

A Study of Investor Satisfaction with Stock Market Mobile Apps

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<p>Peer Review Information</p> <p><i>Type: Article</i> <i>Received: 28 March 2026</i> <i>Revised: 26 April 2026</i> <i>Accepted: 11 May 2026</i> <i>Published: 02 June 2026</i></p>	<p style="text-align: center;">Abstract</p> <p>Stock market mobile apps have changed how people invest and trade in today's digital world. In the past, investors relied on brokers and physical trading platforms. Now, mobile apps let users invest anytime and anywhere. This study looks at investor satisfaction with stock market trading apps like Upstox, Groww, Angel One, Zerodha, and ICICI Direct.</p> <p>The main goal is to find out the key factors that affect investor satisfaction and to see how these apps influence investor behavior. The research is based on primary data from 60 respondents through a structured questionnaire. It examines factors such as ease of use, security, reliability, transaction speed, transparency of charges, and customer support.</p> <p>The findings show that most investors are satisfied with stock market mobile trading apps because of their convenience, user-friendly interface, and low-cost trading options. However, some issues, like app crashes, hidden fees, slow customer service, and technical problems, lower satisfaction levels. Additionally, mobile apps have boosted trading activity and investor confidence.</p> <p>Overall, this study points out that while mobile trading apps have made investing easier and more accessible, there is still room for improvement in areas like security, customer support, and transparency. The study offers valuable recommendations for app developers and financial service providers to enhance user experience and increase investor satisfaction.</p> <p>Keywords: Investor Satisfaction; Stock Market Mobile Applications; Ease of Use; Security and Reliability; User Experience; App Usability.</p>
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Introduction

Technology has significantly changed how people invest in the stock market. Earlier, investors were depended on brokers to carry out trading activities. But now, with the help of stock market mobile apps, trading has become much faster, easier, and more convenient. These mobile apps allow investors to open trading accounts, track live market prices, check their portfolios, and make transactions directly from their smartphones at any time and from anywhere.

The increasing use of apps such as Upstox, Groww, Angel One, Zerodha and ICICI Direct has made investing more popular among young and first-time investors in India. These apps have reduced the need for middlemen and made trading more transparent and affordable. However, even though these apps offer many benefits, the level of investor satisfaction still depends on several important factors such as reliability, ease of use, security, transaction speed, transparency of charges, and customer support.

This study aims to understand how satisfied investors are with the stock market mobile apps they use and what features or issues affect their satisfaction. It also tries to find out how these apps have changed investor behaviour—whether they make investors trade more often, take higher risks, or feel more confident in managing their own investments. The research will help find what works well and what needs improvement in different trading apps, that can help improve user experience and investor satisfaction.

Literature Review

The rapid growth of mobile technology has transformed investment practices in the stock market. Stock market mobile apps now allow investors to open trading accounts, buy and sell securities, track their portfolios, and access research information anytime and anywhere. This shift has made trading easier and cheaper, but it also has raised questions about how satisfied investors are with these apps and what factors drive or limit that satisfaction.

Investor Satisfaction with Trading Apps

Some research clearly show that investor satisfaction depends on many connected factors.

Johri et al. (2023) in their study published in the *International Journal of Innovative Research in Science, Engineering and Technology* reported that awareness, reliability, safety, and financial literacy strongly influence the adoption of trading apps.

If investors understand how the app works and feel that their data and money are secure, their satisfaction is higher.

Similarly, Aravindh and Jeyalakshmi (2024) in the *Journal of Emerging Technologies and Innovative Research* observed that the frequency of trading, investment strategy, risk tolerance, and app features all shape the experience of retail investors in Coimbatore. The results show that satisfaction depends not just on technology, but also on how investors act when they can easily access the market.

Ease of use plays a major role in determining user satisfaction.

A study by Sharma and Gupta (2022) in the *International Journal of Management and Social Science Research* highlighted that a simple and user-friendly interface gives confidence to both new and experienced investors.

Apps that are easy to navigate encourage more regular trading and reduce the fear of making mistakes.

Speed and reliability are equally important

Patil and Singh (2021) noted that investors want fast order execution and smooth functioning of the app, especially during high-volume market hours, and any delay or crash directly lowers satisfaction.

Security and trust remain critical issues.

