



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 18/05/2018

CERTIFICATE

This is to certify that **Mr. Dilwar Hussain** bearing USN **1AY15MBA40** is a bonafide student of Master of Business Administration course of the Institute 2015-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A Study on Customer Satisfaction on Online Trading" At Sunness Capital India Pvt. Ltd, Bangalore is prepared by him under the guidance of **Prof. Rakesh Nagaraj** 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

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr DILWAR HUSSAIN, USN: 1AY15MBA40**, MBA student of **VISVESVARAYA TECHNOLOGICAL UNIVERSITY, ACHARYA INSTITUTE OF TECHNOLOGY, BANGALORE** has undertaken internship/ Project Work in our organization on the topic “**Customer Satisfaction on online trading**” at **Sunness Capital India Pvt Ltd, Bangalore**” between **13/01/2018 to 24/03/2018**

His conduct and work is Excellent.

Place: Bangalore

Date: 28-03-2018

Signature 
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DECLARATION

I DILWAR HUSSAIN Hereby declare that the project report entitled a study on CUSTOMER SATISFACTION ON ONLINE TRADING with reference to SUNNESS CAPITAL INDIA PVT. LTD, Bangalore prepared by me under the guidance of Prof. RAKESH NAGARAJ, faculty of M.B.A Department, ACHARYA INSTITUTE OF TECHNOLOGY and external assistance by Mr. RANJAN S, Business Associate also declares that this project work is towards the partial fulfillment of the university regulations for the awards of degree of MASTER OF BUSINESS ADMINISTRATION in VISVESWARAYA TECHNOLOGICAL UNIVERSITY BELGAUM. I have undergone a project for the period of ten weeks. I further declare that this project is based on the original study undertaken by me and not has submitted for the award of any Degree/ diploma from any other university/institution.

Place: Bangalore

Date: 28/5/2018

Dilwar Hussain

Signature of the student

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Dilwar Hussain

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CHAPTER 1

EXECUTIVE SUMMARY

My Internship Project Report on “Customer Satisfaction on Online Trading” with reference to Sunness Capital India Pvt. Ltd. Before internship there are numerous inquiries in my mind and internship and research work helped me to clear all my uncertainty with respect to online trading in share market

To know the fulfillment level of clients on internet exchanging, to know the level of consumer loyalty, to comprehend the different components which give consumer loyalty subsequent to exchanging on the web, to comprehend about online offer exchanging with respect to the particular client feeling , to evaluate the fulfillment level of clients towards online trading value advertise

The innovation and up gradation of technology and availability of network access helps improvement of Indian equity market in online share trading. As of now more and more investors are attracted towards equity market with progressive technology and facility of internet service

1.1 INTRODUCTION ABOUT INTERNSHIP

My internship project report is on the topic of “a study on customer satisfaction on online trading” with reference to Sunness Capital India Pvt. Ltd. I have effectively finished my Internship in Sunness Capital India Pvt. Ltd, Bangalore

The project period of ten weeks which gave me an extraordinary chance to learn about the different exercises in the organization. I got an opportunity to learn about the different clients how they feel about the adequacy of sales promotional techniques used by Sunness Capital India Pvt. Ltd , I comprehended as how the special methods compelling and alluring to the clients.

I learnt how the organizations will endeavor to tell about the clients, since clients are the major critical part and reason for the business, it was a lifetime experience to work at Sunness Capital India Pvt. Ltd, and it was a memorable experience in my life up until this point. It has been a wonderful learning experience

The Internship gives a practical favorable position to me to pick up the information and experience towards equity market and about online equity trading

1.2 TOPIC FOR THE RESEARCH STUDY

A Study on “Customer Satisfaction on Online Trading” With Reference To Sunness Capital India Pvt. Ltd, Bangalore

1.3 NEED FOR THE STUDY

The main needs to study about the company is to know that the online trading whether satisfying the investors needs and are they satisfying with the trading services. This research study is to highlight the service level of trading companies providing to the investors.

- It helps to determine the trading feedback of customers to improve the quality service to the investors
- It is a process of studying the customer satisfaction
- It helps to built a long term relationship with investors

1.4 OBJECTIVES OF THE STUDY

- To know the satisfaction level of Investors towards online trading.
- To study the procedure and benefit of internet share trading.
- To think about the mindfulness and state of mind of the investors towards online share trading.
- To consider the administration of online share trading.
- To analyze the extent usage of technology based share trading among the investors

1.5 SCOPE OF THE STUDY

The research on an investigation of investor's inclination towards online trading knows the mentality, mindfulness and satisfaction of the investors. In view of the data speculation specialists can complete further research on particular issue. The examination proposal through report will help them to enhance their administrations. Numerous administrations will be attempted to draw in new speculators. This examination gives esteem included administrations and keeps up sound financial specialist relationship.

The degree of scope stretches out to different classes of investor being delegated workers, experts, and businesspeople and other. Worried to the way that, there is a need of institutional help which might be intermediary, operators or notwithstanding financing establishments. The study stretches out to these areas as well.

1.6 RESEARCH METHODOLOGY

1.6.1 SAMPLING DESIGN

- **Sample size:** The study is based on 50 respondents, of which it includes investors, intermediaries and others involved in online trading.
- **Sample Area:** It refers to the place where the studies are conducted. The Sample Area selected for the study is employee and existing client of Sunness in Bangalore City.
- **Sample Technique:** The sample technique adopted for this study is convenient technique.

1.6.2 SOURCES OF DATA

The data pertaining to inventories collected through primary & secondary sources are analysed through percentage analysis, ratio analysis & marketing analysis.

PRIMARY DATA

Primary data are those that are collected as fresh for the first time & thus happen to be origin in character. Here primary data was collected through a structured questionnaire.

The selection of respondents is based on simple random sampling. Information was collected from personal interview & discussion with the Manager of Sunness& also with the respondents.

SECONDARY DATA

The secondary data are those, which have collected by same others that have been processed. For the study, the secondary data is called from various publications and journals of stock exchanges, newspapers, books, business and investment magazines, articles & websites.

1.7 REVIEW OF LITERATURE

OLIVER (1993) has proposed that clients required involvement with the product or service to decide how fulfilled they were with it, while quality can be seen without real utilization

ANDERSON ET. AL. (1994) bolstered for positive connection amongst satisfaction and loyalty was not found. Reputation related with faithfulness and fulfilment. Changes in clients' view of administration quality, government's Reputation and expert treatment of client voice, would impact consumer loyalty and reliability.

BANSAL AND TAYLOR (1999) in their investigation summarized that as consumer loyalty was satisfaction connected to impressions of execution, fulfilment and exchanging obstructions are thought to be the most critical precursors of repurchase conduct, or the aim to repurchase a decent or administration. At the point when a few degrees of fulfilment exist after buy and assessment, the aim to repurchase will be sure.

CAP AND WONG (2001) analyzed the develops and demonstrated that trust and satisfaction developed through human association through the salesman's relationship introduction altogether impacted the accomplishment of future item selection by the clients. This confirmation from conventional administration settings demonstrated that administration quality was a noteworthy driver of consumer loyalty, trust, and devotion, which at last prompted expanded deals openings and productivity.

COX (2002) found that the clients' reactions demonstrated that service quality was one of the variables that affected consumer loyalty and holds clients in the focused online market.

WIRTZ AND LEE (2003) called attention to that as research on utilization encounter developed, prove proposed that clients buy goods and services for a blend of two kinds of advantages: hedonic and utilitarian.

MISHRA ET. AL. (2004) in their examination found that tri segment model of consumer loyalty appeared to be equipped for consideration of any trait of the administration, including material, or item, characteristics as a major aspect of the aggregate fulfilment encounter and also the simplicity or trouble of access to the administration.

LUARN AND LIN (2004) tried their hypothesized customer loyalty model and found that customer satisfaction, perceived value, and customer loyalty were distinctive builds. Their discoveries showed that not just consumer loyalty and saw esteem straightforwardly influenced client reliability, yet in addition in a roundabout way influenced client dependability through duty. A positive impression of significant worth may take clients back to make another exchange.

