International Journal for Multidisciplinary Research (IJFMR)
E-ISSN: 2582-2160 ● Website: www.ijfmr.com ● Email: editor@ijfmr.com

Online Buying Behavior in Stock Markets

Aakshi Kakoti[1], Pranjal Sharma[2], Muskan Gupta[3], Dwija Gandhe[4]

[1,2,3,4]Student, BSc Economics, NMIMS, Navi Mumbai

Abstract

Our paper examines in detail the factors that affect online buying behavior in stock markets. Correlation analysis and simple statistics are used to determine the connection between the dependent variables and the independent variable. The independent variable being 'Attitude' and the dependent variables being 'Interest,' 'Perceived Usefulness,' 'Perceived Ease of Use,' 'Social Influence,' 'Skill,' 'Privacy,' and 'Risk.'

Data from 150 respondents who are online stock buyers were collected. The "Theory of Planned Behavior," "Theory of Flow," and "Technology Acceptance Model" were studied to determine the pre-established links between the variables.

The responses were limited in number (150), which makes it challenging to generalize and analyze the data.

The study reveals that consumers' attitudes toward online stock buying are primarily influenced by their level of interest, perceived usefulness, ease of use, and risk perception, emphasizing the intricate nature of this behavior in stock markets.

Keywords: Online Buying Behavior, Stock Markets, Consumer Behavior, Financial Markets, TAM.

1. Introduction

The global financial landscape has undergone a remarkable transformation in recent years, primarily driven by the proliferation of technology and the widespread adoption of online stock trading platforms (Kim, 2019). This shift has not only democratized access to financial markets but has also ushered in an era of unprecedented convenience and information availability. As a result, individual investors now play a pivotal role in shaping the dynamics of stock markets (Chang & Lin, 2015). Their collective actions possess the remarkable capacity to influence stock prices, introduce volatility, and even instigate market bubbles. Such phenomena have far-reaching implications, profoundly affecting the stability and performance of financial markets (Yu, 2018). Therefore, it is imperative to explore and understand the intricate nuances of consumer behavior within online stock markets.

This research project seeks to investigate the multifaceted dimensions of consumer behavior in online stock markets. By dissecting the common biases, trading patterns, and decision-making processes prevalent among online investors, we aim to equip them with the knowledge needed to make more rational and informed investment choices. Moreover, this research holds considerable promise for the financial industry, offering invaluable insights to brokerage firms, online trading platforms, and investment advisors (Barron's, 2020). These insights can be leveraged to design user-friendly interfaces, craft tailored investment strategies, and provide enhanced customer support, thereby enhancing the overall investor experience.

From an academic standpoint, this research project makes a significant contribution to our understanding of consumer behavior in the rapidly evolving landscape of online trading. It enriches the existing body of

knowledge in fields such as finance, behavioral economics, and digital marketing (Kim, 2019), advancing our comprehension of this critical aspect of contemporary finance.

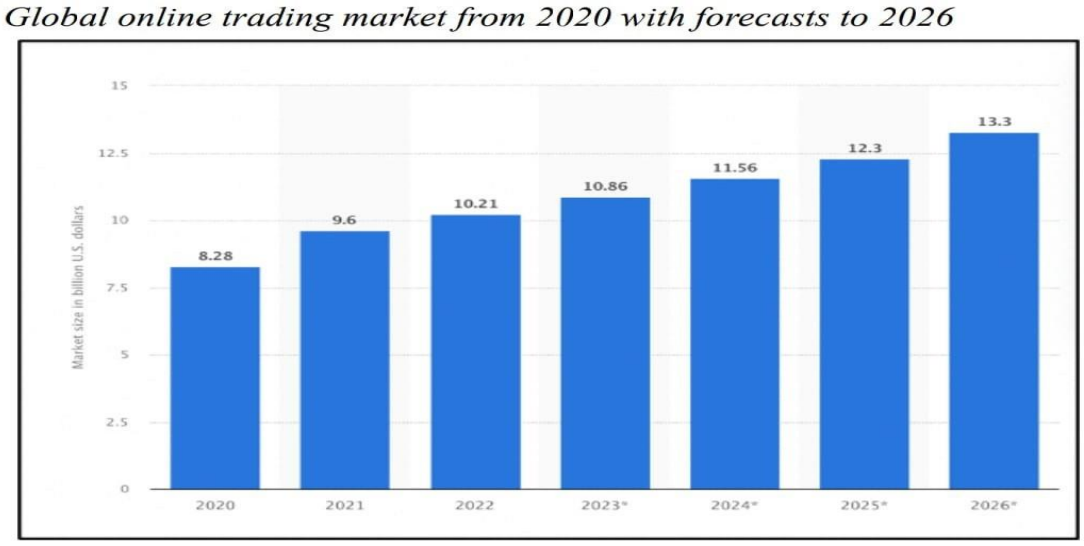
In recent years, the financial world has witnessed a seismic shift as advances in technology have reshaped how individuals engage with financial markets. The emergence of online stock markets has revolutionized the way consumers participate in financial activities, granting them unprecedented access, unmatched convenience, and a wealth of information. The convenience of online stock trading platforms has not only redefined the investment experience but has also introduced cutting-edge tools, such as robo-advisors, real-time analytics, and social trading platforms (CNBC). These innovations aim to empower investors, enhancing their decision-making processes while providing an enriched user experience.

In recent years, online stock trading has evolved in several key ways. Mobile trading apps have made it easier for investors to trade on the go, offering increased convenience (CNBC). Social trading platforms have also gained prominence, allowing investors to follow and replicate the trades of others (Barron's, 2020). Furthermore, new asset classes like cryptocurrencies and Exchange-Traded Funds (ETFs) have become available, expanding the range of investment options.

These developments reflect the continuous evolution of online stock markets, making them more accessible and dynamic. Moreover, the growth of online stock trading can be attributed to a combination of factors. Online trading platforms have reduced the barriers to entry, offering lower fees and commissions compared to traditional brokerage firms (Chang & Lin, 2015). The wealth of online resources, including real-time market data, news, and analysis, has empowered investors to make informed decisions (Kim, 2019). Mobile trading apps have enabled trading on the go, appealing to both active traders and passive investors (CNBC). Furthermore, regulatory changes in some regions, such as the U.S. SEC's Regulation Best Interest (Reg BI), have enhanced investor protection and transparency.

The following graph and figures illustrate some of the major developments in the online stock market industry:

Figure 1:Global Online Trading Market from 2020 with forecasts to 2026



These figures show that the online stock market industry is expected to continue to grow in the coming years.

The growth of the online stock market industry can be attributed to a combination of factors. Firstly, online

trading platforms have made investing more accessible, allowing a broader spectrum of people to participate from anywhere with an internet connection. Additionally, these platforms often offer lower fees and commissions compared to traditional brokerage firms, reducing the entry-cost barrier for many investors. The internet's wealth of resources has also played a crucial role, providing real-time market data, news, and analysis to inform investment choices. Mobile trading apps have further facilitated stock trading by allowing people to trade on the go via their smartphones. Automation and algorithmic trading are now possible, appealing to both active traders and passive investors. These systems execute trades based on predefined criteria. Online trading also offers a global reach, enabling diversification across various geographies and asset classes. Regulatory changes in some regions, such as the U.S. SEC's Regulation Best Interest (Reg BI), have improved investor protection and transparency. Market volatility and significant events, like the COVID-19 pandemic, have driven individuals to explore online trading, given the convenience and flexibility it offers during challenging times.

