E-Trading Platforms Simplifying the VUCA world of Stock Market

Neha Choudhary
Ph.D Scholar, Department of Management Studies,
Medi-Caps University, Indore
nehajain9886@gmail.com

Dr.Devendra Kumar Pandey
Professor, Department of Management
Medi-Caps University, Indore
devendrakumar.pandey@medicaps.ac.in

ABSTRACT

The stock market is one of the key economic drivers and has a significant impact on the nation's financial situation. A billion people are online today, and the Indian stock market has also seen changes as a result of the dynamic environment and introduction of E-trading platforms. In the stock market, a stock or security is traded between a seller and a buyer. The act of placing buy/sell orders for financial instruments, including currencies and financial securities, online via a broker's internet-based proprietary trading systems is known as e-trading. With the development of accessible high-speed computers and internet connections in the middle to end of the 1990s, the use of e-trading rose significantly. For order execution in e-trading, most of the brokers provide a trading platform. Regarding the significance of stock markets in fostering economic growth, researchers have differing views on how well they perform the following tasks: enhancing liquidity, gathering and mobilizing capital, monitoring managers and exerting corporate control, offering risk-pooling and sharing services, including investment levels.

This research paper discuss what e-trading is, how it developed, how it has grown, its advantages and disadvantages, the rise and fall of investing apps in India, the shifting nature of online trading, and the challenges that investment firms face when engaging in online stock trading. The expansion of e-trading platforms, which has made stock exchange operation simpler, is the main objective of the paper.

***Keywords*:** E-trading platforms, Volatility, Risk, Stock

Introduction

An electronic trading platform, commonly referred to as an online trading platform, is a piece of computer software that allows users to order financial products through a financial intermediary through a network. The trading platform, across a communication network with a financial intermediary, or directly between the participants or members of the trading platform are all options for trading a variety of financial products. This covers financial instruments with a financial intermediary, such as brokers, market makers, investment banks, or stock exchanges, such as stocks, bonds, currencies, commodities, derivatives, and others. In contrast to traditional floor trading using open outcry and telephone-based trading, such systems enable customers to conduct electronic trading from any place. The phrase "trading platform" can also refer to the trading software by itself.

In addition to offering extra trading tools including charting packages, news feeds, and account management features, electronic trading platforms generally stream live market prices on which users can trade. Some platforms have been created particularly to give people access to financial markets that were previously exclusively available to specialized trading organizations through direct market access. They might also be built to perform high-frequency trading or automatically trade certain technical analysis-based techniques.

Market access is facilitated by the availability of mobile-friendly electronic trading systems for Windows, Mac, Linux, iOS, and Android. Many apps are currently available for smart phones, including "kite" by Zerodha, "IIFL Markets" by IIFL Securities, "MO Investor" by Motilal Oswal, and many others that have received more than ten lakh downloads on the Google Play store.

There are different drivers which could suggest a comprehensive initiative taken towards a range of dimensions that have been identified and they have been proven to successfully develop a viable capital market.
Firstly, **greater market autonomy** could help in enhancing pricing of capital market and funding allocations. Policymakers need to address vestige of failures in fix market and financial repressive policies.

Secondly, development in capital market could be placed on firmer foundation by **strengthening judicial and legal systems towards investor's protection**. Policies which could ease out access towards legal recourse can lower the cost of enforcing private contract and sanctioning breach of duty.

Third, **enhancing regulatory independence and effectiveness** has been considered as a key factor that strikes a balance between issuers cost and investors protection. The objectives should be well-focused and clear.

Fourthly, there are many economies which have a scope to increase diversity and **depth of domestic institutional investors' base**. Different policies have been initiated to promote more penetration on part of the institutional investors like insurance companies and pension funds.

Fifth, a **bi-directional and broad opening of capital markets** could exert general positive influence over the development in domestic capital market. So as to reap benefits driven by the policy makers, there is a need to actively engage market entrants and also prepare for spillover any kind of risk.

Finally, there has been enhancement of market ecosystems by **development of deeper complementary markets for repo, securities lending and derivative** that requires coordinated efforts along with multiple dimensions. This would include supportive regulatory and legal environment, there could be regulatory coordination for broadening investor's base in the market and efficient and robust market infrastructures like trade depositories and central counterparties for managing potential risk associated with financial stability.

