

EXPLORATORY ANALYSIS OF INTENTION OF CONTINUOUS USE OF BROKER-DEALER SERVICES ON THE BRAZILIAN MARKET

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Resumo

The usage of broker-dealers has been rapidly increasing among Brazilian investors as their main investing mean. This research aims to identify psychological factors that influence investors intention of continuous use of broker-dealer platforms. This research used a survey method to obtain 224 valid answers. The data was analyzed by structural equation modelling, such as descriptive statistic and structural equation modelling. Results show that the level of satisfaction and trust positively and strongly influence the intention of continuous use of a broker-dealer platform. A variety of factors contributed to the finding, such as perceived consumer centricity and self-efficacy. It was also found that risk tolerance and ease of use do not improve the intention of continuous use of broker-dealer services. This study enhances managerial knowledge of their investors most relevant psychologic factors, enhancing client retention and marketing possibilities. This study contributes to the literature by testing well recognized constructs on a growing industry in developing countries, in order to increase the usage of more specialized means of investing.