The Role of Technological Innovation in Online Trading Platforms: A Case Study of ANGEL Broking's Sustainable Practices and Investor Satisfaction.

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Abstract. As online trading continues to reshape the landscape of financial markets, the role of technological innovation becomes paramount in influencing investor satisfaction and fostering sustainability. This research presents a comprehensive case study that examines the intricate relationship between technological innovation, sustainable practices, and investor satisfaction within the context of AGEL Broking, a prominent player in the online brokerage industry. The study begins by reviewing the existing literature on the impact of technology on financial markets and investor behavior, emphasizing the growing importance of sustainable practices in contemporary financial services. It then transitions to a detailed analysis of AGEL Broking's technological innovations, exploring how the brokerage leverages cutting-edge technologies to enhance its online trading platform. Central to this investigation is the evaluation of AGEL Broking's commitment to sustainability, encompassing environmental, social, and governance (ESG) considerations. The case study scrutinizes the integration of sustainability principles into the technological infrastructure of the online trading platform and assesses how these practices resonate with investors seeking ethically aligned investment opportunities. To measure investor satisfaction, a combination of quantitative and qualitative methods is employed, including surveys, interviews, and analysis of trading data.

1 Introduction

Recently, buying things in stores has become as simple as buying them online. Investors may do this by calling the number shown on the box's telephone. He needs a fast internet connection, a three-in-one bank account, a mobile banking package, and sufficient funds.

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Thankfully, everything that needs to be done can be done with a few taps or clicks on a Smartphone screen. Apps and shopping sites for smart phones and the web may be purchased for free or by paying money. Successful stock trading may result in a financial windfall. His holdings in American stocks are as follows. The inflow of foreign corporations has made it simpler for Indian citizens to maintain their earnings in the country. Trading stocks is crucial to accumulating wealth.

Purchasing and selling goods online is known as "e-commerce." Online marketplaces make it simple to purchase and sell stocks, mutual funds, and even collectibles. The stock market is based on a system of supply and demand. Understanding the stock market as an investment vehicle is the first step in learning to trade. You may learn to invest by doing a variety of things, including keeping up with financial news and websites, listening to podcasts, and taking classes. Promotional Content of One common approach to making money online is to start an online trading business. Stocks, bonds, ETFs, and futures are just some of the financial products that may be traded via modern online brokerages.

In the past, if an investor wanted to acquire shares, he would have to go via a credit score brokerage and place an order to buy the stock of a certain company or individual. Each order to purchase certain items is recorded in the members-only database shared by the buying and selling platform and the exchange platform. After collecting this data, the greatest possible pricing is determined for all locations advertising that specific inventory.

The method is validated by both parties' respective processes if the fee is in keeping with the client's expectations and the order is placed. After these steps are completed, the dealer has three days to process the funds before they are deposited into your account. Inventory appraisals are provided by many online trading platforms, allowing traders to better assess the imposition in the market. Because of this, one may alter their actions in light of anticipated consequences. Using an online system may save time and money for users. Last but not least, a well-endowed device is crucial for the uninterrupted flow of transactions on the hub.

2 Literature Review

Talwar,2 Talwars, 3 Kaurs, 4 Tripathis, and 5 Heaps, (2021). Retail traders' financial actions are influenced by the financial process. Existing research has probed this connection at length, but measures of financial attitudes and actions tend to be sweeping in scopeandtaketheformofquestionsratherthanstatements.Thepublic'sreactiontohealthemergencies, such as the current COVID-19 outbreak, is also little understood. By considering the effects of economic stress, optimism, economic security, deliberate inquiry, interest in economic issues, and the need for wise savings on company conduct, this hypothesis bridges agap in the existing research.

Tony MZ, Majid MA, Mirza SS, Yusuf S, and Gibran K. (2018). Data from asurveyadministeredto314matchedpairsoftradersandsecuritiesadvisorswascategorizedusing Costa and McCray's (1992) Big Five personality theory. The NEO-5 Factor Inventory (Costa & McCrae, 1989) was used to evaluate the experts' personality development. To evaluatehow well the Big Five version matches up, a confirmatory factor analysis was conducted. To estimate the endogeneity covariates, we used instrumental variable analysis using a two-stepleast-squares approach.