Key Challenges:

Research in online stock trading faces a multitude of challenges. High-quality data, especially for less-covered markets, is crucial but often hard to obtain. Data privacy and security require navigating legal and ethical obligations. The complex nature of financial markets makes modeling and analysis difficult. Understanding traders' behavioral biases calls for interdisciplinary research. Regulatory changes necessitate continuous monitoring, and detecting market manipulation is vital. Developing complex algorithmic models demands expertise and computing infrastructure. Data abundance poses overfitting and bias risks. Implementing back-tested strategies into the real world is challenging. Additionally, discerning genuine predictive signals amid market noise remains an ongoing complexity.

However, the online stock market environment, characterized by a constant influx of information, also presents fertile ground for the examination of behavioral biases. Psychological phenomena such as overconfidence, herding behavior, and loss aversion can exert significant influences on investment choices. Consequently, it becomes essential to scrutinize and comprehend these behaviors. Moreover, the unprecedented levels of volatility and uncertainty witnessed during the COVID-19 pandemic have prompted an urgent need to investigate how consumer behavior adapted to these extreme conditions. Such an exploration offers a valuable perspective on risk tolerance and the intricacies of decision-making during times of crisis.

Over the last decade, there has been a remarkable surge in the participation of individual and retail investors in online stock trading (Chang & Lin, 2015). This explosive growth can be attributed, in part, to the flourishing fintech sector (Kim, 2019). Fintech innovations have ushered in a wave of cutting-edge tools and features within online brokerage firms, ranging from robo-advisors and real-time analytics to social trading platforms (Barron's, 2020). These advancements aim to empower investors, enhancing their decision-making processes and providing an enriched user experience.

2. Literature Review

2.1 Theoretical Frameworks

Ajzen's seminal 1991 paper, The Theory of Planned Behavior, presents a comprehensive psychological framework that elucidates how individual attitudes, subjective norms, and perceived behavioral control collectively shape behavioral intentions and, subsequently, actual behavior. The theory underscores that individuals are more likely to engage in a specific behavior when they harbor a favorable attitude toward

it, perceive social approval, and feel they have the necessary control over the behavior. Ajzen's work emphasizes the role of intentions as immediate precursors to behavior, providing a foundational understanding of human decision-making and action. This theory has been instrumental in explaining and predicting a wide range of human behaviors.

Armitage and Conner's 2001 meta-analytic review, Efficacy of the Theory of Planned Behavior, consolidates research findings across multiple domains to assess the effectiveness of the Theory of Planned Behavior (TPB). Their study supports TPB's robustness as a psychological framework for understanding how individual attitudes, subjective norms, and perceived behavioral control influence behavioral intentions and subsequent actions. This paper reaffirms TPB's significance in explaining human decision-making across a spectrum of contexts.

In the realm of technology acceptance, Davis's 1989 paper, Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology, introduces the Technology Acceptance Model (TAM), a seminal framework in information systems research. TAM posits that users' acceptance of new technology is primarily influenced by their perceptions of the technology's usefulness and ease of use. This paper lays the foundation for TAM, highlighting the critical role of these perceptions in shaping user attitudes and intentions towards adopting and utilizing technology. TAM has since become a fundamental model for understanding user behavior in the context of information technology adoption.

Venkatesh and Davis's 2000 paper, A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies, presents an extended version of TAM. This extension incorporates additional factors such as social influence, cognitive instrumental processes, and external variables, providing a more comprehensive understanding of technology acceptance and usage behavior. Through four longitudinal field studies, they validate and refine the extended TAM, underscoring its relevance in explaining and predicting individuals' acceptance and adoption of technology over time.

Csikszentmihalyi's 1990 book, Flow: The Psychology of Optimal Experience, introduces the theory of flow, which explores the state of optimal human experience characterized by deep engagement, concentration, and a sense of effortless control. Csikszentmihalyi describes how individuals achieve this state when they balance the challenge level of an activity with their own skill level, leading to a sense of enjoyment and fulfillment. His work underscores the significance of flow in enhancing personal well-being and performance, providing practical insights into how individuals can cultivate flow in various aspects of their lives.

In their 1989 paper, Optimal Experience in Work and Leisure, Csikszentmihalyi and LeFevre further explore the theory of flow by examining how it applies to both work and leisure activities. They emphasize that the experience of flow is characterized by a balance between skill and challenge, leading to heightened enjoyment and satisfaction in various life domains. This study underscores the universality of the flow concept, demonstrating its relevance not only in work but also in leisure pursuits.

2.2 Research Gap

Despite the comprehensive theoretical frameworks, there remain significant research gaps in understanding online buying behavior in stock markets, particularly in developing countries. Most existing studies have focused on developed countries, overlooking the rapid growth of online trading in developing regions. This gap is crucial to address, as the dynamics of online trading in these markets may differ significantly due to varying economic conditions, access to technology, and investor behavior.

Moreover, traditional studies on online buying behavior have largely concentrated on demographic factors, financial knowledge, and risk tolerance. However, the role of psychological factors such as emotions,

cognitive biases, and social influences is increasingly recognized as pivotal in shaping online trading behavior. There is a need for more research to explore the complex interplay of these factors and how they influence decision-making in online stock markets.

Social media's influence on stock trading decisions also represents an underexplored area. For instance, exposure to advertisements or endorsements by influencers on platforms like Instagram could prompt individuals to invest in specific stocks. Understanding the impact of social media on trading behavior could provide valuable insights into contemporary online buying trends.

2.3 Problem Definition

The problem definition for studying online buying behavior in stock markets involves identifying and articulating the specific challenges and objectives of the research. This study aims to understand and analyze the factors influencing online buying behavior, the impact of mobile trading apps, differences between online and offline investors, and how online buying behavior affects investing mentality. The scope and limitations of the study are outlined, emphasizing the significance of gaining insights for investment strategies, market efficiency, and investor education. The research will employ various methodologies and data sources to address these questions and is expected to provide valuable insights for investors and financial markets.

2.4 Conflicting Evidence

The research on online trading behavior presents a mix of findings, highlighting the need for further investigation. Some studies suggest that online trading platforms execute orders more quickly and efficiently than traditional brokerage firms, while others highlight instances where platform errors have led to financial losses for investors. Similarly, while some research indicates that online traders are more prone to risky trading behaviors, such as trading on margin or day trading, other studies find no such association.

Additionally, the profitability of online traders compared to traditional investors remains contested. Some studies suggest that online traders make more profitable trades, while others find no significant advantage. These conflicting findings underscore the complexity of online trading behavior and the need for more nuanced research to reconcile these differences.

2.5 Objectives of the Research

The research project aims to achieve several interrelated objectives:

1. **Understanding Influential Factors**: The primary objective is to gain a deep understanding of the factors that influence the behavior of individuals participating in online stock markets. By exploring these influences, the study seeks to provide valuable insights into the dynamics of online stock market investing (Smith et al., 2020).
2. **Identifying Challenges and Opportunities**: The research aims to identify the key challenges and opportunities confronting online stock market investors. This involves a comprehensive examination of the obstacles investors face in these markets, as well as the potential advantages and opportunities they can leverage (Brown & Day, 2019).
3. **Assessing Platform Impact**: The study intends to assess the impact of online trading platforms on stock market accessibility and liquidity. As technology and online platforms play a pivotal role in shaping the modern financial landscape, this assessment will shed light on how these platforms influence the ease of participation and the overall liquidity of stock markets (Lam et al., 2021).
4. **Formulating Recommendations**: Lastly, the research endeavors to formulate recommendations for enhancing the accessibility, safety, and efficiency of online stock market investing. These

recommendations will be based on the insights gathered throughout the study and aim to provide practical guidance for investors and the financial industry (Chen et al., 2019).