FULLERTON (2005) tried the connections between service quality, commitment, and exchanging and promotion expectations. The outcomes demonstrated that dedication filled in as a fractional arbiter of the administration quality-devotion relationship.

PARASURAMAN ET AL. (1985) recognized in a first report 10 quality measurements in view of a progression of centre gathering sessions. From this investigation, the creators reasoned that clients utilize similar criteria to survey benefit quality freely of the kind of administration. The 10 conceivably covering measurements are: physical assets, unwavering quality, responsiveness, correspondence, believability, affirmation, fitness, kindness, understanding/knowing the client and access.

PARASURAMAN ET. AL. (1988) has later observationally checked the first ten measurements to build up a different thing scale called "SERVQUAL" for estimating the five measurements of administration quality (physical assets, affirmation, responsiveness, dependability, and compassion) and the 22 explanations.

BITNER (1990) found that the consumer satisfaction of the service contact can influence the apparent service quality, and the perceived service quality likewise can elevate to influence the repurchase expectation, informal, exchanging channels or stores, and client faithfulness in contemplating administration contact show.

HAWKINS ET. AL. (1992).Through the examination of purchasers' recognitions, undertakings anticipated that would get hold of their requests and create items from their viewpoints. Besides, they can likewise gauge buyers' social models and item inclinations to at last win more clients in their focused markets

TEAS (1993) proposed benefit quality measurements of administration result, purchaser representative collaboration and administration condition. The thought of administration item/benefit result and administration conveyance/shopper representative connection was predictable with the possibility of specialized qualities and utilitarian traits while, Parasuraman et. al., (1994) gave a model clarifying administration quality through administration item, benefit conveyance and administration condition.

JOHNSON ET. AL. (1995).The process introduction of Gronroos saw quality from the point of view of what the client got. This introduction recognized different parts to benefit quality, to be specific specialized quality, utilitarian quality and reputational quality

YUKSEL ET. AL. (2003) examined the cabin benefit quality on the SERVQUAL to give to the British experts that the elusive administration characteristics were more critical than the substantial from the perspectives of the clients.

NGUYEN (2006) tried a model on the connections between the administration quality, the consumer loyalty and the steadfastness in stores in the HCMC and found that retail benefit quality makes out of five measurements: products arrangement, work force, appearance, physical viewpoints and security.

YEH ET. AL. (2007) investigated that the Taiwanese semiconductor Industry actualizes successfully the venture asset arranging (ERP) to enhance benefit quality by assessing expected and saw benefit quality for both the upstream producers and the downstream clients through poll overview.

HSIEH ET. AL.(2008) connected the investigation arrange process (ANP) to think about expected administration quality for clients in hot spring inns in Taiwan. Nakhai and Neves (2009) and found that the administration quality was more troublesome for the client to

evaluate than the item quality; the measure of the administration quality observations was to contrast client desires with genuine administration execution; and the appraisal of administration quality was found on the consequences of an administration as well as incorporated the conveyance procedure evaluation of the administration from three many years of administration quality research.

CHUANG (2010) imagined that the impression of the administration quality can be evaluated and viewed as the estimation of contrasts between the observations and the desires for the clients identified with the particular administration that the administration undertaking advertised.

1.8 LIMITATION OF THE STUDY:

- ❖ The study is restricted to Bangalore City.
- ❖ Selected Investment Option is only Online Trading.
- ❖ Availability of data.
- ❖ Time Constraints.
- ❖ Respondents may have felt wavering in giving data related to their age, pay and so forth. Along these lines, there can be a few information that may sketchy on account of unwillingness of respondents to give right data.
- ❖ Sample chose may not cover whole population, as sample size is small in extent to populace because of time and cost imperatives.
- ❖ Even a significant number of the respondents may give wrong feedback

CHAPTER-2

2.1 INDUSTRY PROFILE:



TRADE

Trade is the transfer of ownership of goods and services from one person to another. Trade is sometimes loosely called commerce or financial transaction or barter. A network that allows trade is called a market. A system that permits exchange is known as a market. The first type of exchange was trade, the immediate trade of merchandise and enterprises. Later one side of the bargain was the metals, valuable metals (shafts, coins), charge, paper cash. Current dealers rather by and large consult through a medium of trade, for example, cash. Thus, purchasing can be isolated from offering, or gaining. The development of cash (and later credit, paper cash and non-physical cash) enormously rearranged and advanced exchange. Exchange between two dealers is called reciprocal exchange, while exchange between in excess of two merchants is called multilateral exchange.

Trade exists for man because of specialization and division of worker, the vast majority focus on a little part of creation, exchanging for different items. Exchange exists between districts in light of the fact that distinctive areas have a near favorable position in the creation of some trad-able

item, or on the grounds that diverse locales' size takes into account the advantages of large scale manufacturing. Accordingly, exchange at showcase costs between areas benefits the two areas.

Retail exchange comprises of the offer of products or stock from an extremely settled area, for example, a retail establishment, boutique or stand, or via mail, in little or individual parts for coordinate utilization by the buyer gap deal exchange is characterized as the offer of products or stock to retailers, to modern, business, institutional, or other expert business clients, or to different wholesalers and related subordinated administrations.

Exchanging can likewise allude to the activity performed by dealers and other market specialists in the money related market.

ONLINE TRADING:

The internet is utilized as a medium of trading. Requests are imparted to the stock trade through site. Web exchanging began in India on first April 2000 with 79 individuals looking for authorization for internet exchanging.

The SEBI boards of trustees on web based securities exchanging administrations has enabled the net to be utilized as an Order Routing System (ORS) through enrolled stock representatives of their customers for execution of exchange.

Under the Order Routing System the customer enters his prerequisites (security, amount, value, and purchase/offer) in specialist's site. They are checked electronically against the customer's account and steered electronically to the proper trade for execution by the merchants. The customer gets acclimated on execution of the request the client's portfolio and record accounts get refreshed to mirror the exchange.

The client ought to have the client id and watchword to go into the electronic ring. He ought to likewise have a demat record and ledger. The framework allows just enlist customers to sign in utilizing client ID and secret key. Request can be submitted utilizing place request window of the site.

The customer needs to enter stock code and different parameters such have amount and cost of the scrip on the place arrange window.

- The customer can audit the request put by tapping the survey alternative. He can likewise reset to clear the qualities.
- Satisfactory orders are sent by tapping the send alternative.
- The customer gets a request adaptation message with arrange number and estimation of the request.
- If the request is dismissed by the intermediary or stock trade for specific reasons, for example, in substantial value restrain, a related message shows up at the base of the screen. The time taken to execute the request in 10 seconds.
- When the exchange is executed, the dealer requests the exchange of assets by the financial specialist to his record. Stocks are attributed or charged by the purchase or offer in the demat accounts.

Online trading is a purchasing and offering of stocks, through web in a region of business action. The arrangement of foundation encourages the trading of stocks amongst purchasers and merchants. For the development of electronic exchange an extensive portion of securities exchange are not midway situated in a specific area as a result of each exchange are made through internet exchanging.

On its acknowledgment as a stock trade under the securities contract (control) Act 1956 in April 1993, NSE started activities in the Wholesale Debt Market (WDM) fragment in June 1994. The capital market (values) portion initiated activities in November 1994 and tasks in Derivatives fragment started.

The stock trade covers different urban areas and town the nation over. There are two driving stock trade in India, they are;

1. National Stock Exchange (NSE)
2. Bombay Stock trade (BSE)

Innovation has dependably been a fate of interest and taking in, the changing period of innovation hatches a compelling impulse of study it and to actualize it. The innovation rethinks the subject where it finds the place. Most vital is its change and speed. Innovation has not left any previous of the social, political, temperate existence of a person. The wildered hands of innovation discovered its place from corner of the house to the ground floor of multi-crores organizations. This dynamic and instrumental application innovation dependably makes it matter of intrigue and study.

As cited before innovation has broadened all around. From the moving of the wheels to the preparing of the material innovation has turned out to be unavoidable, with the approach of innovation everything is being changed over to virtual. Web and intranet have made the world has a "Worldwide town". It was discovered its degree in different parts of society like clinic, transportation, instruction, business, keeping money, stock exchanging and so forth.

