

## ONLINE SHARE TRADING PLATFORMS AND INVESTOR BEHAVIOR AT ANGEL ONE

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**ABSTRACT:** The investment landscape has been transformed by online share trading platforms, which provide investors with unparalleled access to financial markets and enable rapid transactions. The objective of this investigation is to evaluate Angel One's position in the broader context of the impact of internet trading platforms on investor behavior. Market data, usability, execution speed, and analytical tools comprise the evaluated platform factors that influence investment decisions. The research elucidates the decision-making processes, risk propensity, and trading behaviors of investors. The results suggest that Angel One's digital platform and minimal transaction costs have contributed to an increase in investor engagement and involvement. Additionally, increased accessibility encourages overconfidence and impetuous trading. Investors' responses to online trading are contingent upon their demographics and investment experience. The essay underscores the importance of platform-based strategies in the prevention of risk and the education of investors. The investigation has improved our comprehension of investor behavior and online trading technologies.

**Index Terms:** *Angel One, Online Trading, Investor Behavior, Share Market, Investment Decisions, Risk Tolerance, Digital Trading Platform, Financial Markets,*

### 1. INTRODUCTION

Contemporary stock markets were established through offline transactions. Before the internet was introduced, stocks were traded offline. Stockbrokers acted as clients' advocates during asset transactions. The evolution of the stock trading landscape has been facilitated by technological advancements and the internet. Analog methods were supplanted by online trading. Both online and in-person commerce continue to be prevalent. With the exception of a small number of specialized enterprises, offline commerce has declined. The most cost-effective and expedient alternative is online procurement. Financial markets are accessible to individuals who have an internet connection. Active trading and financial management are capabilities that individual investors possess.

Online trading of equities, bonds, and options is facilitated by platforms. Investors have the ability to implement trades directly through their online brokerage accounts, without the involvement of intermediaries.

Online share trading platforms have facilitated the purchase and sale of shares in a more efficient, cost-effective, and expeditious manner. The proliferation of smartphones and internet connectivity has resulted in a reduction in brokerage charges, physical presence restrictions, and burdensome procedures in underdeveloped countries. The stock market diversification alternatives have been expanded by the availability of real-time market data,

analytical tools, and trading services. The digital revolution has revolutionized investment practices and augmented the number of regular investors.

Technologies such as algorithmic suggestions, real-time price monitoring, technical charts, and rapid order execution have an impact on investors. The escalation of trade may be facilitated by internet trading systems that supervise markets and portfolios. Beginners may be inclined to engage in more short-term speculation and less long-term investment as a result of elementary trades. News alerts, market fluctuations, and social media trends may influence investors' risk perceptions and decisions.

## 2. LITERATURE SURVEY

Bhatia, A., Chandani, A., & Chhateja, J. (2025): This investigation investigates the extent to which investors' biases are mitigated by robo-advisory services in the Indian financial sector. A qualitative survey of automated guidance systems is conducted with financial experts and market participants. In addition to loss aversion, the investigation identified financial biases such as overconfidence, herd mentality, and emotive decision-making. Robo-advisors provide investment recommendations that are informed by data, which eliminates bias. It seems that algorithmic tutoring encourages the development of long-term financial strategies and disciplined investment practices. Investor confidence in digital advisory platforms was bolstered by the investigation. It emphasizes the awareness and adoption of Indians. The research suggests that robo-advisory services improve the rationality of investors. The research improves our understanding of behavioral finance in emerging markets.

Jiao, P., Veiga, A., & Walther, A. (2024): The research investigates the impact of traditional and social media on investor behavior and stock market dynamics. We analyze extensive databases on investor sentiment, media, and stock prices. Social media influences the sentiment and volume of short-term investors. Conventional news outlets are outperformed by social media in terms of market reaction and knowledge dissemination. We discovered that online conflicts are responsible for market instability and price volatility. The research underscores the importance of sentiment-driven trading and caution. Digital communication platforms have a profound impact on individual investors. The findings suggest that the financial sector is increasingly reliant on digital media. Comprehension of the dynamics of information in stock trading is improved through study.