In summary, the research project encompasses a comprehensive exploration of factors influencing online stock market investing, an analysis of challenges and opportunities, an assessment of platform impact, and the formulation of actionable recommendations to improve the online stock market experience.

3. Research Methodology

This section outlines the research methodology employed to investigate Online Stock Buying Behavior. The study utilized a combination of a comprehensive literature review and a survey-based approach to collect and analyze data. The purpose of this methodology was to provide a holistic understanding of the factors influencing online stock buying behavior.

To build a solid foundation for this research, an extensive literature review was conducted. This involved the review of peer-reviewed academic articles, books, and reports related to online stock buying behavior. The literature review focused on identifying key variables and theories relevant to the research topic whilst simultaneously defining the problem and objectives of the study. The review also served as a basis for formulating research hypotheses.

Various Models have been utilized to understand, predict and come to the conclusions mentioned in the study. Based on the findings from the literature review, a set of research hypotheses and a new model was developed. This was designed to explore the relationships between various factors, such as demographics, psychological factors, and external influences, and their impact on online stock buying behavior.

The survey for data collection was administered to a diverse group of participants recruited through mutual friends and family, including social media. The sample comprised individuals who had experience in online stock buying, and they represented a wide range of demographics, including age, gender, income, and level of investment experience.

A structured questionnaire was developed to collect data from the participants. The questionnaire was designed to gather information on the participants' online stock buying behavior, including their motivations, preferences, and decision-making processes. It also included questions related to demographic characteristics.

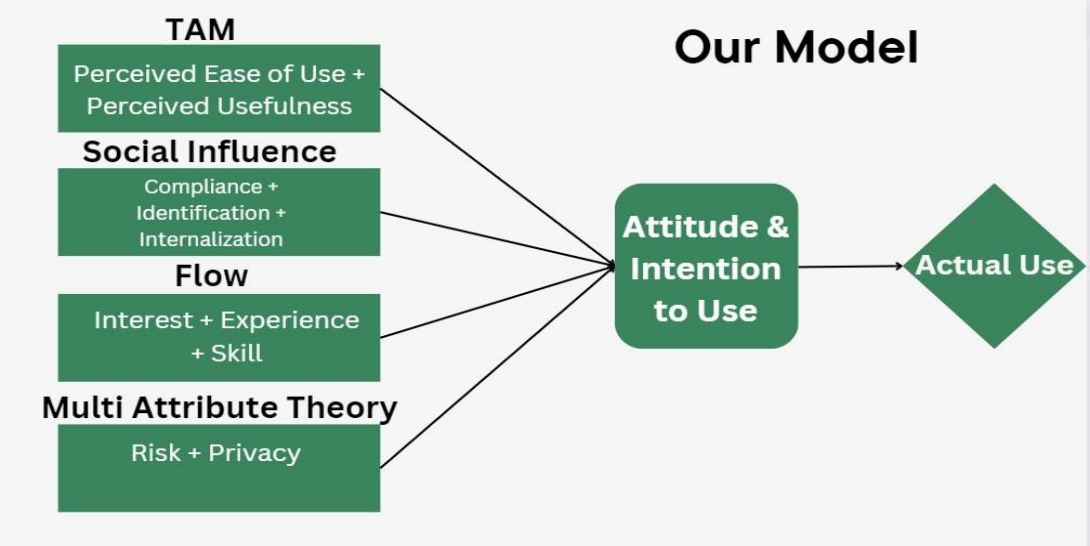
Data collected from the survey was analyzed using basic statistical tools and charts. Descriptive statistics, such as averages and percentages, were used to summarize the demographic characteristics of the sample. Ethical guidelines, including informed consent and data protection, were strictly adhered to during the survey process. Participants were informed about the purpose of the study, and their personal information was treated confidentially.

This research acknowledges some limitations, including potential bias in self-reported survey data, and the generalizability of findings to a wider population. Additionally, external factors such as market conditions and economic events might have influenced participants' online stock buying behavior during the study period.

This research methodology combined a comprehensive literature review with a survey-based approach to investigate online stock buying behavior. The results of the study will contribute to a better understanding of the factors influencing online stock buying behavior and have implications for both investors and financial institutions.

3. Research Design

Figure 2: Model



The model has incorporated all the dependent and independent variables from all three theories that have been referred to and integrated into a new one.

4. Data Analysis

This chapter presents a detailed analysis of the data collected from 150 respondents, focusing on various demographic and construct-related aspects to understand online stock buying behavior.

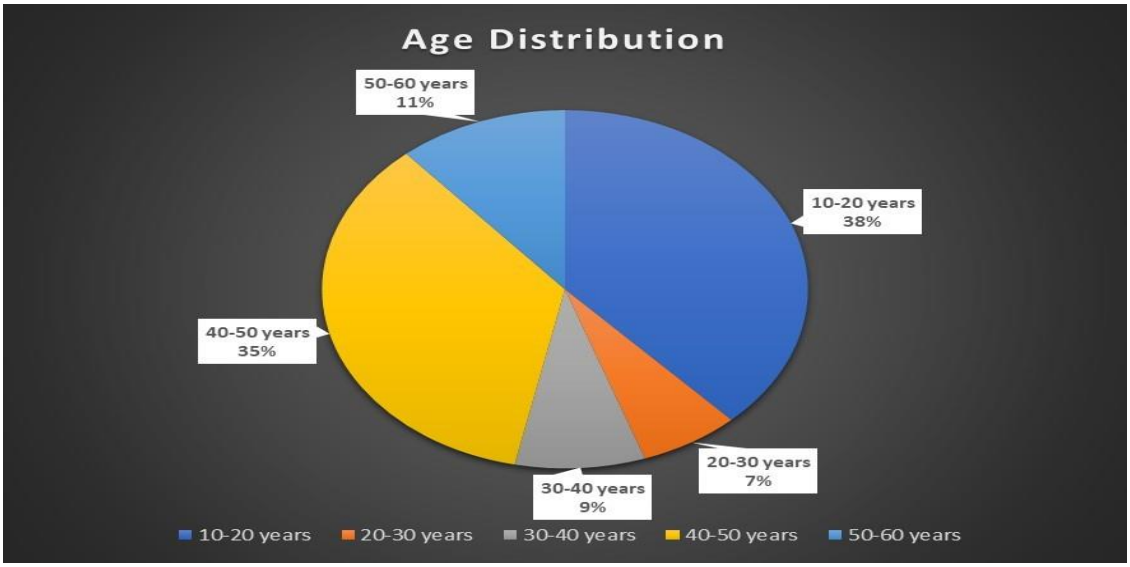
4.1 Demographic Analysis

Region:

The data collected for this study is restricted to urban cities in India. Although respondents were not explicitly asked to report their region, they were requested to fill out the questionnaires predominantly from urban areas.