One of the imperative exercises in any financial aspects is the part of "stock trade". They are the home of entrepreneurs, financial specialists, market analysts and all players in economy stock trade might be characterized as "an affiliation, association or collection of people whether fused or not built up to assist, managing and controlling business in purchasing, offering and managing in securities".

The customary type of exchanging has now been supplanted with the innovation based exchanging. An innovation outline work has set into an assertion in share exchanging. Offer exchanging, which is the real movement in an economy isn't a special case for innovation appropriation. The convention type of offering is being supplanted by 'screen based exchanging which encouraged for exchanging through tip of the fingers to the financial specialists' spread everywhere throughout the nation.

SECURITIES AND EXCHANGE BOARD OF INDIA

Earlier established as an administrative body in April 1988, was given a statutory status January 1992 Controller of Capital Issue (CCI) was nullified with a view to have SEBI as a solitary office to care for control over capital market.

SEBI Act fundamentally manages development, administration, staffing, records, reports, and review of SEBI and so forth. It is the supervisory and administrative expert for the stock and capital markets.

SEBI FUNCTIONS:

The SEBI can take following measures to satisfy its destinations:-

- ✓ Regulate business in stock trades and different securities advertise.
- ✓ Control and Regulation of the stock Exchanges and stock merchants.
- ✓ Development of stock and capital markets the correct way.
- ✓ Registering and managing self-administrative associations (like stock Exchanges).
- ✓ Promoting speculators instruction and preparing of middle people.
- ✓ Prohibiting fake and uncalled for exchange works on identifying with Securities Market.
- ✓ Prohibiting insider exchanging securities.
- ✓ To guarantee speculator assurance.

SEBI Guidelines:

Features of the rules issued by SEBI are outlined BELOW

- At slightest 60% of every sort of securities issued by organization must offer to open membership.
- Offer must be made through a plan in news papers for a period at the very least three days,
- Minimum capital for posting on stock trades – It ought to be noticed that base value capital prerequisite for posting on Bombay Stock Exchange is Rs. 10 cores.
- Fresh issue must be de-emerged – All new issue of capital will have obligatorily got their securities conceded with all safes for de-appearance.
- Company should instantly forward to Stock Exchange duplicates of Annual reports, see, and handouts sent to Share Holders.

ONLINE SHARE TRADING IN INDIA

Online eludes to the system of PCs/cell phones/other electronic gadgets which offer and trade data. The web is having an ability to communicate overall its capacities, instrument for data scattering ,medium of joint effort and collaboration amongst people and their PCs/cell phones/other electronic gadgets, which are equipped for getting to the web without identified with geographic area.

BASICS OF ONLINE SHARE TRADING IN INDIA

Stock Exchange:

Stocks (shares, value) are exchanged stock trade. India has two major stock trades (Bombay Stock Exchange – BSE) (National Stock Exchange – NSE) and couple of little trades like Jaipur stock trade, Bangalore stock trade and so forth financial specialist can exchange stocks in any of the stock trade in India

Stock Broker:

Financial specialists require a stock representative to purchase and offer offers in stock trade (BSE, NSE and so forth). Stock Broker is enlisted individual from stock trade. A stock merchant can enroll to at least one stock trade only stock representatives can specifically purchase offer offers in securities exchange. A speculator must contact a stock representative to commissions (financiers) for their administration.

Stock Trading: The principle two strategies for exchanging frameworks are:

TRADITIONAL TRADING SYSTEM

Traditionally stock exchanging is done through stock agents, personally or through phones as known as traditional or opens outcry system.

As number of individual's increment tremendously in most recent couple of years, a few issues like area requirements, occupied telephone lines, miss correspondence dealer workplaces. Data innovation helps stock dealers in tackling these issues with on-line stock exchanging.

ONLINE TRADING SYSTEM

Online stock trading is a web based stock exchanging office. investors can exchange through a site with from stock representative. For this situation on-line stock exchanging organizations are stock dealer for the financial specialist.

The net is utilized as a medium of exchanging web based exchanging. Requests are imparted to the stock trade through site. Web exchanging began in India first April 2000 with 79 individuals looking for consent for web based exchanging. The SEBI committee on web based securities exchanging administrations has enabled the net to be utilized as an order routing system (ORS) through enrolled stock specialists for the benefit of their customers for execution of exchange.

This trader has the two preferences and impediments. It gives completely straightforwardness, and most ideal statements whenever. A financial specialist will have he control over the data and statements a will have the capacity to hit a very online premise. Duplicates about the dealer's ability uprightness will be non-issues.

The issues with web broking are the danger of well being and privacy. There are potential outcomes somebody having in to the framework and conceivable acts of neglect. These are controlled by SEBI through the stock trades. For an individual expedite a system of Rs. 80 lakhs is set down and stock trades can demand a sufficient system cutoff points to exchanging and gather edges and guarantee exchange ensure.

2.2 COMPANY PROFILE



PROFILE

Type	Investment Advisory and Stock Broker
Industry	Demat, Risk management, Investments, Stocks and Commodities
Founded	India, 2009
Headquarters	Vijaynagar, Bangalore
Key people	Sreasha: M.D and CEO
Website	www.sunness.in

SUNNESS CAPITAL INDIA PRIVATE LIMITED (SCIPL) was established in 2009, is a dynamic capital firm that specializes in investment. SCIPL is headquartered in Bangalore with branch office in Mangalore. SCIPL is a speculation administration firm that boosts quantifiable profit, offering partners a one of a kind conductor of hazard controlled exceptional yield on venture. Our way to deal with keep on being through esteems situated, key research and taught portfolio administration. This responsibility regarding profound crucial research over the item range supports a long haul speculation reasoning which is a sign of our way of life. We are focused on our objective of giving strong, reliable returns through all market cycles.

We believe our success is not only as a result of our firm's vision; however of the item venture logic that aides the way we adjust hazard with compensate. It's an approach that has stood the hardest trial of all the time. SCIPL's exceptional way to deal with contributing amplifies return on capital, offering financial specialists a remarkable channel into chance controlled exceptional yield speculations.

2.3 VISION AND MISSION

VISION "Ensuring the Nurture life style"

MISSION "Uncompromised Services"

TARGET AND GOALS: To achieve the batter level of service to the investors

2.4 PRODUCTS & SERVICES

2.4.1 Equity

Investing in shares or stock market is inarguably the best route to long-term wealth accumulation. Nonetheless it can likewise be an exceptionally unsafe recommendation because of high hazard return exchange off predominant in the share trading system. Subsequently it is more proper to take help of an accomplished and dependable master who will control you in the matter of when, where and how to contribute.

Sunness Capital India Pvt. Ltd gives direction in the current universe of securities exchange with reasonable exchanging arrangements and esteem added devices and administrations to improve your exchanging background.

2.4.2 Our Services

Online trading

- Excellent online item customized for brokers and speculators
- Customized single shout advertise look for different exchanges, MCX and NCDEX with BSE and MCX-SX
- Streaming cites
- Real-time rates
- Flash news and intra-day inquire about reports
- Intra-day and verifiable graph with specialized instruments
- Online look into
- E-broking and back-office programming preparing

Quality Research

- Wide scope of day by day, week after week and uncommon research report
- Expert examination with proficient industry encounter

Advisory

- Real time showcase data with new updates
- Investment warning administrations
- Dedicated relationship chiefs
- Portfolio administration administrations

The Derivative

The subsidiary portion is a profoundly lucrative market that gives financial specialists a chance to procure superlative benefits or misfortunes by paying an ostensible measure of edge. Over recent years, future and sentiment section has developed as a well known medium for exchanging money related markets. Future contracts are accessible on values, Indices, money and wares.

Sunness with its participation as Trading and Clearing individual from NSE F&O fragment and BSE Derivative section gives you a door to the energizing universe of subordinate market.

Products and Derivative market has risen as another road for financial specialists to make riches .Today, Commodities have advanced as the following best alternative after stocks and securities for expanding the portfolio. In view of the key of interest and supply, Commodities from a different resource class offering financial specialists, arbitrageurs and examiners huge potential to win returns.