Welch, I. (2023): Investor trading on Robinhood is the subject of this working paper. Whether individual investors behave in a conservative or speculative manner in the market is contingent upon their attitude. Comprehensive trading and holding data are employed to analyze stock selection and return patterns. The data suggests that Robinhood investors implement trades that are well-organized and focused. Investment performance is not always improved by trading. The poll suggests that popular equities have subpar performance following brief price increases. It promotes the accessibility of platforms and commission-free commerce. Investor well-being and market efficiency. The examination concentrates on investor behavior and online trading platforms.

Barber, B. M., Huang, X., Odean, T., & Schwarz, C. (2022): The study investigates the relationship between investor interest in Robinhood and trading and investment success. Extensive transaction-level data is employed to assess the stock market's conduct and key

characteristics. Investors prioritize assets that are readily accessible via the internet, according to a survey. The purchasing pressure and frequency are increased by trading with attention. The article asserts that conventional investors acquire businesses in substantial quantities and generate lower returns. This demonstrates how behavioral biases lead to suboptimal decisions. The impact of digital platform architecture on investor behavior is demonstrated in this study. The dissemination of knowledge also impacts conventional investors. Behavioral finance and digital trading are being advanced through research..

Cen, X. (2021): This study employs mobile trading to investigate the stability of the market and the behavior of investors. In conclusion, the research indicates that the trading frequency and risk tolerance of retail investors are influenced by mobile trading applications. The research suggests that mobile trading encourages short-term speculation. While mobile technology improves market accessibility, it also leads to an increase in overtrading.

### **3. ONLINE SHARE TRADING TRENDS**

#### **Growth of Retail Investor Participation**

Retail stock market involvement has increased since the introduction of online trading. Novice investors are drawn to low brokerage fees, simple KYC processes, and easy account setup. Digital platforms make it easier to access the stock market. This trend is encouraging young and middle-class people to boost their investments.

#### **Rise of Mobile Trading Applications**

Mobile trading has changed the tactics used by stock dealers. Instantaneous price updates, mobile portfolio management, and accelerated order execution all contribute to convenience. Without the need for middlemen, investors can carry out transactions whenever and wherever they choose. Mobility enhanced corporate and market activities.

#### **Cost Efficiency and Discount Brokerage Models**

Discount brokerage services are used to make online trading more affordable. Compared to full-service brokers, transaction costs are lower. Investors who are cost-conscious increase trading at lower expenses. Investors benefit from competitive platforms.

#### **Integration of Advanced Technology and Analytics**

Modern online trading systems have enhanced charting capabilities, artificial intelligence-generated insights, and technical indicators. They help investors make data-driven and trend-based judgments. enhancing algorithmic and automated trading. Technology integration has reduced human error and increased business efficiency.

#### **Faster Settlement and Seamless DP Integration**

The usage of bank-internet commerce links speeds up settlement cycles. Demat account activities are enhanced by automated share crediting and debiting. Open communication reduces settlement risks and increases transparency. Securities and quick capital transfers benefit investors.

#### **Increased Awareness and Financial Literacy**

Online platforms and seminars have increased investors' financial literacy. Trading software functions include instruction, market notifications, and demo trading. Investors are therefore conscious of the possible risks and opportunities. Astute investors trust the market.

#### **Customization and User-Friendly Interfaces**

Online trading platforms prioritize user-friendly, customisable interfaces to improve the consumer experience. Decision-making is facilitated by monitor lists, notifications, and customizable interfaces. Both traditional and modern enterprises strive for ease of navigation. User-centric design is essential in today's cutthroat economy.

