



ACHARYA INSTITUTE OF TECHNOLOGY

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Date: 24/05/2018

CERTIFICATE

This is to certify that **Mr. Abhyas Yadav** bearing USN **1AZ16MBA05** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study to Identify Factor Influencing Customer Satisfaction of Online Trading Shares in Bangalore City**” is prepared by him under the guidance of **Prof. Sendhil Kumar** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.



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CERTIFICATE

This is to certify that **Mr. Abhyas Yadav USN No: 1AZ16MBA05** , student of MBA in SPECIALIZATION of Marketing & HR , from “**ACHARYA INSTITUTES OF TECHNOLOGY** ”, has successfully completed his MBA INTERNSHIP PROJECT titled (**A STUDY TO IDENTIFY INFLUENCING CUSTOMER SATISFACTION OF ONLINE TRADING AT SUNNESS CAPITAL INDIAN LTD**” Bangalore for Period from 16/01/2018 to 24/03/2018.

During the period of his project program with us he was found punctual, hardworking and inquisitive.

We wish all the best for his future Endeavour's.

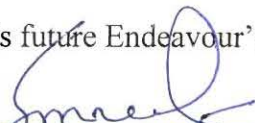
Regards,

Ranjan S

Business Associate

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DECLARATION

I ABHYAS YADAV hereby declare that the internship report entitled "A STUDY TO IDENTIFY FACTOR INFLUENCING CUSTOMER SATISFACTION OF ONLINE TRADING SHARES IN BANGALORE CITY" prepared by me under the guidance of prof. M Sendhil Kumar Faculty of MBA Department, Acharya institute of Technology and External guidance by Mr. Ranjan sir HR Manager of SUNNNESS INDIA CAPITAL PVT. LTD. Bangalore.

I also declared that this internship work is the partial fulfilment of the university regulation for the award of degree of master of business Administration by Visvesvaraya Technological university, Belgaum.

I have undergone a summer project internship for a period of 10 weeks. I further declare that this project is based on the original study undertaken by me and has been submitted for the award of any degree Diploma from any other university/ institution.

PLACE: - BANGALORE

DATE: - 28/05/2018

Abhyas yadav
SIGNATURE

ABHYAS YADAV

ACKNOWLEDGEMENT

I deem it a privilege to thank our principal Dr. Sharanabasava.C Pilli and academic Dean Dr. Mahesh and our HOD Dr. NIJAGUNA for given me the opportunity to do the project, which has been a very valuable learning experience.

I would also like to sincerely thank to my guide Prof. Mr. Sendhil Kumar of MBA department for having extended co-operation and support during the course of completion of the project.

I would like to take this opportunity to express my deep sense of gratitude to Mr. RANJAN. Sir H.R manager for giving the opportunity to undertake the project work at SUNNESS CAPITAL INDIA PVT LTD, I am also very thankful to the employees of SUNNESS CAPITAL INDIA PVT LTD and who directly or indirectly help me in successful completion of this project report.

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EXECUTIVE SUMMARY

The project is based on **“A STUDY TO IDENTIFY FACTOR INFLUENCING CUSTOMER SATISFACTION OF ONLINE TRADING SHARES IN BANGALORE CITY”** to fulfil the course necessity the students of ‘master of business administration has to take up a project for a period of 10 weeks.

An organisation is the arrangement of dependent parts of functions and their interrelation in the structure sand to study the procedure of handling customers and to provide the means necessary where the efforts of a group of individuals will be directed rationally towards a common objective.

This project studies the different departments mainly the marketing department as well as the procedure of handling customers with service area hierarchy in the company.

The basic purpose of this study is to enable the students to expose the working of any organization and manager, to relate the concept learned by the students to the working of the organization, to understand the practical aspect of working of organization towards increasing the shares sales.

This project is on the study of “Sunness Capital India pvt ltd. Bengaluru. The project is done based on the evidence, tasks and activities, given by the “Sunness Capital India pvt ltd.”

The report initiates with brief introduction of company it covers many aspects of “Sunness Capital India pvt ltd.” like company profile, NESE BSE, stock, department details, etc. finally this project report on “factor influencing customer satisfaction for online trading of shares” under the specialization of marketing department. This study of “Sunness Capital India pvt ltd..” ends with suggestion and conclusion.

CHAPTER – 1

1.1 COMPANY PROFILE

SUNNESS CAPITAL INDIA PRIVATE LIMITED(SCIPL), was incorporated in 2009, is an active capital firm that specializes in investments. **SCIPL** is headquartered in Bangalore with branch office in Mangalore. **SCIPL** is an investment management firm that maximizes return on investment, offering stake holders a unique conduit of risk-controlled high return on investment. Our approach to equities continues to be through value-oriented, fundamental research and disciplined portfolio management. This commitment to deep, fundamental research across the product spectrum underpins a long-term investment philosophy which is a hallmark of our culture. We are committed to our goal of providing solid, consistent returns through all market cycles.

We believe our success is not only a result of our firm's vision, but of the prudent investment philosophy that guides the way we balance risk with reward. It's an approach that has stood the toughest test of all the Time. **SCIPL's** unique approach to investing maximizes return on capital, offering investors a unique conduit into risk-controlled high return investments

1.2 INDUSTRY PROFILE

E-business describes the use of electronic means and platforms to conduct business. By this means the company has reduced all kinds of the paper work and all information are flowing through the computer screen only.

The e-commerce businesses is more successful as comparison to e-business and others. It means that in addition to provide information to visitors about the company, its history, policies, and job opportunities the company or the site offer to transact or facilitate the selling of the products and services online. E-commerce has given rise in turn to e-purchasing and e-marketing. E-purchasing means companies decide to purchase the goods and information or services from various online suppliers. Smart e-purchasing has already saved company's millions of rupees.

E marketing describes company's effort to inform, communicate, promote and sell its products and services over the Internet. E-business and take place over four Internet domains

2 B – business to business:

Online business selling to other businesses. Example Steel.com is a steel industry exchange that creates an electronic market for steel producers and users.

At first B2B e-commerce primarily involved inter-business exchanges, but a number of other B2B business models have developed, including e-distributors, B2B service providers' matchmakers, and infomediaries that are widening the use of B2B e-commerce.

B 2 C – business to consumer:

Online business selling to individual consumers. Example amazon.com is general merchandise that sells consumer products to retail consumer. likely to encounter.

C 2 C – consumer to consumer e-commerce:

Consumer selling to other consumers. Example eBay.com creates a market space where consumers can auction or sell goods directly to other consumers.

P 2 P Peer-to-Peer e-commerce:

Use of peer-to-peer technology, which enables internet users to share files and computer resources directly without having to go through a central web server, in e-commerce. Examples Gnutella is a software application that permits consumers to share music with one another directly,

Www. Stanlake.co Online trading over the Internet, without the physical inclusion of a broker. Orders are reports are entered and returned via terminals.

Online Trading Patterns:

- A) Online Trading should be screen-based system only.
- B) T+ 2 settlement (T means trading day).
- C) It is a Stock wise and Financial wise.
- D) Shares or security should be in D-Mat only.
- E) Penalty clauses should be applied
- F) Notionally any trade will be done by buying / selling took place by NSE.
- G) It is only cheque system but no cash system.
- H) This is no intermediaries from 1-10-2004.

I) It is agreement between stockbrokers and investors.

J) It not even through authorized person

K) It is transaction is franchisee (hand post) or directly should register with SEBI (Securities Exchange Board of India) through respective brokers.

Sources of the online marketing:

A customer database is the organized collection of comprehensive information about individual customers or prospects that are current, accessible and actionable for such marketing purpose as lead generation led qualification.

Database marketing is the process of building, maintain and using customer's databases and other databases for the purpose of contacting, transacting, and building relationship.

Customer mailing list is totally different from customer database. A customer mailing list is simply a set of names, address and telephone numbers. A customer database contains much more information. Companies accumulate this information through customer transactions, registrations, and telephone queries. A customer database would ideally would contain the customer past purchase, demographic, psychographics and other useful information.

1.3 BACKGROUND OF THE STUDY

Online community is defined as a gathering of individuals in a computer mediated environment who are united by a common purpose and governed by self-determined policies.

Online community has five characteristics they are Purpose, Boundary, Mutuality Rules, and Self-organization.

Why do people join online shares and trading?

Internet has changed the pace of all activities in all over the world. The share trading has also been affected with the winds of the changes. Now the complicated procedure of share trading in share market has become very easy because of the usage of the Internet in this type of trading. The customers are getting the trading accounts through which they can trade in the market. And for paying the money also they have no need to go anywhere, the money will be debited or credited to customer's account automatically. So in the online trading the customers can by sitting in the home only, trade in the share market.

Online trading will probably be one of the biggest drivers of penetration as well as successes on the net. Even in India, however farfetched the idea might be seen, and right now. The reasons for this are

- ✓ A lot more than shares will be traded on the net.
- ✓ The savings on customer's brokerage expenses on online trading will be one of the most satisfying wages to gate.
- ✓ The transparency, anonymity and certainty it offers are surefire ways to enhance loyalty.

Online shares and Trading on Stock Exchanges:

Stock exchange is an organized market place where securities are traded. The Government, semi- Government bodies, public sector undertakings and companies for borrowing funds raising resources issue these securities. Securities are defined as any monetary claims and include stock, shares, debentures, bonds etc.

Under the securities Contract Regulation Act 1956, securities trading are regulated by the Central Government and such trading can take place only in stock exchanges recognized by Government under this Act. As referred to earlier there are at present 23 such recognized stock exchanges in India. Of these, major stock Exchanges, like Mumbai, Delhi, Calcutta, Chennai, Hyderabad, Bangalore etc.

1.4 Function of Shares Exchange:

The function of shares exchange can be set out as follows:

- Provides quotation for shares/stocks for facilitating trading and market ability.
- Extends liquidity to such stock as they are easily marketable and traded.
- Promotes savings and investment in the economy by attracting funds for investment in corporate shares and securities.

Types of Stock Exchange:

In the Stock Exchange securities is leading two Brokers:

- a) National Stock Exchange
- b) Bombay Stock Exchange

NSE:

NSE is the world's 6th best stock exchange. It introduced the first online trading platform on a regional stock exchange.

BSE:

BSE is one of the regional stock exchanges. It is the oldest stock exchange in India, with 26 regional stock exchanges in India.

Online trading of shares:

A share is a unit or part of the share capital of the company having a special value of amount.

Section 2(46) of the Companies Act of 1956 defines a Share as a "a share in the share capital of the Co. and includes stock and share is expressed or implied.

1.5 ADVANTAGES OF ONLINE TRADING OF SHARES:

- Investment benefits
- Liquidity is very high
- Transparency trade is available
- To easy for transferability
- Storage stocks are not needed
- Pledge and hypothecation is easy.
- Quality control is not needed.
- Any loss or gain enjoyed by investors directly.
- We can buy / Selling is very quickly or directly anywhere in the world.
- Which company shares we want, that can be choosing.

DISADVANTAGES:

- Assessment of the company performance is not proper means suffering from financial losses.
- The process of Online Trading of Shares is very difficult to understand for common people.
- Facing problems in Internet like Hackings and Hangings.

EFFECTIVENESS:

- Rates are changing at every second
- We can find easily true value
- We can do technical analysis and charts
- Total number of company's volume is very high compare to manual trading

Why online share trading?

- ✓ Safety
- ✓ Security of money and demoting the shares
- ✓ Easy
- ✓ Economic
- ✓ Independence
- ✓ Updated and latest price
- ✓ Two-way access
- ✓ Competitive brokerage

Internet safety:

The safety of transaction on the Internet depends on the encryption system used. The better this transaction system, the more difficult for any person to back the site. Secondly, customers can ensure the safety of the transaction online. They normally get a secured user ID and pass word, the secrecy of which is to be maintained by customers only.

Thirdly, if the transaction system requires no manual intervention, customers further improve the safety of the transactions. This enables the elimination of the possibility of any manual intervention. This means orders are directly send to the exchanges, ensuring that the customers get the best right price.

Security of money:

In systems where the broking, banking and demit accounting are completely integrated, customer's money remains in his own bank account, and does not get transferred to the broker's pool.

Easy:

The experience of trading through Internet depends a great deal on the type of product offered by the site. Say, for example one of the issues bothering customers may be tiered of the paper work after every trading in writing cheques or TIFDs. Customer would then seek a system that eliminates these processes. In online trading sites, the greater the back-end integration of the system, the greater the amount of work do the site for the customers. Therefore, the greater convenience is available for them.

For example, in case of ICICIDirect.com broking account, bank account, and demit account are linked electronically. So when customers punch in a buy or sell order, the system checks the funds/shares availability and automatically credits/debits the accounts once the order been executed by the exchange.