Historical Evolution of E- Trading

Table 1.1 Evolution of Capital Markets in India

Year	Activity/ Milestones
1605-27	Reign of Mughal emperor Jahangir. Arrival of various East India Companies in India
1668	English East India Company got control of Bombay and in next two years its Headquarters shifted to the city from Surat.
18th Century	Toward the end of 18th century loan securities were issued by English East India Company.
1830's	Trading of loans of East India Company and some banks.
1844	Colaba, Bombay emerged as a centre for cotton trading.
1850	First law on Joint Stock company enacted in India as Joint Stock Companies Act.
1857	Recognition of limited liability concept in companies
1860-65	Period of first boom of Indian Capital Market
1865	Severe crash with the end of civil war in America
1866	Enactment of the Companies Act based on English Companies Act of 1862. The Act was first comprehensive Act to provide incorporation, regulation and winding up of companies.
1882	The Companies Act was amended and remodeled.
1874	Brokers started assembling at a street Bombay which became popular as Dalal Street.
1875	Formation of association of brokers – The native Share and Stockbrokers' Association.
1887	Stock Exchange was formally established in Bombay with execution of indenture as a society - Native Share and Stockbrokers' Association.
1895	A building - old Bombay Stock Exchange Building - was purchased for Rs. 97,000.
1908	Formation of Calcutta Stock Exchange Association
1925	Enactment of Bombay Securities Contracts Control Act.
1927	Recognition of Native Share and Stockbrokers' Association under the Bombay Securities Contracts Control Act, 1925.
1937	Formation of Madras Stock Exchange Association (Pvt) Ltd.
1947	Enactment of Capital Issues (Control) Act, 1947.
1956	The Securities Contracts Regulation Act of 1956 is passed. With the new law, the Indian government formally recognized the Bombay Stock Exchange which became the first stock exchange.
1986	Introduction of Sensex, a sensitive index to gauge the movement of share prices.
1988	A non-statutory organization, the Securities and Exchange Board of India, was created by the Government.
1992	The Securities and Exchange Board of India Act, 1992 was passed to provide substantial powers to the interim body that was formed in 1988. Passage of Capital Issues (Control) Repeal Act, 1992. Incorporation of the National Stock Exchange.
1995	The Bombay Stock Exchange initiated electronic trading to shift away from open-cry floor system.
1996	Enactment of the Depositories Act, 1996 Establishment of the National Securities Depository Limited under the Act.
1999	Introduction of Dematerialization System Promulgation of the SEBI (Credit Rating Agencies) Regulations, 1999
2013	Enactment of the Companies Act, 2013
2018	Promulgation of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements). Regulations, 2018

Traditionally, transactions between brokers or counterparties have been conducted manually. The majority of trades have, however, moved to computerized trading platforms since the 1970s. Alternative trade platforms and electronic communication networks may be among them.

Brokers may place orders remotely utilizing private dedicated networks and dumb terminals on the early electronic trading platforms, which were often connected to stock exchanges. Early systems, also referred to as "request for quote" based systems, would occasionally not provide live streaming rates but would instead let brokers or clients to place an order that would be confirmed later.

The National Association of Securities Dealers founded NASDAQ in 1971, and it was run purely electronically over a computer network. The NASDAQ was inaugurated on February 8th, 1971. It swiftly attained popularity, and by 1992, it was responsible for 42% of US trade volume.

When electronic financial markets first appeared, electronic trading platforms followed soon after. Globex entered the market as the first electronic trading platform in 1992. The company E-Trade, which began as an online brokerage service, quickly introduced its own platform geared towards consumers. E-Trade's growth rate in 1999 was 9% every month, which contributed to the platforms' quick rise in popularity.

With the advent of digital technologies in the late 2000s, a new generation of investing firms began to emerge and offer services to help non-professional investors with trading.