According to Johri et al. (2023), safety of personal and financial data is a major concern for investors in India. Apps that provide two-factor authentication, secure payment gateways, and transparent policies earn higher satisfaction scores. Cost also matters.

Malhotra (2020), writing in the *International Journal of Commerce and Management Studies*, found that young investors prefer mobile apps instead of traditional brokers mainly because of lower brokerage fees and clear charges.

Behavioural Changes among Investors

Trading apps have made investing easier and also influenced investor behaviour.

Sonkar et al. (2023) used the UTAUT2 model in their study and found that factors like expected performance, ease of use, and social influence strongly impact an investor's decision to keep using trading apps.

When investors believe that the app improves their trading performance and when peers recommend the platform, satisfaction rises.

Research by Aravindh and Jeyalakshmi (2024) also showed that investors now trade more frequently, explore products like IPOs and derivatives, and sometimes take higher risks simply because trading is so convenient.

Impact of the COVID-19 Pandemic

The pandemic gave a huge boost to digital trading. Malhotra (2020) reported that during lockdowns, young investors under 30 years of age turned to mobile apps to invest their savings while working from home.

Similarly, a 2022 study by Singh and Mehta in the *Indian Journal of Finance and Economic Development* highlighted that digital trading apps helped people stay connected to the market when physical broker offices were closed.

This sudden increase in users accelerated the need for better features, smoother performance, and stronger security—key elements of investor satisfaction.

Broader Findings from Other Studies

Other research adds more depth to the understanding of satisfaction.

A study on “Investor Perception towards Stock Market Mobile Apps” by Kulkarni and Rao (2021) showed that customer support and complaint resolution significantly influence long-term loyalty.

Even a well-designed app can frustrate investors if issues are not solved quickly.

Patel and Desai (2022) observed that many first-time investors appreciate apps that provide educational tools and tutorials, because learning resources build confidence and reduce trading mistakes.

The digital transformation of Indian stockbroking is another important trend.

Gupta and Shah (2023) in the *Asian Journal of Economics and Business* explained that low data costs and government-backed digital policies have created an environment where retail participation is growing rapidly, which in turn forces apps to focus on satisfaction to retain this expanding customer base.

Challenges and Dissatisfaction

Despite the benefits, several challenges remain. Many investors complain about connectivity problems and app crashes during peak market hours (Aravindh & Jeyalakshmi, 2024). Hidden charges, unclear fee structures, and delayed customer support reduce trust (Sharma & Gupta, 2022). Some beginners also feel lost because mobile apps provide little personal guidance compared to traditional brokers (Kulkarni & Rao, 2021). Notifications and frequent alerts, while meant to be helpful, can sometimes feel distracting or overwhelming (Malhotra, 2020).

These issues highlight that satisfaction is not guaranteed and requires continuous improvements.

Future Directions

Patel and Desai (2022) predict that AI-based advisory services, personalised dashboards, and stronger security features will drive the next stage of satisfaction. Apps that combine low costs, reliable technology, and investor education are expected to dominate the market.

Research Model

The present study follows a descriptive research design, as it aims to describe and analyze the level of investor satisfaction with various stock market mobile apps. The study aims to find the main factors that affect satisfaction, such as reliability, ease of use, security, transaction speed, transparency of charges, and customer support.

The research is quantitative in nature, as it involves collecting and analyzing numerical data from respondents using a structured questionnaire. The descriptive design helps in understanding the opinions, experiences, and perceptions of investors using trading apps like Upstox, Groww, Angel One, Zerodha and ICICI Direct.

The main purpose of choosing this design is to gain a clear picture of how investors feel about different features and performance aspects of these apps, and to identify common patterns and challenges faced by users.

Research Method

This study is descriptive in nature, and the data was collected using a structured questionnaire designed for this research. The questionnaire consisted of both close-ended and open-ended questions, divided into sections such as demographic details, app usage, satisfaction levels, investor perceptions, behavioural intentions, and open feedback.

Data was gathered through an online surveys shared via Google Forms and social media platforms among investors and traders. Respondents were asked to share honest feedback about their experiences with stock market apps.

A total of 80 questionnaires were distributed, out of which 60 complete responses were received, giving a response rate of 75%. The collected data was carefully verified and used for analysis to draw meaningful conclusions. The population for this study includes all individual investors who use mobile applications for trading and investing in the Indian stock market.

