



An Analysis of The Preference Level of Target Investors Towards Choice and Selection of Brokerage Firms

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This is a study undertaken with the objective of assessing the level of investor's behaviour towards brokerage firms. The general behavioural pattern and preference parameters of investors is very unpredictable because of fluctuating market trends and this study is an attempt to judge the ultimate level of investor's satisfaction.

Key words: *Preference, Investors, Brokerage firms, Investor's satisfaction, Investor's behaviour.*