Reasons for online trading in India

The investors prefer to invest online instead of traditional trading as it has brought many benefits and they could be enjoyed by the investors for the reasons mentioned below:

1. The investors believed that they are having power for making investment in the stock market and online trading provides transparency. The investors can make investment as per their own choices and this provides them security and transparency while taking their decision for investment. There is no need for the investors to justify the choice which they have made while making investment.
2. They get motivated to engage and learn about stock market.
3. People are enjoying their engagement, affordability, quickness, convenience and simplicity of trading in stock market.
4. The investors have information about wealth and also about different ways of making investment, they need to study about the movement in share market and then make investment fr long term.
5. The investors are certain and overconfident.
6. The investors have a belief about trading on internet and orders could be placed with the help of investment tools and they need to develop their ability to build portfolio of their own.

Benefits of E-Trading

- It cuts out the middleman, enabling us to purchase and sell without ever having to speak to a broker. For some investors who lack the resources to interact with full-service brokers, this makes e-trading appealing.
- It is quicker and less expensive: We pay more money when a broker executes our trades. On the other hand, a brokerage fee is assessed when we trade online, but it is nearly usually less than what a traditional broker, who must physically place a deal, will charge you.
- It gives investors more control: One of the most significant benefits of electronic trading is that it gives us more power over our money. With e-trading, we can trade whenever we want during trading hours and make our own decisions without the broker's intervention.
- Real-time monitoring of our investments is possible: To track our investing success and do our own research, the e-trading platform provides a variety of cutting-edge tools and interfaces. Whenever we login from your phone or computer, we can monitor gains or losses in real time.
- Conveniently, all we have to do to get started with e-trading is open a trading account online. As long as we have an internet connection, we are not constrained by space or time. As a result, e-trading is simple and easy to access from anywhere. Time is also saved.
- Better financial awareness is a secret benefit of e-trading that no one would want to overlook. Similar to traditional stock trading, we can forecast market behaviour and use that information to forecast whether the stock price will rise or decline. We'll manage and be accountable for our own finances. As we gain expertise, we are better able to distinguish between excellent and bad investing prospects. The fact that we have this financial knowledge increases our marketability to employers seeking to fill a well-paying position in the finance department. So, in addition to generating quick cash, we also succeed in improving our financial literacy in both our personal and professional lives.
- Increased knowledge of the financial markets: This is a significant benefit of electronic trading. Additionally, it fosters the practice of actively participating in money management. This can lessen the chance of a third party stealing money.

Impact on Stock Market

The capital markets have experienced a paradigm shift since the introduction of the internet and technologically enabled solutions. Trading platforms have increased market accessibility over the previous few years; in FY22, 29 lakh new Demat accounts were opened per month on average. With the launch of the Screen-based Trading System (SBTS) more than ten years ago, the digitalization of stock markets began. Since then, it has changed thanks to cutting-edge technology like machine learning and artificial intelligence (AI).

They were essentially developed as an internet platform to track market prices and help investors purchase, sell, and hold stock options. Trading platforms have developed into a one-stop shop for numerous investment possibilities, including bonds, currencies, stocks, commodities, and other financial assets, since their launch.

Web and mobile-based applications have made trading easier for today's tech-savvy people, from opening a Demat account and making trades to keeping an investment portfolio. The expansion of digital platforms that are launching new goods and services to make investments accessible to the populations that are currently underserved is being further fueled by the increased participation in the financial markets. More modern investors are looking for websites that provide access to all financial services in one place these days. This opens the door for super apps that provide customers a variety of services, including loan applications, FD and mutual fund trading, and stock market trading.

Review of Literature

Juan Carlos (2008) expressed that apparent trust; helpfulness and usability are significant issues in online share trading frameworks. The findings recommended that online financial sellers and stockbrokers should improve the security of the online framework since online share trader's structure insights about its apparent security.

Juhi Ahuja (2012) presents a review of Indian Capital Market & its structure. In last decade or so, it has been observed that there has been a paradigm shift in Indian capital market. The application of many reforms & developments in Indian capital market has made the Indian capital market comparable with the international capital markets. Now, the market features a developed regulatory mechanism and a modern market infrastructure with growing market capitalization, market liquidity, and mobilization of resources. The emergence of Private Corporate Debt market is also a good innovation replacing the banking mode of corporate.

