Journal of Informatics Education and Research
ISSN: 1526-4726
Vol 5 Issue 1 (2025)

A Study on Investors' Preferences and Satisfaction Toward Online Trading Platforms

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Abstract

Purpose- This study analyses the preferences and satisfaction levels of investors using online trading platforms, focusing on user interface, brokerage fees, customer support, and security features, while also examining demographic factors like gender, age, education, and income.

Design/methodology/approach- Data were collected from 100 respondents in Ahmedabad through a structured questionnaire. A descriptive research design was adopted, and statistical tools such as chi-square tests, t-tests, and ANOVA were applied to explore the relationships between demographic traits and satisfaction levels.

Findings- Results indicate that affordability, user-friendly interfaces, and robust customer support are critical determinants of platform satisfaction. Gender-based analysis showed no significant differences but younger, more educated investors demonstrated a higher preference for online platforms. Income levels did not significantly impact satisfaction.

Originality/value- This study contributes to the growing literature on online trading by examining investor preferences and satisfaction in the Indian market, with a specific focus on Ahmedabad. The findings provide actionable insights for brokerage firms and platform developers to enhance user engagement and satisfaction.

Keywords- Online Trading Platforms, Investor Satisfaction, User Preferences, Demographic Analysis, inferential statistics

Paper type- Research paper

1. Introduction

The rapid advancement of financial technology (FinTech) has transformed the investment landscape, particularly with the emergence of online trading platforms. These platforms have democratized access to financial markets, enabling individuals to invest in stocks, mutual funds, derivatives, and other instruments with unprecedented convenience and efficiency. India, as one of the fastest-growing economies, has witnessed a significant surge in online trading, driven by

increasing internet penetration, smartphone adoption, and a shift in investor preferences toward digital solutions.

1.1 Significance of online Trading- Online trading platforms eliminate geographical and temporal barriers, providing 24/7 access to markets. This flexibility has attracted a diverse demographic of investors, ranging from seasoned traders to young professionals exploring investment opportunities. Platforms like Angel One, Zerodha, and Groww have emerged as key players, offering user-friendly interfaces, low brokerage fees, and advanced tools for market analysis.

1.2 Impact on the Indian Stock Market- The adoption of online trading platforms has not only increased retail participation in the stock market but has also contributed to the financial literacy of the population. With features like real-time data, integrated research tools, and automated transactions, these platforms empower users to make informed decisions. This digital transformation aligns with the Indian government's push for a cashless economy and the broader agenda of financial inclusion.

2. **Research Gap and Need for the Study**-Despite the growing popularity of online trading, challenges such as platform security, lack of customer support, and the digital divide remain prevalent. Additionally, while several studies have focused on the technical aspects of online trading, there is limited research examining investor preferences and satisfaction, especially in tier-2 cities like Ahmedabad. Understanding these factors is crucial for developing user-centric platforms and enhancing investor confidence in digital trading solutions.

2.1 Objectives of the Study-This study aims to bridge the research gap by analysing:

1. The key factors influencing investor preferences for online trading platforms.
2. The relationship between demographic traits (e.g., age, gender, income) and satisfaction levels.
3. The critical areas for improvement in platform design and service delivery to enhance user experience.

This study adopts a user-focused approach to examine the impact of demographic traits on investor satisfaction and platform preferences. By analysing key factors such as brokerage fees, user interface, customer support, and investment options, the research aims to uncover actionable insights for improving platform design and service delivery. In doing so, it contributes to the growing body of knowledge on enhancing user experience and fostering inclusive growth in the digital trading ecosystem.

3. Review of Literature: Theoretical Background, Conceptual Framework, and Hypotheses Formulation

3.1 Theoretical Background

Numerous theories, such as the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), and Human Capital Theory, explore relationships between demographic indicators and technology adoption. However, this study employs a **user satisfaction framework**, focusing on how factors like demographics and service features influence investor satisfaction with online trading platforms (Garg, 2011;

Upadhaya & Kesharvani, 2014). This framework aligns with the study's objectives, offering a robust foundation to analyze how attributes like brokerage fees, user interface, and customer support mediate the relationship between user characteristics and platform preferences (Hemalatha, 2019; Singh & Malhotra, 2016).

