

Impact of Digital Trading Platform on Investor Perception Towards Stock Market Investment

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Abstract

Digital trading platforms have transformed the investment landscape by providing investors with convenient, real-time, and technology-driven access to financial markets. These platforms offer features such as live market updates, analytical tools, mobile trading, portfolio management, and AI-based recommendations, which significantly influence investor perception and investment decisions. The purpose of this study is to examine the impact of digital trading platforms on investor perception and to analyze how this perception affects investment decision-making. The study also explores the roles of platform usability, trust, security, information quality, and financial literacy in shaping investors' behaviour. A quantitative research approach using structured questionnaires is proposed to collect data from retail investors. The findings are expected to demonstrate that digital trading platforms positively influence investor confidence, satisfaction, and decision quality while highlighting challenges such as cybersecurity risks, information overload, and behavioral biases. The study will contribute to the existing literature by providing insights into investor behavior in the digital trading environment and offering practical recommendations for improving digital trading platforms and enhancing investor decision-making.

Keywords: *Digital Trading Platforms, Investor Perception, Investment Decision, Retail Investors, Online Trading.*

Introduction

The rapid growth of digital technology has transformed the financial services industry, particularly in the field of investment and securities trading. Digital trading platforms have made investing more accessible by allowing individuals to buy and sell financial assets such as stocks, mutual funds, exchange-traded funds (ETFs), and other securities through web-based and mobile applications. These platforms provide investors with real-time market information, analytical tools, portfolio management features, instant order execution, and educational resources, making the investment process faster, more convenient, and more transparent. Investor perception plays a crucial role in investment decision-making. Factors such as trust, security, ease of use, information quality, platform reliability, and customer support influence how investors perceive digital trading platforms. A positive perception increases investor confidence and encourages informed investment decisions, whereas concerns

about cybersecurity, privacy, misinformation, and technical issues may discourage investors from actively participating in digital trading. Digital trading platforms also incorporate advanced technologies such as Artificial Intelligence (AI), machine learning, big data analytics, and robot-advisory services. These technologies provide personalized investment recommendations, risk assessment, market predictions, and automated portfolio management, helping investors make more informed decisions. However, excessive dependence on digital tools may also increase behavioural biases, overconfidence, and impulsive trading, affecting investment outcomes. Despite the growing popularity of digital trading platforms, there is limited research examining how investor perception directly influences investment decisions, particularly among retail investors in emerging economies such as India. Understanding this relationship is important for financial institutions, policymakers, platform developers, and investors to improve digital trading services and promote responsible investment behaviour. Therefore, this study aims to examine the impact of digital trading platforms on investor perception and investment decisions. It seeks to identify the key factors that influence investor behaviour and provide recommendations for enhancing the effectiveness, security, and user experience of digital trading platforms. The findings of this research are expected to contribute to the existing body of knowledge and support the development of better digital investment ecosystems.

Objectives

To Study the impact of financial literacy on the effective use of digital trading platforms.

To Identify the major challenges faced by investors while using digital trading platforms.

To Examine the influence of information quality and real-time market updates on investment decisions.