Economical:

Contrary to common perception, trading through Internet does not require either any expertise in working on computer, or any special financial skills. Customers could try the demo (demonstration) of the online trading sites like ICICI Direct.com to find that customers can, Or they can attend the demonstration sessions held by such websites in their city. The convenience provided by online trading is even then worth the cost involved. And online trading sites are not that costly. For example, a trader can trade shares on margin at rate as low as 0.10% on ICICIDirect.com and if one wishes to trade in cash, then rates applicable as low as 0.4%. However it is important to compare various online trading sites on brokerage rates, inclusive of all sub changes.

Independence:

Many of those customers, who have chosen to trade shares online today, had at one point of time been trading through offline brokers. They took a change to go online trading and trade shares. After realizing the advantages of trading shares online, they have shifted to online trading now. In fact there are more than one lakh customers already opened an account with ICICIDirect.com.

Updated Prices:

The tickers available at online trading sites provide instantaneous updates. Also, some websites can offer to transact in those shares instantaneously and with convenience. The solution to this problem could be provided in different ways in different online trading sites.

Finally the online trade confirmation reaches customer's within 4 minutes. While contract notes are dispatched at the end of the day and reach within 24 to 36 hours, with ICICIDirect.com customer can decide what they want to buy and buy the share at price they want to and therefore they are in total control of their trade.

Two Way Access:

Brokers too gain. In physical setup, they generally refrain from taking and retain clients, as the cost of service as percentage of the volume of their transactions tends to be at higher side. With a Net trading platform, however, the number of profile of clients has little bearing a broker's operational efficiency.

Competitive Brokerage:

Net trading has turned out to be a cost-effective proposition. Brokerage is similar to that under the physical setup – 0.25% to 0.35% up to the transaction value for delivery-based trades and 0.05% to 0.15% for speculative trades. The only additional cost for investors opting for the Net trading route is that of the computer, modem and Internet connection.

Other Services:

Internet has brought to retail investors, what was till sometimes ago the sole prerogative of large brokerage houses, high net worth individuals. For example, at ICICIDirect.com one can access multitude of resources to arrive his stock picks.

1.6

VISION “Ensuring the Nurture life style”

MISSION “Uncompromised Services

1.7 SWOT Analysis-

Strengths-

1. Strong network in India
2. Satisfying the need of the clients
3. Meeting up the client requirement in time
4. Innovation & creative in advertisement segment
5. Quality in advertisement
6. Global exposure with higher rewards & appreciation
7. Efficient team work environment
8. Expertise and experienced workforce

Weaknesses-

1. Market share is limited due to many competitors
2. Geographic penetration is also limited

Opportunities-

1. Online advertising is a new source of revenue
2. Adapting new strategies for market research brings in more revenues
3. Decentralized decision making is helpful as local marketing needs vary from one region to another
4. Entering in global market to attract global clients

Threats-

1. Increasing lawsuits due to sheer negligence in preparation of ads
2. Recession may hit the industry as cut is primarily on marketing budget of corporates
3. Cut-throat competition offered by other players in the industry
4. Challenging stiff competition from its competitors from both domestic and international levels Changes in the taste and preferences of clients

1.8 Future Plans:

- To understand the long-term debt.
- In line with sunness India it is striving to increase its share in the Group's total revenue.
- It wants to be the global leader in the field of Stock Market.
- It aims to meet new heights in terms of customer service with its new business strategies.

CHAPTER -2
THEORETICAL BACKGROUND OF THE STUDY
LITERATURE REVIEWS

2.1 THEORETICAL BACKGROUND OF THE STUDY

THEORETICAL BACKGROUND

In administration, most of the time righteous issues occur. They generally elongate the past discussed issues such as aid, complicated and theft venturing into zones as collaborated attainment, advertised access and monetary hypothesis. There are merits as well as demerits onto carrying these speculations forward, applicable and nonapplicable advised issues, feasible and unwilling for options. These principles are our moralistic standards. These ethical standards differ from people to people enlightening the case that the qualities where upon they are situated. None can prove with any fact that a provided acceptable rule is correct or incorrect. Moral standards are accurate authoritative issues as they talk about a conflict among affiliation's money-related outcome, for example, earnings, spent and familiar complications as long as promises to people are considered on both sides of the authority. The marketing paradigm and its evolution Showcasing dummy is a constant array of procedures and resolution, that combined explains how promoting is executed. The traditional marketing paradigm: - Selling stays on any cost as ancient as civilized growth, despite minimized boundary advertising as a combined expertise and technique. It occurred in consumable forums to which commonly cheaper things were large-scaled to huge forums or marketplaces using broader public technologies.

23 OLD MODEL NEW MODEL Intermission Commitment Response Collaboration Heavyweight workers Affianced Contestants Enormous Assurances Individual Movements Table 3.1: -Table showing Comparison New Marketing Paradigms: - In the early 1980's approximately existed a group of intellectuals that felt the growing enlargement that stayed unwanted. They viewed advertising not as a constantly increasing path, instead as a establishment on the go for a viewpoint difference. They felt that a standardized new option was necessary. These intellectuals were daily united with association showcasing, customer point of view of authority or technology advertising.

2.2 Literature review

Balmer, John M (August 2011) stated about Ethical corporate marketing as a bureaucratic-wide outlook. It transforms the realm of amalgamated communal duty, 6 marketing morals, trade conduct, associate's thesis and collaborative commerce. Ethical corporate marketing serves as a convincing evolution face to face with the decent estate of corporate commerce. It has an explicit moral/CSR dimensions and enhances the associate's thesis by considering an organization's past, present and future shareholders. Perret,

Johannes (2013) proposed the importance of ethical issues that is increasing and expanding in the commerce field and also in the society. But surprisingly, the role is seldom investigated in the relationship of this marketing topic. The goal of this bookfell is to develop a framework stating fundamentals and basics of an ethical relationship in commerce and marketing, and also analysing the content of this topic in depth.

Brenkurt, George G (Spring 2002) explains about the social commerce that faces extraordinary moral dares which are not for side by economical commerce, which seeks the hypothesis it proposes for obtaining those results and it will effect the destinations. The ethical issues are deal by the social commerce. Nevertheless, special ethical challenges of social commerce need to be confronted.

Carrigan, Marylyn (2005) provided a general analysis and approach to give an image of the present debate on ethics and global commerce. The target of it is to show the summary of former and recent trends as a background focusing on the global commerce morals. Essentially, it argues that the businessman should creatively accept the hard challenges of the global workplace and commerce by rethinking their approach to commerce morals.

Low, will (April 2009) critically evaluated the present developments in the commerce field and equitable trade tagged items and no sudor manufactured goals, 7 and argued upon both equitable commerce and moral commerce changes growing the trust on general ship for top-down alternatives. This individual approach that we called as 'shopping for a better world', must be argued upon to be amplified for extra collectivist styles to disturb the trans-formative changes. Efforts must be chatted to generate moral

spaces over and done with straight equality and democratic order built on a wide based sympathy with the principals of impartial, ethical and moral trades.

Laczniak, Gene R (Spring 1993) proposed in commerce, moral investigation, there has been a wider analysis of commerce and marketing concerns, higher intellectual clarity for broadcast transmitting commerce morals and the growth of a hypothetical and observed base for further investigation in this part in the past years. In the technology of Hunt's (1976), there were three dichotomy model, research in commerce and can be classified as- a) micro-macro, b) normative-positive and c) profit-not for profit.

Mattson, Jon (2006) presents a agenda for giving moralistic issues in commerce and trade. A commercial moral in e-marketing imitates many of the overall ethics that worries of commerce. On this source, we debate for additional importance on the basic moral values to save the independence, self-esteem, honour and the weakness of the humans and of various stake-holder collections. However, such overall worries must be skilful with a context for result creation by businessman with regard to actual priorities in the everyday effort of commerce, trade and publicizing in the numeral atmosphere.

Al-Khatib, Jamal (Fall 2005) audited the concussion of dignity, belief and chivalry on the anticipated suitability of five resourceful co-operation policies that is outdated competitive trading, offensive challenger's link, making untruthful promises, 8 distortions of evidence and unsuitable information assembly using a trial from the United Arab Emirates (UAE). Suggestions of these results for comprehensive companies and marketing administrators are debated and tips for further research are provided.

Sharma, Bodh R (2014) explained that in today's corporate word, morals in commerce and trade has always projected an important part in the establishment of promotion plans for the complete evolution of a commercial association. Moral promotion refers to the request of commerce and trade morals and broadly valued code of manner in an association's business efforts. The current trade leaders have been directing on the client gratification, holding and cost making. They have unspoken the value and importance of trade and commerce morals in the current reasonable world where tricks and outrages are the repetitive stuffs.

Malhotra, Naresh K (February 1998) presented an moral agenda for promoting study, the many viewpoints of ethics and a few lasting promoting principled decision - making are presented, thus, putting a base for a expressive model for ethics in marketing research. In marketing, whereas several models of principled decision making has been offered in the literature, no recent attempts has been made to openly version for ethical decision making from a marketing study prospective. The planned model is associated with some of the models measured in the literature and showed with a marketing study claim.

Pang Bo (2015) proposed in his study that aimed to the existing social marketing literature by taking into consideration the early grown-suspicious and observations about public selling and its movements in the situation of liquor ingesting.

Gurnani, Reshmi M (January 2015) examined the relevance of professional ethics in global business scenario. The moral matters face by associations in worldwide human resource management; global monetary organisation; global marketing and manufacture; information and communication technology (ICT) have been inspected. In the casing, this paper exclusively meetings the projecting restraints like marketing, finance, human resource, production, ICT etc to begin the value of commercial ethics in evolving international commercial situation. Also examined about the ethical effect of globalization on dissimilar investors like stockholders, staffs, clients, traders, competitors, government and civil society has been calculated.

Coyne, Michael P (March 2008) examined the moral matters complicated in the form commerce of retreats to sole. The trade of items believed ‘informally questionable’ or ‘sinful’ (like tobacco and alcohol) has long been standard as affectation special moral tasks in a comparable hint, as a possibly risky product. From a ethical outlook, we find it upsetting that intentionally need not be existing for a upgrade to be measured ambiguous. Also difficult is the constant request of the rational person typical to judge the respectability of announcements.

Maleki, Morteza (October-December 2012) discussed about the beginning of ecommerce that brought with it a mass of ethical issues nearby client risk, confidentiality, safety and reliability. There are many phases of ethics that can move automated commerce systems, but maybe the most prominent and disturbing to both customers and creators is that to faith. This paper also deliberates some of the moral

tasks in automated commerce and proposals the possible solutions that can inspire creators to reflect ethical reflections and show wisdom and trust to the buyer in a world where technology makes it conceivable to do belongings that were not ever before and inappropriately many of those things may be unlawful, wicked or immoral 10 and still be easy to do, ethical values that in overall culture are applied to this medium are repeatedly overlooked and elapsed.

Cui, Geng (Winter 2003) proposed the growing labours by marketers to goal various clusters of clients call for a nearer check of the ethical suggestions of market division and separated marketing. Based on possibility theory, this research proposes an joined context which contains the nature of the product, consumer features and market choice to analyse the market difficulties of the marketing argument. Previous study suggests that dealers and customers often differ in their observation of marketing ethics. Marketers should contact customer interests and the ethics of marketing sequencers before their completing.

Mestre, Michel (2007) marked the role of association that must play in moulding human behaviour and culture is of chief significance. To stay reasonable, an association are to reconsider and reconsideration their procedures and performs in the part of human growth, particularly in relative to their first-line bosses. A better understanding of these executives should allow business to successfully set active goals and goals as well as address what is entitled. It is argued that changes in this project and construction underline the key role of these executives because they not only signify a main link in this organization chain, but also straight control the popular of the work force.

Shaw, Deirdre (2011) literary examined the hardy buyer behaviour from an ethical depletion bearing has increased over the recent years. It also goals to maintain that the conflation among ethical consumer behaviour and anti-consumption follows results in a negativistic analysis and fails to expose the rigidities of those who seek to place themselves as ethical while still sharing in the general marketing. The analysis 11 discloses the procedure over which ethical consumption is built and distinct in relation to the subject position of the ethical consumer and their connections with the leading commerce of consumption. Considerate the analysis through Bourdieu's' thoughts of fields and limits formed between spaces of intake, the paper emphasizes on hypothetical cross-section of repetition between ethical and market-driven forms of intake, evolving

discussion by travelling how self-identified ethical trades defined legitimize and exchanged their practices in relation to consumption acts and lifestyle. The study accepts a tentative approach through semi-structured in-depth interviews with a resolution sample of seven consumers.