A. Demir, L. Maruf, N.W.S. Khan, and J.A. Bayad (2021). The goal of this text is toinvestigatehowemailinfluencesstudents'willingnesstopay,levelofhappinesswith,andlikelihood of using an online meeting platform throughout the academic quarter. The effect ofemail on consumers' levels of contentment is also investigated. The results reveal that the

initialcost of e-services influences both the value perceived and the level of satisfaction, but has nofurthereffect on thewillingness to pay.

UT, Sivalingam AD, Hong TT, and Zandi J. Torabi. Having a retirement plan in place is crucialfor providing financial security in old age. The Enterprise Provident Fund (EPF) is crucial tomaintainingmycurrentstandardofliving;Isimplycannotaffordtodoso.Thisretirementplanis a multi-stage, cyclical process that is assessed on a regular basis and calls for immediateinterestpaymentstobeprovidedtothedonors.Forthisreason,thepaperanalyzeshowoptimistic characteristics and mental aspects affect millennials' plans to retire happily.

Moon, Y., & Armstrong, D.J. In an online-to-offline (O2O) setting, a company makes use of notonly the web but also mobile devices and physical locations. Businesses attract clients online toobtainitemsor offersandthen charge themelectronically or throughmobile devices.Theauthors contend that customers have a more positive impression of the company's service in thiskind of integrated advertising and marketing setting compared to more traditional settings. Thehighest quality of both material and immaterial components make up O2O service. With O2O carriers influences customer pride and repurchase intentions, as well as customer riskand suppliertrust.

R. Pandey and W.M. Jessica. This speculation makes use of developmental psychologicalinfluences in an effort to clarify the connection between bias in behavior, pride, and the will tochange.Herealizedthatprejudiceisnotalwaysaterrifyingforce.Anyinvestormaybenefitfrom biases that lead them to pursue the path of least resistance and avoid making expensiveerrors. Design/Method/Method. Using a multi-stage sampling strategy, a total of 560 participantsfilled out a structured and closed-ended questionnaire to gather data. PLS-SEM was used tovalidate the first set of hypotheses.

Harita,PH,andR.Daktina(2019).Thegoalofthispaperistoexamine theelements that affect an investor's choice to make a certain financial commitment. This articlepresents a novel conceptual framework for understanding the factors that influence investorsentiment (SI) and individual investment decisions, including the influence of the herd, themarket, and the investor's own thoughts. With this research, you won't have to worry aboutmakingpoorinvestingchoices.

Hui Jin, Hui Wang, and Yuan Y. This article analyzes the effects of the COVID-19 epidemic onthe economy and on three different kinds of direct measures, most of which were developed byGoogle. As determined by the number of Google searches.

Sangro A, Chopra Z, 2021. This essay delves into how loss theory (Kahneman andTversky, 1979) might shed light on the crisis-induced financing patterns of small and mid-capcompanies in India. There might be more. have an impact on feelings. The worldwide COVID-19 pandemic of 2020-2021 is compared to and contrasted with the Great Recession of 2008-2009. Methods included a quantitative literature study, a qualitative expert interview phase, and aquantitative sentiment analysis and market index phase. The fluctuations in an index of stocksover time are translated into a profit based on a statistical study of investor sentiment. Accordingto the data, the phrases "big haste" and "terrible haste" are positively and negatively related toconsumerbehavior andthemagnitudeof financial lossin 2008and 2020, respectively.

Sufian, R., D.J. Putra, and R. Aprayuda. This theory and analysis of research looks at howconsumers react to data gathered from online sources like social media and the Internet. Thisanalysis surveys the various online news outlets, day trading websites, and investor tradingpublications that include content derived from social media.

Yusbardini, Y., and Natsir, K. (2022) The goal of this strategy is to provide hard data on thechoices made by various Indonesian business owners as they choose whether or not to invest inthe results of transformation. Within the framework of the Zhabodetabek goal,

two-hundred maleand female business owners were surveyed using this method. Opportunity cost and t-statistic feeanalysis are used as evaluation tools in Structural Equation Modeling (SEM) using Partial LeastSquares (PLS).