Abdul Rahim (2013) dissected the issues and prospects of online share trading rehearses India and found that the principal advantage determined out of online share trading is more extensive decision followed by better worth and wellspring of data. Results likewise uncovered that deficient innovation is the serious issues looked by online offer brokers followed by absence of expert administration.

Arshia bansal (2018) stated the issue and prospects of online stock exchanging solan town of Himachal Pradesh and established that insufficient innovation and danger of framework disappointment are the serious issues looked by the investors. Hacking is exceptionally normal in the event of online share trading so there is a need to survey the security framework.

Sakthivel and Saravanakumar (2018) explored investors fulfillment on online share trading and specialized issues looked by the investors in Coimbatore region of Tamil Nadu and established that Operational challenges, E-mail affiliation and Lack of insightful abilities are the main specialized issues looked by the investors in online share trading.

Shiji and Jeevitha Priya (2019) analyzed the problems faced by the investors in online share trading. Majority of the respondents are concurred with the issues of obligation on exchanging, deficient monetary development, impact of legislators, helpless speculation abilities, and high market unpredictability, absence of capital ventures, stock market slumps, and deficiency of cash because of accidental variables in online trading exchanging.

Saritha and Lakhsmi (2019) stated that significant obstacles for the development of online stock exchanging are PC ignorance, helpless foundation, hazard unfavorable disposition of investors and so on. Investors purchase value offers or value based common assets since values are viewed as the most fulfilling, when contrasted with other venture choices whenever held over a long span and furthermore established that deficient accessibility of innovation is the serious issue looked by the online share traders.

Oganga (2019) mentioned in the study that capital market has been dominating financial sector in India and many other countries. There has not been much regards given to its origin. This particular paper discusses about evolution of capital market and indicated the negotiable instruments which have been used by traders. It has considered the legal issues which are being faced by the investors while investing in capital market. Legislative measures have been taken for ensuring regulations associated with capital market. The author has discussed about capital market evolution in Kenya and India.

Gupta (2020) indicated in the study that capital market in India is exhibiting stronger growth momentum which is driven by economic demand, saving rate and consumption. During early 1990's, our country was ranked low based on capital market. The adoption and reforms associated with IT tools being used in trading and settlement has helped our country in leading in front of the other countries.

Nayak (2021) discussed about the ways people started a business. A business is initiated by an individual sometimes money of their own or at times by borrowed money. Financial market includes existence of money market and capital market. Capital market plays a very important role while raising funds from public.

Kulal& Kumar (2022) have mentioned about unprecedented growth in Indian economy which was realized post liberalization. There has been technological advancement and also legal framework which exists in the economy, it contributed towards growth of capital market. Global economy has been facing turbulent times and the capital market in India has never disappointed the Indian citizens. The people of India are considering investment in capital as a safe option. They study has discussed about recent developments which have taken place in the capital market.

Kulasekhar (2023) have mentioned in the study about conversion of reserve funds extensively with the help of capital market. SEBI has brought about many changes in the capital market so as to support trading in shares and other instruments without much risk and transparency. Capital market makes it easy for the companies to raise funds which could be in the form of equity shares, preference shares or debentures.

Singh &Ranjan (2024) have discussed about the impact that technological advancement has on stock market in India. Retail sector in India has improved its performance with the help of advancement in technology. Development in technology is helping the investors to deal in share market and they are able to evaluate a particular stock and then invest in smaller portion for future.

Objective of the study

1. To study the benefits of e-trading platforms.
2. To study the impact of e-trading platforms on stock exchange.
3. To study how e-trading has simplified the volatility of stock market.
4. To evaluate the present day paperless trading and its shortcomings.
5. To study the extent of reduction in customer complaints and Redressal in the stock trading system.

Research Methodology

Data Collection

The foundation of this investigation is the secondary data. By employing a number of tools given by the platforms, such tracking daily volatility and developing custom pattern analysis and set models, investors and financial advisors are increasingly focusing on how to lower the risk while investing their savings in the stock market. How accurately models capture the behaviour of the stock market and the underlying assets determines how accurate risk measurements are. This paper emphasizes the importance of online tools in examining the relationship between returns and volatility for the Indian stock markets. A security's risk is frequently higher the more volatile it is.

