

Abstract

Pakistan is under developing country and it has an unpredictable market nature of shareholder-investors observe the company's performance. This research could help to companies in understanding financial behavior, attitude and investors' satisfaction in stock trade. Financial behavior is comparatively new subject in Pakistan therefore; this study has examined the financial behavior and attitude of investors. The behavioral finance that has been attempted to understand the positive experiences influences investors' financial behavior. This study has find out that investor satisfaction is strongest in influence of positive financial behavior of investor and trader in stock trading; positive experience and brokers suggestions are strengthens the investment decision of investors and increases behavior loyalty to prefer over competitor. The main purpose of this study is to find factors that effects the positive experiences with stock trading on investors' and trader's satisfaction, attitudinal loyalty and financial behavior in Pakistan. The research framework links with experiences in stock trade for positive (negative) experiences, attitude and financial behavior is developed. The research framework is measured data from sample of Karachi and Karachi Stock Exchange; the data is analyzed in smart PLS based on PLS-SEM. This study focused on trading experience with company's active investors and traders in banking industry in Pakistan. The future research could be research in other sectors with inter-related issue of investors and traders (brokers) in stock trade. This is the first study in this research area; this study will be determine the experiences with positive (negative) financial behavior, attitude, satisfaction and behavioral loyalty of investors and traders in stock trade. Therefore, adding in this area of study which will help understanding the investors and traders attitude, preference and financial behavior in financial market.

Keywords – Financial Behavior, Investor Attitudes, Traders, Brokers and Investors Behavior, Positive and negative Experience, Investment Decision, Stock Trade.

Paper Type – Thesis Project