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Comparative Projection of Indian Stock Market Brokerage Firm from The Perspectives Of Users Using MCDM Method

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Within the framework of the stock exchange, stock brokers are essential. It is clear that share trading is emerging as a significant investment alternative given the current developments in consumer investment trends. However, choosing a brokerage firm becomes crucial because of the consumers' lack of understanding. This study attempted to rank the Criteria that affect consumers' choice of a specific brokerage firm in this study. The MCDM method was used to rank brokerage firms based on the developed numerous criteria. Eight criteria (factors) that influence consumers' choice of financial brokerage firm were evaluated and compared in this study using the Multi-Criteria Decision Making (MCDM) methodology. Based on the body of existing literature, a questionnaire was created to gather information from 28 respondents in Kolkata using judgmental sampling on a 9-point scale in order to determine the relative importance of these eight parameters. Eight brokerage firms were then ranked for each of the chosen criteria. This study reveals that while Fees and Commissions, Investment Options, and Account Security are significant predictors of brokerage firm selection, Minimum Account Requirements and Withdrawal & Deposit Options emerge as two crucial differentiator. The findings also indicates that brokerage firm selection or rankings are largely dependent of independent criteria i.e. rankings are criteria specific. The study's conclusions imply that a more thorough and sophisticated investigation of the brokerage criteria can yield numerous advantages, such as substantial investment returns. Therefore, analyzing the important

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