Strandvik, tore (2013) proposed in his paper about his exploration of moralistic marketer's brand avoidance. His study also contributed to the brand-avoidance study by examining whatever lead the buyers' moral worries play in their brand-avoidance.

Rao, C P (1997) researched about service industry trade and commerce where professionals are compared with other trade professionals on different components of commerce morals. It is found that associates of this service profession do not vary after the associates of additional commerce occupations with admiration to the parts of morals inspected.

Crane, Andrew (2002) proposed social trade and commerce that developed in the initial 1990's talented a more socially accountable and ethical model of marketing. This paper mainly pursues to proposal a good analysis of the social promotion idea. While this marketing concept has concerned its adherents then analyses, the works on this social marketing has endured under-developed and sketchy, particularly with admiration to its fundamental and largely unspoken moral program.

CHAPTER -3
RESEARCH DESIGN

3.1 Statement of the problem:

The internship study includes the understanding of the infrastructure facilities provided by the company to facilitate the employees with a sound work environment currently the absence of infrastructure facility is being observed and analysed.

3.2 Objective of the study

- To identify the potential costumers for online trading.
- To analysis the factors which are influencing for online trading of stocks.
- And to analysis the given data and check about the withered the customers are influenced the online trading of stocks.

3.3 Scope of the Study:

A Study on to identify factor influencing customer satisfaction for Online Trading of Shares in Bangalore city

This study finds out the customer's choice towards the share trading and their opinion about their investment. This study gives the information about the performance of online traders, brokers and the online sites available as a whole.

3.4 RESEARCH METHODOLOGY

Introduction:

Research methods are all those methods/techniques that are used for conducting to the researcher's use in performing research. Here more emphasis is made on collection of the data directly through the customers with directly interacting with them.

3.5 HYPOTHESIS

Analysis was done by comparing both H0 and H1 hypothesis.

H0: There is no significant relationship between having de-mat account and knowing about the share market.

H1: There is a significant relationship between having de-mat account and knowing about the share market.

3.6 LIMITATION OF STUDY

The study is only with respect to individual share and stock future of NSC BSE

The study is conducted in Marketing year (16st Jan to 24st march 2018)

The study is limited only 7-year data.

The study is limited only 3 index stock and 20share future

Sample size was limited to only 50 members. Hence, we can't include big sample for study.

A period of study is limited to only 10 weeks.

Study is purely based on customer response sometimes; the clients may not be open minded.

Provided information in this project is based on Bangalore city so, we can't take a common conclusion for some other specified area.

3.8 CHAPTER SCHEME

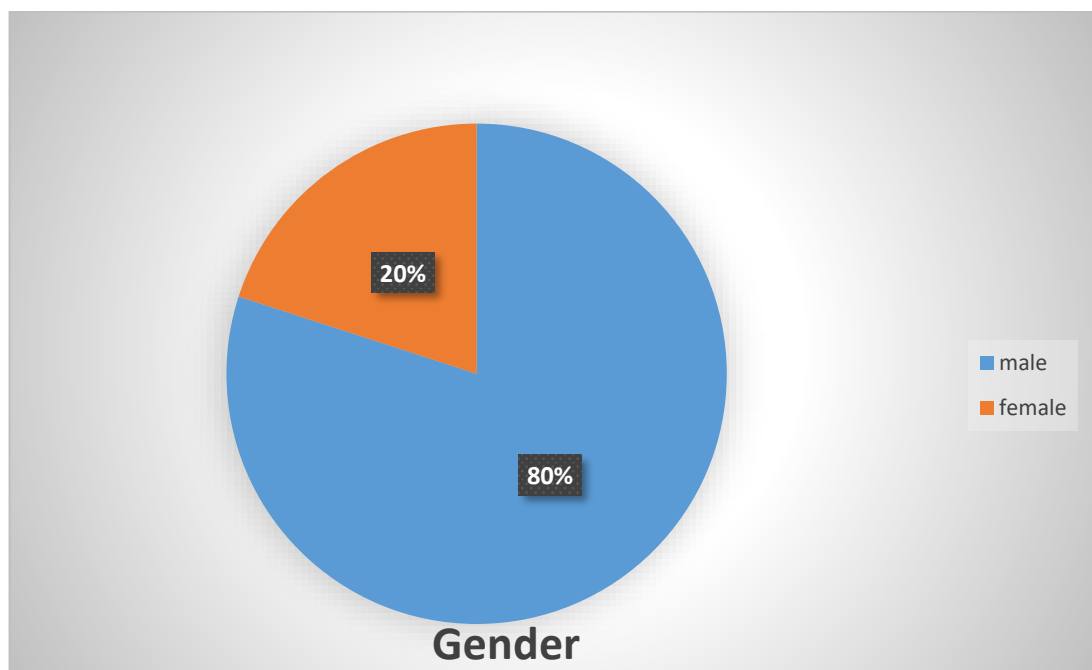
- Chapter-1 introduction- to understand company profile, organisation culture that provide brief introduction overall industry.it is all about company.
- Chapter-2 conceptual background and literature review -to understand regarding topic, and literature review that explain about topic.
- Chapter-3 research design- to understand problems, objective, scope, limitations, research design, for study on organisation.
- Chapter- 4 data analysis and interpretation- to understand data collection and response on graph, that help to interpretation for study
- Chapter-5 findings, conclusion and interpretation- to understand customer response, conclusion and interpretation base on study of topic

CHAPTER -4
DATA ANALYSIS AND INTERPRETAION

4.1 TABLE SHOWING GENDER WISE DESTRIBUSION OF RESPONDENTS

GENDER	NO OF RESPONDEENTS	% Of Respondents
Male	40	80 %
Female	10	20 %
Total	50	100 %

4.1 CHART SHOWING GENDER WISE DESTRIBUSION OF RESPONDENTS



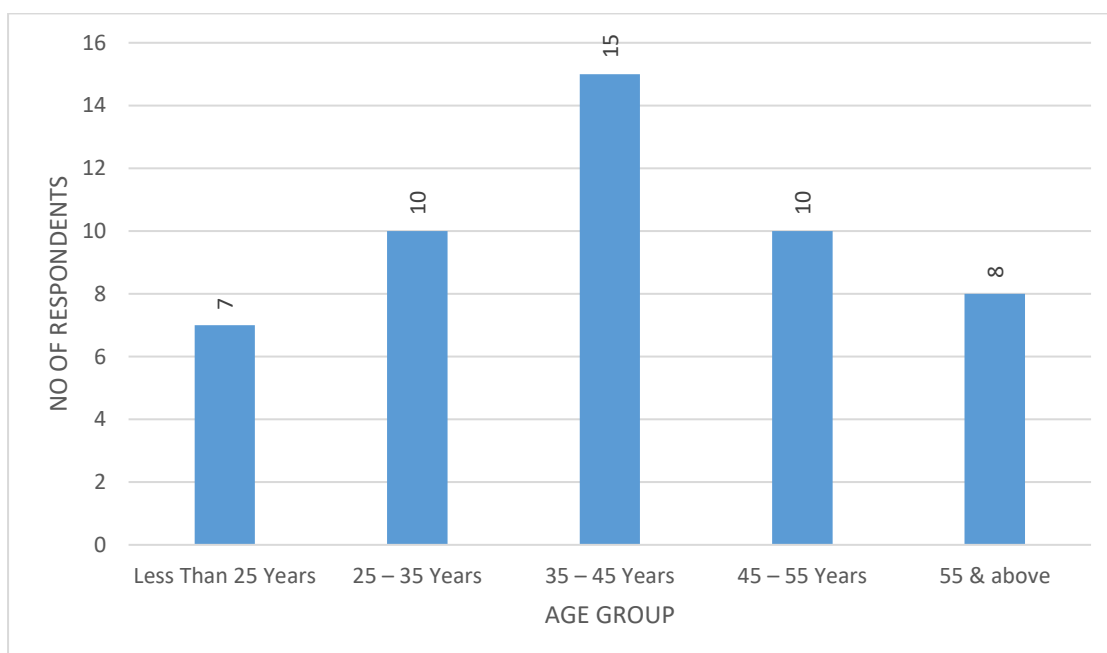
ANALYSIS AND INTERPRETATION

From the above table among 50 respondents the majority of respondents are from a male group whose count was 80% The female groups make a share of 20% total sample respondents.

4.2 TABLE SHOWING AGE GROUP DISTRIBUTION OF THE RESPONDENTS

AGE	NO OF RESPONDENTS	PERCENTAGE
Less Than 25 Years	7	14 %
25 – 35 Years	10	20 %
36 – 45 Years	15	30 %
46 – 55 Years	10	20 %
56& above	8	16 %
Total	50	100%

4.2 GRAPH TABLE SHOWING AGE GROUP



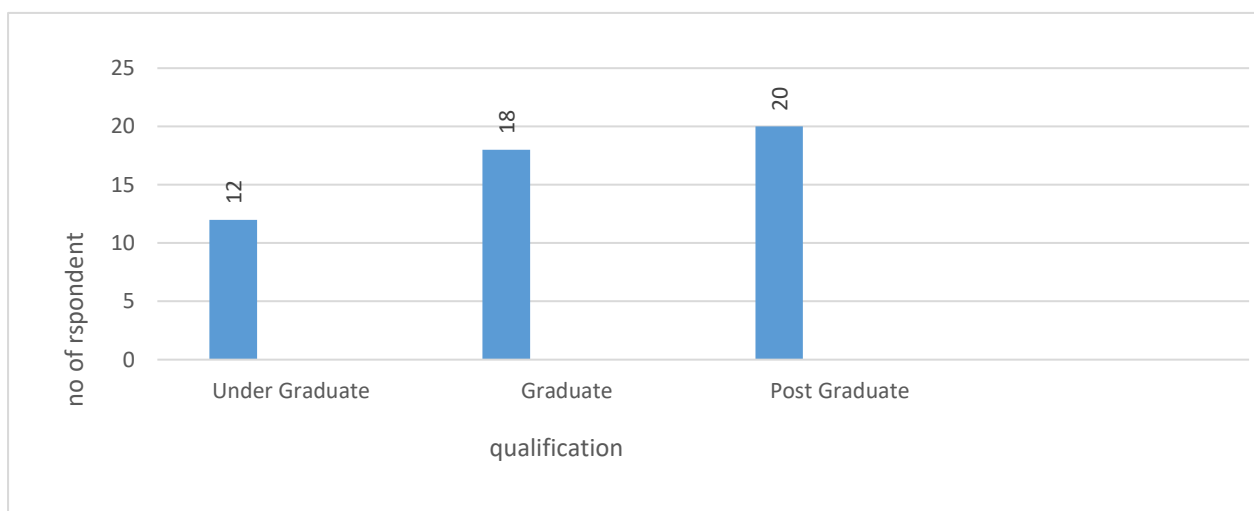
ANALYSIS AND INTERPRETATION

From the above table shows among the 50 respondents 14% respondents are below 25 years of age, 30% of respondents are comes under 35 – 45 age groups It shows the majority of investors are 35- 45 age group.

4.3 TABLE SHOWING QUALIFICATION OF RESPONDENTS

QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
Under Graduate	12	26 %
Graduate	18	36 %
Post Graduate	20	40 %
Others	0	0
Total	50	100 %

4.3 CHART TABLE SHOWING QUALIFICATION



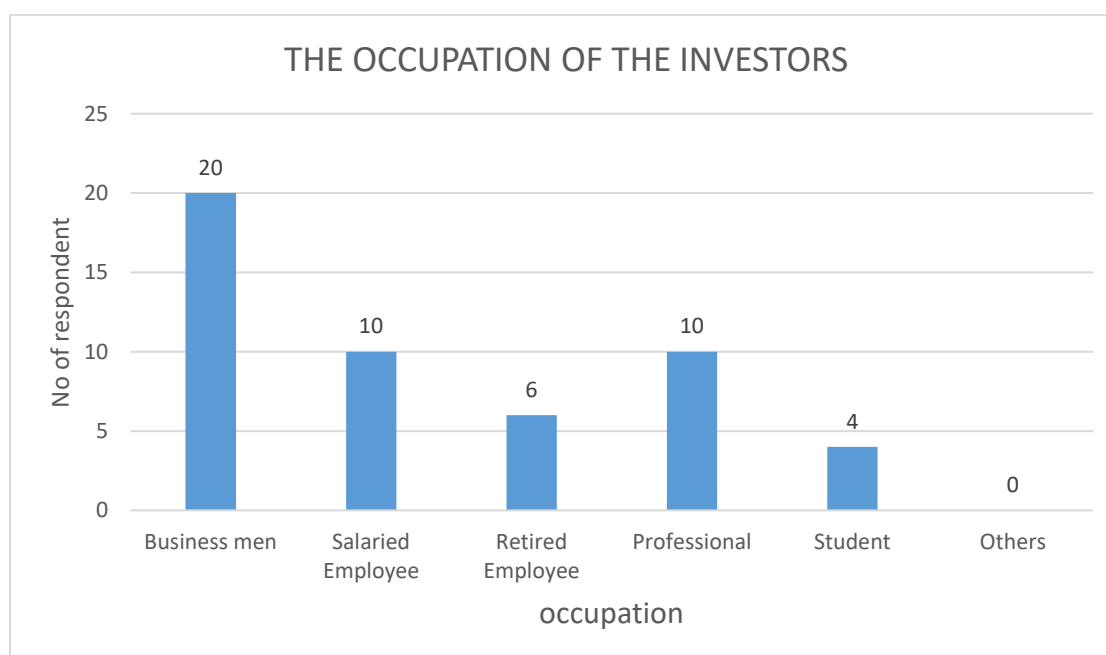
DATA ANALYSIS AND INTERPRETATION

The above table shows among the 50 respondents 24% respondents are graduate, 36% respondents are graduate, 40% respondents are comes under post graduate.

