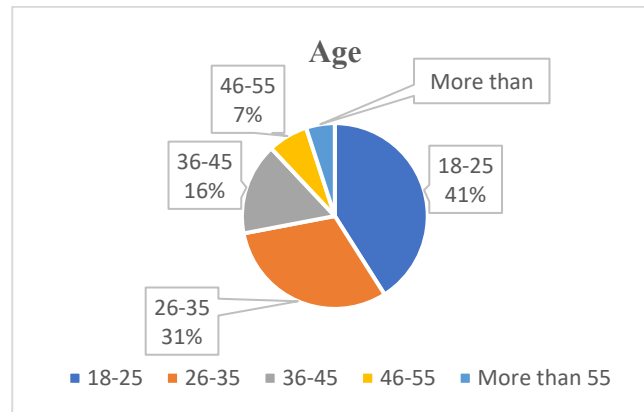
##### 2. What is your Age?

Particulars	Frequency	Percent	Cumulative Percent
18 – 25 Year	41	41.0	41.0
26 – 35 Year	31	31.0	72.0
36 – 45 Year	16	16.0	88.0
46 – 55 Year	7	7.0	95.0
More than 55 Year	5	5.0	100.0
Total	100	100.0	



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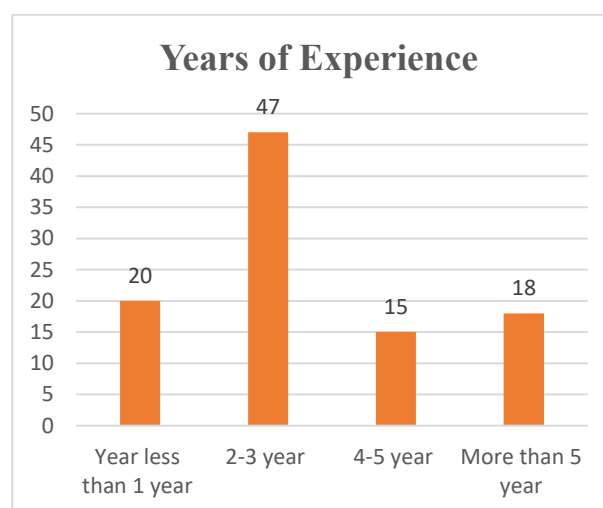
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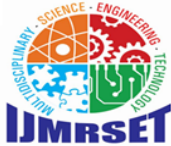
**Interpretation:** The above pie chart indicates that 41 % investors are 18-25 years and 31 % are 26-35 years. It shows young people are more involved because they are comfortable with technology. Senior age groups trade less due to lower digital confidence.

### 3. What is your Occupation?

Particulars	Frequency	Percent	Cumulative Percent
Corporate employee	68	68.0	68.0
Business man woman	25	25.0	93.0
Retired	7	7.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	



**Interpretation:** The above pie chart indicates that 68 % are corporate employees and 25 % are business people and 7 % are retired people. So, it means working professionals invest more because they have regular income. It is also shows retired people less participate in online trading activities.

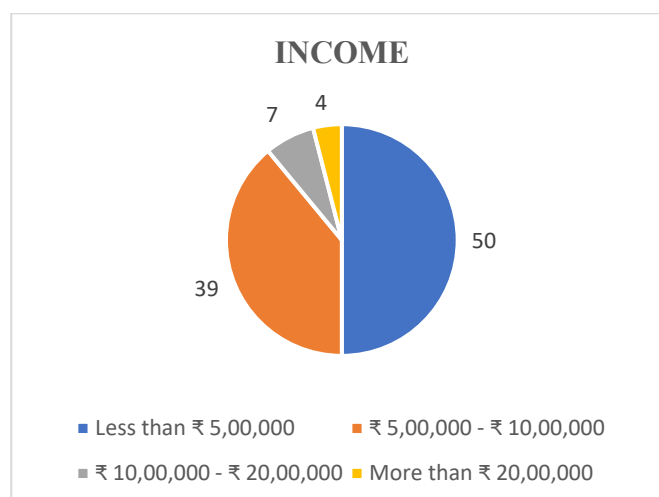
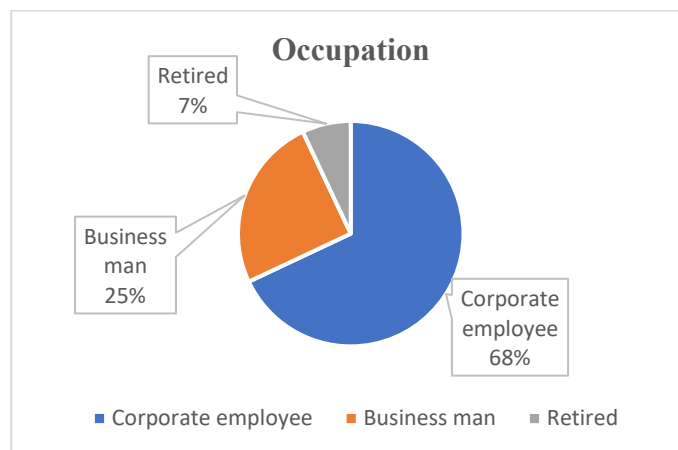