Sunness plans to bridle to massive capability of the items advertise by giving you a straightforward yet powerful interface, research and learning

2.5 AREAS OF OPERATION

SUNNESS CAPITAL INDIA PVT LTD is one of the well customized broking houses it involves into the activities of providing the financial services such as issue management, leasing hiring, commodity exchange policies etc.

The company has been operated in different part of India

1. Bangalore
2. Tamilnadu
3. Maharashtra
4. Telangana
5. New Delhi

2.6 INFRASTRUCTURE FACILITY

- They have secured and classy systems, clear risk management policy to handle the business.
- They have a team system of more than 150 persons.
- SUNNESS CAPITAL INDIA PVT LTD has a large customer base with 15 branches across 5 cities in India.
- It currently has 80000 clients and 500 sub brokers across India.

2.7 COMPETITORS INFORMATIONS

SHARE KHAN LTD.

The organization was established in February 2000 by business visionary Shri Palmorakhia. Sharekhan is positioned second biggest stock agent gateway and has its branches in 575 urban communities in India. Offer khan is an online entryway for web based exchanging, stock advertising and speculations.

ICICI SECURITIES LTD:

ICICI securities ltd headquartered in Mumbai, and these securities works out of 66cities and towns in India and the worldwide office in new York and Singapore. They will offer an extensive variety of administrations which including retail broking, private riches administration, venture managing an account, institutional broking, and monetary item circulation. ICICI additionally enrolled with the money related specialist of Singapore.

KOTAK SECURITIES LTD:

A Kotak security was built up in the year 1994 and principle branch is in Mumbai, (India). A Kotak security is a broking and dissemination arm of the kotak Mahindra gathering. This security was auxiliary of kotak Mahindra bank, kotak securities is shared individual from both (BSE) Bombay stock trade and (NSE) National stock trade India.

INDIA BULLS FINANCIAL SERVICE LTD:

This is an open organization which was established in January, 2000 and home office is in Gurgaon, India, they were recorded under national stock trade and Bombay stock trade, it has nearness in parts going from Real Estate, Infrastructure, Housing account and Securities.

INDIA INFOLINE:

In prior circumstances it is known as India Infoline limited (IIFL) it is an Indian money related administrations organization which is situated in Mumbai, India. The affiliation was established by Nirmal Jai, R. Venkatraman. IIFL are the multinational organization.

MOTILAL OSWAL SECURITIES:

This was established in 1987, Mumbai and the author is Raamdeo Agrawal, They are the India's best financier organization which gives Wealth Management, Portfolio Management administrations, Investment saving money administrations and so forth..

KARVY SECURITIES:

Karvy Group was delivered in the year 1993 at Hyderabad, India. India's biggest Registered and Transfer Agent adjusting more than 500 + corporate and overseeing more than 70,000,000 records making it the market pioneer, and positioned among the main five stock specialists in India. Karvy PC share is known as its elevated requirements and superb administration conveyance.

HDFC SECURITIES:

It is a privately owned business, HDFC securities restricted is a budgetary administrations middle person and an auxiliary of HDFC Bank, It is one of the main stock broking organizations in India and have finished 15years in task. This security was established in the year 2000 and is headquartered in Mumbai.

2.8 SWOT ANALYSIS

STRENGTHS

- ✓ Strong system in India
- ✓ Satisfying the need of the customers
- ✓ Meeting up the customer necessity in time
- ✓ Innovation and innovative in notice section
- ✓ Quality in notice
- ✓ Global introduction with higher prizes and appreciation
- ✓ Efficient collaboration condition
- ✓ Expertise and experienced workforce

WEAKNESSES

- ✓ Market offer is constrained because of numerous contenders
- ✓ Geographic entrance is additionally restricted

OPPORTUNITIES

- ✓ Online promoting is another wellspring of income
- ✓ Adapting new methodologies for statistical surveying acquires more incomes
- ✓ Decentralized basic leadership is useful as nearby advertising needs differ starting with one locale then onto the next
- ✓ Entering in worldwide market to pull in worldwide customers

THREATS

- ✓ Increasing claims because of sheer carelessness in arrangement of promotions
- ✓ Recession may hit the business as cut is principally on showcasing spending plan of corporate
- ✓ Cut-throat rivalry offered by different players in the business
- ✓ Challenging firm rivalry from its rivals from both residential and worldwide levels
- ✓ Changes in the taste and inclinations of customers

2.9 FUTURE GROWTH AND PROSPECTS

In a consistently developing market, they continually look for an incentive for the customers and they resolved to add more administrations to their current venture saving money bundle and be the perfect decision to the clients for their advisory needs and raising fund. Some of the Sunness Capital India Pvt Ltd plans which include:

- Significant market shares in commodities futures trading segment in India.
- Value based Asset Allocation get to and Global portfolio to Resident Indians.
- Value based proactive portfolio Management Services to Resident and non-Resident Indians.
- Debt market trading Wholesale and retail section for inhabitant financial specialists and additionally abroad bodies.
- Clearing, execution and caretaker administrations for non-inhabitant Indians, Foreign Institutional Investors and Overseas Corporate Bodies.

2.10 FINANCIAL STATEMENT

Category	No of shareholders	Percentage of shares
Indian promoters	7266780	59.57
Foreign promoters	-	-
TOTAL	7266780	59.57
Unit trust of India/ MF	1400	.01
Banks/Insurance/FI	2550	.02
Government	-	-
FII	1359658	10.9
Institutions	1333608	10.93
Corporate Body	712581	5084
Individuals	-	-
NRI's	172880	1.42
Others	2712174	22.23
Non- Institution	3597635	22.49
Total promoters	4931234	29.49
Depository receipts	-	-
Grand total	12198023	100

CHAPTER 3

3.1 THEORITICAL BACKGROUND OF CUSTOMER SATISFACTION

Satisfaction

Satisfaction is a general mental express that mirrors the evaluation of an association between the customer/customer and an organization domain item benefit. Satisfaction incorporates one of the going with three mental parts: subjective (considering/appraisal), loaded with feeling (excited/feeling), and direct.

Expectation and customer satisfaction

Expectation are belief (probability or likelihood) that an product and services (containing certain characteristics, features or traits) will make certain outcomes (benefits-values) given certain normal levels of execution in light of past loaded with feeling, subjective, and lead experiences. Wants are often seen as related to satisfaction and can be evaluated as takes after:

- ✓ **Significance:** value of the item/benefit satisfying the desire.

- ✓ **General influence fulfillment desires:** like/dislike of the thing/advantage.

- ✓ **Satisfaction of desire:** the typical level of execution versus the pined for wants. This is "judicious fulfillment" and is a respondent-specific record of the execution level vital to satisfy.

- ✓ **Expected an incentive from utilize:** satisfaction is consistently controlled by the repeat of usage. In case a thing/advantage isn't used as consistently obviously, the result may not be as satisfying of course. For example a cruiser that sits in the parking space, an unused year enrollment to the area health center/practice focus, or a little used season go to a ski resort would make more disillusionment with the decision to purchase than with the genuine thing/advantage.

Estimating expectations

To build a consumer loyalty review, it is likewise useful to consider reasons why pre-buy desires or post-buy fulfillment may not be satisfied or even quantifiable.

- Expectations may not reflect surprising organization qualities.
- Expectations may have been exceptionally dark, making wide extents of pleasantness in execution and expected satisfaction.
- Expectation and thing execution evaluations may be material and not mental, as in taste, style or picture.
- the thing use may attract so little thought as to make no aware impact or understanding (evaluation) and result in useful in vain satisfaction or dissatisfaction measures.
- There may have been unanticipated preferences or results of acquiring or using the thing, (for instance, a use or feature not anticipated with purchase).
- The novel wants may have been nonsensically high or low.
- The thing purchaser, influencer, and customer may have been different individuals, each having particular wants.