Jan, J.Y., A. Samitas, and E. Kampouris (2021). This research delves at the interplaybetween the stock market, expected CDS spreads in Korea (based on year RES), and the trading habits of various investor groups (foreigners, nearby institutions, and neighbourhood residents).

Swamy V. and Durrani M. (2019) this paper aims to utilize the Google Search Volume Index (GSVI) to see whether investor interest can be used to forecast profits in inventory markets. The authors also investigate the validity of the "rate pressure hypothesis" in the Indian economy. The authors include fresh information from a large, well-balanced panel of stock market traders' observations of companies comprising the NIFTY50 index on the Indian stock exchange from July 2012 to June 2017 (260 weeks).

The Aims of the Research

Find out how flying first class might affect your pleasure as an internet trader.

Find out how investors feel about the brokerage firm, Angel Broking, and the services it offers.

Verify that the platform you and your broker have settled on is safe, open, and easy to use.

Learn how investor sentiment relates to your online presence.

Provide advice to institutional investors, brokerages, and fund managers.

Sample Size

The original sample size of 100 was adjusted to account for the larger population of over 20,000. Because many traders are connected with angel broking, the total now exceeds 20,000. The sample size was calculated using the Yemen formula, which incorporates a margin of error of 10% at a 95% confidence level. After settling on a sufficient sample size, respondents are chosen by simple random sampling. No more recruiting participants for studies; all data collection is now done in full accordance with research ethics.

Informational Origin

An organized questionnaire is used to gather primary data. The seriousness of this investigation is shown via the implementation of a research instrument. All of the items in the survey were multiple-choice, and participants were tasked with assigning a single score to each option.

The questionnaire was of the Likert kind, with responses falling on a five-point scale from "strongly disagree" (1) to "strongly agree" (5). Measurement instruments were used to collect demographic data, including age, gender, and internet buying environment.

Statistics Instruments

Counting and calculating the proportion of occurrences

Graphs (bar charts, pie charts), tables (means, standard deviations), tables (no associations), and regression coefficients

Limitations

Analysis of variance using just one factor Limitations on education.

The size of the sample may be insufficient to draw valid conclusions about the total population.

 It is not possible to extrapolate the findings to all brokerages.

Respondent criticism may fluctuate with the period's quality.

A wide variety of mysterious elements in the data

Some of the responses were a little nerve-wracking.

Hypothesis

H1: There is significant relationship between support and satisfaction at Angel broking.

H2: There is significant correlation between satisfaction and online trading.

H3: There is significant difference on online trading among the age groups.

3 Data Analysis

H1: There is significant relationship between support and satisfaction at Angel broking

Table 21: Model Summary

Model	R	RSquare	Adjusted Square	Std.Error of the Estimate
1	.515ᵃ	.265	.258	.77920

a. Predictors :(Constant), Support

Table 22: Model Fit Statistics

Model		SumofSquares	df	MeanSquare	F	Sig.
	Regression	21.499	1	21.499	35.409	.000ᵇ
1	Residual	59.501	98	.607		
	Total	81.000	99			

a. Dependent Variable: Satisfaction

b. Predictors:(Constant),Support

Table 23: RegressionCoefficients

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std.Error	Beta		
1	(Constant)	2.196	.362		6.064	.000
	Support	.572	.096	.515	5.951	.000

a.DependentVariable:Satisfaction

Interpretation

Toevaluatetheconnectionbetweencomfortandassistanceinrefrigeratorbrokerage,aregres sion test was finalized. The guiding light had a statistically significant impact (beta=0.515,p.05).Thestatistical model fitsadequately,and H1 is supportedbythe pivot table version.

Correlation Analysis

H2:Thereissignificantcorrelationbetweensatisfactionandonlinetrading.