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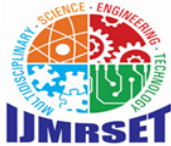
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### 4. What is your Income?

Particulars	Frequency	Percent	Cumulative Percent
Less than ₹ 5,00,000	50	50.0	50.0
₹ 5,00,000 - ₹ 10,00,000	39	39.0	89.0
₹ 10,00,000 - ₹ 20,00,000	7	7.0	96.0
More than ₹ 20,00,000	4	4.0	100.0
<b>Total</b>	100	100.0	



**Interpretation:** The above Pie indicates that 50 % of investors earn less than 5,00,000 and 39 % earn 5,00,000-10,00,000. It shows most investors belong to low and middle class households. but people with regular income are actively using online trading to grow their money.



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**Research Question:**

**5. Are you aware about online trading?**

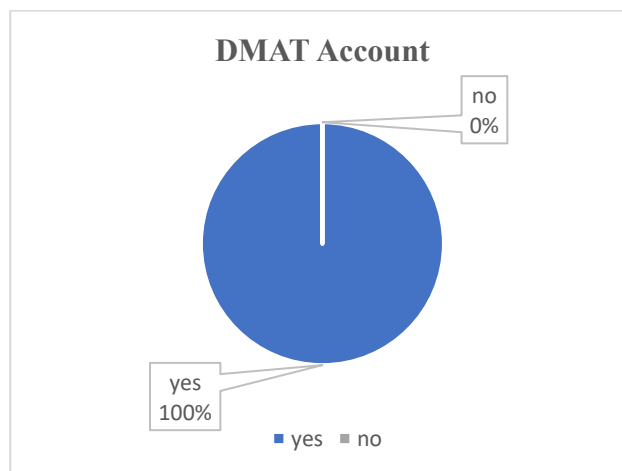
Particulars	Frequency	Percent	Cumulative Percent
Yes	100	100.0	100.0



**Interpretation:** The above pie chart indicates that, 100 % investors are aware of online trading. It shows online trading is highly popular and well-known.

**6. Do you have a DMAT account?**

Particulars	Frequency	Percent	Cumulative Percent
Yes	100	100.0	100.0



**Interpretation:** The above Pie chart indicate that 100 % respondents have a DMAT account because it is essential for online trading.

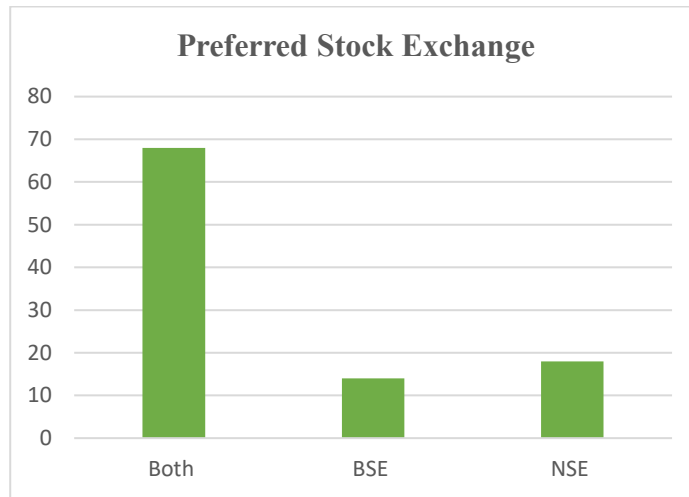


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**7. For how many years are doing the online share trading?**

Particulars	Frequency	Percent	Cumulative Percent
Less than 1 Year	20	20.0	20.0
2 – 3 Year	47	47.0	67.0
4 – 5 Year	15	15.0	82.0
More than 5 Year	18	18.0	100.0
<b>Total</b>	100	100.0	



**Interpretation:** The above bar chart indicates 47 % investors have 2-3 years of experience. It shows most traders are moderately experience in online trading.

