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**Marketing Research**

**Topic:** Factors influencing individual investor Behavior

Article 1 https://www.jstor.org/stable/4479763?seq=1#page\_scan\_tab\_contents

Article 2 https://www.researchgate.net/publication/322589351\_Factors\_Influencing\_Individual\_Investors'\_Behavior\_An\_Empirical\_Study\_of\_Pakistan\_Financial\_Markets

Article 3 https://www.tandfonline.com/doi/abs/10.2469/faj.v50.n4.63

Article 4 https://www.academia.edu/2597571/Factors\_Influencing\_Individual\_Investor\_Behavior\_The\_Case\_of\_the\_Karachi\_Stock\_Exchange\_

Article 5

http://iosrjournals.org/iosr-jbm/papers/Vol16-issue2/Version-3/J016236876.pdf