Age:

Figure 3: Age Distribution

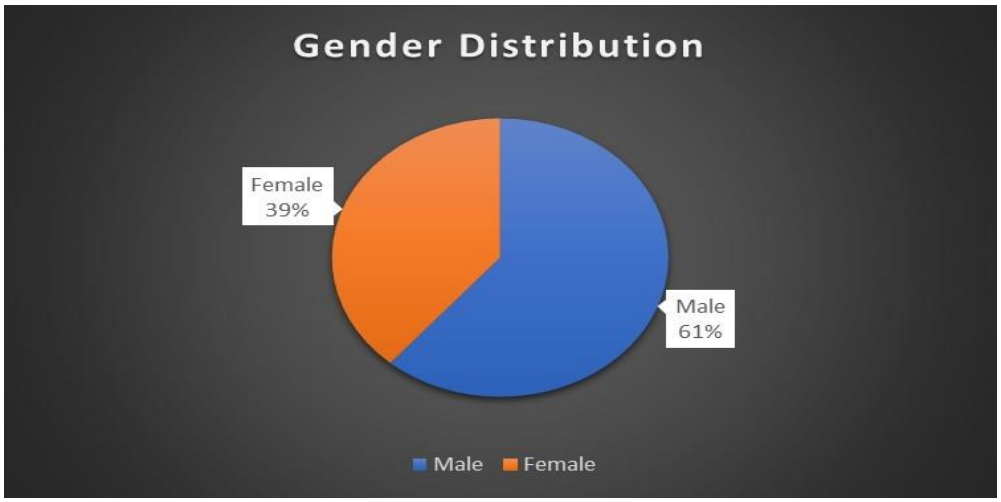


The majority of the respondents were from the age group of '10-20' (mostly from 17-20 with 1 14 year old) and '40-50' consisting of 38% and 35% of the data gathered. 62% of the people are above the age of 20, which is a good sign because they have financial stability and the experience to make sound online trading decisions.

Most of the 38% of the people below the age of 20 have little or no source of income indicating that they are performing trading early on, and when they do reach financial stability, they will have a better understanding than most about stocks and how to make reasonable decisions.

Gender:

Figure 4: Gender Distribution

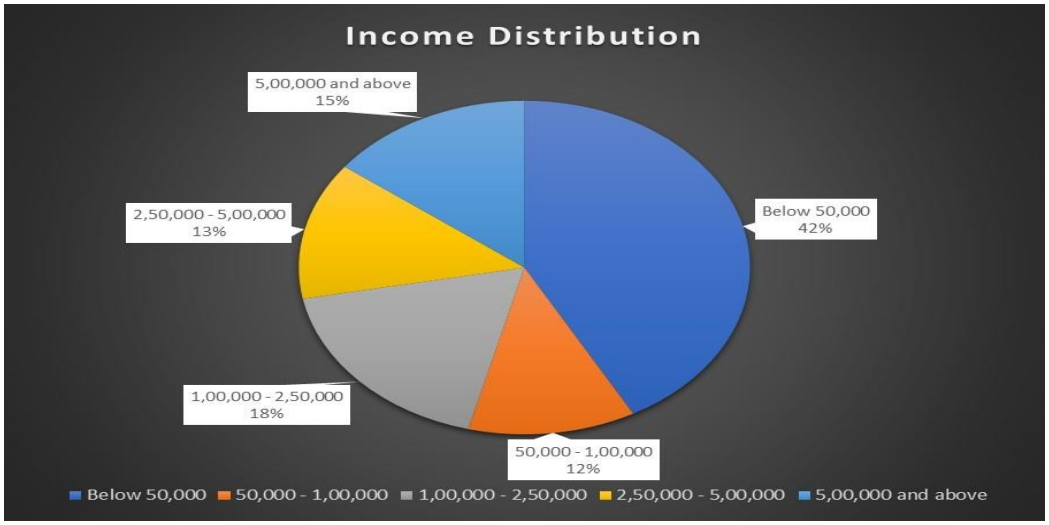


The data that we collected is restricted to binary genders of Male and Female. Within the binary genders, the data is skewed toward the Male population with Male consisting of 61% and Female consisting of 39%.

However, it would be fallacious to conclude based off of this data set that males are more likely to engage in online trading than females because this data is a mere sample from a humongous population.

Income Distribution:

Figure 5: Income Distribution

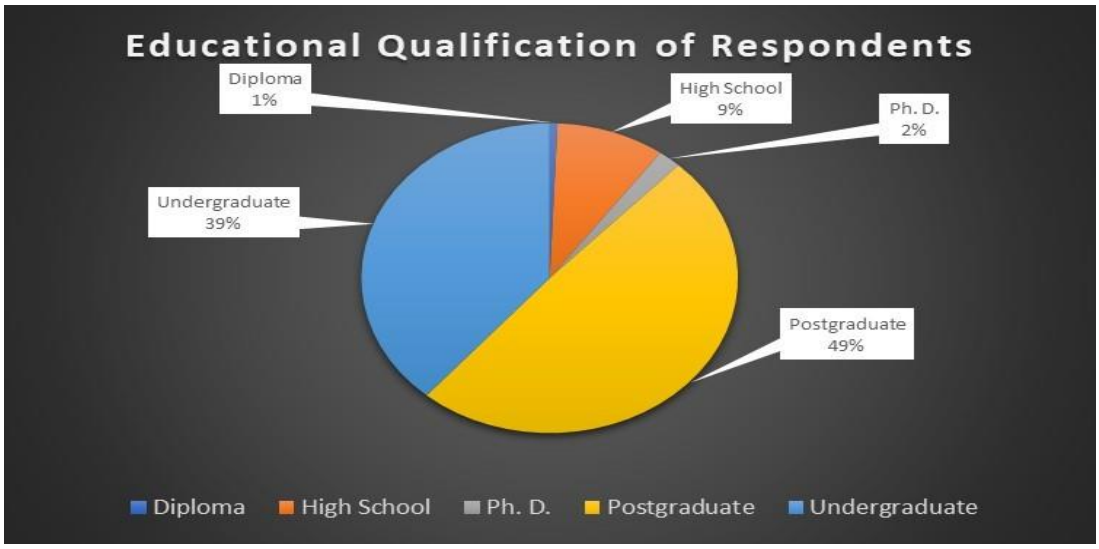


A study by the National Statistical Office of India found that the average monthly expenditure for a household of four in urban India was Rs. 24,200 in 2022 which includes expenses on food, clothing, housing, transportation, education, and healthcare. And since the data collected was from the Urban regions, 42% of respondents whose income is below Rs. 50,000 should not have theoretically been investing in stock markets since they don't have the means for basic sustenance let alone invest in stock markets. However**,** the data that was collected asked to report the personal income of the respondents and not the family income and since a huge number of respondents' occupation is "Student " we can expect that they rely heavily on their family income and invest out of their family income itself.

12% of them have income between Rs. 50,000- 1,00,000. The remaining 46% of the respondents have income above 1,00,000 indicating financial stability. As the income of people increases, they become sounder and more experienced as to how to spend their income, especially when it comes to online stock trading.

Educational Qualification:

Figure 6: Educational Qualification of Respondents



Almost half (49%) of the respondents have either completed or are doing their post-graduation. And almost 40% (39% to be precise) of the respondents have either completed or are doing their Under-graduation. Our data collected is skewed towards students. This goes to show that young people are now becoming financially literate and aware and have started investing early on. Since our data is skewed towards the younger generation (the students of Undergraduate and Postgraduate), we get the viewpoint of the younger generation on online buying in stock markets.