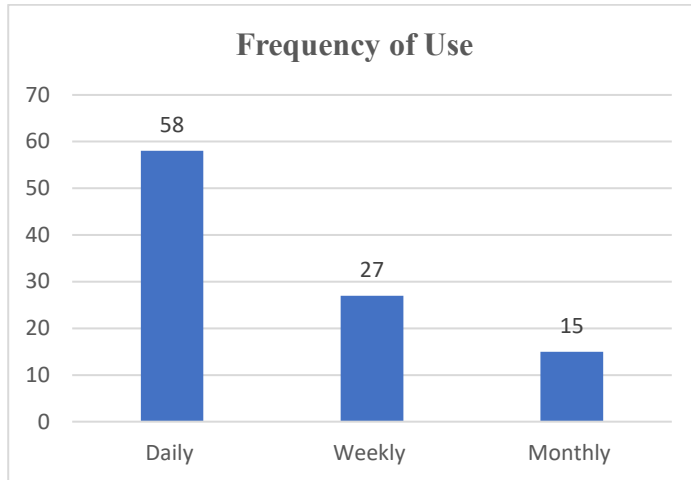
**8. How often do you use your online trading platform?**

Particulars	Frequency	Percent	Cumulative Percent
Daily	58	58.0	58.0
Weekly	27	27.0	85.0
Monthly	15	15.0	100.0
<b>Total</b>	100	100.0	



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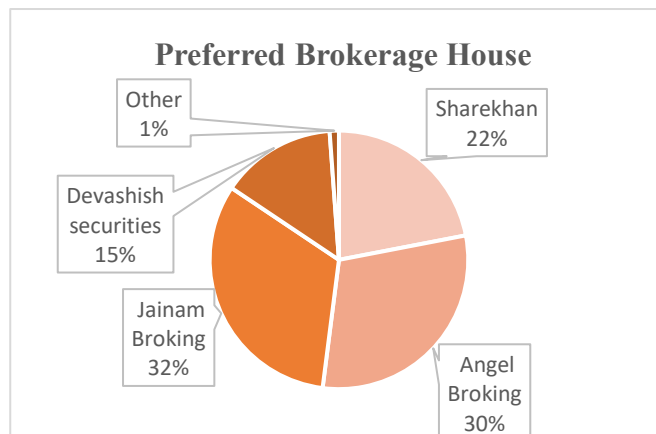
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**Interpretation:** The above bar chart indicates 58 % use trading platforms daily, 27 % weekly and 15 % Monthly. It shows daily users show high market engagement. It indicates that most investors actively Participate & track market movements.

### 9. In which brokerage house do you DMAT account? (Multiple choice)

Particulars	Responses		Percent of Cases
	N	Percent	
Share khan	38	22.0%	38.0%
Angel Broking	52	30.1%	52.0%
Jainam Broking	56	32.4%	56.0%
Devashish securities	25	14.5%	25.0%
Other	2	1.2%	2.0%
<b>Total</b>	<b>173</b>	<b>100.0%</b>	<b>173.0%</b>





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**Interpretation:** The above pie chart indicates that 32.4 % is Jainam Broking, 30.1 % is Angel Broking, 22 % is Share khan, 14.5 % is Devashish Securities, 1.2 % other. So, Jainam Broking and Angel Broking firms are most trusted by investors. Other brokers have lower customer preference.