Literature Review

Patel (2025) The study examined how stock trading mobile apps influence investors' perceptions and investment decisions. It found that convenience, ease of use, and analytical tools improve investor confidence and decision-making. Demographic factors also influence perceptions. Choudhary & Pandey (2026) This study investigated e-trading platforms using platform usability, security, trust, and information quality. Platform usability emerged as the strongest factor influencing investment decisions. The model explained a large share of investor decision behaviour. Mendoza et al. (2025) Using the Technology Acceptance Model, the authors found that perceived usefulness, usability, and interface quality significantly affect online investment decisions. Behavioural intention mediates actual platform usage. Mahadevan (2026) The paper explains how behavioural biases such as overconfidence, herd behaviour, and loss aversion influence investors using digital investment platforms. Robo-advisors and FinTech platforms change investment behaviour considerably. Jhanavi & Uma Maheswari (2026) This conceptual review discusses FinTech adoption and investment decisions. It highlights digital trading apps, AI tools, and robot-advisors as major drivers of retail investor participation while identifying behavioural research gaps. Gupta & Dey (2024) The research examined how perceived risk affects the adoption of mobile stock trading platforms. Investors with lower perceived risk were more willing to adopt digital trading technologies. Mishra & Tripathi (2026) This bibliometric review analysed AI-driven mobile trading research. It concluded that AI-enabled platforms improve investment decisions but require stronger regulation, investor awareness, and AI literacy. Agarwal, Kumar & Goel (2019) The literature review examined the influence of internet information and social media on investor behaviour. Online information significantly affects trading decisions and market movements. Swaleh & Sastry (2026) The study analysed digital nudging,

notifications, and behavioural finance in online trading. It found that digital prompts influence investor risk perception and decision-making. Tripathy & Das (2025) AI-enabled FinTech services improve investment performance by enhancing ease of use, infrastructure quality, and financial literacy. The study highlighted technology's positive influence on investment behaviour. MSW Management Journal (2026) The research found that digital trading platforms encourage faster investment decisions but may increase risk-taking among retail investors. Financial literacy helps reduce irrational investment behaviour. IIP Series (2025) This theoretical study examined how digital trading platforms influence investors' risk-taking behaviour. It suggested that easy market access increases both opportunities and speculative trading. Abbasi & Weigand (2017) The review discussed the impact of digital financial services on financial performance. It recommended expanding research beyond banking into broader digital financial ecosystems. Zhang & Wang (2024) This systematic review analysed digital transformation in corporate finance. It identified technology adoption, investment efficiency, and value creation as major research themes. Chen & Ren (2026) The study showed that social media information reduces investor behavioural biases and encourages more rational investment decisions through better information quality.

Significance of the Study

It provides insights into the role of financial literacy, platform usability, security, and privacy in building investors' confidence while using digital trading platforms.

The findings can help stockbrokers and digital trading platform providers improve their services, security features, user interface, and information quality according to investor's needs.

The study is useful for understanding how digital platforms can make stock market participation more convenient and accessible, while also encouraging investors to make informed and responsible decisions.

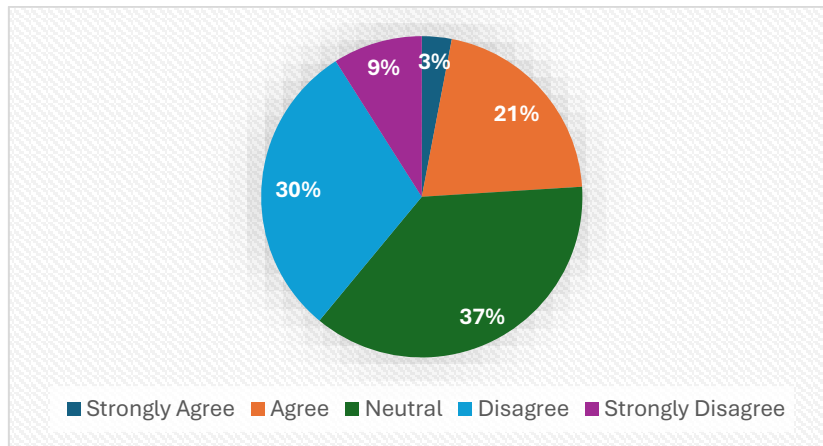
Data Analysis and Interpretation

I have sufficient financial knowledge to use digital trading platform effectively.

<i>Particular</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>37</i>
<i>Agree</i>	<i>30</i>
<i>Neutral</i>	<i>21</i>
<i>Disagree</i>	<i>9</i>
<i>Strongly Disagree</i>	<i>3</i>
<i>Grand Total</i>	<i>100</i>

Analysis:

The table presents that 37% of the respondents strongly agree and 30% agree. And 21% of respondents are neutral to the statement while 9% disagree and 3% strongly disagree with the given option.