#### 4. BASIC RISK FACTORS IN ONLINE SHARE TRADING

In recent years, online stock trading has changed dramatically. Because it might profit from price swings and market volatility, this market is attractive to inexperienced traders. Learning to trade stocks online might be difficult due to the risk of damage and financial loss. It is wise to understand the main dangers before making an online stock transaction. The upcoming essay will look into possible risks that should be taken into account and your strategy then modified.

##### Unexpected Price Movements

The main concern is whether prices will rise or fall. Every trading platform's price, including the stock market, is prone to fluctuations. Prices for bids and asks are always changing. Abrupt and unexpected price fluctuations are the main source of risk.

If the share price declines significantly despite recent patterns and technical analysis suggesting a gain, traders may suffer losses. They would suffer a financial loss if they tried to sell the shares at a higher price. Purchasing shares could be difficult if prices keep falling before reversing and then falling again.



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##### Inflation Risks

Observing the strong association between stock purchases and the world economy is crucial while doing online research. Because of this relationship, economic inflation has an impact on the stock market. If global inflation rises, all product prices will rise as well. To maximize returns, more and more investors will sell their holdings. The downturn of the market will make your revenue insufficient. The online stock market is seriously threatened by this.

**Market Value Risks**

Purchasing stocks online carries a substantial risk related to market valuation. Even though the stock market is less volatile than FX or cryptocurrency, community value is nonetheless unstable. Value is often determined by the assets in the portfolio, the amount of liquid capital available, and the market price trend.

Speculators may earn from their active contracts if the valuation is high. However, if there is a shift in the price dynamics or the liquidity pool. The ensuing drop in market value will make trading losses worse.

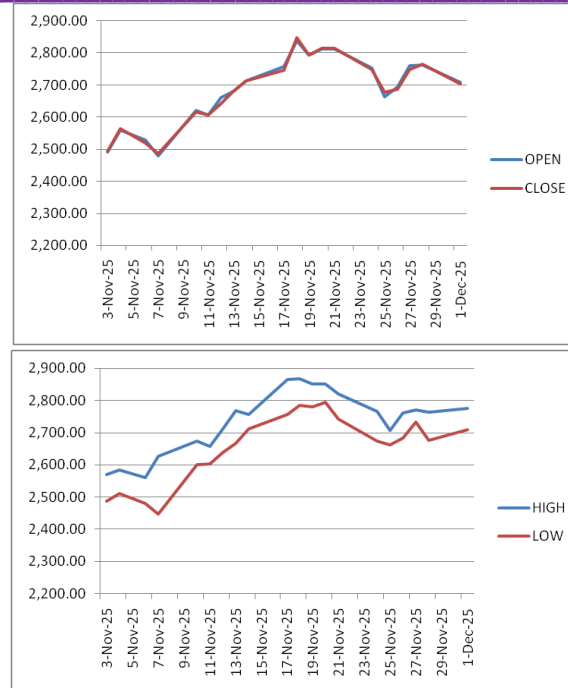
**Taxation and Interest Risk**

When buying stocks online, one must also consider the risks related to interest rates and taxes. Examine how a recession, inflation, or other occurrences might affect the world economy. If this is the case, it will be challenging for shares to turn a profit because taxes and interest rates will bring in more money for the government. By recognizing these dangers and modifying their trading tactics, online stock traders can lower losses and boost profits.