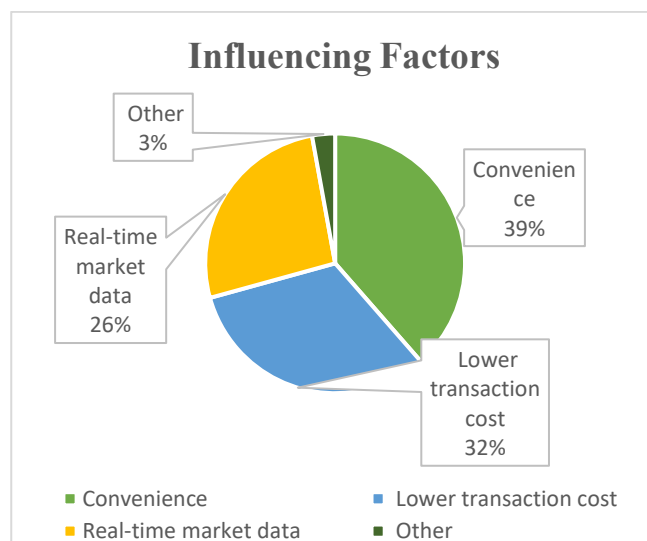
### 10. In which stock exchange you prefer to trade money?

Particulars	Frequency	Percent	Cumulative Percent
Both	68	68.0	68.0
BSE	14	14.0	82.0
NSE	18	18.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

**Interpretation:** The above Bar Chart indicate 68 % prefer both NSE and BSE, 18 % prefer NSE & 14 % prefer BSE. It shows investors mostly like diversification across exchanges. NSE has slightly increase preference than BSE.

### 11. What factor influence your decision to use an online trading platform? (Multiple choice).

Particulars	Responses		Percent of Cases
	N	Percent	
Convenience	54	38.6%	54.0%
Lower transaction cost	45	32.1%	45.0%
Real-time market data	37	26.4%	37.0%
Other	4	2.9%	4.0%
<b>Total</b>	<b>140</b>	<b>100.0%</b>	<b>140.0%</b>



**Interpretation:** The above pie chart indicates that 38.6 % choose convenience, 32.1 % lower cost and 26.4 % real time data. It shows easy access and affordable services are major reason. Investors value speed and cost savings.

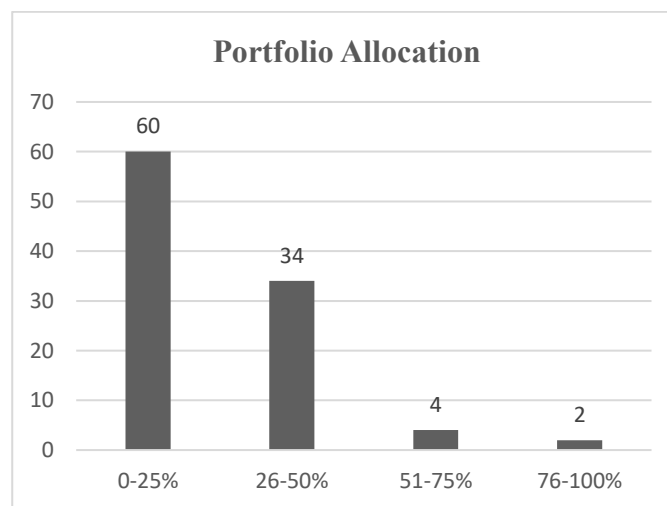


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**12. Which one will influence your online trading decision making? (Multiple choice)**

Particulars	Responses		Percent of Cases
	N	Percent	
Independently	39	19.0%	39.0%
Broker advice	66	32.2%	66.0%
Electronic medium	40	19.5%	40.0%
Advice of friends/Colleagues	45	22.0%	45.0%
Media	15	7.3%	15.0%
<b>Total</b>	<b>205</b>	<b>100.0%</b>	<b>205.0%</b>



**Interpretation:** The above pie chart indicates that 32.3 % depend on broker advice, 22 % on friends, 19 % decide independently. Experience person give good advice so most investors prefer brokers Advice.

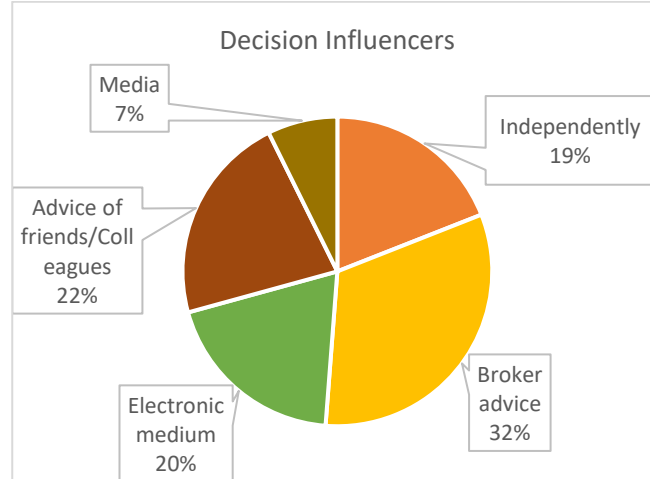
**13. What percentage of your overall investment portfolio is allocated to online trading?**