Interpretation

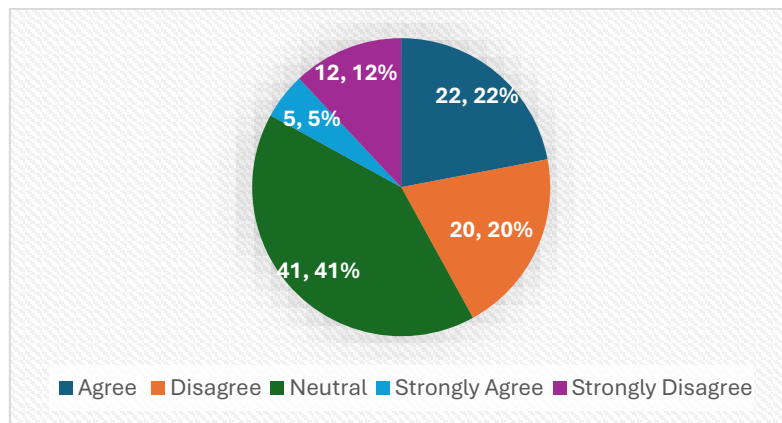
The pie chart shows 67% respondents have a positive response, indicating that most investors feel they have adequate financial knowledge to use digital trading platforms effectively. However, some respondents may still need additional financial education and awareness.

1. I feel confident in evaluating investment risks before making transactions through digital trading platforms.

<i>Particular</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>5</i>
<i>Agree</i>	<i>22</i>
<i>Neutral</i>	<i>41</i>
<i>Disagree</i>	<i>20</i>
<i>Strongly Disagree</i>	<i>12</i>
<i>Grand Total</i>	<i>100</i>

Analysis:

The table shows that 41% of the respondents are neutral towards the statement, while 22% agree and 5% strongly agree. At the same time, 20% disagree and 12% strongly disagree in this question.



Interpretation:

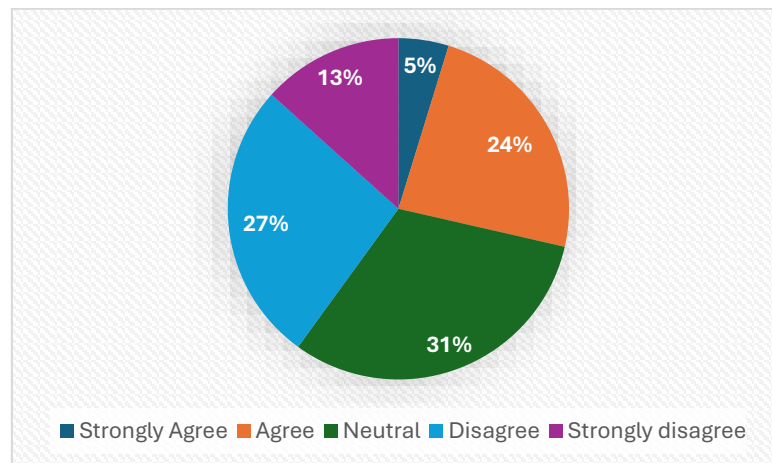
The results suggest that investors have a moderate degree of confidence in assessing investment risks in the context of digital trading platforms. Thus, a considerable number of respondents require education in finance and investment to ensure that their level of risk awareness is sufficient.

My level of financial literacy enable me to use the features and tools available on digital trading platforms effectively.

<i>Particular</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>5</i>
<i>Agree</i>	<i>25</i>
<i>Neutral</i>	<i>33</i>
<i>Disagree</i>	<i>28</i>
<i>Strongly disagree</i>	<i>14</i>
<i>Grand Total</i>	<i>105</i>

Analysis:

The table demonstrates that 33% of the respondents are neutral , 25% of the participants agree, and 5% strongly agree with the statement. On the other hand, 28% of the respondents disagree, and 14% strongly disagree.