3.2 ELABORATIVE INFORMATION ON TOPIC

FACTORS INFLUENCING CUSTOMER SATISFACTION

PRODUCT QUALITY

The products and enterprises meet client's possibilities on the sign of value they require by bringing what was ensured. For item this may allude to such criteria as wellness of reason, trustworthiness, strength and low look after expert

MONEY VALUE

The merchandise and enterprises address clients issue on an incentive for money inside the insight of giving them a minimum of what they got and ideally a ton of

DEPENDAVILITY

The clients are probably going to be satisfied once the administration laborer conveys the arrangement by accomplishing a comparable level of execution and inertness.

RESPONSIVENESS

Further and promote client unsurprising their supplier to will and arranged to create empower benefit and encourage at the reason of the later separate consideration, speed and flexibility are needed

ACCESS

The client must be prepared to build access to the supplier or merchant with the littlest of trouble. They fundamental instructed to put up with products responsiveness benefit.

CONSIDERATION

Client prerequisites amenability regard, thought and benevolence from the social orders they collaboration over the counter.

3.3 CUSTOMER BUYING BEHAVIORS PROCESS

Needs and recognition

It is the main most advance of process. The purchasing conduct can't occur without acknowledgment. They need may have actuated by inward boosts (craving or push) or outside jolts (publicizing correspondence from mouth).

Search for information

This may perceive the issues and need. The accompanying stages a client may run with the data seek stage. This is the purchasers push to seek inside and outside business environment, in order to perceive and evaluate information sources identified with the fundamental purchasing choice.

Alternative evaluation

An individual surveys in various merchandise or brands at this stage based on another item characteristics. Those are purchasing the capacity to convey the nature of searching for a client this elements emphatically impact this phase of client state of mind

Purchasing decisions

This may significantly take two factors. The antagonistic reaction from alternate clients and the level of motivation to get the reaction. This decision might be disturbed because of startling profession misfortune or reallocation

Post purchase behaviors

In short term, client will like merchandise by their prior prospect and will likewise should be satisfied or unfulfilled. Thus, this stage is not kidding in reviewing clients. This may altogether aggravate the procedure for purchasing from a similar organization in future

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

INTRODUCTION:

Internet share trading has been summed up. The traditional system open clamor has been supplanted by 'screen based exchanging'. The stock trades have setup their terminals in significant urban communities the nation over. The essential reason for existing is to guarantee the availability of exchanging framework and stock trades file to every one of the individuals who look for interest in capital market. The speculators can cite their requests at indicated costs from their places to bear on the exchanges. The request put in is additionally contrasted and request seeks and the exchanges are counted for all intents and purposes with congruity of the two gatherings. This present framework still isn't available to numerous urban areas in the nation and subsequently is brutal.

The govt. and stock exchange need to break down and consider mindfulness, disposition and fulfillment level of speculators towards online offer exchanging. The fulfillment of financial specialists is the capacity of their responses to chance, return, well being, and liquidity. The mindfulness has significant impact from innovation mindfulness and the degree of exchanging through on the web. Such an investigation empowers the stock trades to take the measures to gauge the fulfillment towards capital market.

The questionnaire is prepared in accordance with the objectives laid down for the study. It is designed to collect the primary data for the analysis of 'customer satisfaction. The data of the project is collected through questionnaire, which tries to analyze investor's attitude and perception in terms of satisfaction towards online share trading in Bangalore city.

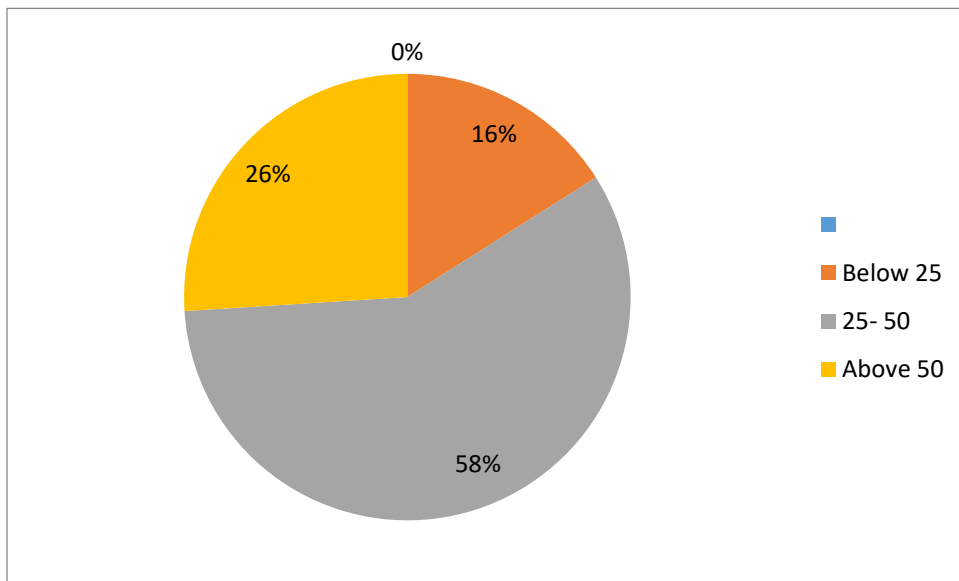
TABLE 4.1- table showing that the age group of Respondents in online trading

Sl no	Age	No of respondent	Percentage
1	Below 25	8	16%
2	25- 50	29	58%
3	Above 50	13	26%
4	Total	50	100%

Analysis:

The above table indicates that majority of investors are falling under the age of in-between 25 to 50 years that is 58%, 16% of the investors are below 25 years of age and 26% of the investors are above the age of 50 years

GRAPH-1 graph is showing that the Respondent's age group in online trading



Interpretation:

The above graph we can see that approximately half of the investors are falling the age group of 25-50 years. That means most of the working people are doing online trading rather than non working or retired employee.

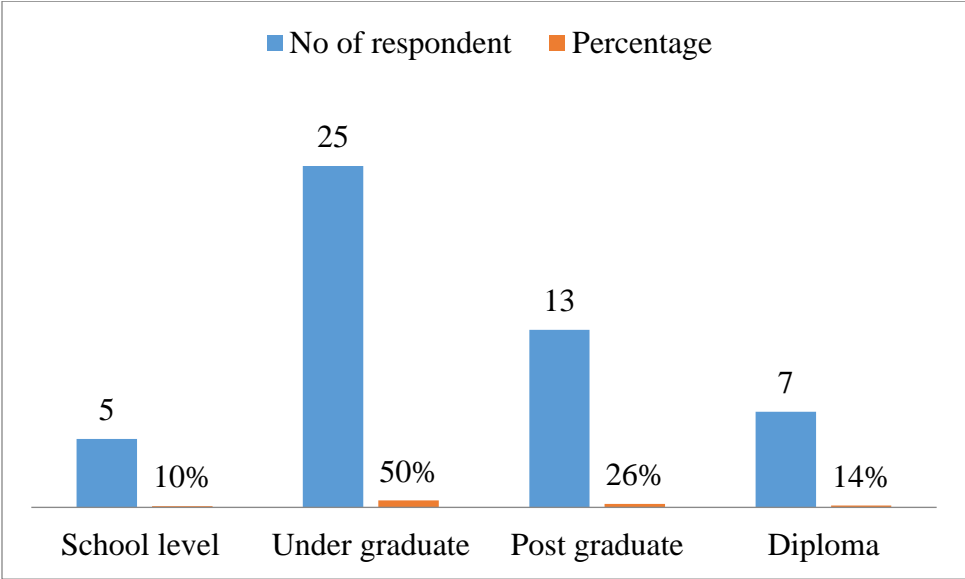
TABLE4.2- table is showing qualification of respondents

Sl no	Qualification	No of respondent	Percentage
1	School level	5	10%
2	Under graduate	25	50%
3	Post graduate	13	26%
4	Diploma	7	14%
5	Total	50	100%

Analysis:

The above table shows that out of 50% respondents are under graduate, 26% are post graduate 10% have school level education, 14 have diploma in terms of investor's qualification

GRAPH-4.2 graph is showing that the Respondent's qualifications



Interpretation:

As the research has done in Bangalore city so the majority of the investors are highly qualified that is graduate and post graduate which is approx 76%.