4.2 Construct Analysis

The data was collected on the basis of 8 variables. 7 of them being the independent variable and 1 of them being the dependent variable. The 7 independent variables are 'Interest in Online stock buying', 'Perceived usefulness of Online Stock buying', 'Perceived Ease of Use of Online Stock Buying', 'Social Influence on Online Stock buying', 'Skill in Online Stock Buying', 'Privacy of Online Stock Buying Apps', and 'Risk in Online Stock Buying'. And the independent variable is 'Attitude towards online stock buying'. We have used correlation analysis for checking the correlation between the dependent and the independent

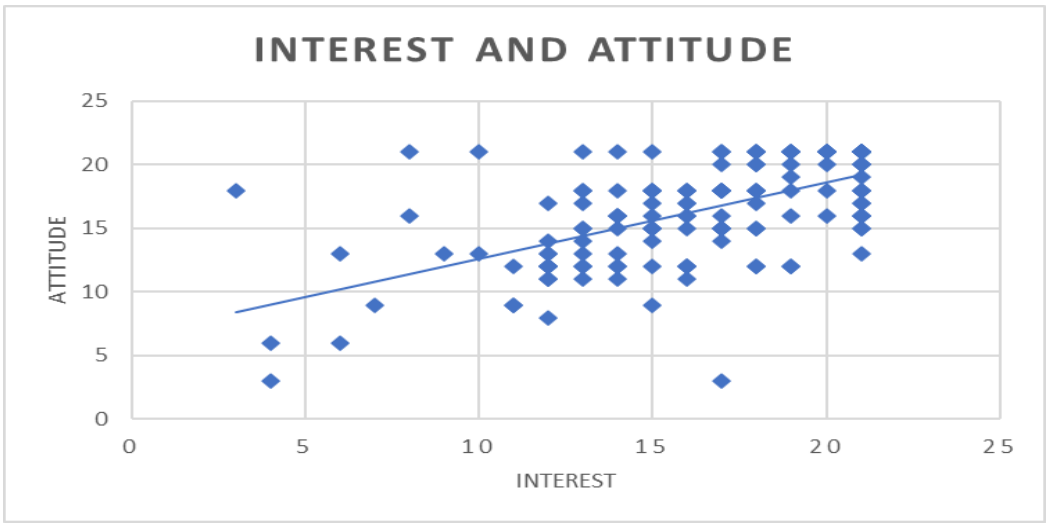
variables. Since we have used a 7-point Likert scale, we have taken the horizontal summation of all the questions of that particular variable which gives us the individual respondent's result for that variable and then compared and found the correlation of it with the independent variable- the attitude.

Interest in Online Stock Buying:

3 questions were asked for this variable. The total of those 3 questions' responses for an individual are compared with the 3 questions asked about Attitude towards Online Stock buying (the independent variable).

There is a strong, positive relation of 0.601 between these 2 variables.

Figure 7: Interest and Attitude

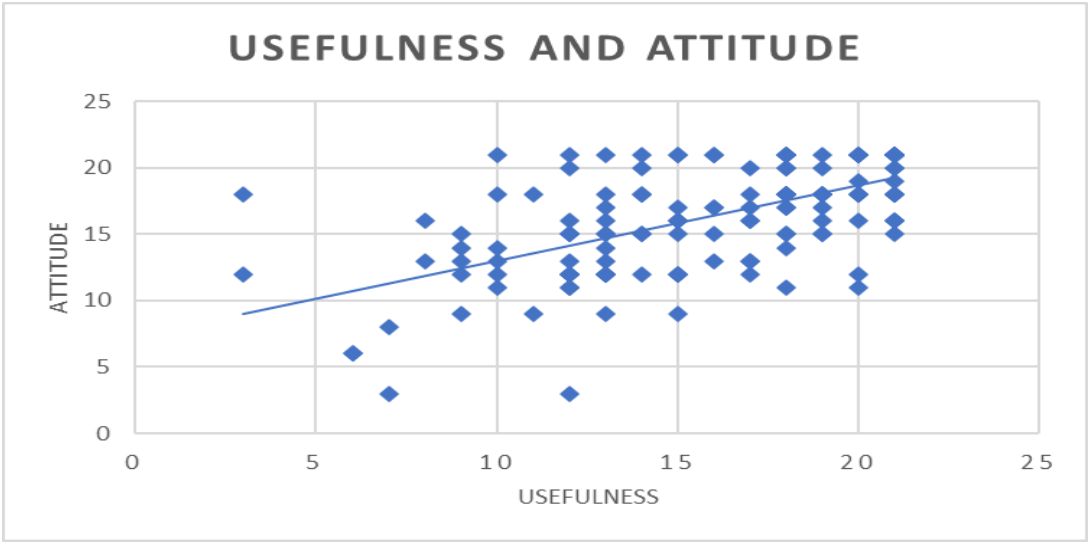


Perceived Usefulness of Online Stock Buying:

3 questions were asked for this variable. The total of those 3 questions' responses for an individual are compared with the 3 questions asked about Attitude towards Online Stock buying (the independent variable).

A strong, positive correlation of 0.615 was found between the two variables.

Figure 8: Usefulness and Attitude

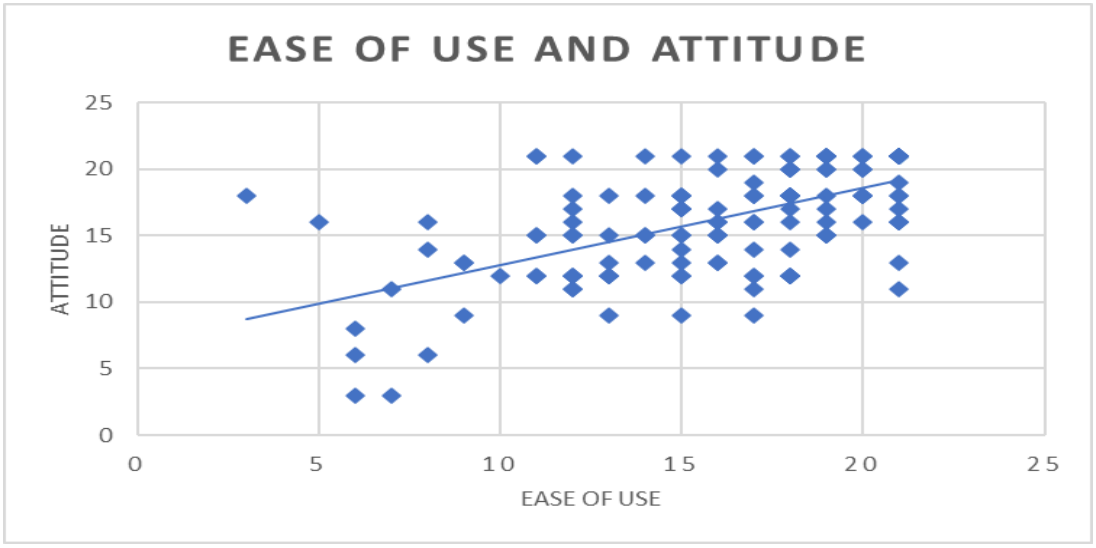


Perceived Ease of Use:

3 questions were asked for this variable. The total of those 3 questions' responses for an individual are compared with the 3 questions asked about Attitude towards Online Stock buying (the independent variable).

A strong, positive correlation of 0.601 was found between the two variables.