**5. DATA ANALYSIS AND INTERPRETATION**

**ANGELONE NSE (01-11-2025 to 01-12-2025)**

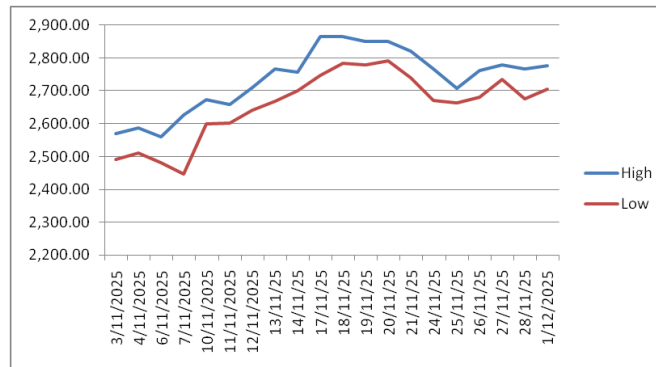
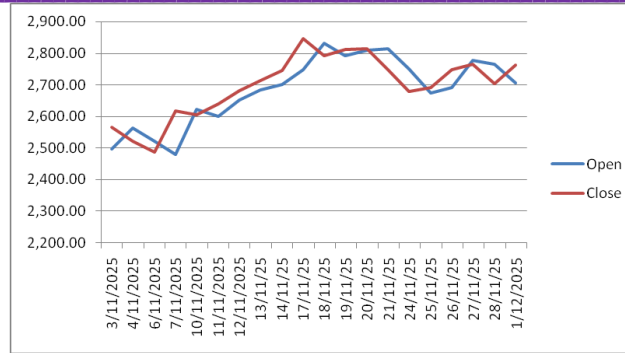
DATE	OPEN	HIGH	LOW	CLOSE
3-Nov-25	2,492.40	2,569.80	2,486.20	2,492.40
4-Nov-25	2,560.00	2,584.20	2,509.90	2,563.80
6-Nov-25	2,530.00	2,559.80	2,480.00	2,518.40
7-Nov-25	2,480.00	2,625.00	2,446.00	2,486.50
10-Nov-25	2,622.00	2,673.30	2,600.00	2,616.40
11-Nov-25	2,606.40	2,656.90	2,602.00	2,606.40
12-Nov-25	2,663.00	2,710.00	2,637.80	2,641.40
13-Nov-25	2,680.00	2,768.30	2,666.40	2,679.50
14-Nov-25	2,713.50	2,757.00	2,710.70	2,713.50
17-Nov-25	2,759.00	2,864.90	2,755.10	2,745.30
18-Nov-25	2,839.00	2,867.00	2,785.00	2,847.40
19-Nov-25	2,794.00	2,850.00	2,779.00	2,793.40
20-Nov-25	2,813.90	2,850.00	2,793.30	2,813.90
21-Nov-25	2,812.00	2,819.00	2,741.00	2,814.30
24-Nov-25	2,753.00	2,765.40	2,673.90	2,748.10
25-Nov-25	2,665.00	2,706.90	2,661.00	2,678.50
26-Nov-25	2,694.00	2,760.00	2,682.50	2,687.70
27-Nov-25	2,759.90	2,770.00	2,732.80	2,749.50
28-Nov-25	2,763.90	2,763.90	2,676.00	2,764.20
1-Dec-25	2,709.00	2,776.00	2,707.80	2,703.80



**INTERPRETATION:** From ₹2,492.40 on November 3 to ₹2,864.90 on November 17, 2025, the stock's value increased significantly. There have been many acquisitions. Despite market volatility, investor confidence persists, as seen by the peak price of ₹2,847.40 on November 18. On November 21, the price was ₹2,814.30, and on November 25, it was ₹2,678.50. The deterioration was brought on by the loss of accomplishments. On December 1, the stock price peaked at ₹2,703.80, showing a short-term market fall after a significant surge.