4.4 TABLE SHOWING THE OCCUPATION OF THE INVESTORS

OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
Business men	20	40 %
Salaried Employee	10	20 %
Retired Employee	6	12 %
Professional	10	20 %
Student	4	8 %
Others	0	0
Total	50	100 %

4.4 CHART SHOWING THE OCCUPATION



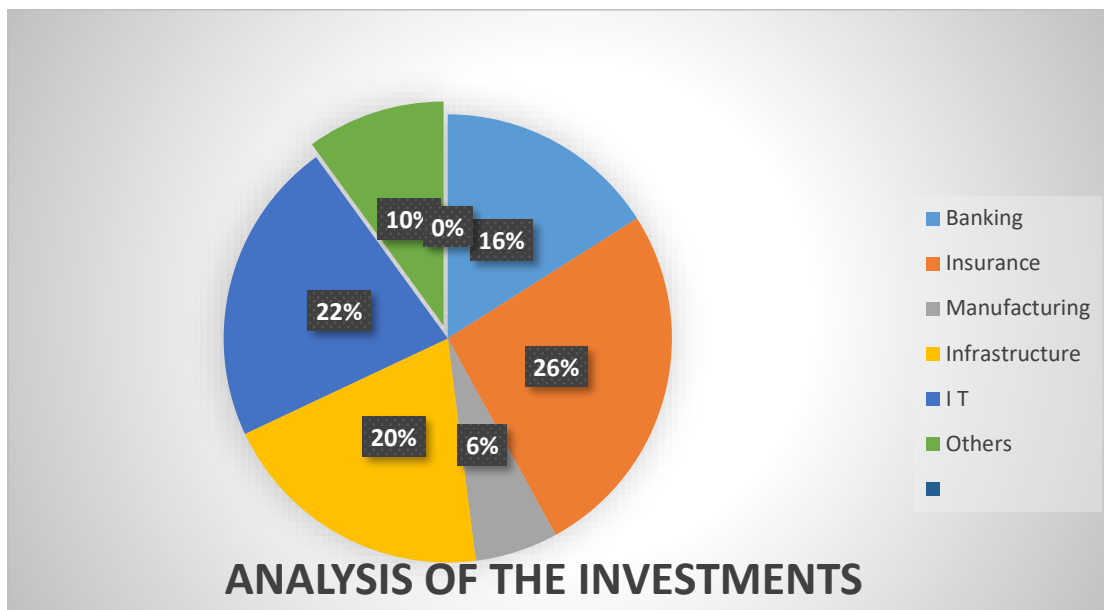
ANALYSIS AND INTERPRETATION

From the above table out of 50 respondents, 40% are business men, 20% respondents are salaried employees, 12% are Retired employees and Professional are 20% and only 8% respondents are Students.

4.5 TABLE SHOWING ANALYSIS OF THE INVESTMENTS

SECTORS	No of respondents	PERCENTAGE
Banking	8	16 %
Insurance	13	26 %
Manufacturing	3	6 %
Infrastructure	10	20 %
I T	11	22 %
Others	5	10 %

4.5 CHART SHOWING OF THE INVESTMENT



ANALYSIS & INTERPRETATION:

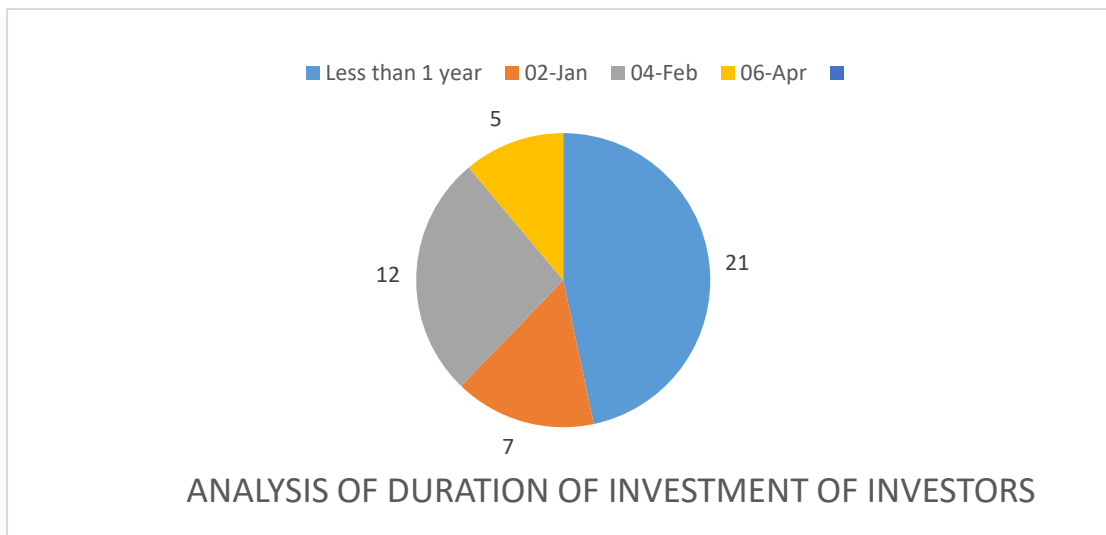
Among the 50 respondents, 16 % of them have invested in “Banking”, 26 % in “Insurance”, and 6 % in “Manufacturing”, 20 % in “Infrastructure”, 22 % in “I T” and 10% in “others”.

By the above table we can consider that 26% insurance, and 20% in infrastructure, 22% in I T are the major investments sectors in online trading of shares.

4.6 TABLE SHOWING ANALYSIS OF DURATION OF INVESTMENT OF INVESTORS

ANALYSIS OF INVESTMENT	NO OF RESPONDENTS	PERCENTAGE
Less than 1 year	21	42 %
1-2	7	14 %
2-4	12	24 %
4-6	5	10 %
More than 6 Year	5	10 %
TOTAL	50	100 %

4.6 CHART SHOWING ANALYSIS OF DURATION OF INVESTMENT OF INVESTORS



ANALYSIS & INTERPRETATION:

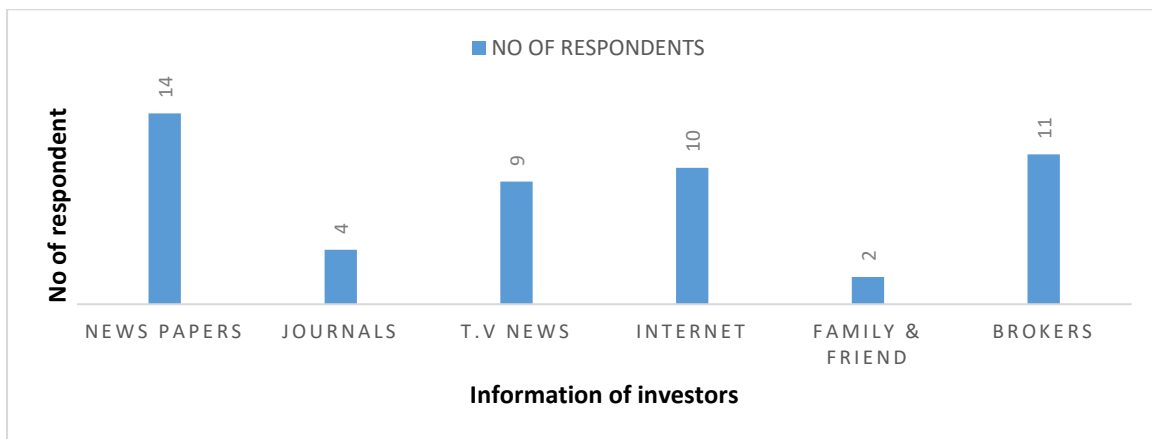
Among 50 respondents, only 21 people are investing in Online Trading of Shares for less than 1 year, 7 for 1-2 years, 12 for 2-4 years, 5 for 4-6 years and 5 for more than 6 years. It means that 42 % people are investing for less than 1 year, 14% for 1-2 years, 24 % for 2-4 years, and 10 % each for 4-6 years and more than 6 years.

The numbers of investors in Online Trading of Shares are increasing due to increased awareness and prospects of this form of investment. A gradual increase in the participation in “Online Trading of shares” can be easily seen in the above table and following graph.

4.7 TABLE SHOWING ANALYSIS OF SOURCES OF INFORMATION FOR INVESTORS

INFORMATION FOR INVESTORS	NO OF RESPONDENTS	PERCENTAGE
News Papers	14	28 %
Journals	4	8 %
T.V News	9	18 %
Internet	10	20 %
Family & Friend	2	4 %
Brokers	11	22 %

4.7 TABLE SHOWING ANALYSIS OF SOURCES OF INFORMATION FOR INVESTORS



ANALYSIS & INTERPRETATION:

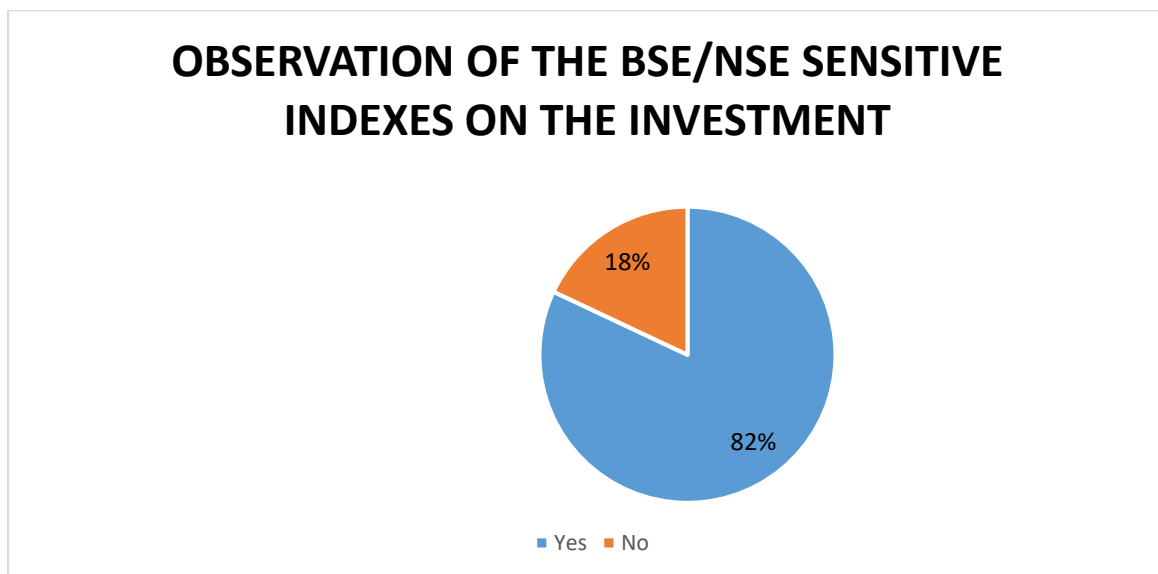
In Bangalore are among 50 respondents, 28 % get the required information from “News Paper”, followed by 22 % from “Broker”, 20% from “Internet”, 18% from “T.V. News’, 4 % from “Family & Friends”, and remaining 8 % from “Journals” respectively for their requirement.

Online traders in Bangalore still depend upon the “News Papers” for their required information in the Online Trading. Being the cheapest and readily available means of information, the newspapers are more favourite among them. The second favourite source of information is the brokers themselves. The brokers give all the necessary information to the online traders with the periodic updated information of those, followed by T.V News, Family and Friends and Journal In the century of Electronic Media, the Printed Media is still a reliable and favourite source of information for online traders.

