

Evolution of Online Trading Marketing in Sri Lanka

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Abstract. Research on the assessment of online trading options in relation to different financial services. The primary goal of the study was to assess the online trading platforms via which a set number of transactions were made. 200 people made up the sample size for this descriptive paper study, which had a small number of participants. Primary and secondary data-gathering methods were employed in this investigation. A systematic questionnaire was employed in this study by the firm to collect the essential data. The analysis and interpretation process employed percentage analysis and graphical representation. This essay largely focuses on consumer feedback and solutions that might help businesses manage problems more effectively. The results showed that the majority of respondents were happy with the organization's online trading services. The job would undoubtedly assist in predicting client wants and assisting the business in taking the appropriate actions.

Keywords: *Online Trading, E-Business Development, Business promoting.*