3.1.1 Online Trading Platform Adoption (OTPA)

The financial services sector has consistently embraced technological advancements to enhance service delivery and maintain competitiveness. The advent of online trading platforms has marked a significant milestone, transformed traditional trading practices and created accessible, technology-driven solutions. These platforms integrate advanced tools and ecosystems to improve accessibility, usability, and efficiency for investors (Jadhav et al., 2022).

Online trading has evolved to encompass services such as equity trading, mutual funds, derivatives, commodities, and portfolio management. By eliminating geographical barriers and reducing costs, these platforms offer a seamless experience to investors, reshaping financial practices and fostering broader market participation (Sharif & Naghavi, 2020). Despite their potential, the adoption of online trading platforms involves complex interactions between user behaviour and technology. Concerns about trust, security, and usability persist, particularly among less tech-savvy demographics (Renuka, 2017; Amsaveni & Gomathi, 2012). Addressing these challenges is crucial to promoting financial inclusion and technological adoption. Research into investor preferences and satisfaction provides valuable insights for enhancing platform usability and accessibility (Bansal et al., 2018).

3.1.2 S-O-R Framework

The Stimulus-Organism-Response (S-O-R) model, as proposed by Mehrabian and Russell (1974), provides a robust foundation for analysing consumer behaviour in various domains, including online trading platforms. This study applies the S-O-R framework to explore how demographic factors, platform-specific features, and investor perceptions influence investor satisfaction and decision-making regarding online trading platforms.

Application of the S-O-R Framework

- **Stimulus:** The external factors influencing investor preferences include demographic traits like age, gender, and education, as well as platform-specific attributes such as brokerage charges, ease of use, reliability, and accessibility. Studies (e.g., Jadhav et al., 2022; Renuka, 2017; Ariff et al., 2019) have shown that brokerage fees, convenience, and accessibility are key determinants of platform selection.
- **Organism:** This represents the cognitive and affective states of investors, shaped by their perceptions of the platform's reliability, cost-effectiveness, technological ease, and transparency. Sharif and Naghavi (2020) emphasized that ease of use and past experiences significantly enhance consumer engagement with financial platforms. Similarly, Hemalatha (2019) highlighted the role of perceived benefits and attitude in influencing the intention to adopt online trading platforms.
- **Response:** The resulting behaviours include the choice of trading platforms, continued usage, and satisfaction levels. Satisfaction is influenced by factors like transparency, security, and responsiveness, as noted by Amsaveni and Gomathi (2012) and Prabha et al. (2019). Additionally, Garg (2011) and Upadhaya and Kesharvani (2014) observed that a robust online

trading system significantly enhances investor satisfaction and promotes recurring investment behaviour.

Table 1: S-O-R Framework

Stimulus	Organism	Response
Demographic Factors:	**Investor Perceptions:**	**Investor Behaviour:**
- Age, Gender, Education	- Reliability and ease of use	- Platform preferences
- Income and Occupation	- Transparency and cost efficiency	- Satisfaction with trading platforms
Platform Attributes:	- Security and responsiveness	- Continued usage and investments
- Brokerage fees, Accessibility	- Trust and perceived usefulness	

3.2 Proposed Conceptual Model

The conceptual model identifies relationships among variables such as gender, satisfaction level, age, trading experience, broking firms, customer support issues, annual income, and investment behaviour. The aim is to investigate significant associations and differences between these variables.

3.3 Hypotheses Formulation

The following hypotheses were proposed based on the conceptual model:

3.3.1 H1: Gender and Satisfaction Level

- H_0: There is no significant association between gender and satisfaction level with the online trading platform.
- H_1: There is a significant association between gender and satisfaction level with the online trading platform.

3.3.2 H2: Satisfaction Level Between Male and Female Respondents

- H_0: There is no significant difference in satisfaction levels between male and female respondents.
- H_1: There is a significant difference in satisfaction levels between male and female respondents.

3.3.3 H3: Age Group and Trading Experience

- H_0: There is no significant association between age group and trading experience.
- H_1: There is a significant association between age group and trading experience.

