

A MARKET POTENTIAL OF OPEN THE DEMAT ACCOUNT AND TRADING ACCOUNT FOR TRADING IN STOCK EXCHANGE

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ABSTRACT

In India, shares and securities are held electronically in a Dematerialized (or “Demat”) account, instead of the investor taking physical possession of certificates. A Dematerialized account is opened by the investor while registering with an investment broker (or sub-broker). The dematerialized account number is quoted for all transactions to enable electronic settlements of trades to take place. Research of this topic examines influences for open the demo account and trading account in trading in the stock exchange. Further, this study uses of demataccount, importances, investor’s perceptions act. The mainly data collected through web based analysis. The respondents were selected from the Thiruvananthapuram district through the selected stock brokers office. The study was undertaken with a well-structured questionnaire, duly filled by the respondents with varying importance, uses and investors' perceptions. The questionnaires were distributed online.

KEYWORDS: Demataccount, Trading account, Dematerialization, Stock Market, Online Trading, Portfolio Management