4.8 TABLE SHOWING OBSERVATION OF THE BSE/NSE SENSITIVE INDEXES ON THE INVESTMENT

Particulars	Frequencies	Percentage
Yes	41	82%
No	9	18%

4.8 CHART SHOWING OBSERVATION OF THE BSE/NSE SENSITIVE INDEXES ON THE INVESTMENT



ANALYSIS & INTERPRETATION:

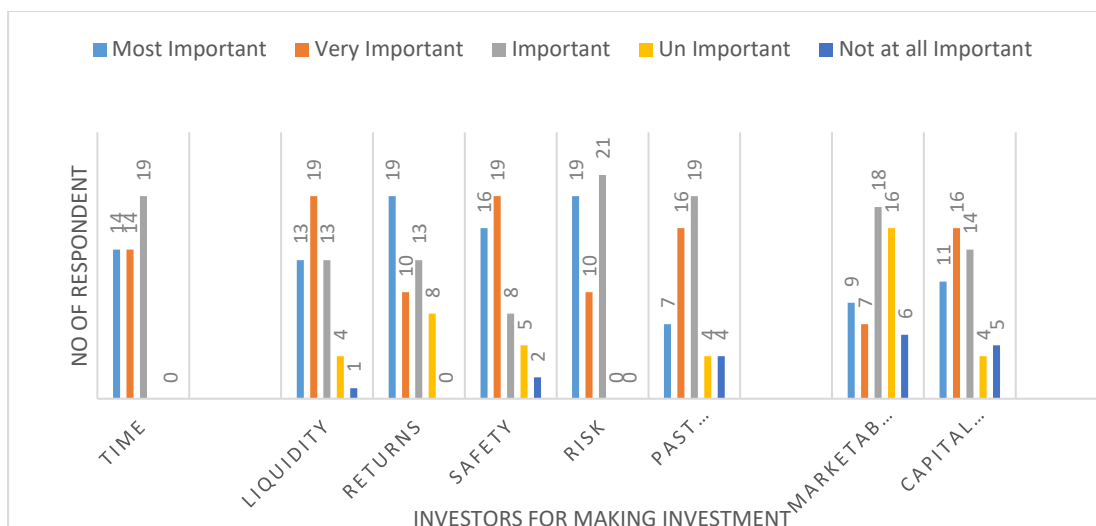
Among 50 respondents, 41 people analyse the chart pattern of BSE/NSE sensitive indexes before they go for investing in any security, while 9 do not. That is 82 % of the investors go for the analysis of chart pattern and remaining 18 % does not.

Analysis of chart pattern of sensitive indexes is concerned with “Technical Analysis”. Since the technical analysis deals with the supply and demand of securities as reflected in the behaviour of the market, the investors go for it. They are more concerned about the demand and supply position of securities, as they influence the price of the securities. Online traders thus do not distinguish between current income and capital gains.

4.9 TABLE SHOWING FACTORS CONDUCTED BY INVESTORS FOR MAKING INVEVESTMENT

FACTOR CONDUCTED	Most Important	Very Important	Important	Un Important	Not at all Important
Time	14	14	19		
Liquidity	13	19	13	4	1
Returns	19	10	13	8	0
Safety	16	19	8	5	2
Risk	19	10	21	0	0
Past Performance	7	16	19	4	4
Marketability	9	7	18	16	6
Capital Appreciation	11	16	14	4	5

4.9 CHART SHOWING FACTORS CONDUCTED BY INVESTORS FOR MAKING INVEVESTMENT



ANALYSIS & INTERPRETATION:

The 18 % investors have preferred to analyse “Return” at first as the “Most Important” factor followed by, 17 % called “Safety” as the “Very Important” factor, 18 % called “Risk” as “Important” factor, 36 % called “Marketability” as the “Un Important” factor, and 42 % called “Capital Appreciation” as the “Not at all Important” factor, before investing in Online Trading of any Security. This can be clearly understood by the following graphs.

The investors of “Online Trading of Security, are very sensitive towards the return they expect from their investments. Along with this fact, they are seeking safety in their investments with avoiding risk as much as possible. These investors do not consider difference between the capital appreciation of their fund and the growth of their capital invested.

on” as the “Very Important” factor, 16 % called “Interest Rates” as “Important” factor, 20 % called “International in Capital Market” and “Tax Rates” as the “Un Important” factor, and 29 % called “Foreign Exchange Reserve” as the “Not at all Important” factor, before investing in Online Trading of any Security. This can be clearly understood by the following graphs.

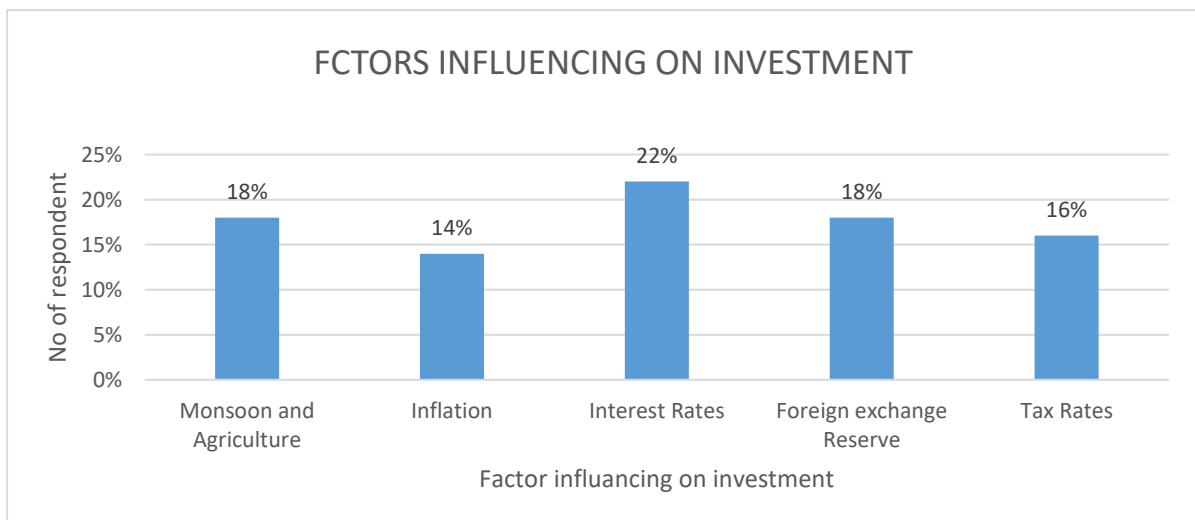
The Stock market does not operate in vacuum. It is an integrated part of the whole economy of the country. The growth rate of the Economy increases the participation in the “Online Trading of Securities”. As inflation erodes the purchasing power of the investors, they prefer to have a close watch on inflation rates before investing. A low rate of interest is preferred by investors, since when cost of money is high one cannot compete effectively.

The effect of monsoon is seemed to be less on the online traders. And the foreign exchange reserve gets the lowest concern from investors, since our country has enough of it, i.e., second highest in the world.

4.10 TABLE SHOWING ANALYSIS OF FACTORS INFLUENCING ON INVESTMENT

PARTICULARS	MOST IMPORTANT	% AGE
Economic Growth	6	12%
Monsoon and Agriculture	9	18%
Inflation	7	14%
Interest Rates	11	22%
Foreign exchange Reserve	9	18%
Tax Rates	8	16%

4.10 CHART SHOWING ANALYSIS OF FACTORS INFLUENCING ON INVESTMENT



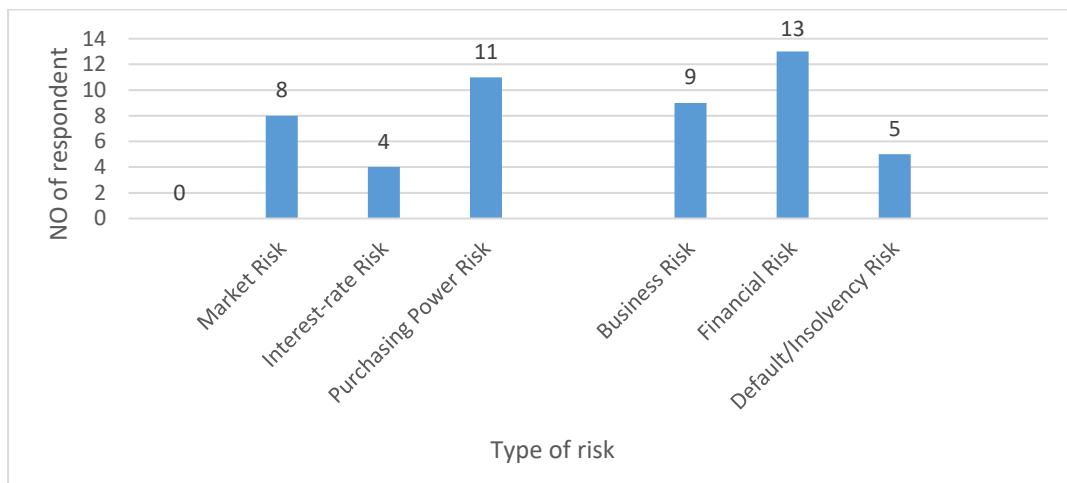
ANALYSIS & INTERPRETATION:

As inflation erodes the purchasing power of the investors, they prefer to have a close watch on inflation rates before investing. A low rate of interest is preferred by investors, since when cost of money is high one cannot compete effectively.

4.11 TABLE SHOWING CONSIDERATION OF RISK FACTORS WHILE INVESTING

TYPE OF RISKS	Response	%age
Market Risk	8	16
Interest-rate Risk	4	8
Purchasing Power Risk	11	22
Business Risk	9	18
Financial Risk	13	26
Default/Insolvency Risk	5	10

4.11 CHART SHOWING CONSIDERATION OF RISK FACTORS WHILE INVESTING



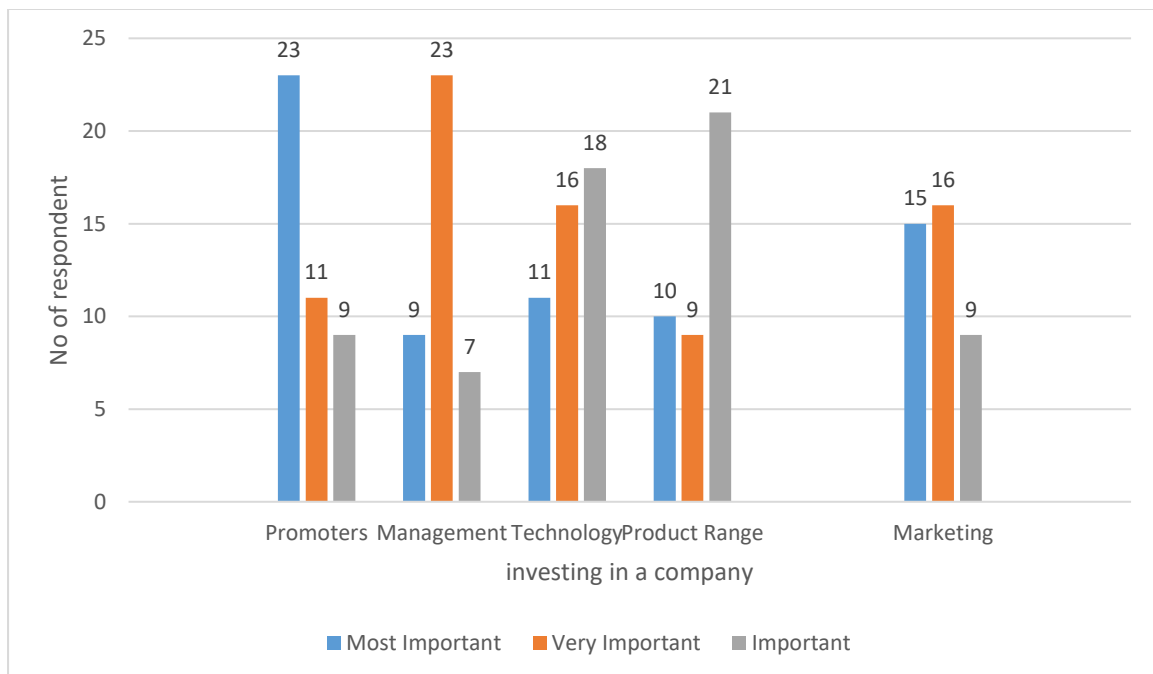
ANALYSIS & INTERPRETATION:

The investors want to withdraw their funds as and when required by them, to make specific payments at specific time periods. They thus like to have a close watch on the debt financing of the firm they want to invest. They don't want to invest on those firms which have uncertain income sources.