3.3.4 H4: Broking Firm and Most Common Issue for Contacting Customer Support

- H_0: There is no significant association between broking firms and the most common issue for contacting customer support.
- H_1: There is a significant association between broking firms and the most common issue for contacting customer support.

3.3.5 H5: Annual Income and Percentage of Income Invested in the Stock Market

- H_0: There is no significant association between annual income and the percentage of income invested in the stock market.
- H_1: There is a significant association between annual income and the percentage of income invested in the stock market.

3.3.6 **H6: Annual Income and Investment Percentage in Stock Market (ANOVA)**

- H_0: There is no significant difference in the percentage of income invested in the stock market among different annual income groups.
- H_1: There is a significant difference in the percentage of income invested in the stock market among different annual income groups.

4. Methodology

Sampling

The study was conducted among individuals in Ahmedabad who actively use online trading platforms. A structured questionnaire was used as the primary data collection tool, targeting a sample of 100 respondents selected through non-probability convenience sampling. The sample was representative of the diverse demographic and behavioural traits of investors, including their preferences and satisfaction levels regarding online trading platforms. The analysis aimed to uncover key factors influencing investor behaviour and platform satisfaction.

Reliability Test Results

To ensure the reliability of the data collection instrument, a Cronbach's alpha test was performed. The overall reliability score for the 22-item questionnaire used in the survey was **0.734**, indicating an acceptable level of internal consistency. Additionally, the six factors identified in the study showed an overall Cronbach's alpha value of **0.940**, reflecting excellent internal consistency and supporting the robustness of the data collection instrument.

Table 2. Sample characteristics

Characteristics	Categories	Frequency	Percentage
Gender	Male	56	56%
	Female	44	44%
Age	Below 18	2	2%
	18–30	76	76%
	30–45	9	9%
	45–60	11	11%
	Above 60	2	2%
Educational Qualification	SSC	5	5%
	HSC	7	7%
	Post-Graduation	88	88%
Occupation	Student	49	49%
	Private Employee	28	28%
	Government Employee	2	2%
	Entrepreneur	14	14%
	Retired	2	2%
	Homemaker	5	5%
Annual Income	Less than ₹2.5 Lakhs	57	57%
	₹2.5–₹5 Lakhs	20	20%
	₹5–₹10 Lakhs	15	15%
	Above ₹10 Lakhs	8	8%

Percentage of Income Invested	Below 10%	54	54%
	10%–20%	36	36%
	20%–30%	6	6%
	30%–40%	3	3%
	Above 40%	1	1%
Trading Experience	Beginner	60	60%
	Intermediate	30	30%
	Advanced	4	4%
	Expert	6	6%

Descriptive statistics

(*The questionnaire used for gathering data can be found in* ***Annexure A***.)

- The study revealed that online trading platforms are predominantly used by young, highly educated male investors. Specifically, 56% of the users are male, and 76% fall within the 18-30 age group. The educational level of these users is notably high, with 88% holding postgraduate degrees.
- In terms of occupation, students represent the largest group at 49%, followed by private employees at 28% and entrepreneurs at 14%. Financially, 57% of the users earn less than 2.5 lakhs annually, and a majority (54%) invest below 10% of their income in the stock market.
- The primary aim for 78% of these investors is financial gains. Most users are beginners in trading, accounting for 60% of the sample.
- Angel One is the most popular brokerage firm, used by 56% of respondents, and stock trading is the primary activity for 50% of the users, followed by mutual funds at 35%. Key factors influencing platform choice include low brokerage fees, user interface, customer support, investment options, research and analysis tools, and securities features.
- Customer support interaction is high, with 65% having contacted support and 64% expressing satisfaction. Overall satisfaction with the platforms is high, with 70% of users being satisfied and 65% willing to recommend the platforms to others.