The study used a non-probability convenience sampling method, as respondents were selected based on their accessibility and willingness to participate. This method was suitable as it made it easy to collect data from investors who actively use stock trading apps. A total of 60 respondents participated in this research. This sample size was considered sufficient to represent a variety of investor experiences and opinions regarding mobile trading platforms.

Data Analysis and Results

Section A of the questionnaire collected information on age, gender, occupation and income level.

Most respondents were in the age group of 20–39 years, which shows that more active users of trading apps are younger investors. Most of the respondents were male investors, while fewer were female users. In terms of occupation, most respondents were salaried employees and students, followed by business professionals. Regarding income level, most investors earned between ₹25,000 and ₹1,00,000 per month, and a large number of them had 1–3 years of investment experience.

This demographic profile shows that mobile trading apps are especially popular among young, tech-savvy, and financially aware investors.

Type of trading app(s) used

The following data shows the different stock market mobile apps used by investors for trading and investment purposes. It helps in identifying the most popular platforms among users and gives a clear idea about which apps are preferred the most. By studying this information, we can understand market trends and how investors choose between different available apps.

Among the respondents, Upstox is used by 32 people, making it the most preferred app. This is followed by Angel One (19 users) and Zerodha Kite (18 users), while Groww (12 users) and Fyers (13 users) show moderate adoption. Only 3 respondents use other apps, indicating that the majority rely on popular and well-established platforms.

Purpose of using the app

The information below highlights the main reasons why investors use trading apps in their daily activities. It shows whether users mainly focus on options trading, buying and selling stocks, checking their portfolio, or using the app for research and news. This helps in understanding the primary objectives of users and how they interact with the app.

The dominant purpose is options trading, used by 38 respondents (63.33%), highlighting a strong interest in derivatives. 13 respondents (21.67%) use the apps mainly for buying and selling stocks. The remaining users access the app for checking portfolios (3 users, 5%), market research/news (4 users, 6.67%), or mutual funds (2 users, 3.33%), showing diverse yet trading-heavy usage.

Ease of use and simple interface

User experience is one of the most important factors for any mobile application. The data presented here helps to understand how simple, clear, and user-friendly the trading app interface is for investors. A well-designed interface makes it easier for the users to navigate the app and perform transactions without confusion or errors.

The results show that 24 respondents (40%) rated the app with a score of 4, indicating a high level of satisfaction with its user-friendliness. Another 18 respondents (30%) gave a rating of 3, showing moderate satisfaction. Only 6 respondents (10%) rated it poorly with a score of 1, while 11 respondents (18.33%) rated it 5. This indicates that most users find the interface easy and simple to use.

Speed of transactions

Transaction speed plays a very important role in stock market trading, where timing can directly affect profit or loss. The details below show that how satisfied users are with the speed at which their trades are executed. Faster transactions improve user confidence, while delays can create frustration among investors.

A majority of 28 respondents (46.67%) rated transaction speed at level 4, showing strong satisfaction with fast processing. 12 respondents (20%) gave a mid-level rating of 3, while 8 respondents (13.33%) rated it very low at 1. Only 7 respondents (11.67%) rated it full 5. Overall, the data indicates that transaction speed is generally good but still has scope for improvement.

Security and safety of data

Security is a major concern for investors when using online trading platforms. The given data shows how users feel about the safety of their personal and financial information while using the app. Strong security features help in building trust, while any risk or doubt can reduce user satisfaction.

Security is viewed positively, with 28 respondents (46.67%) rating it 4. Around 10 respondents (16.67%) gave a neutral rating of 3, while 6 respondents (10%) rated it poorly at 1. Meanwhile, 8 respondents (13.33%) rated it 5, showing very high trust. This specifies that most users feel their data is reasonably secure on the platform.

Reliability (app performance)

For a smooth trading experience, the app must function properly without errors or crashes. The data here reflects how reliable the app is in terms of performance and stability during trading activities. A stable app increases user confidence, while frequent technical issues can negatively affect the overall experience.

Reliability scores show that 20 respondents (33.33%) rated the app 4, reflecting good stability and fewer crashes. 18 respondents (30%) rated it 3, indicating average performance. Only 6 respondents each (10% each) rated it 1 or 2, while 10 respondents (16.67%) gave the highest rating of 5. This suggests that the app performs smoothly for most users.