Interpretation:

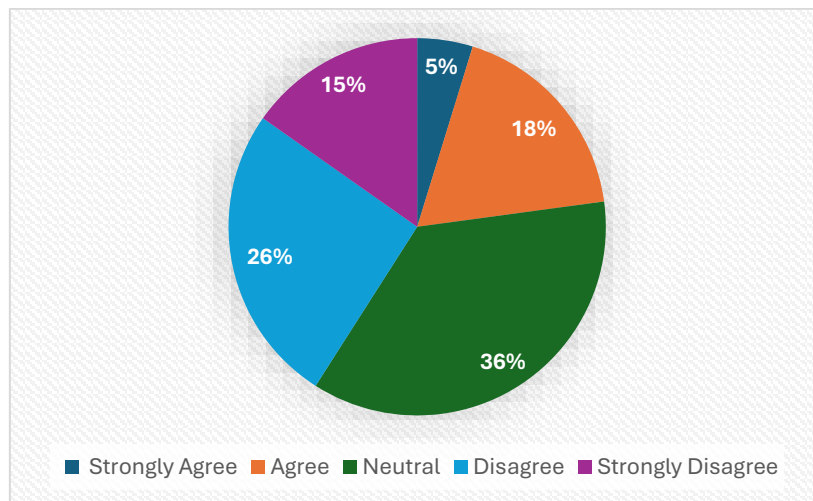
The analysis results suggest that the majority of the respondents are unsure about their financial literacy level and ability to use the technology-based tools provided by the trading platforms correctly. As such, a proportion of the investors might require additional financial guidance and education toward increasing their knowledge and awareness.

I often face technical issues while using digital trading platforms.

<i>Particulars</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>5</i>
<i>Agree</i>	<i>19</i>
<i>Neutral</i>	<i>38</i>
<i>Disagree</i>	<i>27</i>
<i>Strongly Disagree</i>	<i>16</i>
<i>Grand Total</i>	<i>105</i>

Analysis

The table presents a statistic revealing that 38% of people are neutral , 24% of respondents agreed and strongly agreed that they encounter such issues when using the application, while 43% disagreed and strongly disagreed.



Interpretation

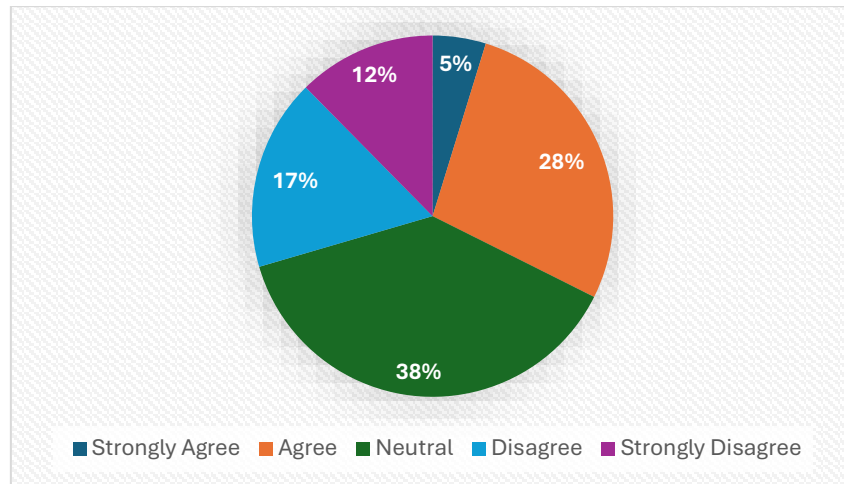
The results suggest that technical issues are a non-issue for all investors, and certain respondents experience challenges while using the digital trading platform. The high rate of neutrals indicates that technical challenges may be a one-off problem instead of a common occurrence.

I find it difficult to understand the features and tools available on digital trading platforms.