**ANGELONE NSE (01-11-2025 to 01-12-2025)**

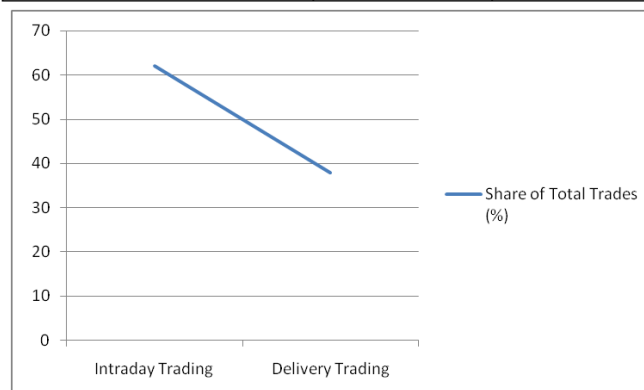
Date	Open	High	Low	Close
3/11/2025	2,497.05	2,569.70	2,489.40	2,563.70
4/11/2025	2,563.70	2,585.65	2,511.05	2,520.70
6/11/2025	2,522.60	2,559.00	2,480.00	2,485.85
7/11/2025	2,480.00	2,625.00	2,445.75	2,616.50
10/11/2025	2,623.90	2,672.80	2,600.00	2,605.30
11/11/2025	2,601.15	2,657.20	2,601.15	2,640.00
12/11/2025	2,653.70	2,709.85	2,640.50	2,681.70
13/11/25	2,684.95	2,767.00	2,668.60	2,713.90
14/11/25	2,701.10	2,757.10	2,701.10	2,745.70
17/11/25	2,748.05	2,864.10	2,748.05	2,846.40
18/11/25	2,832.45	2,864.25	2,783.95	2,792.20
19/11/25	2,793.00	2,850.00	2,781.00	2,812.55
20/11/25	2,810.45	2,849.90	2,792.55	2,814.35
21/11/25	2,814.35	2,820.20	2,740.75	2,746.85
24/11/25	2,750.15	2,765.00	2,671.55	2,677.45
25/11/25	2,674.70	2,705.70	2,663.00	2,691.10
26/11/25	2,691.20	2,760.00	2,680.85	2,747.75
27/11/25	2,777.60	2,777.60	2,735.00	2,763.90
28/11/25	2,765.00	2,765.00	2,677.00	2,703.00
1/12/2025	2,705.65	2,775.65	2,705.65	2,762.25



**INTERPRETATION:** The stock price increased from ₹2,563.70 on November 3 to a record high of ₹2,846.40 on November 17. This implies that November 2025 was a very favorable month for purchasing. Due to a great deal of investor excitement and involvement, a monthly peak of ₹2,864.10 was reached on November 17. By November 24, the price had fallen from 2,846.40 to 2,677.45 due to short-term selling pressure. The process of calculating profits started after the halfway point of the month. The stock ended the day at ₹2,762.25, demonstrating a significant rise and optimism on December 1. This place has a palpable feeling of solidity.

### Intraday vs Delivery Trading Share at Angel One

Trading Type	Share of Total Trades (%)	Avg Trades per Month
Intraday Trading	62	42
Delivery Trading	38	18





**INTERPRETATION:** The data indicates that intraday trading is the most common type of trading, accounting for 62% of all transactions and averaging 42 deals each month. This suggests short-lived and unpredictable tactics. Despite making up 38% of contracts and averaging only 18 transactions per month, delivery trading seems to be more cautious and focused on investments than other contract types. Intraday trading is becoming more common, which indicates that buyers are looking for quick profits and liquidity. According to research, most customers would rather trade actively than hold onto assets for long.

## 6. CONCLUSION

The financial industry has been significantly impacted by online share trading platforms because they offer quick access, affordable trading alternatives, and real-time information. These platforms have drawn more small-scale investors by influencing traders' trading frequency, risk inclination, and decision-making speed. Simultaneously, technology has accelerated and streamlined many procedures while simultaneously increasing the prevalence of negative traits such as impulsivity, excessive self-assurance, and unthinking conformity. Understanding user behavior on online stock trading platforms is crucial for investors, regulators, and platform providers. Strong regulatory frameworks, open platform protocols, and thorough investor education can all help to promote prudent investment practices and risk mitigation. A strong strategy that strikes a balance between technological innovation and investor safety is required for the online trading ecosystem to continue growing and remaining stable.

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