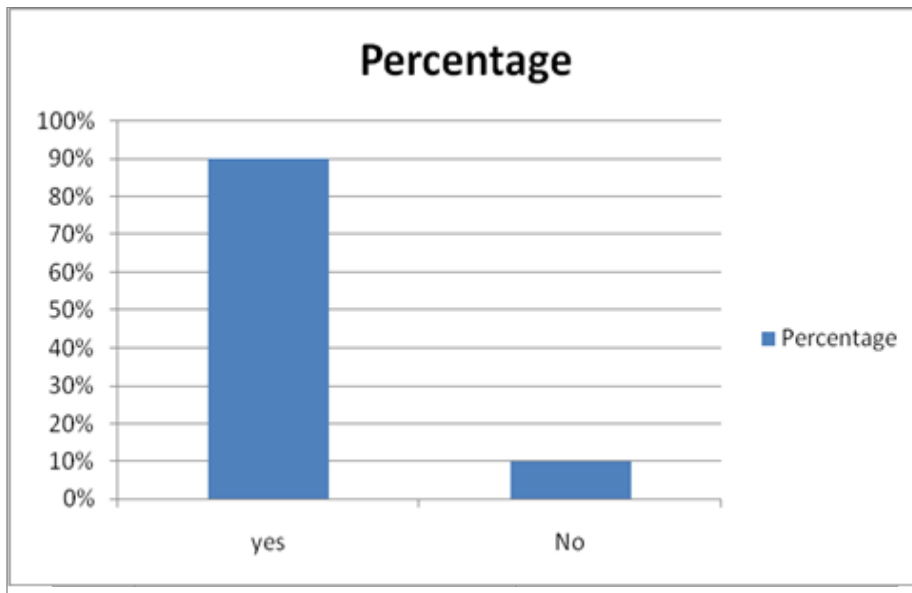
TABLE4.3 tables showing that the no. of respondents trading in online

YES/NO	No. of respondents	Percentage
Yes	45	90%
No	05	10%

Analysis:

The above tables showing that 90% of the respondents are doing online share trading and 10% are following traditional trading system

GRAPH -4.3 graph is showing that the No. of Respondents are doing online trading



Interpretation:

In the above survey it was found that the majority of the investors accepted to internet as a means of investment planning and advisory services. Internet is the latest channel that is available to a service provider to conduct business.

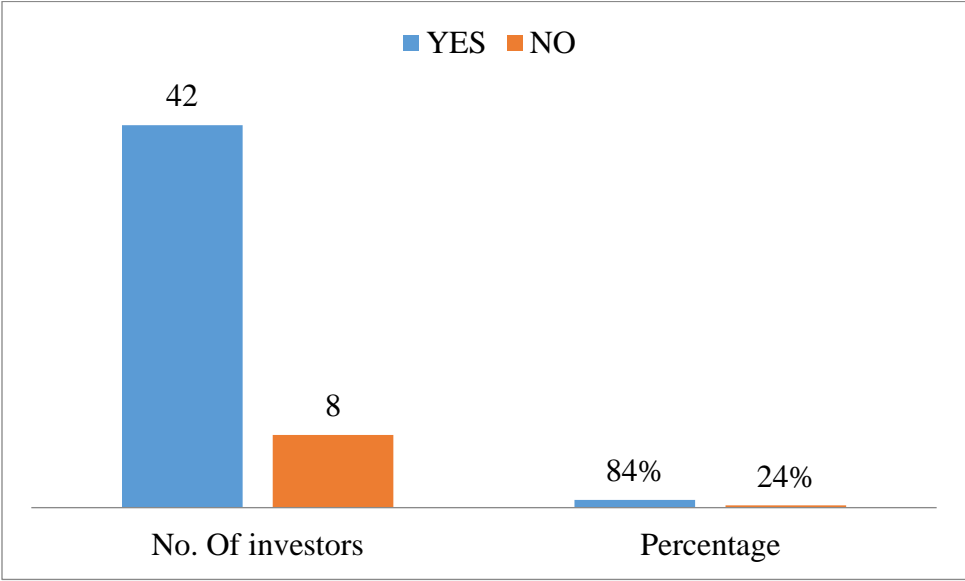
TABLE 4.4 table is showing that the respondent's feedback about Online trading operation

Online trading process	No. Of investors	Percentage
YES	42	84%
NO	8	24%

Analysis:

The above table showing that 84% of the investors are getting easy to do online share trading and 24% of them are not

GRAPH 4.4 graph showing the respondent's feedback about Online trading operation



Interpretation

Most of the Investors find that online trading is simple as its easy to access trading from any place at any time. Now a day's its more convenient because of internet facility and advance technology

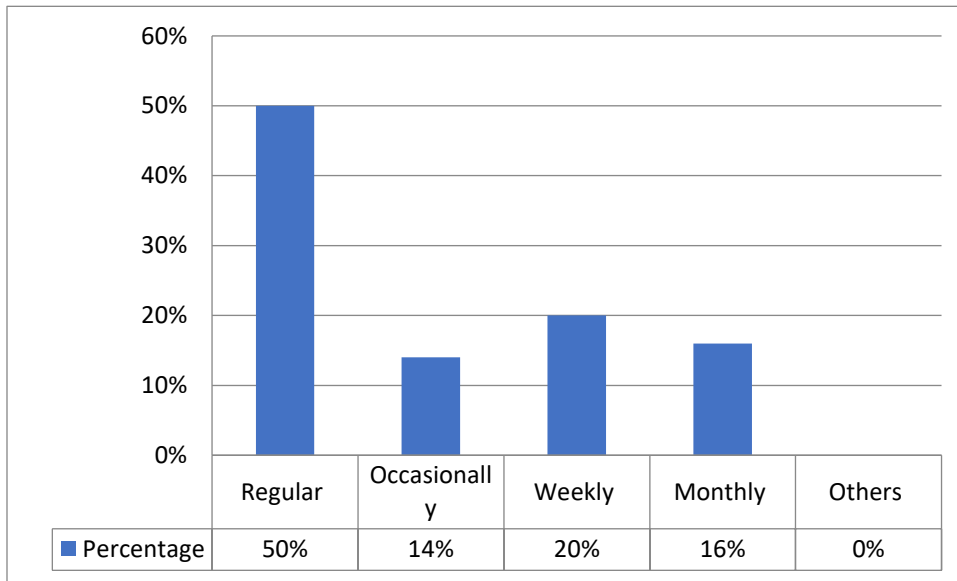
TABLE4.5 table is showing the respondent's habit of online equity trading

Trading habits	No. of respondents	Percentage
Regular	25	50%
Occasionally	07	14%
Weekly	10	20%
Monthly	08	16%
Total	50	100%

Analysis:

In the survey it was found that 50% of investors are trading regularly, 20% of the investors trading weekly, 16% of the investors trading monthly and 14% of investors trading occasionally.

GRAPH-4.5 graph is showing the Investors habits on online equity trading



Interpretation:

In the survey it was found that 50% of investors are trading regularly because of they are not committed to the other work. And private sector workers are trading weekly. Others are doing monthly. Because the peoples are highly committed with the personnel business and works so the fewer people are trading in monthly.