<i>Particulars</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>5</i>
<i>Agree</i>	<i>29</i>
<i>Neutral</i>	<i>40</i>
<i>Disagree</i>	<i>18</i>
<i>Strongly Disagree</i>	<i>13</i>
<i>Grand Total</i>	<i>105</i>

Analysis:

The table presented above demonstrates that 40% of the respondents are neutral , 29% of the participants agree, and 5% strongly agree with the statement. 18% of the respondents disagree, and 13% strongly disagree.



Interpretation:

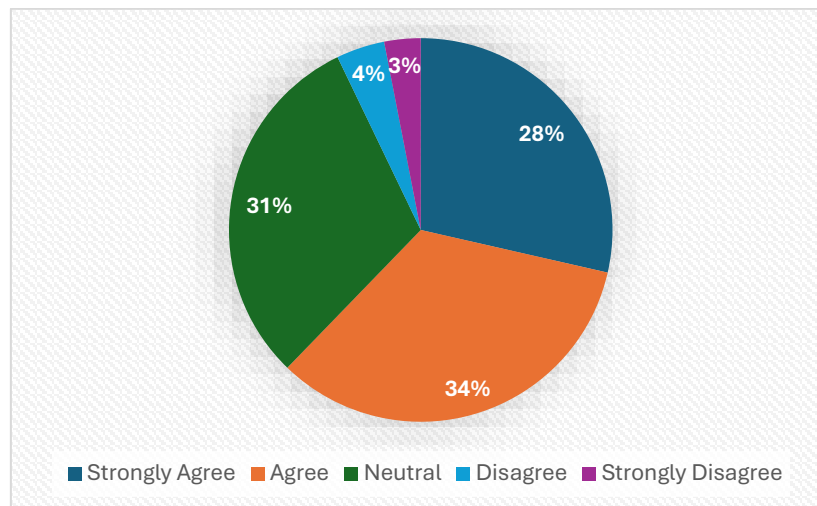
The results suggest that investors are unfamiliar with the features of digital trading platforms. Since more than half of investors gave a neutral answer to this item, it can be concluded that they do not understand whether it is difficult to use such platforms or not. Therefore, the design of these platforms should be improved, and investors should be educated to ensure that they know how to use these tools correctly.

Security and privacy concerns affect my confidence in using digital trading platforms.

<i>Particulars</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>28</i>
<i>Agree</i>	<i>33</i>
<i>Neutral</i>	<i>30</i>
<i>Disagree</i>	<i>4</i>
<i>Strongly Disagree</i>	<i>3</i>
<i>Grand Total</i>	<i>105</i>

Analysis

The table presented above represents that 61% of response are agree and strongly agree, 7% of the participants disagree and strongly disagree with the statement. 30% of the respondents neutral in this responses.



Interpretation

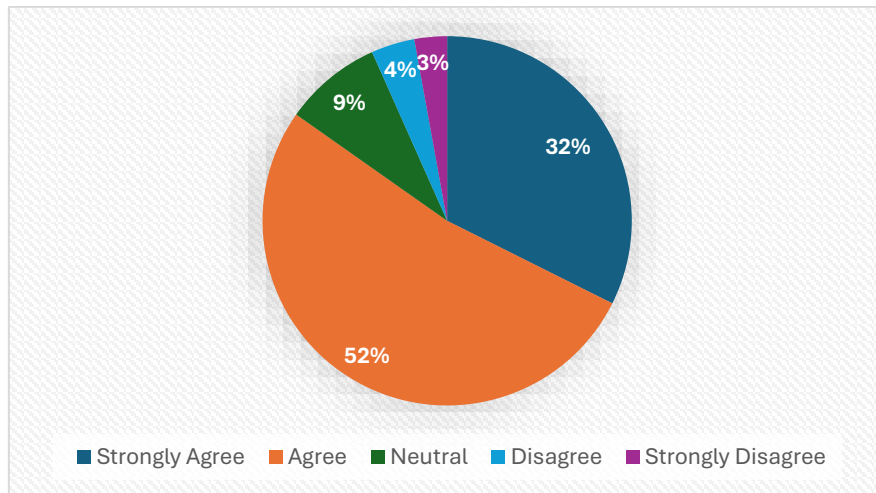
The pie chart represent. It shows that 65% strongly agree and agree, indicating a positive perception among many investors. 7% have a negative response, while 28% are neutral. Overall, the findings show a positive perception, indicating that the majority of investors have a **positive perception** regarding the statement. The low level of disagreement suggests that only a small number of investors have a negative perception.