Research design

The research design indicates a plan of action to be carried out in connection with a proposed research work. It provides only a guideline for the researcher to enable him/her to keep that he/she is moving in the right direction in order to enable his/her goals. In this research the research design is descriptive research design.

Methodology

The purpose of research methodology section is to describe the procedure for conducting the study. It includes Research design, Sample unit, Sample size, Sampling technique, Tools for data collection, Statistical tools, sources of data & Procedure of analysis of research instrument.

Findings, Suggestions and Conclusions

Findings

A) Awareness about investment in Capital market

- **Stock market -** Many are aware about stock market as an investment instrument. Investment in capital market should be safe and also provide protection to the capital amount which has been invested. There are many people who are aware about stock market and they prefer to invest in shares of different companies which are being traded in the stock market.
- **Mutual funds -** Majority are aware about mutual funds as an investment instrument. Mutual funds help the people to invest in a combination of shares and even a small amount could be invested in mutual funds. The shares of the company might be very high and at times it is difficult for an individual who is having lower financial condition to buy shares of a large cap company.
- **Debentures -** The investors are sometimes interested in safeguarding the capital which they have invested and hence they prefer to invest in debentures instead of equities. Majority of them are not aware about debentures as an investment instrument. This no such appreciation in case of debentures but there is an interest which is received by the investors even if there is loss by the company.
- **Bonds -** There are other investment instruments which are available in the market where the capital remain safe and one of them is bones that are being provided by the government or any other private Institution. Majority are aware about bonds as an investment instrument.

(B) Evaluation of paperless share trading in the current scenario

- **Shares provided me a tax benefit -** Investment in certain mutual funds could help in reducing taxable income. There are some mutual funds in which investment is made for a long term and they are referred to as ELSS.
- **Paperless share trading is flexible -** People have indicated their response as satisfied towards this statement. It is very easy to place orders for shares online. People can check the best orders that are available and accordingly can place an order for buying shares.
- **Trading of shares enables transparency -** Investment is shares is considered to be very transparent as the prices that which trading is being done is clearly visible to all the investors. The information that exists in the market impacts the price of a particular stock when there is certain news about the particular sector and which the company exist.
- **Paperless share trading provides diversification -** Diversification is very important while investing in different stocks are the same time. In a share market there are many companies which are being traded in stock exchange and it provides a very good platform where people can easily place their orders for buying and selling.
- **Share trading can be professionally managed -** There are many companies whose shares are being traded in this stock market and it is very important for the investors to evaluate all the companies before making any kind of investment.
- **Paperless share trading provides real time monitoring -** Paperless share trading helps the investors to invest in shares from a distance and they could select the stocks which they find to be best and accordingly make investment in them.
- **Paperless share trading provides a high return as well as high risk –**Investment in shares involves risk as there are many macro and micro factors that are involved in investment in stocks. The companies have a different performance and its return varies with the demand and supply.
- **Trading of shares provides a capital appreciation in future -** The investor should invest in the capital market for a long term as it provides benefits to them in the future since the company keeps on performing better during the coming years.
- **Share trading is safe as well as more productive for future benefits –** Many have indicated their response as highly satisfied towards this statement. It is important for the investors to be aware about the stock market and the regulatory body that regulates it so that they could consider their investment as safe and it would help in gaining more future benefits.