Availability of real-time data

Access to real-time market data is important for making timely and correct investment decisions. The following data shows how effectively trading apps provide live updates, stock prices, and market movements. Accurate and fast data improves decision-making and enhances user trust.

The availability of real-time data is appreciated by 23 respondents (38.33%) who rated it 4, followed by 19 respondents (31.67%) giving a rating of 3. Only 5 respondents (8.33%) rated it at the lowest level of 1. With 8 respondents (13.33%) rating it 5, the feature appears reliable but still has room to improve accuracy and speed further.

Quality of research tools

Research tools available in trading apps help investors analyze market trends and make better investment decisions. The data below gives an idea about how useful and effective these tools are for users. Good research features support both beginners and experienced traders in understanding the market.

The data shows that 24 respondents (40%) rated research tools at level 4, suggesting strong usefulness for market analysis. 18 respondents (30%) rated it 3, showing average satisfaction. Only 4 respondents (6.67%) rated it at the lowest level. With 9 respondents (15%) giving it a top rating, the tools are overall considered helpful by most users.

Customer support services

Customer support is an important service that helps users resolve their issues and questions related to trading apps. The information here shows how investors rate the quality and responsiveness of customer support. Quick and helpful support improves user satisfaction, while poor service can lead to frustration.

Customer support received mixed responses, with 27 respondents (45%) giving a neutral rating of 3, indicating average satisfaction. 18 respondents (30%) rated it 4, while 6 respondents (10%) gave the lowest score of 1. Only 5 respondents (8.33%) rated it 5, suggesting that support quality is acceptable but needs significant improvement.

Overall cost-effectiveness (brokerage, fees, hidden charges)

Cost is an important factor that influences the choice of a trading app among investors. The data below focuses on how users evaluate the overall cost-effectiveness of the app, including brokerage charges, transaction fees, and any hidden costs. Investors generally prefer apps that offer low and transparent pricing, as it directly affects their returns. This analysis helps in understanding whether users feel they are getting good value for the money they spend while using the app.

Cost-effectiveness shows that 16 respondents each (26.67%) rated it 3 and 4, indicating average to good satisfaction. 9 respondents (15%) gave the lowest rating, showing concerns about charges. Only 6 respondents (10%) rated it 5. Overall, users find the cost structure somewhat reasonable but not highly attractive.

Transparency of charges

Clear and transparent information about brokerage, fees, and other charges is very important for investors. The data presented here explains whether users clearly understand the cost structure of the app. Transparency builds trust, while hidden or unclear charges can reduce satisfaction.

Transparency is rated at level 4 by 20 respondents (33.33%), suggesting clear communication of charges for many users. 19 respondents (31.67%) rated it 3, indicating moderate clarity. Only 7 respondents (11.67%) gave the lowest score, while 6 respondents (10%) rated it 5. This shows that transparency is generally good but can be improved further.

Confidence in investment decisions

In investment decisions confidence plays a key role, especially when using digital platforms. The responses below show whether users feel comfortable and confident while making decisions through the app. Higher confidence indicates trust in the app's features, tools, and information.

A large majority of respondents, 48 people (80%), feel confident while making investment decisions using the app. Only 4 respondents (6.67%) said they are not confident, while 8 respondents (13.33%) were unsure. This specifies that most users trust the app's interface, tools, and information for making decisions.

Increase in returns due to apps

Many investors believe that using trading apps can help them earn better returns on their investments. The following data shows whether users feel that these apps have positively impacted their earnings. It reflects how effective the app is in supporting better financial outcomes.

Most respondents, 37 people (61.67%), believe that trading apps have somewhat increased their returns. 9 respondents (15%) feel that returns improved significantly, while another 9 respondents (15%) saw no change. Only 5 respondents (8.33%) said apps did not help at all, showing that digital tools generally have a positive impact.

Increase in trading frequency

The convenience of mobile trading apps may influence how often investors trade in the market. The data here helps in understanding whether users have increased their trading frequency after using these apps. Easy access and quick transactions can encourage more active participation.

The majority, 31 respondents (51.67%), reported trading slightly more after using trading apps, while 16 respondents (26.67%) said they trade much more. 9 respondents (15%) noticed no change, and 4 respondents (6.67%) trade less. This suggests that easy accessibility encourages increased trading activity.

