ONLINE TRADING PLATFORMS AS INVESTMENT TOOLS AMONG YOUTH IN MUMBAI

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ABSTRACT:

The advent of online trading platforms has revolutionized the investment landscape for today's youth, particularly in Mumbai, India's financial hub. These platforms have democratized investing by offering user-friendly interfaces, low barriers to entry, and a diverse range of investment options. Unlike traditional brokerage firms, online platforms enable users to open accounts and execute trades with just a few clicks, making investing more accessible and convenient for the tech-savvy youth.

Online trading platforms in Mumbai provide a wealth of educational resources, including articles, tutorials, webinars, and interactive tools. These resources empower young investors with the knowledge and insights necessary to make informed decisions, fostering a culture of financial literacy and independence. Additionally, these platforms leverage advanced technologies such as blockchain, AI-driven analytics, and automated price tracking to ensure fair market practices and reduce the risk of fraudulent transactions.

Events like the Money Expo and Finbridge Expo in Mumbai bring together investors, traders, and industry professionals, providing a space for networking, learning, and exploring new opportunities in the capital market. These events offer a unique chance for young investors to engage with experts, gain insights into the latest trends, and build a community of like-minded individuals.

In conclusion, online trading platforms have ushered in a new era of investment for today's youth in Mumbai. By offering accessible, educational, and technologically advanced tools, these platforms are empowering young investors to take control of their financial futures and navigate the complexities of the stock market with confidence

Keyword: Trading, Investors, Tools, Online

INTRODUCTION.

In the bustling financial hub of Mumbai, online trading platforms have emerged as a game-changer, revolutionizing the way young investors engage with the stock market. These platforms have democratized investing, making it more accessible and appealing to the tech-savvy youth of today.

The Rise of Online Trading Platforms

Online trading platforms have gained significant traction in Mumbai, attracting a diverse range of investors, from seasoned professionals to novice traders. These platforms offer a plethora of features designed to cater to the needs of modern investors, including user-friendly interfaces, low barriers to entry, and a wide array of investment options. Unlike traditional brokerage firms, which often require in-person visits and substantial paperwork, online platforms enable users to open accounts and execute trades with just a few clicks. This accessibility has removed many of the barriers that previously prevented individuals from engaging in investing, particularly among younger demographics who are accustomed to seamless digital experiences.

Educational Resources and Empowerment

One of the key aspects of online trading platforms is their emphasis on education and empowerment. Many platforms provide a wealth of educational resources, including articles, tutorials, webinars, and interactive tools. These resources are designed to help users understand financial concepts, investment strategies, and market dynamics. By arming investors with knowledge and insights, these platforms empower them to make informed decisions and take control of their financial futures, fostering a culture of financial literacy and independence.

Community and Networking Opportunities

Mumbai, being the financial capital of India, hosts numerous events and conferences focused on trading and investing. Platforms like the Money Expo and Finbridge Expo bring together investors, traders, and industry professionals, providing a space for networking, learning, and exploring new opportunities in the capital market. These events offer a unique chance for young investors to engage with experts, gain insights into the latest trends, and build a community of like-minded individuals.

Technological Advancements

Online trading platforms in Mumbai leverage advanced technologies to enhance the trading experience. Features such as real-time market data, trading APIs, and automated strategies enable investors to execute trades quickly and efficiently. These technological advancements not only make trading more convenient but also allow investors to stay ahead of the curve in a rapidly evolving market.

OBJECTIVES OF THE STUDY

1. To understand the concept of online trading.
2. To study the present online trading scenario in Mumbai amongs youth
3. To study the challenges faced by youth in online trading in Mumbai

SAFETY MEASURES TO TAKE WHILE DOING ONLINE TRADING

Do Not Panic

The market fluctuate that should be acceptable by every client. If in want of more money the client losses some amount then he shouldn't be panic in that situation. He must stop trading for some time take the report to analyses the report before taking further action. Keep the investment for long time like for a month or until the share prices raises.

Start With Low Investment

Any client should star with low investment they shouldn't make huge investment when he/she is emotional. The clients should take decision rationally. Wait until the market dips- then buy the shares. No one can predict the market, if anyone make the huge investment, he doesn't know when the market will go down, and he might bear a huge loss. Individual can strat with low amount and then gradually increase the amount of investing, so he will understand the market and can invest well.

Don't Ignore Expenses

You have to the brokerage charges, when you buy and sell the shares. Any client shouldn't ignore these expenses because including a single rupee by hundreds of times it increases the overall expenses. In this way the ignoring the expenses harm a lot to clients.

DON'T CHASE PERFORMANCE

Any client should track the performance of fund throughout the time because without tracking the client can't invest in any company. If he buys also then even, he may loss in coming future. The reason why client shouldn't chase performance.

CHALLENGES IN ONLINE TRADING IN INDIA

Blindly Following The Crowd

Common man generally lack in wisdom of share market, and they don't believe on their own decision. So, mainly they are dependent on crowds decision. This is a time where the investors fails and hence, fall in a trap of buying unnecessary shares.

Inadequate Information About The Quoted Companies

Mainly the investor doesn't have the information related to particular company. Generally, it happens with small and medium short-listed companies, and they even don't find relevant to do research. Many investors are not aware about the up and down of the share prices.

Global Effects

In present scenario of the world, stock markets are integrated with world markets. Any type of fluctuation in global market, affects the Indian stock market. This kind of affect is sometime direct and sometime indirect.