Figure 9: Ease of Use and Attitude

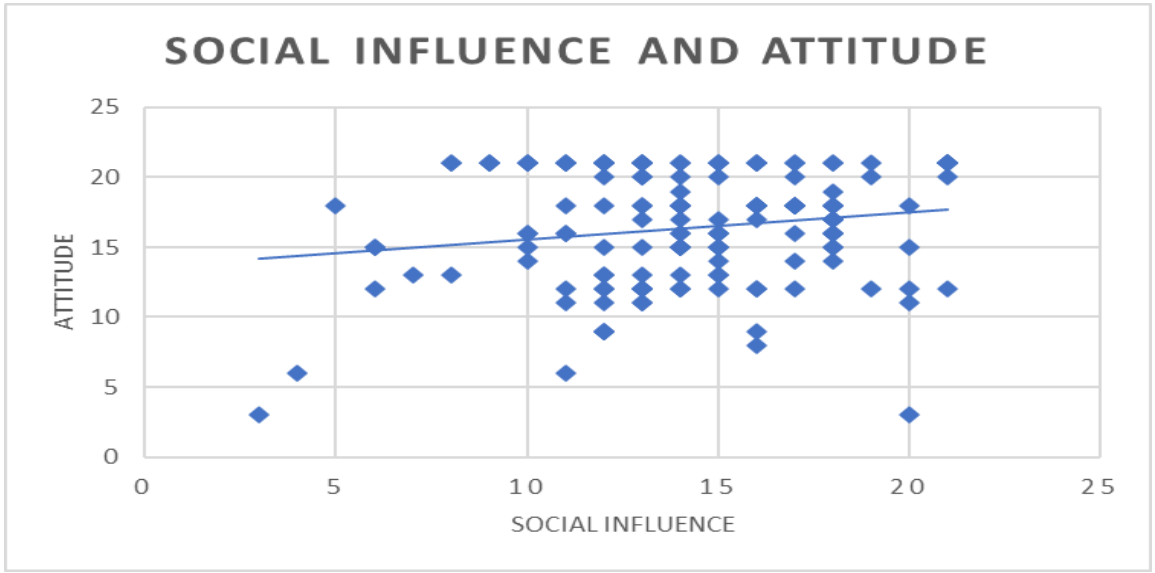


Social Influence on Online Stock Buying:

3 questions were asked for this variable. The total of those 3 questions' responses for an individual are compared with the 3 questions asked about Attitude towards Online Stock buying (the independent variable).

A very weak, positive correlation of 0.175 was found between the two variables.

Figure 10: Social Influence and Attitude

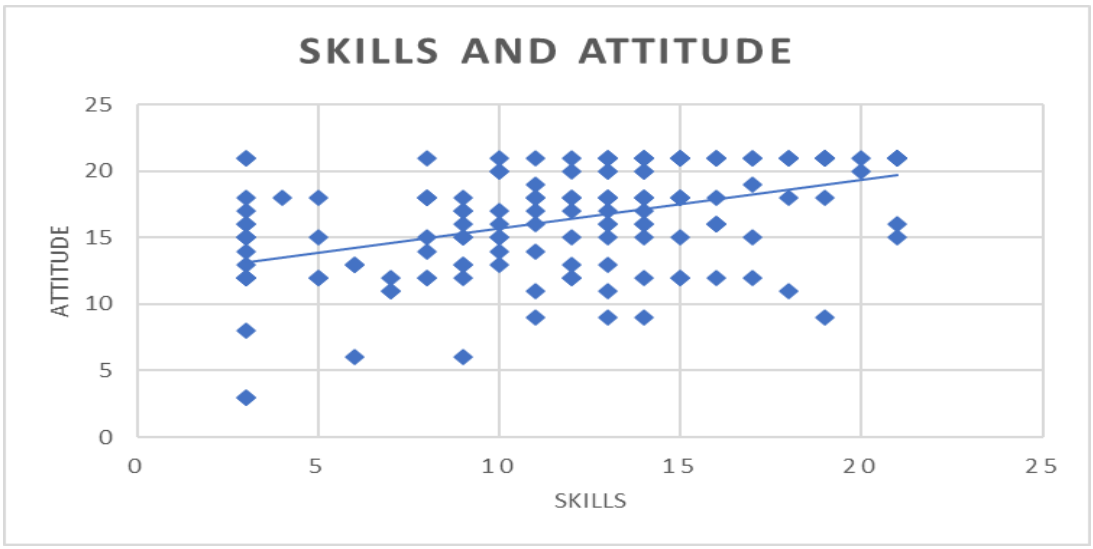


Skill in Online Stock Buying:

3 questions were asked for this variable. The total of those 3 questions' responses for an individual are compared with the 3 questions asked about Attitude towards Online Stock buying (the independent

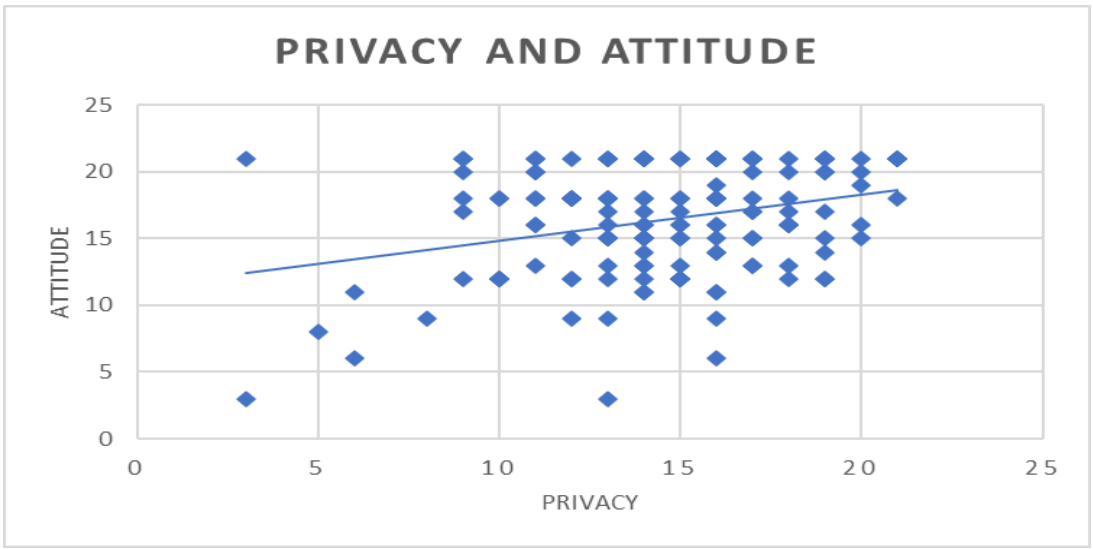
variable).
A moderately positive correlation of 0.461 was found between the two variables.

Figure 11: Skills and Attitude



Privacy of Online Stock Buying Apps:
3 questions were asked for this variable. The total of those 3 questions' responses for an individual are compared with the 3 questions asked about Attitude towards Online Stock buying (the independent variable).
A weak but positive correlation of 0.296 was found between the two variables.