Particulars	Frequency	Percent	Cumulative Percent
0 - 25%	60	60.0	60.0
26 - 50%	34	34.0	94.0
51 - 75%	4	4.0	98.0
76 - 100%	2	2.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	



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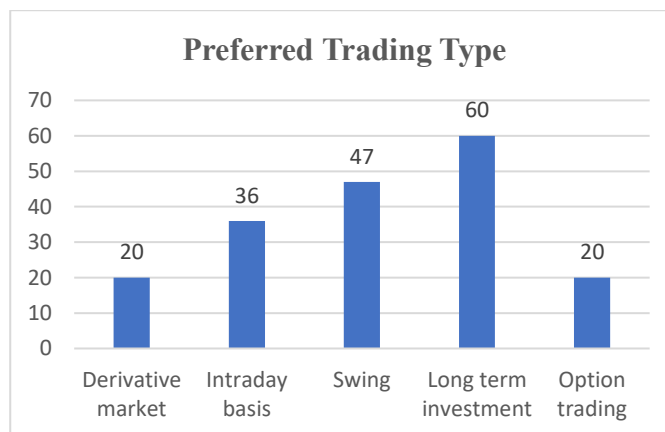
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**Interpretation:** The above bar chart indicates that 60 % of investors put only 0-25 % of their money in online trading. It shows most people invest carefully and do not take high risks. Only 2 % of people invest a large amount, which means very few investors take big risks.

### 14. Which type of trading you generally preferred to do? (Multiple choice)

Particulars	Responses		Percent of Cases
	N	Percent	
Derivative market	20	10.9%	20.0%
Intraday basis	36	19.7%	36.0%
Swing	47	25.7%	47.0%
Long term investment	60	32.8%	60.0%
Option trading	20	10.9%	20.0%
<b>Total</b>	<b>183</b>	<b>100.0%</b>	<b>183.0%</b>



**Interpretation:** The above pie chart indicates 32.8 % prefer long-term investment, 25.7 % swing trading, and 19.7 % intraday. It means long-term investments is the most popular strategy. investors generally prefer safer options over risky derivatives.



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### V. FINDINGS

Online trading is something that men seem to like more with 69% of investors being male and 31% being female. This shows that men are into online trading while women are not as much.

A lot of investors are people. In fact 41% of them are between 18 and 25 years old and 31% are between 26 and 35 years old. This means that younger people are really interested in trading and investing their money.

Most of the people who invest online have jobs with 68% of them being salaried employees. Also 50% of them earn than ₹5,00,000 every year. This shows that people who have an income even if it is not very high are investing their money.

All the people who were asked about trading know about it and have DMAT accounts. Some of them 47% have been trading for 2 to 3 years. This shows that people are getting more into trading even if they are new to it.

A lot of investors 58% use trading platforms every day. They like using Jainam Broking and Angel Broking the most. This shows that investors are really active in the market and like using platforms.

The main reason people choose a platform is because it is easy to use with 38.6% saying. Also 32.2% of people listen to what their brokers say. This means that people like it when things are simple and they get good advice from professionals.

Most investors are careful with their money with 60% investing than 25% of their savings. Some of them 32.8% want to make money in the term. They usually stay away from things, like derivatives. Online trading and online trading platforms are what they use to make their investments.

### VI. CONCLUSION

Based on the study results, online trading has transformed investment decisions among Jainam Broking clients by making them easy, fast, and cheap. With the ability to trade anytime and anywhere, investors have the power and control over their transactions. However, while technology has made trading simple, investors still require assistance from brokers to make sound investment decisions.

From the above, it is clear that the need for integration exists to enable an even balance between the two parties. Some individuals find it convenient using online trading while some prefer seeking professional assistance. For brokerage firms to succeed in the future, they must ensure they use easily accessible technology combined with personalized services and problem-solving techniques.

Although young investors prefer trading online due to technological advancements, there is need for companies to embrace all age groups. Those companies capable of integrating technology and advisory services will enjoy more credibility and success in the current dynamic financial environment.

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