(C) Reduction in Customer complaints and Redressal in the stock trading system

- **Non-Issuance of the Documents by the Trading Member** Some accountholder have faced the problem of non-issuance of documents by trading members. It is very important for the people to have access to their documents and this should not be restricted so that people find investment in stock market to be safe for investment.
- **Non-receipt of funds / securities -** The investor should find investment and stock market to be very safe and they should easily get the securities back whenever they need it. It is very important that the investors considered investment in capital market as safe and secure.
- **Non-receipt of margin/ security deposit given to the Trading Member (TM) -** Sometimes amount which has been provided as security deposit is not received from the concerned authorities and it creates a sense of doubt among them and this could make the investors stay away from investment in capital market.
- **Non-Receipt of Corporate Benefit (dividend / interest / bonus etc.) -** The companies in which investment is being made with the help of stock exchange, Should aim at performing in a better way so that they could provide interest and dividend to the investors.
- **Auction value/ close out value received or paid -** Whenever investor enters into an auction it is very important that they receive the money back based on the timeline which was known to the investors. The payout should be provided to the investors since they have a lot of trust in the stock exchange.
- **Execution of Trades without Consent -** Any kind of trade should not be executed without informing the investors. Sometimes the investors provide sufficient authority to the Advisors to invest in stocks of their own choice since they are not much aware about investment and also about the performance of the companies.
- **Excess Brokerage charged by Trading Member/ Sub-broker -** The amount of brokerage that will be applicable while investing in any stock should be informed to the investors and this will help in building up trust in their Minds towards the stock market.
- **Mismatch in account statement -** The investor should check the statement of account and based on that they should evaluate the actual amount which they have earned. There are different charges that are applicable in a particular stock and when a person evaluates the price of the stock they should also check charges being applied.

(D) Impact caused by the presence of e-trading platforms in the Indian stock market

The investors have indicated that Groww and others has impact on e-trading as they provide many features which help the investors to easily trade in stocks and other investment options. The investment in stock market after being vigilant while selecting a particular stock is not very easy.

Conclusion

The continual advances in technology have had a major impact on the Indian stock market. Although the volume has increased optimally, the proportion of individual investors in online trading has decreased as a result of the erratic worldwide market patterns that have emerged since the global economic slowdown. With reference to the foregoing debate, we may draw the conclusion that increased awareness among regular Indian traders is crucial if Indian investors are to make efficient and effective use of the innovations and technologies currently accessible for a sustainable development.

In contrast to how difficult it was for a small portion of the public to access capital markets and play the role of an investor before online share trading was introduced, it is now obvious that both the number of retail participants and the financial value of trades have increased significantly. The simplicity, openness, and trust that internet share trading has offered to regular investors are the primary causes of this. To boost the investments that can really support a country's economic progress, more retail participants are needed.

The long-term approach should receive special consideration while trading shares online. The brokers should provide their clients with daily information updates so that they may learn more about online trading and investors won't run into any problems when trading shares online. Before engaging in online share trading, investors should be educated through seminars, lectures, and hands-on training because computer literacy is crucial. Technical issues are the main risk in online share trading. Before engaging in online trading, investors should confirm that the broker offers a backup alternative that allows them to call the customer service line and complete the transaction over the phone. These ideas will serve as a platform to enable enterprises with global demand to trade their shares continuously. This would be a daring and novel step that is anticipated to improve price discovery on a worldwide scale.

Due to its reduced trading fee costs, quicker trade execution, greater control and adaptability over the types of transactions investors wish to perform, and lack of temporal or geographic restrictions, online trading has emerged as a significant trend in markets around the world. Thus, internet trading will undoubtedly develop more quickly with the growth of informed investors and the support of rules and regulations.

Suggestions

- People who are less educated may not be able to evaluate the capital market as an easy and safe investment option, hence they take the advice of financial advisors.
- There are different rules and regulations and charges that are applicable while investing in the capital market and is very important for the investors to understand about them and then take decision of investing in them.
- The respondents should try to gain more information about the investment options that are available in the market so that they could compare all of them and then finally take the decision of investing in those options in a particular ratio.
- Right decision can be taken by the respondents only when they are aware about various options like shares, bonds, debentures and other category of instruments available in the capital market.
- The individuals who are not married might invest more amount in equity as compared to debt since they are not much stressed about the risk which is involved in the investment option, risk should be considered before making any investment.
- The investment options selected by individuals should be a combination of risk and return and it should not be lopsided considering options which are more risky.
- It is important to focus on liquidity as well as safety of invested amount is also necessary.
- The respondents who are newly married might have lesser responsibilities initially and later after having kids, their perception would change and they might change their portfolio from more risk to less risk, they should take decision wisely.
- Some people take the help of agents or brokers to understand more about the capital market and then they try to invest in stock market for a short or long period of time, it is important to enquire all details before investing. People are gaining more knowledge about the stock market and then they decide which is the best performing company in the market, accordingly they should invest in the company.
- Mutual funds are managed by fund managers and the amount which is invested in mutual funds is invested in equity wherein different companies are selected, the investors should enquire all details about fund manager before investing.
- Mutual funds help the people to invest in a combination of shares and even a small amount could be invested in mutual funds, hence it could be preferred by the investors.
- People can easily invest in debentures so that the capital will remain safe and they could receive a particular percentage which is described with the debenture certificate, the authenticity of the debentures should be checked before investing.
- Bonds provide a fixed rate of interest and it could be considered as an investment option by the individuals.
- It is very important that investor has sufficient diversification in the portfolio so that in case the stock market goes down the entire portfolio will not get affected when a smaller part of it is invested in some security is provides fix rate of return like bonds.
- The investors might select option for a long term or short term and hence there should be a mix of investment options in the portfolio of investors.
- There is a need to gain more awareness about the options available for investment and then decide any one of them for investment.
- Investment in stock market can be done directly by understanding about the companies that are listed or could be invested indirectly in mutual funds.
- Investment in equity is quite risky since the amount invested in different companies might fluctuate.
- The share price of companies could change due to demand and supply, hence sometimes the capital invested in the companies may not remain safe, and investors should ensure that they invest safely.