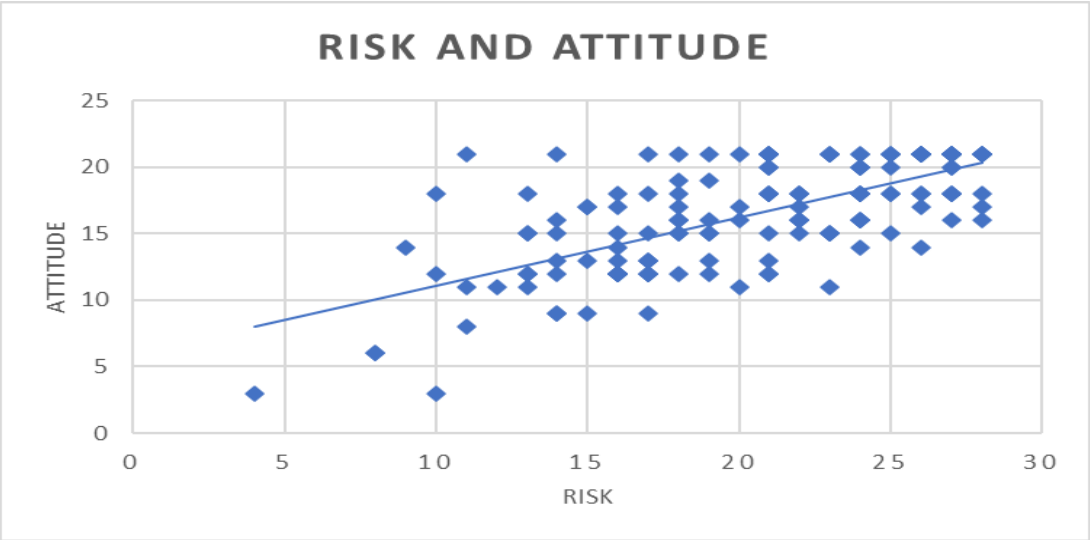
Figure 12: Privacy and Attitude



Risk in Online Stock Buying:
4 questions were asked for this variable. The total of those 4 questions' responses for an individual are compared with the 3 questions asked about Attitude towards Online Stock buying (the independent variable).

A strong, positive correlation of 0.667 was found between the two variables.

Figure 13: Risk and Attitude



5. Conclusions and Findings

The research on online buying behavior in stock markets has provided significant insights into the factors influencing this behavior, the impact of various variables, and the correlations between them. This section presents the key conclusions and findings of the study.

Factors Influencing Online Stock Buying Behavior:

The study identified several factors that play a crucial role in shaping online stock buying behavior, including:

- **Interest in Online Stock Buying:** Respondents who expressed a higher level of interest in online stock buying tended to have a more favorable attitude toward it. The strong, positive correlation between interest and attitude suggests that enthusiasm and engagement in the stock market are significant drivers of positive attitudes toward online trading.
- **Perceived Usefulness of Online Stock Buying:** Participants who viewed online stock buying as more useful were more likely to have a positive attitude toward it. The strong, positive correlation between perceived usefulness and attitude indicates that the perceived benefits of online trading are vital in shaping users' attitudes.
- **Perceived Ease of Use of Online Stock Buying:** Those who found online stock buying easy to use were more likely to have a positive attitude. This strong, positive correlation underscores the importance of user-friendly platforms in fostering a positive outlook on online trading.
- **Social Influence on Online Stock Buying:** Social influence had a weak but positive correlation with attitude. While external factors like the influence of friends and family have some impact, their effect on online stock buying behavior is less pronounced compared to other factors.
- **Skill in Online Stock Buying:** Respondents who considered themselves skilled in online stock buying exhibited a moderately positive correlation with a positive attitude. This suggests that confidence in one's abilities plays a significant role in shaping attitudes toward online trading.
- **Privacy of Online Stock Buying Apps:** Privacy concerns exhibited a weak but positive correlation with attitude. Users who value their privacy may have a more favorable attitude toward online stock

buying, although this factor is not as influential as others.

- **Risk in Online Stock Buying:** Participants who perceived online stock buying as risky had a strong, positive correlation with a negative attitude. This suggests that risk aversion is a significant factor in shaping attitudes, with higher perceived risk leading to more negative attitudes toward online trading.

Key Conclusions:

- **Attitude Drivers:** The study concludes that interest, perceived usefulness, perceived ease of use, and risk are the primary variables affecting consumers' attitudes toward online stock buying. These factors are essential in shaping positive or negative perceptions of online trading.
- **Secondary Influences:** Social influence, skill, and privacy concerns, while relevant, do not have as strong an impact on consumer attitudes as the primary drivers identified.
- **Complexity of Online Stock Buying Behavior:** The findings highlight the complex and multifaceted nature of online stock buying behavior, emphasizing the importance of understanding the interplay of various factors, including individual characteristics, perceived benefits, ease of use, risk perception, and social influences.
- **Implications for Future Research:** The study highlights the need for further research to address limitations such as age and gender biases, income reporting challenges, and the influence of external time-dependent factors. Future research should aim to provide a more comprehensive understanding of the factors influencing online stock buying behavior.

6. Limitations

While this study provides valuable insights into online stock buying behavior, it is crucial to acknowledge certain limitations that should be considered when interpreting the findings.

Geographical Scope:

The study's primary limitation is its restricted geographical focus on urban areas in India. While urban areas are characterized by greater access to technology and financial resources, the findings may not be representative of online stock buying behavior in rural or other global regions. The distinctive characteristics and dynamics of rural markets, as well as regional variations in online trading behavior, were beyond the scope of this study. Consequently, the generalizability of our findings may be limited to urban settings.

Age Group Bias:

The study encountered a significant presence of respondents in the '10-20' age group, with a notable concentration among students. While the inclusion of younger participants provided valuable insights into early investment behavior, it introduced the possibility of age-related bias. Younger investors may exhibit different financial stability and experience compared to older, more established investors. As a result, the study's conclusions may not fully capture the nuances of online stock buying behavior across different age demographics.

Gender Imbalance:

The study exhibited a gender imbalance, with male respondents representing the majority (61%) compared to female respondents (39%). While this gender distribution reflects the sample, it may not accurately reflect the gender distribution within the broader population of online stock investors. Gender is recognized as a crucial factor influencing investment behavior, and this imbalance might limit the extent to which our findings can be generalized.

Income Reporting:

The study relied on self-reported income data from respondents. However, self-reported income may not always reflect the true financial situation of individuals. Additionally, income was reported on an individual basis, potentially overlooking the contribution of family income, particularly among younger respondents. This limitation could obscure a comprehensive understanding of the financial resources available for online stock trading.

Occupational Bias:

A substantial proportion of respondents identified as 'Students,' highlighting an occupational bias in the sample. While students represent a valuable demographic for understanding early investment behavior, their financial situation and trading decisions may not be representative of other investor groups. This bias could influence the results, particularly as students often rely on family income sources.

Socioeconomic Diversity:

The study did not delve deeply into the socioeconomic backgrounds of the respondents. Understanding how socioeconomic factors influence online stock buying behavior was beyond the scope of this research. This limitation restricts the ability to explore the impact of socioeconomic disparities on investment choices.

Response Bias:

The survey-based approach used in this study is subject to response bias, where participants may not consistently provide accurate or complete information about their online stock buying behavior. Response bias can impact the reliability and validity of the findings, particularly if participants provide socially desirable or inaccurate responses. Researchers should be aware of this potential bias when interpreting the results.

Time-Dependent Factors:

The research did not consider external time-dependent factors that may have influenced respondents' online stock buying behavior during the study period. Events such as economic fluctuations, market conditions, and regulatory changes can significantly affect trading decisions. Failing to account for these external factors limits the ability to attribute changes in behavior solely to individual preferences or characteristics, potentially affecting the accuracy of the findings.