4.12 TABLE IMPORTANT FACTORS WHILE SELECTING A COMPANY TO INVEST

PARTICULAR	Most Important	Very Important	Important	Un Important	Not at All Important	TOTAL
Promoters	23	11	9	6	0	50
Management	9	23	7	11	0	50
Technology	11	16	18	5	0	50
Product Range	10	9	21	10	0	50
Marketing	15	16	9	10	0	50

4.12 CHART IMPORTANT FACTORS WHILE SELECTING A COMPANY TO INVEST



ANALYSIS & INTERPRETATION:

Before investing in a given company, 23 online traders out of 50, rank “Promoters” as the “Most Important” factor, followed by 23 online traders who think “Management” of the

company is “Very Important” factor to analyse. Out of 50 investors 21 take “Product Range” of the company as “Important” factor to analyses, and 10 think, as “Marketing” is a “Un-Important” factor. None of the traders selected any of the above factors as “Not at All Important” factor.

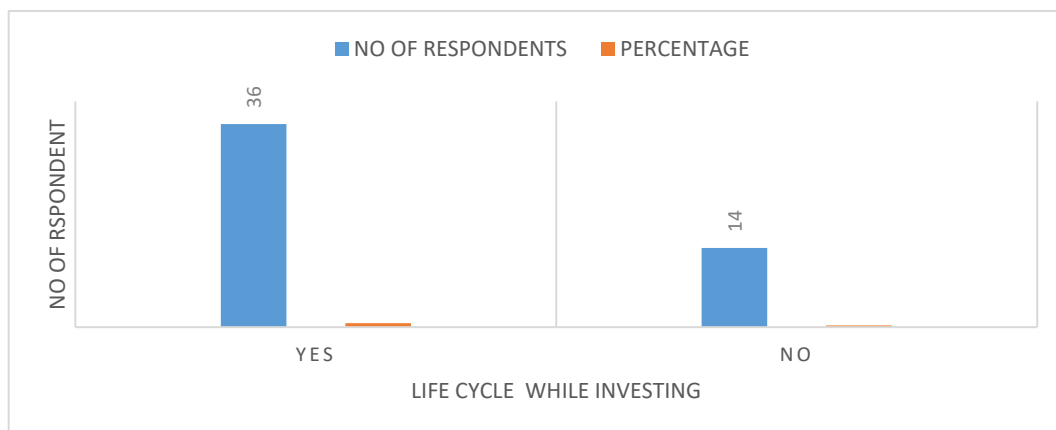
The investors are well aware of any company before investing in it. They know who the promoters are, the efficiency of the management of the company, the types of technology it is adopting, its product range, its marketing policies and practices, etc. Online traders give much importance to the promoters of the company before investing into it. As it can be seen in above table. Management of the company is also considered as a very vital factor; as people like to invest in a company with an efficient management. A company with a number of products in its hand is also considered as a good one to invest in.

People less often go for evaluating the marketing strategies of the company before investing into it, as well satisfied with other factors like “Management”, “Promoters”, “Product Range” etc., they find it unnecessary.

4.13 TABLE SHOWING CONSIDERATION OF STAGES OF LIFE CYCLE WHILE INVESTING

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Yes	36	72 %
No	14	28 %
TOTAL	50	100 %

4.13 CHART SHOWING CONSIDERATION OF STAGES OF LIFE CYCLE WHILE INVESTING



ANALYSIS & INTERPRETATION:

Among 50 respondents, 36 people use to analyse the life-cycle of the particular industry before investing into it, and 14 people do not. Thus 72 % of them go for the study of industry life cycle before investing into it, and 28 % not.

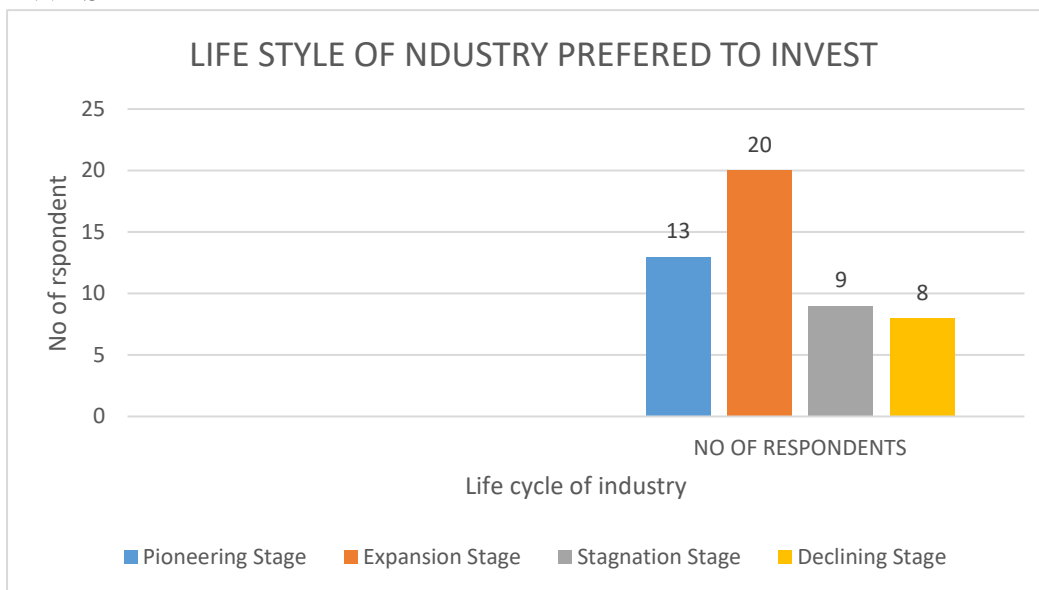
The purpose of industry analysis is to identify those industries with potential to earn profit for itself and for the investors. Every industry undergoes a life-cycle. An industry doing well today may be faced with stagnation and decline in future.

Investors like to study the phases of life-cycle of industries before investing into a particular industry. Since Industrial Analysis is one of the major parts of Fundamental Analysis, knowingly or unknowingly they are conducting Fundamental Analysis within their limits.

4.14 TABLE SHOWING STAGE OF LIFE CYCLE OF THE INDUSTRY PREFERRED TO INVEST

PARTICULARS	Pioneering Stage	Expansion Stage	Stagnation Stage	Declining Stage	TOTAL
NO OF RESPONDENTS	13	20	9	8	50
PERCENTAGE	26 %	40 %	18 %	16 %	100 %

4.14 CHART SHOWING STAGE OF LIFE CYCLE OF THE INDUSTRY PREFERRED TO INVEST



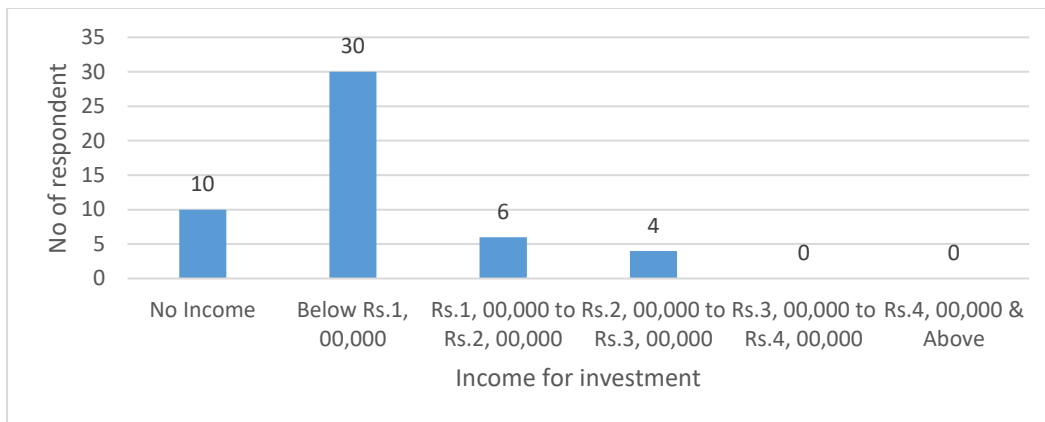
ANALYSIS & INTERPRETATION:

mong 36 respondents who study the life-cycle of the industries before investing in a particular industry, 11 like to invest in” Pioneering Stage”, 14 likes to invest in “Expansion Stage”, 9 like to invest in “Stagnation Stage”, and remaining 2 in “Declining Stage”. The online traders prefer to stay as secured as possible by investing in an industry which is growing or which has grown to its maturity. Thus, they seek benefit by investing in these two stages of life-cycle. A large percentage of investors also like to invest in industries at “Pioneering Stage”, showing their ability to take more risk in anticipation of more return

4.15 TABLE SHOWING INCOME FROM INVESTMENTS OF ON LINE TRADING SHARES

Particulars	NO OF RESPONDETS	Percentage
No Income	10	20 %
Below Rs.1, 00,000	30	60 %
Rs.1, 00,000 to Rs.2, 00,000	6	12 %
Rs.2, 00,000 to Rs.3, 00,000	4	8 %
Rs.3, 00,000 to Rs.4, 00,000	0	0
Rs.4, 00,000 & Above	0	0
Total	50	100 %

4.15 CHART SHOWING INCOME FROM INVESTMENTS OF ON LINE TRADING SHARES



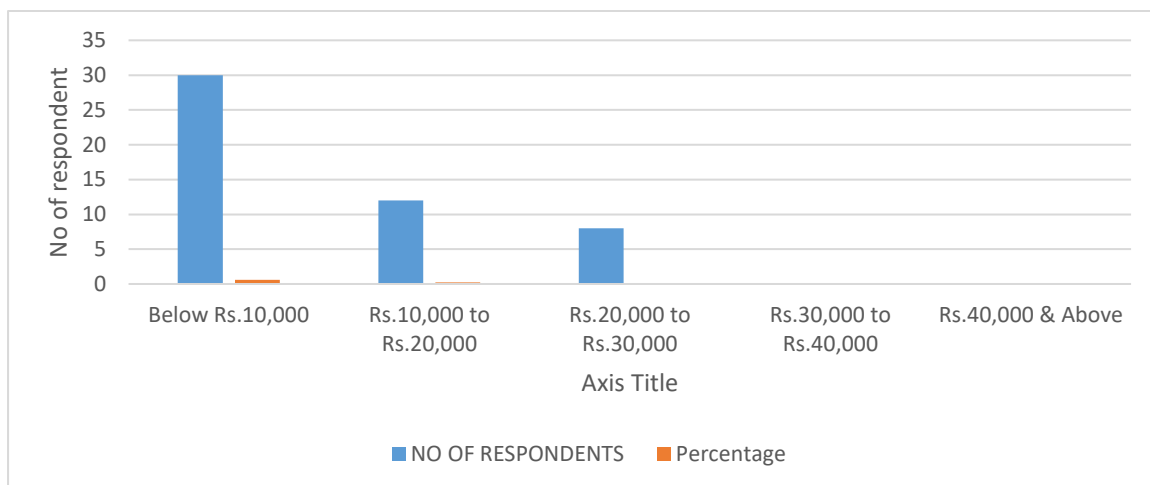
ANALYSIS & INTERPRETATION:

Among the 50 respondents, 10 have no income, 30 are getting below 1,00,000., 6 are getting 100,000 – 2,00,000., 4 are getting 200,000. - 3, 00,000. And no one is getting 3, 00,000 – 4, 00,000, and above. Majority of respondents are getting income in online trading of shares in the range of below 1, 00,000 (60%). 20% of respondents are getting negatives income because of their neglected or improper information about shares. Who are not satisfied in getting the online shares, so increasing the awareness about Online Trading of Shares?