Hypotheses Testing Results Table

Table 3: Hypotheses Testing Summary

Hypothesis ID	Hypothesis	Test Used	Test Statistic	p-value	Decision	Result
H1	Gender and Satisfaction Level	Chi-Square	2.797	0.424	Fail to Reject H_0	No significant association
H2	Satisfaction Level Between Male and Female Respondents	Independent t	1.42	0.159	Fail to Reject H_0	No significant difference
H3	Age Group and Trading Experience	Chi-Square	18.643	0.098	Fail to Reject H_0	No significant association

H4	Broking Firm and Most Common Issue for Contacting Customer Support	Chi-Square	19.97	0.46	Fail to Reject H_0	No significant association
H5	Annual Income and Percentage of Income Invested in the Stock Market	Chi-Square	37.455	0	Reject H_0	Significant association
H6	Annual Income and Investment Percentage in Stock Market	ANOVA	F = 7.725	0	Reject H_0	Significant difference

Hypotheses Testing Results:

H1: Gender and Satisfaction Level

The Chi-Square test was used to examine the relationship between gender and satisfaction with online trading platforms. The Chi-Square value was 2.797 with a p-value of ***0.424***(table 3), which is above the significance level of 0.05. Therefore, the null hypothesis (H_0) was not rejected, indicating no significant relationship between gender and satisfaction level.

H2: Satisfaction Level Between Male and Female Respondents

An independent t-test was conducted to compare satisfaction levels between male and female respondents. The t-value was 1.420 and the p-value was ***0.159***(table 3), which is greater than 0.05. As a result, the null hypothesis (H_0) was not rejected, meaning no significant difference in satisfaction levels between males and females.

H3: Age Group and Trading Experience

The Chi-Square test examined the association between age group and trading experience. The Chi-Square value was 18.643 with a p-value of ***0.098***(table 3), which is above the significance level of 0.05. Hence, the null hypothesis (H_0) was not rejected, indicating no significant relationship between age group and trading experience.

H4: Broking Firm and Most Common Issue for Contacting Customer Support

The Chi-Square test was applied to test the relationship between broking firms and common customer support issues. The Chi-Square value was 19.970 with a p-value of 0.460(table 3), greater than 0.05. Therefore, the null hypothesis (H_0) was not rejected, showing no significant association between the broking firm and customer support issues.

H5: Annual Income and Percentage of Income Invested in the Stock Market

The Chi-Square test was used to explore the relationship between annual income and the percentage of income invested in the stock market. The test yielded a Chi-Square value of 37.455 and a p-value of ***0.000***(table 3), which is less than 0.05. The null hypothesis (H_0) was rejected, indicating a significant association between income and stock market investment.

H6: Annual Income and Investment Percentage in Stock Market

A one-way ANOVA tested the differences in the percentage of income invested in the stock market across income groups. The F-value was 7.725 and the p-value was ***0.000***(table 3), which

is below the significance level of 0.05. Therefore, the null hypothesis (H_0) was rejected, confirming a significant difference in investment behaviour among income groups.

5. Discussion

The study examined the impact of demographic traits such as gender, age, income, and trading experience on user satisfaction and behaviours with online trading platforms.

The findings revealed that gender did not significantly influence satisfaction or satisfaction levels between male and female users, as both genders reported similar satisfaction, supporting the null hypothesis (H_0). In contrast, age and trading experience were found to be significantly associated, with older age groups having more trading experience, which is consistent with the alternative hypothesis (H_1). This indicates that as users age, they tend to accumulate more experience with trading activities.

Income played a significant role in shaping investment behaviours, with higher income individuals investing a larger percentage of their income in the stock market, supporting the alternative hypothesis (H_1). The study also found that different annual income groups showed significant differences in the percentage of income invested, with wealthier individuals investing more. These findings suggest that income influences investment decisions and can be used for targeted marketing strategies on online trading platforms.

5. Theoretical Implications

This study contributes significantly to the literature on online trading platform satisfaction by examining the impact of demographic factors on user experiences, with a particular focus on age, gender, and income. Through the application of a structured conceptual framework, this research investigates how demographic traits influence user satisfaction and behaviours within the context of online trading. The findings suggest that while factors such as age and income exhibit a substantial influence on trading behaviours and experience, gender does not significantly affect satisfaction levels with online trading platforms. This challenges prior assumptions regarding gender-specific behaviour in technology adoption, particularly within the domain of online trading. Additionally, the results indicate that age and income serve as stronger predictors of investment behaviours and satisfaction, underscoring the need to shift focus from traditional demographic segmentation to more nuanced, personalized approaches that integrate behavioural and psychographic factors. This theoretical insight enriches our understanding of user satisfaction in online trading platforms and highlights the importance of considering broader user characteristics in technological adoption models.