Influence on risk-taking behaviour

Trading apps can also affect the behaviour of investors, especially in terms of risk-taking. The information below shows whether users feel that these apps encourage them to take higher risks compared to traditional trading methods. This helps in understanding behavioural changes due to technology.

A significant portion, 25 respondents (41.67%), agree that trading apps push them toward higher risk, while 12 respondents (20%) strongly agree. 19 respondents (31.67%) remain neutral, suggesting mixed feelings. Only 4 respondents (6.67%) disagree, showing that digital convenience may lead to bolder decisions.

Trust in data accuracy

Reliable and accurate data is essential for making correct investment decisions in the stock market. The data presented here reflects the level of trust users have in the information provided by the app, such as stock prices, charts, and market depth. High trust increases user confidence in trading.

A strong 48 respondents (80%) trust the accuracy of prices, charts, and market depth shown in the apps. Only 3 respondents (5%) do not trust the data, while 9 respondents (15%) are unsure. This indicates high reliability and confidence in app-provided market information.

Internet/connectivity issues

A stable internet connection is necessary for smooth and uninterrupted trading. The responses below highlight how often users face connectivity or internet-related issues while using the app. Such problems can affect trading performance and overall user experience.

Connectivity remains a challenge, with 25 respondents (41.67%) experiencing issues sometimes and 15 respondents (25%) facing them frequently. 16 respondents (26.67%) rarely face this problem, and 4 respondents (6.67%) never experience it. This shows that internet stability can affect the trading experience for many users.

Notifications and alerts

Notifications and alerts are designed to keep users updated about market changes and trading opportunities. The data here explains whether users find these alerts helpful or distracting. Properly managed notifications can support decision-making, while excessive alerts may create confusion.

Notifications are seen as useful by 26 respondents (43.33%) who rated them “somewhat helpful” and 15 respondents (25%) who found them “very helpful.” 11 respondents (18.33%) remain neutral, while 10 respondents (16.67%) feel distracted. Overall, alerts support traders, but some users find them overwhelming.

Confusion or irritation while using app

When multiple features like stock trading and derivatives are combined in one app, it can sometimes create confusion for users. The data indicates how often users feel irritated or confused while using the app. This helps in understanding usability challenges and areas for improvement.

About 29 respondents (48.33%) sometimes feel irritated or confused when both stocks and derivatives are combined in one app. 12 respondents (20%) feel this irritation often, while 11 respondents (18.33%) rarely face it. 8 respondents (13.33%) are fully comfortable, showing mixed user experiences.

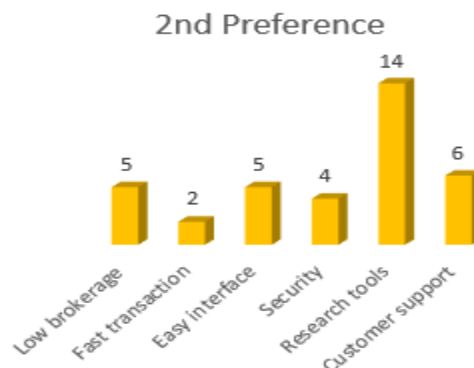
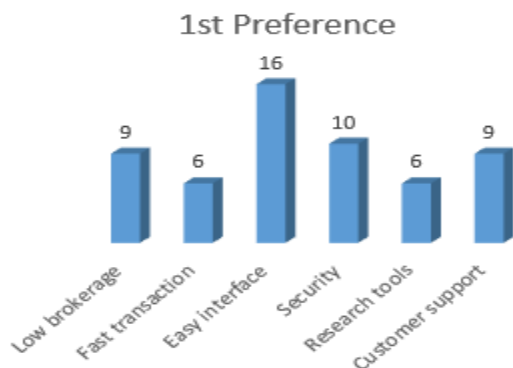
Preference for app structure