The information provided on digital trading platforms is accurate and reliable.

<i>Particulars</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>34</i>
<i>Agree</i>	<i>55</i>
<i>Neutral</i>	<i>9</i>
<i>Disagree</i>	<i>4</i>
<i>Strongly Disagree</i>	<i>3</i>
<i>Grand Total</i>	<i>105</i>

Analysis

The table above represents the survey results about the information on digital platforms. Thus, 55% of respondents are agree, 34% Strongly agree and 9% neutral with the given statement. At the same time, 4% of respondents disagree and 3% strongly disagree with it.



Interpretation:

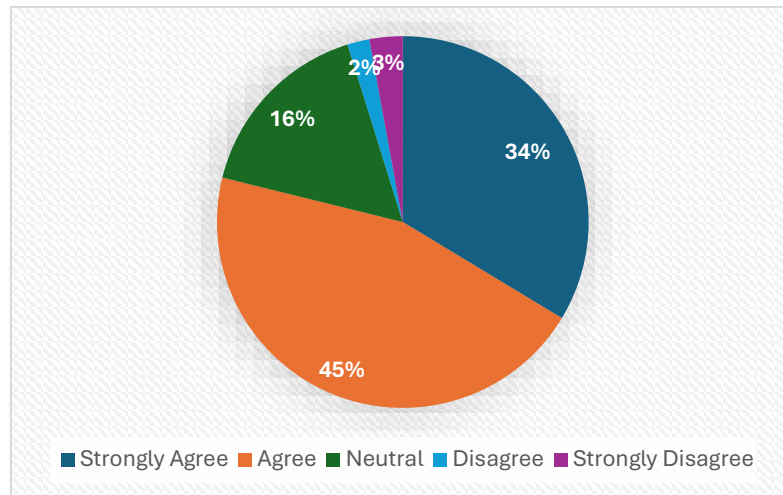
The results shows that majority of the respondents are sure about the information provided by the online trading platform. Thus, high-quality and timely information will available to investors make the right decision and choose the most profitable shares.

Real – Time price movements and market alerts influence investment decisions.

<i>Particulars</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>35</i>
<i>Agree</i>	<i>47</i>
<i>Neutral</i>	<i>17</i>
<i>Disagree</i>	<i>2</i>
<i>Strongly Disagree</i>	<i>3</i>
<i>Grand Total</i>	<i>105</i>

Analysis:

The table presented reveals the 47 respondents agreed and 35 strongly agreed that these factors have an impact. 17 respondents were neutral about this item. Meanwhile, 5 respondents disagreed and strongly disagreed with this statement.