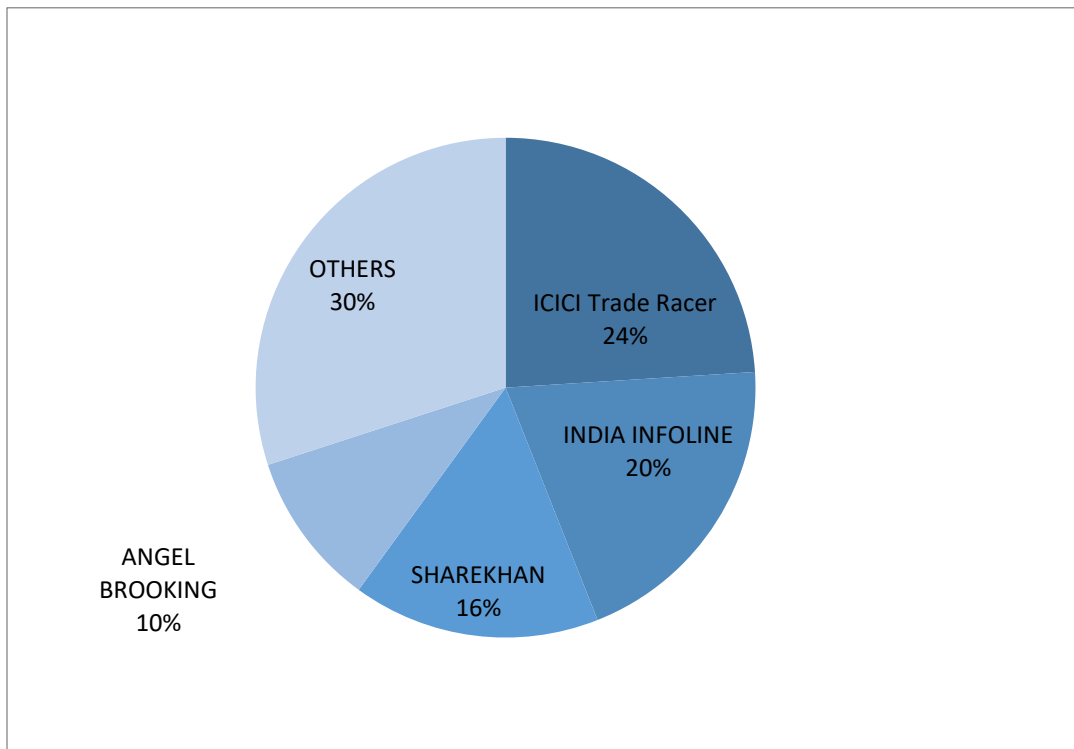
TABLES: 4.6 table is showing that the respondents are trading through trading sites

Trading sites	No of Respondents	Percentage
ICICI TRADE RACER	12	24%
INDIA INFOLINE	10	20%
SHAREKHAN	8	16%
ANGEL BROOKING	5	10%
OTHERS	15	30%

Analysis:

The above table showing that 24% of the investors are choosing ICICI TRADE RACER, 20% is INDIA INFOLINE, and 16% are choosing SHAREKHAN as their trading brokerage company.

GRAPH: 4.6 graph showing that the respondents are trading through which brokering sites



Interpretation:

The graph denotes that ICICI Trade Racer is one of the best brokerage company in terms of delivering adequate service to investors as determined by respondents under this graph and then followed by India Info line, Share khan and lastly Angel broking

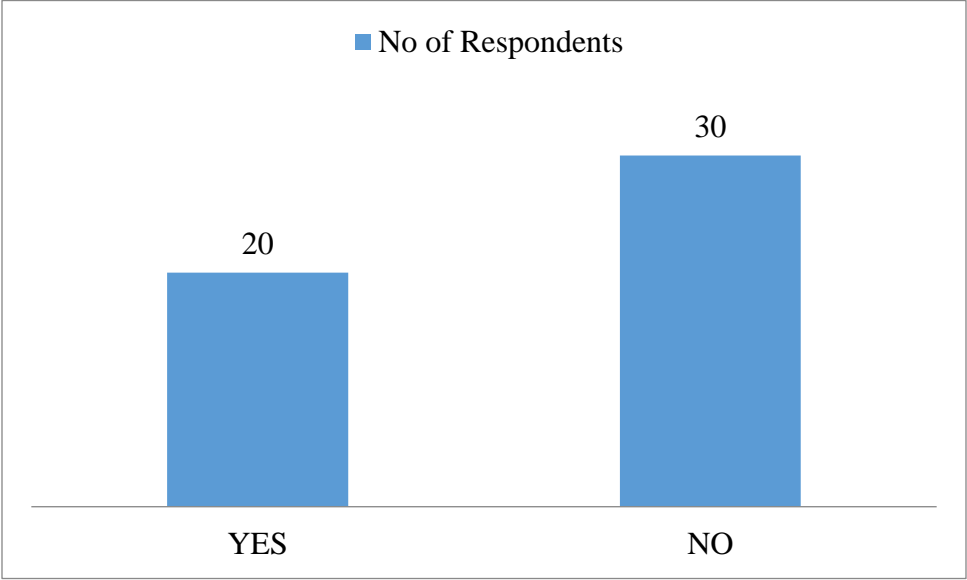
TABLE 4.7- table is showing that respondent's feedback about commission charged by trading site is reasonable or not

	No of Respondents	Percentage
YES	20	40%
NO	30	60%

Analysis:

The above table showing that 40% of the respondents say yes to the rate of brokering charges for trading and 60% of them are disagree with the rate of brokerage.

GRAPH 4.7 graph showing the respondent’s feedback about commission charged by trading site is reasonable or not



Interpretation:

Most of the brokering company is charged comparatively high brokering fees in term of delivering services. So a large portion of investor which is almost 60% is disagreeing with the rate of brokering charges.

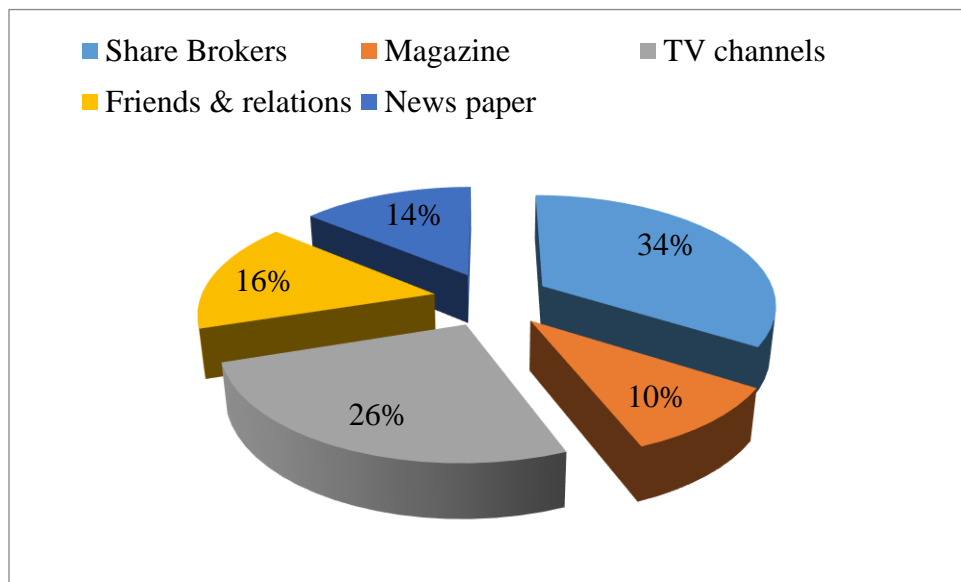
TABLE4.8- table showing that from which source the respondents is getting better advice for investment in equity market

	No. of respondents	Percentage
Share Brokers	17	34%
Magazine	05	10%
TV channels	13	26%
Friends & relations	08	16%
News paper	7	14%

Analysis:

In the table shows that 34% are getting advice from share brokers 26% are getting from TV channels 16% are getting advice from friends and 14% are getting from news paper to do invest in equity market

GRAPH-4.8 graph showing that from which source the respondents is getting better advice on investment in equity market



Interpretation:

The majority of the investor are getting more knowledge for share brokers so they are traded in online trading i.e.34% through share brokers because they given better advice to buy & sell of shares through online. And remaining investor is getting advice from TV channels, magazine, Friends &Relations and News papers.