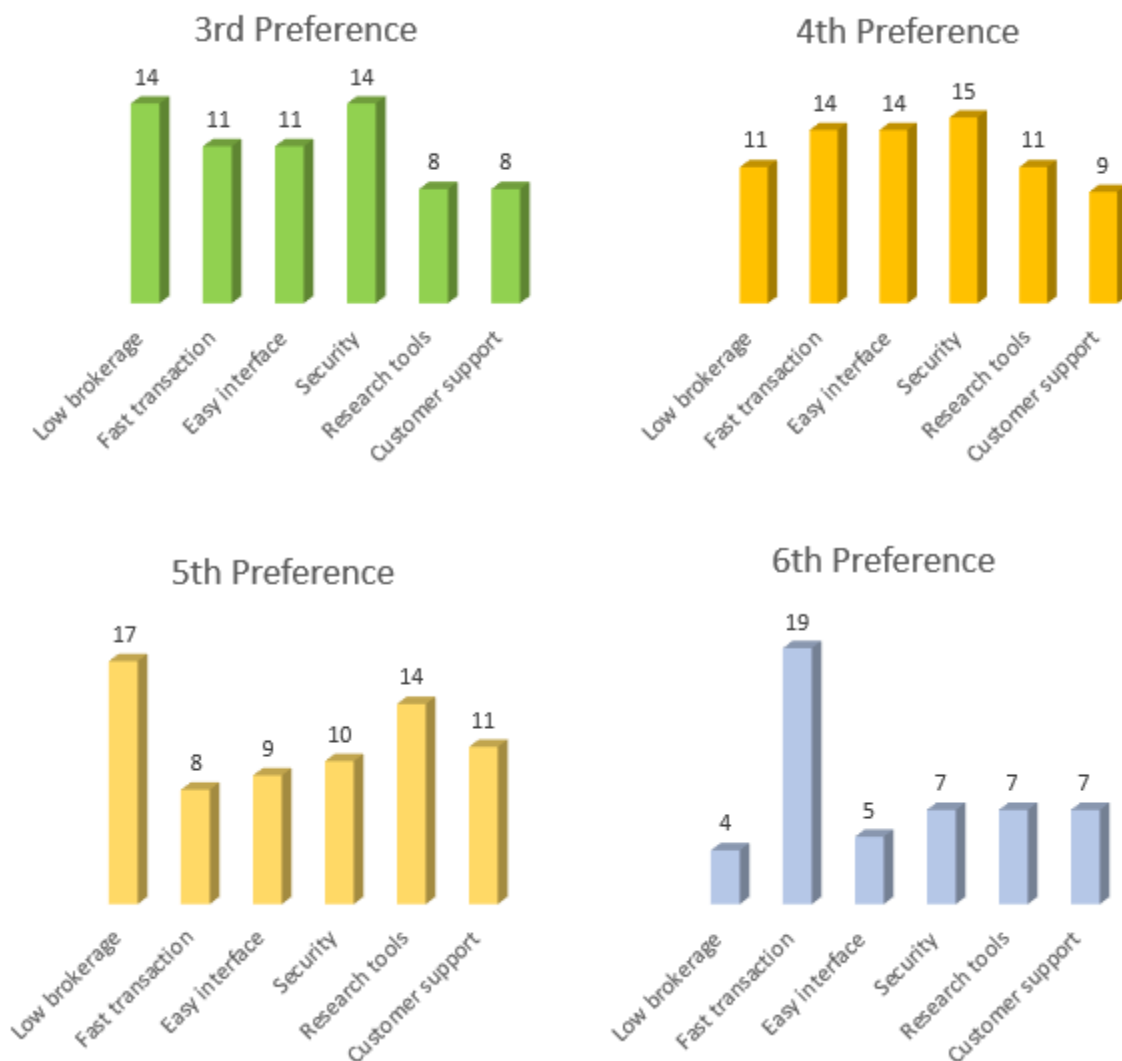
Different investors have different preferences regarding how a trading app should be designed. The data below helps in understanding whether users prefer separate apps for different trading activities or one app with clearly divided sections. This gives insight into user expectations for better app design.

Most respondents, 40 people (66.67%), prefer one app with separate inbuilt sections for stocks and derivatives. 12 respondents (20%) want completely separate apps, while only 3 respondents (5%) prefer a single combined app without division. 5 respondents (8.33%) have no preference, indicating that structured app design is important for users.