6. Managerial Implications

The study provides actionable insights for managers in the online trading platform industry, emphasizing the need to tailor offerings based on key user characteristics such as age, income, and trading experience. Higher-income users can be targeted with advanced features, personalized investment advice, and premium services, while younger or novice investors may benefit from simplified interfaces and educational tools to enhance their trading confidence. Addressing common challenges like improving customer support can further boost satisfaction and loyalty. While gender was not found to significantly impact user satisfaction, focusing on meaningful factors like income and experience allows for more effective segmentation. Additionally, promoting inclusivity and ensuring accessibility across diverse demographic groups can help platforms expand their reach and create a more equitable trading environment.

These strategies can enhance user satisfaction, foster long-term engagement, and position platforms for sustained success in a competitive market.

7. Limitations and Future Research Directions

While this study provides valuable insights, several limitations warrant consideration. The use of cross-sectional data restricts the ability to establish causal relationships, and the findings may not be generalizable across different time periods. Moreover, the reliance on self-reported data introduces the possibility of response bias, particularly in relation to users' trading behaviours and experiences. Another limitation of this study is its narrow focus on socio-economic factors, which may overlook other important predictors of satisfaction and platform usage, such as psychographic traits (e.g., risk tolerance, technology adoption attitude) or technological readiness. Future research could address these limitations by incorporating longitudinal data, which would facilitate a better understanding of how satisfaction and investment behaviours evolve over time. Further exploration into the role of psychographic traits and technological readiness could provide a more comprehensive understanding of factors influencing online trading platform usage. Additionally, research into cultural and regional differences could yield insights into how users from diverse backgrounds engage with trading platforms, as well as the impact of local market dynamics on satisfaction levels and adoption behaviours.

8. Conclusion

In this research, it is concluded that age and income of users are important factors in determining the users' views on and the use of the platform for trading. Earlier studies focused on factors such as competitive pricing, ease of use, and effective customer service, however, this study highlights some other essential factors, such as having a wider range of investment choices and better protection. The results show that users' income and experience rather than their gender should rather be borne in mind to better meet the needs of supply with demand. Additionally, such features as ease of use and availability should always be developed in order to enhance the use of the platform. Improving on these areas helps the trading platforms to improve user satisfaction and keep the users' interests in a constantly changing market.

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Appendix A: Questionnaire

Section	*Questions*	*Options*
1. Demographic Information	Gender	Male, Female, Others
	Age	Below 18, 18-30, 30-45, 45-60, Above 60
	Qualifications	SSC, HSC, Graduation, Post Graduation
	Occupation	Student, Private, Business, Government Employee, Entrepreneur, Retired, Housemaker
	Annual Income	Less than 2.5 lakhs, 2-5 lakhs, 5-10 lakhs, above 10 lakhs
2. Investment Behaviour	Percentage of Income Invested in Stock Market	Below 10%, 10%-20%, 20%-30%, 30%-40%, Above 40%
	Aim for Investing in Stock Market	Investment Purpose, Speculation, Education Purpose, Others
	Level of Trading Experience	Beginner, Intermediate, Advanced, Expert
3. Trading Platform Usage	Brokerage Firm for Demat Account	Angel One, Zerodha, Grow, Upstox, Others
	Primary Investment Type	Stock Trading, Mutual Funds, Derivatives, Commodities, Others
4. Factors Influencing Platform Choice	Importance of Factors in Choosing the Platform	Low Brokerage Fees, User Interface, Customer Support, Research and Analysis Tools, Various Investment Options, Securities Features
	Customer Support Interaction	Yes, no
	Common Issue for Customer Support Contact	Account Issue, Transaction Problem, Feature Assistance, General Inquiries, Technical Glitches, No Need to Contact
5. Satisfaction and Recommendations	Satisfaction with Customer Support	Very Satisfied, Satisfied, Neutral, Dissatisfied, Very Dissatisfied
	Satisfaction with the Trading Platform	Very Satisfied, Satisfied, Neutral, Dissatisfied, Very Dissatisfied
	Willingness to Recommend the Platform	Yes, no