4.16 TABLE SHOWING ANALYSIS OF ANNUAL SAVINGS OF INVESTORS

Particulars	NO OF RESPONDENTS	Percentage
Below Rs. 10,000	30	60 %
Rs. 10,000 to Rs. 20,000	12	24 %
Rs. 20,000 to Rs. 30,000	8	16 %
Rs. 30,000 to Rs. 40,000	0	0
Rs. 40,000 & Above	0	0
Total	40	100 %

4.16 CHART TABLE SHOWING ANALYSIS OF ANNUAL SAVINGS OF INVESTORS



ANANLYSIS & INTERPRETATION:

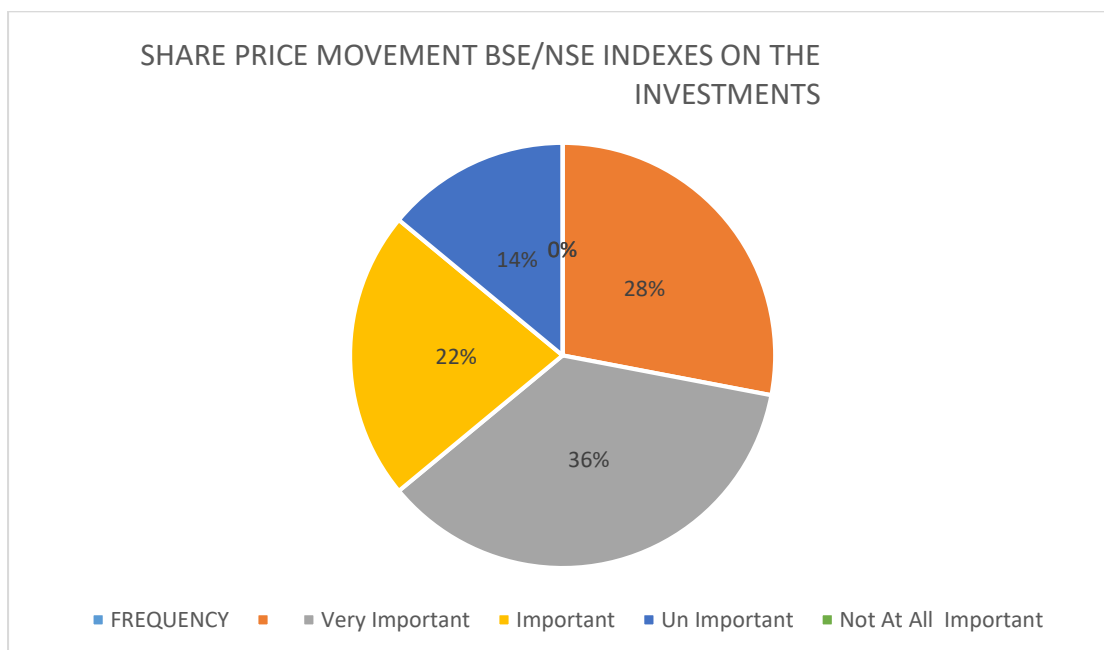
Among the 40 respondents 75% were saving below 10,000., 15% are Rs. 10,000 to 20,000., 10% are Rs. 20,000 to 30,000., and No one is saving are saving are Rs. 30,000 to 40,000 and Rs. 40,000 & above.

Maximum respondents are savings (30) in this scale of below 10,000.

4.17 TABLE SHOWING ANALYSIS OF PREFERRED MARKET STRUCTURE

PARTICULARS	Absolute Monopoly	Perfect Competition	Imperfect Competition	TOTAL
FREQUENCY	24	17	9	50
PERCENTAGE	48	34	18	100

4.17CHART SHOWING ANALYSIS OF PREFERRED MARKET STRUCTURE



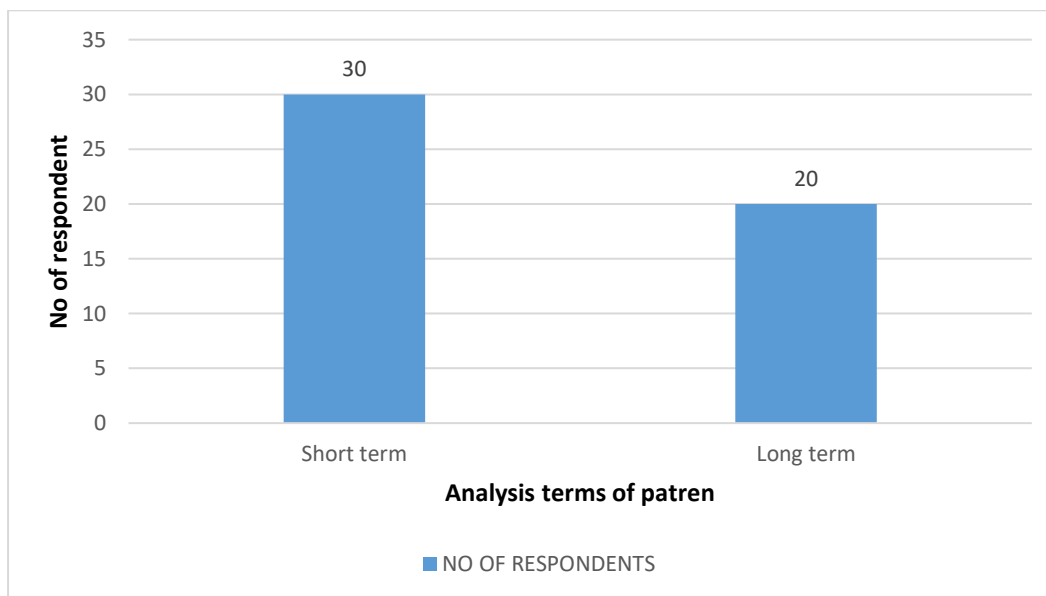
ANALYSIS & INTERPRETATION: Among 50 respondents, 48 %age of online trader prefers “Absolute Monopoly”, followed by 34 % of them preferring “Perfect Competition” and remaining 18 %age go for “Imperfect Competition. Online traders prefer to invest in a company which is market dominant by nature. As these companies dominate the market because of their core competence like technology or patent rights etc. thus allowing the investors to milk their investment. 35 % investors, who prefer to invest in an industry where no single company is dominating, follow them, thus they go for moderate risk involved investments with limited growth of their money.

Still a percentage of investors, that is, 18 % of them, like to invest in an industry with “Imperfect Competition”, since it lies between “Absolute Monopoly” and “Perfect Competition”, thus enjoying benefits of both the form of markets.

4.18 TABLE SHOWING IMPORTANCE OF THE SHARE PRICE MOVEMENT BSE/NSE INDEXES ON THE INVESTMENTS

PARTICULARS	Most important	Very Important	Important	Un Important	Not at All Important	Total
FREQUENCY	14	18	11	7	0	50
PERCENTAGE	28	36	22	14	0	100

4.18 CHART SHOWING IMPORTANCE OF THE SHARE PRICE MOVEMENT BSE/NSE INDEXES ON THE INVESTMENTS



ANALYSIS & INTERPRETATION:

Among 50 respondents when asked about the importance of the share price movements in BSE/NSE indexes on their decision of investing in a particular security, 28 % says its “Most Important”, 36 % says its “Very Important”, 22 % says its “Important”, 14 % says its “UN Important”, and none says it’s “Not at All Important”.

Online traders prefer technical analysis of the chart pattern. Most of them take care of the movements of the share prices in the BSE/NSE indexes. Only a few of them, that is, 15 % of them take it as un-important factor, it shows their inability to analyse the chart patterns. Though this group has not rejected the importance of the movement of share prices in these indexes on their investments

4.19 TABLE SHOWING ANALYSIS OF THE TERMS OF PATTERN

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Short term	30	60
Long term	20	40
Total	50	100

4.19 CHART TABLE SHOWING ANALYSIS OF THE TERMS OF PATTERN



ANALYSIS & INTERPRETATION:

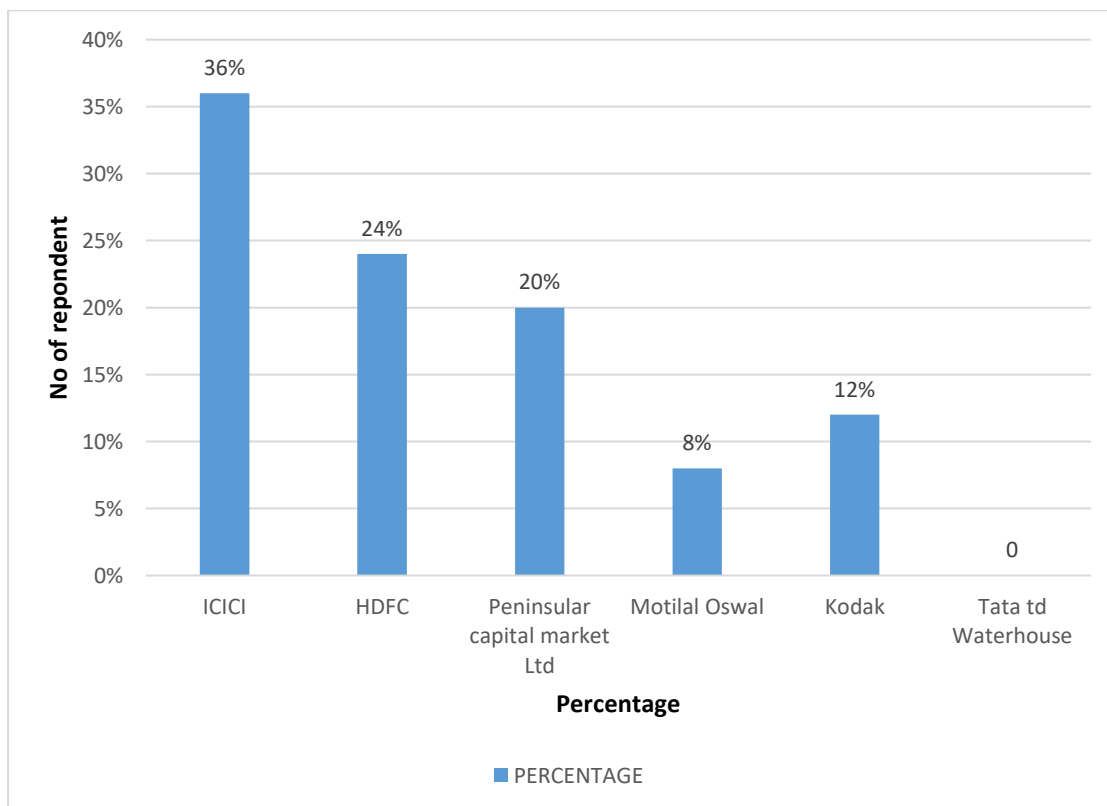
Among the 50 respondents 30 respondents are investing in Short term and 20 respondents in Long term investments.

There for Short term investors are popular because it has 60% of the investment in Online Trading of Shares

4.20 TABLE SHOWING ANALYSIS OF AVERAGE HOLDING PERIOD FOR INVESTORS

PARTICULARS	1 Week	1 Month to 3 Months	Within 6 Months	Within 1 Year	More than 1 Year	TOTAL
NO OF RESPONDENTS	9	14	17	8	2	50
PERCENTAGE	18 %	28 %	34 %	16 %	4 %	100 %

4.20 CHART SHOWING ANALYSIS OF AVERAGE HOLDING PERIOD FOR INVESTORS



ANALYSIS & INTERPRETATION:

Among 50 respondents, the average holding period for 9 is “1 Week”, 14 is “1 Month to 3 Month”, 17 is “Within 6 Month”, 8 is “Within 1 Year”, and 2 is “More than I Year”. Their respective percentages are 18 %, 28 %, 34 %, 16 %, and 4 % respectively.

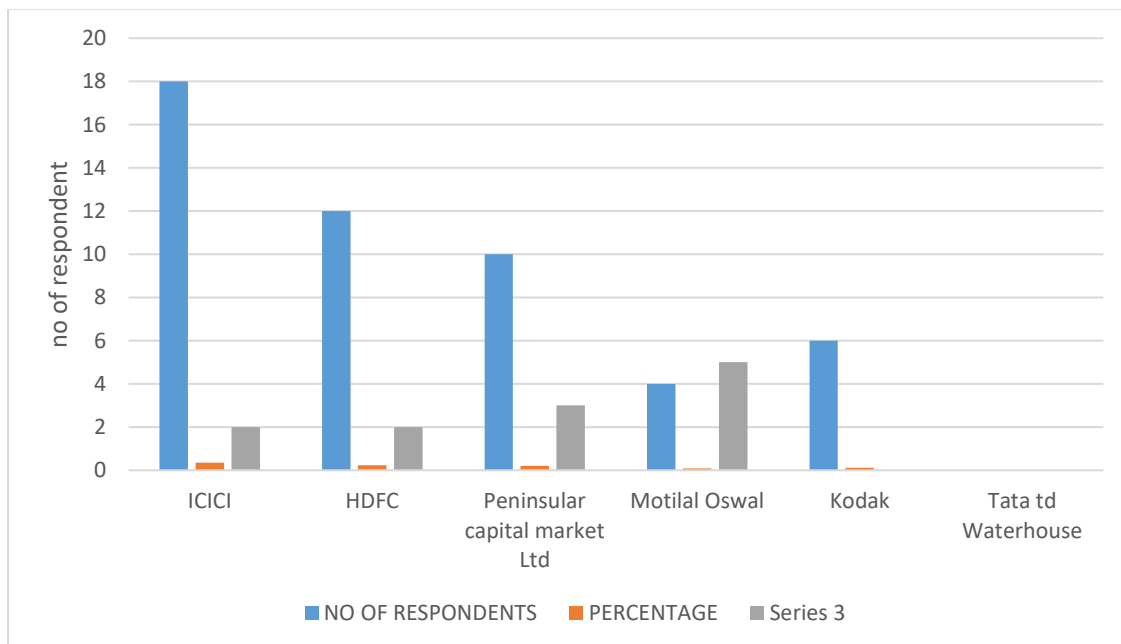
Investors of online trading of securities like to hold their securities for a minimum period. It can be seen by the fact that 80 (18+28+34) % of the investors hold their securities for 6 or less than 6 months. But they like to watch the movements of the market for a while before going for selling their assets, as only 18 % of them hold their securities for 1 week or less than 1 week.