Preferences in terms of importance for traders’ satisfaction

	1st	2nd	3rd	4th	5th	6th
Low brokerage	9	5	14	11	17	4
Fast transaction	6	2	11	14	8	19
Easy interface	16	5	11	14	9	5
Security	10	4	14	15	10	7
Research tools	6	14	8	11	14	7
Customer support	9	6	8	9	11	7





The ranking shows that traders consider an easy interface as the most important factor for their satisfaction, highlighting the need for smooth navigation and user-friendly design. Research tools come second, indicating that traders value strong analytical features for decision-making. Low brokerage stands third, showing that cost is important but secondary to usability and research support. Security and customer support rank fourth and fifth, while fast transactions rank last, suggesting that speed matters but is not the top priority compared to overall simplicity and support.

Findings

The findings show that most respondents are between 20 and 39 years old, with a majority being male (97%). Most users are either salaried employees or involved in business. When it comes to app usage, Upstox is the most popular, used by 33%, followed by Angel One and Zerodha Kite. Approximately 68% of users use trading apps daily, with options trading being the most common activity at 63%. Most users prefer Android devices (75%).

Regarding satisfaction, 58.33% of users are satisfied with ease of use, while 41.67% are neutral or not satisfied. For transaction speed, 58.34% are satisfied, and 41.66% are neutral or dissatisfied. About 60% of users are satisfied with security, while 33.34% are not fully satisfied. Reliability shows equal responses, with 50% satisfied and 50% neutral or dissatisfied. For real-time data, 51.66% are satisfied, while 48.33% are not fully satisfied. Around 55% are satisfied with research tools, but 45% are not. Customer support has lower satisfaction, with only 38.33% satisfied and 61.67% neutral or dissatisfied. Cost-effectiveness is also moderate, with 36.67% satisfied and 51.67% not fully satisfied. Similarly, 43.33% are satisfied with transparency of charges, while 56.67% are neutral or dissatisfied.

In terms of behavior, 80% of users feel confident when making investment decisions using these apps. About 62% believe that apps have somewhat improved their returns. Around 78% of users trade more often after using these apps, and 61% feel that the apps encourage them to take greater risks. Additionally, 80% of users trust the accuracy of the data provided by the apps.

However, there are some challenges. About 67% of users face internet or connectivity issues at least occasionally. Around 68% feel confused or irritated because both stock and derivatives features are combined in one app.

In terms of preferences, 67% of users would rather use one app that has separate sections for stocks and derivatives instead of different apps for each.

Discussion

The findings show that easy-to-use apps, fast transactions, accurate data, and good security are very important for investor satisfaction. Most users feel confident and are trading more often because mobile apps make trading simple and convenient. However, customer support is still weak and can reduce user satisfaction. Many users also face internet problems and feel confused because many features are combined in one app. This shows that apps need better design and smoother performance. Price is also an important factor, as users prefer apps with low and clear charges. Most users want one app with separate sections for stocks and derivatives, so that it becomes easier to use. Overall, apps need to balance good technology with simple and user-friendly design to keep investors satisfied.

Recommendations

The recommendations suggest improving various aspects of trading apps to boost user experience and satisfaction. First, the user interface and navigation should be simpler. This can be done by using clear menus, easy-to-understand charts, and proper onboarding guides for new users. App reliability should also be better. This requires regular testing, quick bug fixes, and stronger server capacity so the app works smoothly even during high market activity.

Real-time data and research tools need upgrades. Users should receive faster updates, expert insights, and better technical analysis features. Pricing should be transparent. All charges must be clearly displayed before transactions, with no hidden fees, and users should get regular cost summaries.

Customer support should be improved by providing 24/7 chat services, detailed FAQs, automated help options, and a dedicated helpline during market hours. Notifications need better management. Users should be able to customize them, reduce unnecessary promotional alerts, and focus only on important updates. The app structure should also be clearer, either by providing separate apps for stocks and derivatives or one app with clearly divided sections to prevent confusion.

Connectivity issues can improve by collaborating with network providers and enhancing app performance for users with low internet speed. Lastly, investor education should be better by offering better tutorials and learning content. This will help users gain confidence and make fewer mistakes while trading.

Conclusion

Stock market mobile apps have made investing much easier, faster, and more convenient for people in India. This research shows that most users are happy with important features like easy interface, fast transactions, good security, and accurate data. However, some issues remain, such as poor customer support, internet issues, unclear charges, and too many features in one app. Fixing these issues can improve user trust and encourage people to continue using these apps. Many users also prefer apps that are simple and well-organized, with separate sections for different types of trading. Overall, these findings can help app developers, brokers, and policymakers improve trading apps and meet the needs of modern investors.

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