Interpretation

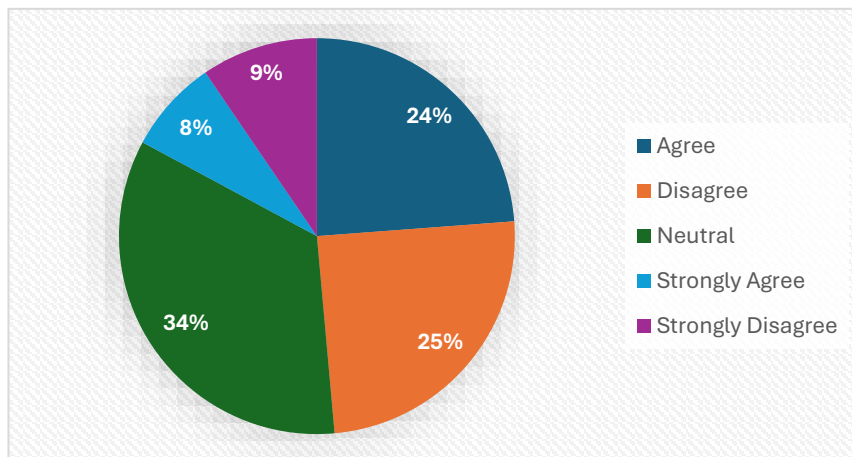
The results prove that changes in real-time prices and alerts influence the decisions of the investors; however, there is also certainty among respondents. In general, the answers illustrate that timely information about the market situation helps investors to make faster decisions, this information might be significant.

Access to up-to-date market information increases my confidence in marketing investment decisions through digital trading platforms.

<i>Particulars</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>8</i>
<i>Agree</i>	<i>25</i>
<i>Neutral</i>	<i>36</i>
<i>Disagree</i>	<i>26</i>
<i>Strongly Disagree</i>	<i>10</i>
<i>Grand Total</i>	<i>105</i>

Analysis

The table above represents the analysis to. 25 respondents agreed and 8 strongly agreed; however, 36 respondents were neutral. 26 respondents disagreed and 10 strongly disagreed. The highest response was recorded on neutral.



Interpretation:

The results indicate that some respondents feel that current market information helps them make better decisions, many are still uncertain. This suggests that reliable and timely market information can improve investor confidence and support better investment decisions.

Key findings

Technical difficulties are one of the primary concerns for some respondents. The applications' freezing, crashing, and loading issues are frequently linked to the smooth functioning of the platforms, although most participants were indifferent to the described inconveniences.

Many investors are uncertain about their financial knowledge and their ability to use digital trading platforms effectively.

Many respondents reported uncertainty about understanding the features and tools available on digital trading platforms.

App crashes, slow loading, and other technical problems are experienced by some investors. Such issues can affect the convenience and confidence of investors while trading.

Security and privacy concerns have a noticeable effect on investors' confidence in using digital trading platforms.

A considerable number of investors are uncertain about whether the information provided by digital trading platforms is accurate and reliable.

Respondents indicated that real-time price movements and market alerts have an influence on investment decisions.

Digital trading platforms provide investors with convenient access to the stock market, market information, and trading services through mobile and online applications.

Recommendation

Investors can gain fundamental knowledge about stocks, mutual funds, risk, returns, and market trends so that they can use digital trading application efficiently for their investment.

Technical problems such as freezing of the applications, slow responsiveness, transaction errors and many others should be addressed.

Investors should assess the risks of any given security before investing instead of basing their decision on price movements and alerts.

Investors should research and confirm market-related news and information before making a trade.

Investors shouldn't be tempted to make quick trades based on their emotions, market fluctuations, or rumours.

Learn the tools: Investors should learn how to use charts, research reports, watchlists, alerts, portfolio tools, and other features that come with digital trading platforms.

The platforms should have easy to use and understandable interfaces so that new investors can navigate around the application with ease.

The security features of the platforms should be improved and updated frequently to enhance the safety of the investors' personal information.

Conclusion

The research indicates that digital platforms have a significant impact on investor perception and decision-making process. Stock market accessibility, provision of information and market news, and convenience of the trade process significantly impact the probability of an individual making trade decisions. At the same time, factors such as low financial literacy, complexity of the platform's interface, technical issues, and security concerns may limit the effect. Therefore, it is essential to provide the software with a convenient and intuitive interface and ensure the provision of quality information, security, and investor assistance. In general, it may be concluded that the factors affecting individual's perception of stock market trading are critical to invest and maintain high levels of confidence in trading activity in the stock market.

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