But still investors are there who would like to hold the securities for almost one year, and a negligible of them for more than one year. The fast-moving prices of securities and the updated information helps the online traders to take quick and effective decision at right time

4.21 TABLE SHOWING FAMILIARITY OF ONLINE TRADING SERVICES

ONLINE TRADING SERVICES	NO OF RESPONDENTS	PERCENTAGE
ICICI	18	36 %
HDFC	12	24 %
Peninsular capital market Ltd	10	20 %
Motilal Oswal	4	8 %
Kodak	6	12 %
Tata td Waterhouse	0	0
TOTAL	50	100 %

4.21 CHART SHOWING FAMILIARITY OF ONLINE TRADING SERVICES



ANALYSIS & INTERPRETATION:

Among the 50 respondents, 36 % are familiar with “ICICI”, 26 % with “HDFC”, 20 % with “Peninsular capital market Ltd”, 8 % with “Karvy”, 12 % with “Kotak”, and none with “Tata td Waterhouse”. In Bangalore, the online traders are aware of ICICI, HDFC and Peninsular capital market Ltd. As they count for 84 (36+24+20) %. An excellent service and awareness helps them to win the confidence of investors.

DATA ANALYSIS

Correlations

		analysis of the investment	source of information for investors
analysis of the investment	Pearson Correlation	1	-.274
	Sig. (2-tailed)		.166
	N	27	27
source of information for investors	Pearson Correlation	-.274	1
	Sig. (2-tailed)	.166	
	N	27	27

INTERPATATION:

Analysis of the investment and source of the investors, analysis of the investment 1 (2- trials

N ,source of information of the investors -.274 and source of investors .166 source.

CHAPTER -V
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

1. The Male investors 80 % are highly interested in online trading of shares and Female investors are not so much interested.
2. In the age group of 35 – 45 years (30%) are more interested investment in Online Trading of Shares and at the age of 25 – 35 years (20%) and 45 – 55 years (20%) are equally interested, only 16% are interested above 55 years.
3. The majority of investors are post graduates (40%) because they are highly interested in share market. The next majority is Graduate (36%), and under graduates are only 24%.
4. The Business men 40% are more interested in investments of shares because of them are having very good knowledge about share market and its dealings Salaried employee (20%) and Professional 20% are not having much knowledge about share market and retired employees and Students 24% are least interested in investment in online trading of shares.
5. In the insurance sectors 26% are majority invested because it is more beneficial to the investors and following the next majority IT 22% and Infrastructure 20% are also benefit to the investors and 32% are much selected from other sectors.
6. The majority of investors 42% are investing less than one year because in recent times share market is very popular to invest and have high returns and 4 – 6 years and above 6 years investors are only 20%.
7. The majority collected information through the newspapers (28%) because it is cheaper than any other sources of information and have a detailed data and following the next brokers 22% and internet 20%.
8. From the analysis of data collected we can know that 82% of investors follow the BSE/NSE Sensex chart pattern. 18% investors are not following chart pattern.
9. Risk (18%) and Return (18%) are both considered most important factors while investing in shares because they are more effective factors and capital appreciation are not at all important.
10. The growth rate of the economy 21% increases the participation in the “Online Trading of Shares”. As inflation 18% erodes the purchasing power of the investors, they prefer to have a close watch on inflation rates before investing. A low rate of

interest is preferred by investors, since when cost of money is high one cannot compete effectively.

11. The effect of monsoon is seemed to be less on the online traders. And the foreign exchange reserve gets the lowest concern from investors, since our country has enough of it, i.e., second highest in the world.
12. Financial risks 27.5% is most important while investing and it is considered by the investors followed by business risks and investment risks.
13. Online traders give much importance to the promoters (23) of the company before investing into it. Management (23) of the company is also considered as a very vital factor; as people like to invest in a company with an efficient management. A company with a number of products (21) in its hand is also considered as a good one to invest in.
14. Investors like to study 72 % the phases of life-cycle of industries before investing into a particular industry.
15. The online traders prefer to stay as secured as possible by investing in an industry which is growing 38% or which has grown to its maturity 24%.
16. The majority investors 60 % are getting income form shares below Rs. 1, 00,000. And respondents who are earning income above Rs. 100,000 (20%) are only 10.
17. Online traders prefer technical analysis of the chart pattern. Most of them take care of the movements of the share prices in the BSE/NSE indexes.
18. The majority of investors 75 % the making saving below Rs. 10,000 and above 10,000 savings is only by 25 %.
19. Short term investors are more than the Long-term investors because they have fear that if they hold shares for long period then will incur the loss.
20. Investors of online trading of shares like to hold their shares for a minimum period. The fast-moving prices of the shares and the updated information helps the online traders to take quick and effective decision at right time.
21. In Bangalore, the online traders are aware of ICICI 36%, HDFC 24% and Peninsular Capital Market Ltd. services 20 %. An excellent service and awareness helps them to win the confidence of investors.

5.2 SUGGESTIONS:

1. The investors should make more investments in “Online Trading of Shares” as constructing their portfolio. This way they can get more return from their portfolio.
2. The female investors are less interested in investments so they have to be encouraged.
3. In the age group of above 55 years are invested very low they have encouraged to invest in online trading shares. Because the age group includes retired employees.
4. In the shares market retired employee and professionals and students is less knowledge about share trading they have help to increases the knowledge about online trading of shares.
5. While constructing the portfolio, the investors should stress more on capital appreciation, as mere growth of capital without the growth of purchasing power nullify the growth of capital.
6. Online traders should also take into account the “Monsoon and Agricultural” factor before investing. Still large part of the earning of our country come from the agriculture and it ultimately depends on monsoon. So the economic condition of our country is lot more dependent on this factor.
7. People should analyses the marketing strategy of a company, before investing into it. The marketing function brings the revenue and ultimately profit to the company and its owners.
8. Online traders should make use of Internet more while making decision on their investments in online Share market. The use of Internet can help them to get more and more accurate information, and hence increase their efficiency.
9. The government and concerned authority like SEBI should take more efforts to educate people about the “Online Trading of Shares”, and increase the awareness among them.

5.3 CONCLUSION:

The investors of “Online Trading of Shares” are very sensitive to the return on their investment. They use to have a close watch on the debt financing, the promoters, the product range and the management of the company, where they want to invest. As a part of their “Economic Analysis”, they prefer to consider inflation and interest rates of the economy. While selecting a given industry to invest, these investors like to invest an industry which is growing or at its maturing stage.

The preferred market structure of investors to invest is one, which is dominated by a single company. Online traders analyse the BSE/NSE sensitive indexes to know the demand and supply situation of shares in the market. The fast-moving prices of the securities and the updated information helps the online traders to take quick and effective decision at right time. Online traders do not like to hold their assets for a long time. Preferably they dispatch them within six months.

In the century of Electronic Media, the Printed Media is still a reliable and favourite source of information for online traders. Their favourite source of information is newspapers followed by e-brokers.

The people who have not invested in share market earlier usually not show interest in “Online Trading of Shares”. They are interested in the traditional instruments of investments like insurance, Infrastructures, IT etc. These investors need to make aware of “Online Trading of Shares” and educate them to make investments in this instrument. The proper mix of moderate risks and high returns are attracting the investors to Online Trading of Shares.

Investor’s investments in Online Trading Shares, the investor in equity enjoys some unique advantages of safety, liquidity and marketability. And also, any investment in shares is wealth of the investor which is free from for wealth tax. There is no limit to such investments which can be made for wealth tax purposes.

Totally we have concluded that for investors if increase the awareness on online trading and investment in shares at correctly defiantly will increase his\ her future income.

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ANNEXURE

Questionnaire

1. AGE

A] Less Than 25 Years

B] 25 - 35 Years

C] 36 - 45 Years

D] 46 - 55 Years

E] 56 & above

2. QUALIFICATION

A] Under Graduate

B] Graduate

C] Post-graduation

D] Other

3. THE OCCUPATION OF THE INVESTORS

A] Business man

B] Salaries employee

C] Retail employee

D] Professional

E] Other

4. ANALYSES OF THE INVESTMENTS

A] Banking

B] Insurance

C] Manufacturing

D] Infrastructure

E] IT

5. ANALYSES OF DURATION OF INVESTMENT OF INVESTORS

- A] Less than 1 year
- B] 1-2
- C] 2-4
- D] 4-6
- E] More than 6

6. ANALYSES OF SOURCES OF INFORMATION FOR INVESTORS

- A] News paper
- B] Journal
- C] TV
- D] news
- E] internet
- F] family friend
- G] broker

7. OBSERVATIONS OF THE BSE/NSE SENSITIVE INDEXES ON THE INVESTMENT

- A] Yes
- B] No

8 FACTORS CONDUCTED BY INVESTORS FOR MAKING INVESTMENT

- A] Time
- B] Liquidity
- C] Return
- D] Safety
- E] risk
- F] past performance
- G] market ability

9. ANALYSES OF FACTORS INFLUENCING ON INVESTMENT

- A] Inflation
- B] Interest
- C] Foreign exchange reserve
- D] Tax rate

E] Political situation

F] International change in capital market

10. CONSIDERATION OF RISK FACTORS WHILE INVESTING

A] Market risk

B] Interest rate risk

C] Purchasing power risk

D] Business risk

E] Financial risk

F] Default risk

11. IMPORTANT FACTORS WHILE SELECTING A COMPANY TO INVEST

A] Promoter

B] Management

C] Technology

D] Product range

E] Marketing

12. CONSIDERATION OF STAGES OF LIFE CYCLE WHILE INVESTING

A] Yes

B] No

13. STAGE OF LIFE CYCLE OF THE INDUSTRY PREFERRED TO INVEST

A] Pioneering Stage

B] Expansion Stage

C] Stagnation Stage

D] Declining Stage

15. INCOMES FROM INVESTMENTS OF ON LINE TRADING SHARES

A] No Income

B] Below Rs.1, 00,000

C] Rs.1, 00,000 to Rs.2, 00,000

D] Rs.2, 00,000 to Rs.3, 00,000

E] Rs.3, 00,000 to Rs.4, 00,000

F] Rs.4, 00,000 & Above

16. ANALYSES OF ANNUAL SAVINGS OF INVESTORS

- A] Below Rs. 10,000
- B] Rs. 10,000 to Rs. 20,000
- C] Rs. 20,000 to Rs. 30,000
- D] Rs. 30,000 to Rs. 40,000
- E] Rs. 40,000 & Above

17. ANALYSIS OF PREFERRED MARKET STRUCTURE

- A] Absolute Monopoly
- B] Perfect Competition
- C] Imperfect Competition

18. IMPORTANCE OF THE SHARE PRICE MOVEMENT BSE/NSE INDEXES ON THE INVESTMENTS?

- A] Most important
- B] Very important
- C] Important
- D] Un important
- E] Not at all important

19. ANALYSES OF THE TERMS OF PATTERN

- A] Short term
- B] long term

20. Give your suggestion to improve the store more attractive and more preferable.

.....,



**ACHARYA
INSTITUTES**

TECHNOLOGY

DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT

Name of the Student: Abhyas yadav

Internal Guide: Prof. Sendhil kumar

USN No: 1az16MBA05

Specialization: Marketing & Human Resources

Title of the Project: A Study on identify Factor Influencing customer satisfaction of Online Trading Shares in Bangalore City

Company Name: SUNNNESS CAPITAL INDIA PVT.LTD.

ACHARYA INSTITUTE OF

Week	Work Undertaken	External Guide Signature	Internal guide signature
16/01/2018 to 23/1/2018	Introduction About SUNNNESS CAPITAL INDIA PVT LTD and its operation		
23/01/2018 to 30/01/2018	Learning about Different operations and work in SUNNNESS CAPITAL INDIA PVT LTD		
31/01/2018 to 07/02/2018	Orientation and gathering information about the company		
08/02/2018 to 15/02/2018	Analysis of market position of the company		
21/02/2018 to 28/02/2018	Research problem identification		
05/03/2018 to 12/03/2018	Preparation of research instrument for data collection		
13/03/2018 to 20/03/2018	theoretical background of the study		
21/03/2018	Data collection and data Analysis		
24/03/2018	Interpretation of the data gathered during survey		
24/03/2018	Final report Preparation and submission		

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