LITERATURE REVIEW

C.Navya ,CH.Deepthi (2019) –Investors attitude towards online trading .It aims that studying the investor's perception of online trading in share markets and helps to find out the present level of service provided by identifying the area which require attention for improving its services.

Dr.IqbalThonseHawaldar, Dr.Habeeb Ur Rahiman (2019) – Investors perception towards stock market .This study is to understand the different personal factors affecting their investment decision and the different factor influencing various categories of investment .Chisquare test was used as a tool to arrive at a decision regarding the association between two variables.

Dr. N. Sakthivel , A. Saravanakumar(2018) -Investors satisfaction on online share trading and technical problem faced by the investors .Investors satisfaction on online share trading based on brokerage houses were analyzed using percentage analysis .Primary data were collected from 620 respondents hrough questionnaire .

Dr. Shankar T. Battase (2015) - A study on investors perception on online trading and depository operations with respect to India infolineLtd,this study highlights to know the procedure of online trading system and also helps to study the effectiveness and functions of depositors and effectiveness and functions of depositors and effectiveness of service provided by brokers.150 sample collected through survey method .

STATEMENT OF THE PROBLEM:

Online trading is an internet based investment activity. In India investor's invest their saving in online trading . The investors who invest in stock exchange are usually unaware of the stock market behavior. Many investors are facing the problem as they do not know which stock to buy and which to sell inorder to gain more profits .This study examine investor's trading preference , investment plan , investment amount ,brokering site which will be useful for the other investors who trade online.

HYPOTHESIS

Alternative Hypothesis (H_1) : There **is a significant association** between age group and usage of online trading platforms among youth in Mumbai

Null Hypothesis (H_0) : There is **no significant association** between age group and usage of online trading platforms among youth in Mumbai

Research Methodology

Research Methodology is the specific techniques or procedure used to identify, analyze information, process and select about the topic. In a research paper, methodology section helps the reader to evaluate study's reliability.

Secondary Data Analysis

The research is based on the Primary and secondary data. The data is collected from various sources like the Survey, Internet, Books, Magazines, and Articles, etc.

Data of 100 Respondents

Age Group (Years)	Use Online Trading Platforms (Yes)	Do Not Use (No)	Total
Below 20	10	15	25
20–25	35	10	45
26–30	15	5	20
Above 30	8	2	10
Total	**68**	**32**	**100**

Expected Frequencies

Age Group	Yes (E)	No (E)
Below 20	(25×68)/100 = 17.0	(25×32)/100 = 8.0
20–25	(45×68)/100 = 30.6	(45×32)/100 = 14.4
26–30	(20×68)/100 = 13.6	(20×32)/100 = 6.4
Above 30	(10×68)/100 = 6.8	(10×32)/100 = 3.2

Chi-Square Calculation

Formula:

χ2=∑(O−E)2E\chi^2 = \sum \frac{(O - E)^2}{E}χ2=∑E(O−E)2

Age Group	O(Yes)	E(Yes)	$(O-E)^2/E$	O(No)	E(No)	$(O-E)^2/E$
Below 20	10	17	2.88	15	8	6.13
20–25	35	30.6	0.63	10	14.4	1.34
26–30	15	13.6	0.14	5	6.4	0.31
Above 30	8	6.8	0.21	2	3.2	0.45
Σ (Chi-Square)			**≈ 11.09**			

Degree of Freedom & Interpretation

df=(r−1)(c−1)=(4−1)(2−1)=3df = (r - 1)(c - 1) = (4 - 1)(2 - 1) = 3df=(r−1)(c−1)=(4−1)(2−1)=3

At **5% significance level (α = 0.05)**,
the **critical value** from the χ^2 distribution table (df = 3) = **7.815**

Since **11.09 > 7.815**, we **reject H_0**.

Conclusion:

There is a **significant association between age group and use of online trading platforms** among youth in Mumbai.

LIMITATIONS OF THE STUDY :

1. The result of the study is based only on the view expressed by the investors of Mumbai City .
2. The survey has been conducted only taking 100 respondents as a sample size.

FINDINGS

- Share of online trading is growing after pandemic amongs youth
- Well-Planned structured needs to be followed for online trading.
- Use of online trading is easy but comes with some risk.
- Awareness about usage of online trading is less in other part of India.

SUGGESTIONS:

- The stock exchanges should educate investors about online trading.
- The stock exchanges should educate investors about derivatives instruments
- The share brokers should give advice about long term investment
- The share brokers should improve their services as some of the investor's has poor experience in online trading.

CONCLUSION

In conclusion, online trading platforms have ushered in a new era of investment for today's youth in Mumbai. By offering accessible, educational, and technologically advanced tools, these platforms are empowering young investors to take control of their financial futures. Whether through user-friendly interfaces, comprehensive educational resources, or community support, online trading platforms are playing a crucial role in shaping the investment landscape for the next generation in Mumbai.

The Research shows that online trading is rapidly growing in India. The reason for this is easy accessibility with the help of smart phones, laptops and computers.

It is a good experience for me to conduct research on a study investor's perception about online trading .From the research I understood the investor's investment , experience, trading plan and amount invested in online trading .

With the help of Research , I conclude that most of the investors invest in mutual funds and most of the investors are beginner in online trading .Main purpose for investors to invest in online trading is for privacy , user friendly, timesaving and convenience .

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