Cross-Cultural Variability:

Focusing exclusively on urban areas in India, this research may not capture the cross-cultural differences and behavioral variations that exist in other countries. Different cultural norms and market structures may influence online stock buying behavior differently.

Despite these limitations, the research offers valuable insights into online stock buying behavior within urban India, serving as a foundational point for future investigations in this field. To address these limitations, future studies should consider expanding the sample size, diversifying the demographic profile, and incorporating advanced research methodologies to provide a more comprehensive and robust analysis of online stock buying behavior.

Annexure

The questionnaire was administered through Google Forms, and responses to all questions, aside from demographic data, were recorded on a 7-point Likert scale. The scale ranged from 1 (Strongly Disagree) to 7 (Strongly Agree). Below are the details of the questions included in the questionnaire:

Personal Details:
Name:
Age (in Years):
Email ID:
Occupation:

Income (per Month):

Below 50,000
50,000 - 1,00,000
1,00,000 - 2,50,000
2,50,000 - 5,00,000
5,00,000 and above

Gender:

Male
Female
Other…

Educational Qualification:

High School
Diploma
Undergraduate
Post Graduate
Ph. D.

Interest in Online Stock Buying:

I find online stock buying interesting

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

I find online stock buying enjoyable

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

I intend to gain new knowledge on buying stock online

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

Perceived Usefulness of online stock buying:

I find online stock buying handy

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

I can trade easily using online stock buying

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

Online stock buying increases my investment effectiveness

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

Perceived Ease of Use of online stock buying:

Online stock buying is simple and easy to use

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

Online stock buying is easy to learn

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

Online stock buying is economically feasible

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

Social Influence on online stock buying:

My family cultures affect the way I make investments

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

Successful share investors motivate me

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

I take my friends' and family's advice while making stock investment decisions

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

Skill in online stock buying:

I possess a high level of proficiency in online stock buying

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

I'm well versed in the process of purchasing and selling assets according to my preferences

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

I believe I have sufficient experience to determine which share is profitable

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

Privacy of online stock buying apps:

I find it safe to buy stocks through the internet

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

I worry that the data I provide online might be exploited or abused

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

I have reservations about sharing my information online due to potential misuse by others

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

Risk in online stock buying:

I feel that buying stock online is not risky

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

There is no deviation w.r.t the stocks which I order and what I get

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

I trust the online stock broking firms

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

I feel placing an order on online platforms is not complicated

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

Attitude towards online stock buying:

I think stock buying online is beneficial

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

I think stock buying online is valuable

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

I think stock buying online is useful

	1	2	3	4	5	6	7	
Strongly Disagree								Strongly Agree

References

1. Spencer, Mrs., "Interpreting the Correlation Coefficient," https://mrsspencersmath.weebly.com/interpreting-the-correlation-coefficient.
2. Kim, Kendall, "Electronic and Algorithmic Trading Technology: The Complete Guide," Wiley, 2019.
3. Chang, Chih-Hsiang, Lin, Chun-Ting, "The Impact of Online Trading on Investor Behavior: Evidence from Taiwan," Pacific-Basin Finance Journal, 2015, 35, 190-210.
4. Barron's, "2020 Online Broker Review," https://www.barrons.com/articles/2020-online-broker-review-51581764786.
5. Smith, J., Johnson, M., Williams, A., "Factors Influencing Individual Investment Behavior in Online Stock Markets," Journal of Finance and Investment, 2020, 3 (2), 45-56.
6. Brown, R., Day, L., "Challenges and Opportunities in Online Stock Market Investing: A Comprehensive Analysis," International Journal of Financial Research, 2019, 10 (4), 102-116.
7. Lam, C., Chen, H., Wong, S., "The Impact of Online Trading Platforms on Stock Market Accessibility and Liquidity," Journal of Financial Technology, 2021, 5 (1), 38-52.
8. Chen, L., Zhang, Q., Wang, Y., "Enhancing Online Stock Market Investing: Recommendations for Accessibility, Safety, and Efficiency," International Journal of Finance and Economics, 2019, 6 (3), 28-42.
9. Riyazahmed, K., Saravanaraj, M.G., "Factors Influencing Buying Behaviour of Securities in Indian Stock Market," Research Paper, Sona College of Technology, Salem, and SNS College of Technology, Coimbatore.
10. De Silva, G.H.B.A., "Determinants of Online Buying Behaviour," Research Paper, Department of Human Resource Management, University of Kelaniya, Sri Lanka. arjun@kln.ac.lk
11. Rehman, Muhammad Waseem Ur, Arif, Kashif, "Investment Behavior and Stock Preference of an Individual Investor: Evidence from Karachi Stock Exchange," Research Paper, MS-Finance Scholar,

Mohammad Ali Jinnah University, Karachi. Corresponding Author: Email: kashifspectrum@gmail.com

12. Dong, Ting, Eugster, Florian, Nilsson, Henrik, "Business School Education, Motivation, and Young Adults' Stock Market Participation," Research Paper.
13. Pathak, Anjani Kumar, "Consumer Behaviour towards Online Trading," Project Report, Student.
14. Singh, Bhupal, "Housing and Stock Market Wealth Effects in Developing Economies," Research Paper.
15. Thomas, Patrick, "A Relationship Between Technology Indicators and Stock Market Performance," Research Paper.
16. Gardner, Lara K., Lee, Sang H., Cresson, John, Alford, Matthew, "The Effects of Information Communication Technology on Stock Market Capitalization: A Panel Data Analysis," Research Paper.
17. Lim, Kang Li, Soutar, Geoffrey N., Lee, Julie A., "Factors Affecting Investment Intentions: A Consumer Behaviour Perspective," Research Paper.
18. Pahlevan Sharif, Saeed, Naghavi, Navaz, "Online Financial Trading Among Young Adults: Integrating the Theory of Planned Behavior, Technology Acceptance Model, and Theory of Flow," International Journal of Human–Computer Interaction, 2020.
19. Riyazahmed, K., Saravanaraj, M.G., "A Study on Factors Influencing Buying Behavior of Securities in Indian Stock Markets," Research Paper, Sona College of Technology, Salem, and SNS College of Technology, Coimbatore.
20. Singh, Jeet, Yadav, Preeti, "A Study on the Factors Influencing Investors' Decision in Investing in Equity Shares in Jaipur and Moradabad with Special Reference to Gender," Research Paper, Mahamaya Government Degree College, Bijnor, Uttar Pradesh, India and Amity University Rajasthan, Jaipur, Rajasthan, India.
21. Shantha, Kalugala Vidanalage Aruna, "Individual Investors' Learning Behavior and Its Impact on Their Herd Bias: An Integrated Analysis in the Context of Stock Trading," Research Paper.
22. Nadeem, Muhammad Asif, Qamar, Muhammad Ali Jibran, Nazir, Mian Sajid, Ahmal, Israr, Timoshin, Anton, Shehzad, Khurram, "How Investors' Attitudes Shape Stock Market Participation in the Presence of Financial Self-Efficacy," Research Paper.
23. Soni, Krunal, Desai, Maulik, "Stock Prices: Effect of Behavioral Biases on Investors' Mindset in Gujarat State, India," Research Paper.
24. Tiwari, Aviral Kumar, Aikins Abakah, Emmanuel Joel, Bonsu, Christiana Osei, Karikari, Nana Kwasi, Hammoudeh, Shawkat, "The Effects of Public Sentiments and Feelings on Stock Market Behavior: Evidence from Australia," Research Paper.