References

Abdul Rahim A. (2013), "Problems and Prospects of Online Share Trading Practices in India", International Journal of Marketing, Financial Services & Management Research, Vol.no.2 (4), pp 150-155.

Adamolekun G. et al (2023). Electronic trading and stock market participation in Africa: Does technology induce participation?. Economics Letters. 224. 1 – 5

Arshia Bansal, Neha Kashyap, Piyush Mehta And Krishan Kumar Raina (2018), "A Study on Problems and Prospects of Online Stock Trading in Solan Town of Himachal Pradesh", International Journal of Economic Plants, Vol.no.5(4), pp 184-191.

Brad M. Barber and Terrance Odean (2002), "Online Investors: Do the Slow Die First?" Journal of Financial Studies, Vol.no.15 (2), pp 455-488.

https://www.investopedia.com/terms/d/debenture.asp obtained on 23/10/18
https://www.investopedia.com/terms/e/equity.asp#ixzz5TWCNCWl9 obtained on 25/10/18
https://www.nasdaq.com/investing/options-guide/definition-of-options.aspxobtained on 23/10/18
https://www.thebalance.com/mortgage-backed-securities-types-how-they-work-3305947 obtained on 25/10/18

Juan Carlos Roca, Juan Jose´ Garci´A and Juan Jose´ De La Vega (2008), "The Importance of Perceived Trust, Security and Privacy in Online Trading Systems", Journal of Information Management and Computer Science, Vol.no.17 (2), pp 96-113.

Kulasekhar M. (2023). Development of capital markets in India: a study. EPRA International Journal of Economic and Business Review. 11 (8). 45 – 55

Kummarikuntla Saritha and Krishnanaga Lakhsmi y. (2019), "Problems and Prospects of Online Share Trading Practices in India", Complexity International Journal, Vol.no.23 (2), pp 335-339.

Mamunur Rashid and Ainun Nishat (2009), "Satisfaction of Retail Investors on the Structural Efficiency of the Market: Evidence from a Developing Country Context", Asian Academy of Management Journal, Vol.no.14 (2) pp 41-64.

Manoj Kumar Dash (2010), "Factors Influencing Investment Decision of Generations in India: An Econometric Study", International Journal of Business Management and Economic Research, Vol.no.1 (1), pp 15-26.

Syed Tabassum Sultana (2010), "An Empirical Study of Indian Individual Investors' Behaviour", Global Journal of Finance and Management, Vol.no. 2(1), pp 19-33.

Sakthivel N. and Saravanakumar A. (2018), "Investors' Satisfaction on Online Share Trading and Technical Problems Faced by The Investors: A Study in Coimbatore District of Tamil Nadu", International Journal of Management Studies, Vol.no.3 (9), pp 71-76.

Shiji R. and Jeevita Priya S. (2019)," A Study on The Problems Faced by The Investors Towards Online Share Trading", International Journal of Research and Analytical Reviews, Vol.no.6 (2), pp 351-356