Table 24: Descriptive Statistics

	Mean	Std.Deviation	N
Satisfaction	4.3000	.90453	100
Onlinetrading	3.7200	1.01583	100

Table 25: Correlation Coefficient

		Satisfaction	Onlinetrading
Satisfaction	PearsonCorrelation	1	.444**
	Sig.(2-tailed)		.000
	N	100	100
Onlinetrading	PearsonCorrelation	.444**	1
	Sig.(2-tailed)	.000	
	N	100	100

**.Correlationissignificantat the0.01level(2-tailed).

Interpretation

Pride in one's accomplishments and the willingness to start a business online were the subject of a correlation study. H2 is supported by the fact that there is a positive correlation between prideand online shopping (r=0.444, p.05). Therefore, an investor's satisfaction is unquestionablylinkedto tradingonline.

One-wayANOVA

H3:Thereis significantdifferenceon onlinetradingamongthe age groups.

Table26:Descriptive Statistics

	N	Mean	Std. Deviation	Std.Error	95%Confidence Interval forMean	
					LowerBound	UpperBound
Upto2Years	19	3.2632	1.32674	.30437	2.6237	3.9026
3to 5Years	71	3.7042	.88470	.10499	3.4948	3.9136
Above5 Years	10	4.7000	.48305	.15275	4.3544	5.0456
Total	100	3.7200	1.01583	.10158	3.5184	3.9216

Table27:One-way ANOVA

Onlinetrading

	SumofSquares	df	MeanSquare	F	Sig.
BetweenGroups	13.587	2	6.794	7.440	.001
WithinGroups	88.573	97	.913		
Total	102.160	99			

Interpretation

Differential Internet use was analyzed using the Internet Traffic Rule's discriminant function. $H3(F_{(2.97)} = 7\,44, p\ 0.05)$ shows that there is a significant variation in the likelihood values of businesses based on their age (group 1 = less than 2 years old, organization 2 = 3 to 5 years old, organization3 = morethan 5years old).

4 Findings

1. The majority of users aren't happy with Angel Broking Company's platform. Those polled said their companies gave them great assistance.
2. Respondents' positive comments about their online shopping experiences are quite encouraging. Those in the medium age bracket are the most likely to be interested in online marketing.
3. Long-term internet business investments are something that respondents are looking for.
4. The vast majority of participants think that online gaming can guarantee a 20% ROI or more. Respondents from the world of e-commerce.
5. Investors are safer from "Angels" working with brokerage firms.
6. Concerns regarding a 25% interest rate on monthly income were voiced by respondents. Receptive Evaluation Security, website traffic, and provider restrictions all have an impact on almost any firm that operates online.
7. Clients depend on the agency's text messages to help them choose investments for their online trading portfolios.

5 Suggestions

1. As a result, it is a good moment for promoters to persuade firms to think about financial strategies and markets, as investors are searching for advertising and marketing chances that take use of new technology.
2. The most recent bulletin of indexed companies should be regularly updated by the agency. Business entities should have a specialized research team analyze the business climate in each United States, and agencies should use AI to deliver character services to all clients.
3. Using cutting-edge tools like big data analytics and AI, we hope to arrive at reliable forecasts. To stimulate retail transactions, transaction costs must be lowered.
4. Daily, hourly, and minute-by-minute purchasing and selling charts should be made available inside the company.

6 Conclusion

Angel Broking places a premium on the satisfaction of its investors. It has the potential to be long-lasting, which would make investors happy. When making potentially risky transactions online, investors may place a premium on receiving friendly service. There is a small financing cost that corporations must pay in order to transact. The dealer should automate so as to reduce the number of possibilities for buying and selling stock in response to fluctuations in the market. The primary objective of investing is to facilitate the attainment of one's desired standard of living. There is no way for an individual to earn money and retain any of it as inflation rises. The price of borrowing money rises as inflation rises. Due to the various benefits of investing in shares, the stock market is one of the earliest and most popular sources of finance.

The Indian stock market is dominated by the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). The majority of companies have stock listed on both

markets. Traders benefit from this since the volume is consistently high throughout the day. Therefore, it is simple for an investor to acquire or advertise anything successfully in the market. The "Angel" brokerage firm offers excellent services to internet traders.

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