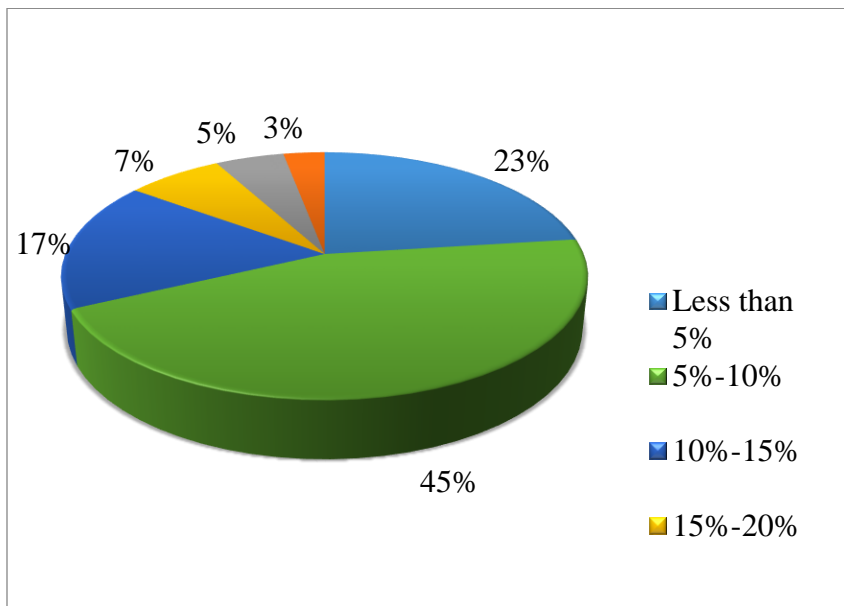
TABLE4.9- table showing respondent's percentage of their income invested in trading.

Percentage of Income	Investors in Percentage
Less than 5%	23%
5%-10%	45%
10%-15%	17%
15%-20%	7%
20%- 25%	5%
More than 25%	3%

ANALYSIS:

According to the Figure: 23% of the speculators are contributing Less than 5% of their pay in share trading.45% of the money related authorities are putting 5%-10% of their compensation in share trading. 17% of the theorists are putting 10%-15% of their compensation in share trading. 7% of the monetary experts are putting 15%-20% of their income in share trading.5% of the examiners are putting 20%-25% of their wage in share trading. While 3% of the examiners are contributing More than 25% of their income in share trading

GRAPH 4.9 Graph showing respondent's percentage of their income invests in share trading?



Interpretation:

Is the above table we can see that dominant part of the investors are contributed just 5% to 10% percent of their monthly pay in share exchanging might be speculator's moderately huge size of the family and duties towards it. So any salary would be spent towards the family along these lines prompting some portion of their negligible reserve funds.

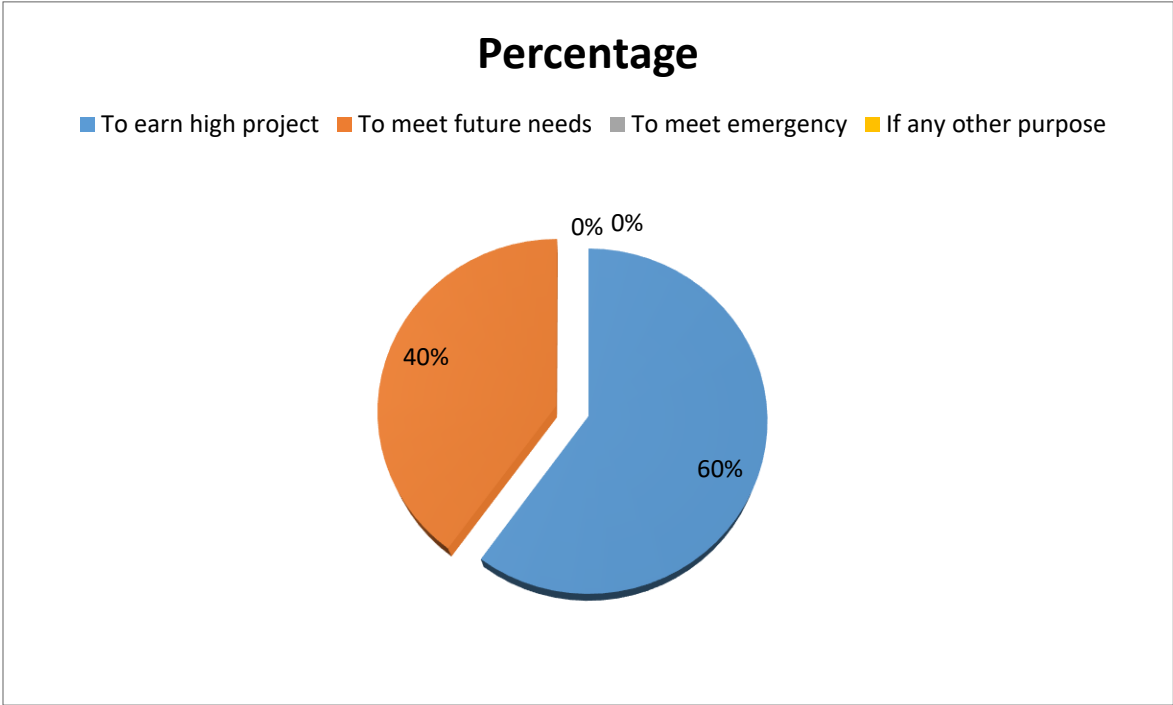
TABLE- 4.10 table showing that the objectives of investing in Equity Market by investors

	No. of respondents	Percentage
To earn high return	30	60%
To meet future needs	20	40%
To meet emergency	-	0
If any other purpose	-	0

Analysis:

In survey it was found that 60% of the respondents investing in Equity Market to earn high return & 40% of the respondents are investing in equity market to meet their future needs. This may be because of their preference for high growth of investments.

GRAPH 4.10 Graph showing the objectives of investing in Shares, Bonds, and Mutual Funds etc.



Interpretation:

As per graph 60% of respondents are trading for income purpose and try to get more return with taking high risk and remaining 40% respondents are trading for their future need.

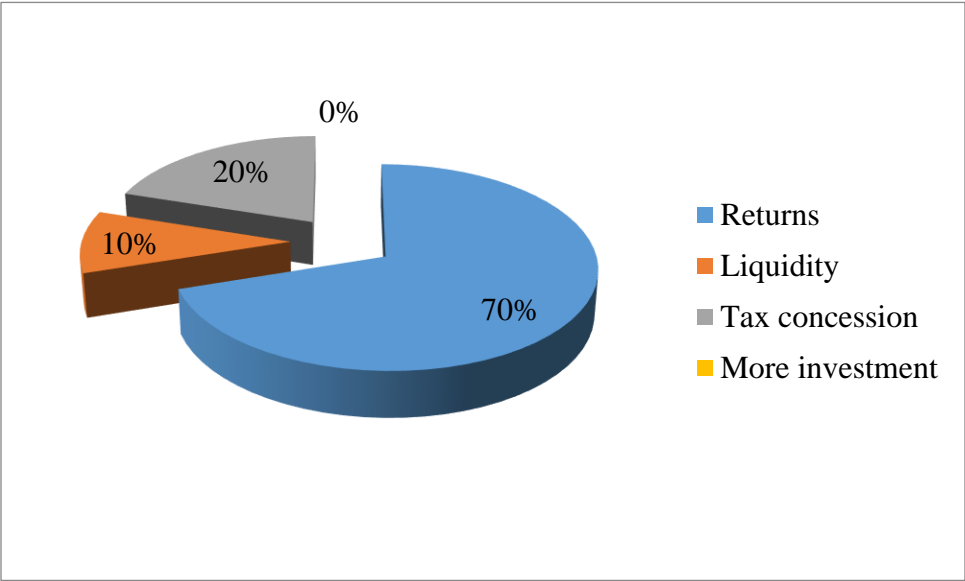
TABLE 4.11 tables showing the numbers of respondents are influenced by which factors for trading in equity

	No. of respondents	Percentage
Returns	35	70%
Liquidity	05	10%
Tax concession	10	20%
More investment	0	0

Analysis:

In the survey it was found that 70% respondents like to invest in trading for getting returns from equity market, 20% are doing investment for tax concession and 10% are for liquidity purpose.

GRAPH 4.11 graph showing the respondents ore influenced by which factors for investing in trading



Interpretation:

In the survey it was found that the majority of respondents are trading in equity market for getting return from their investment and 20% of respondents are investing money for liquidity purpose and some of them investing money for tax concession.

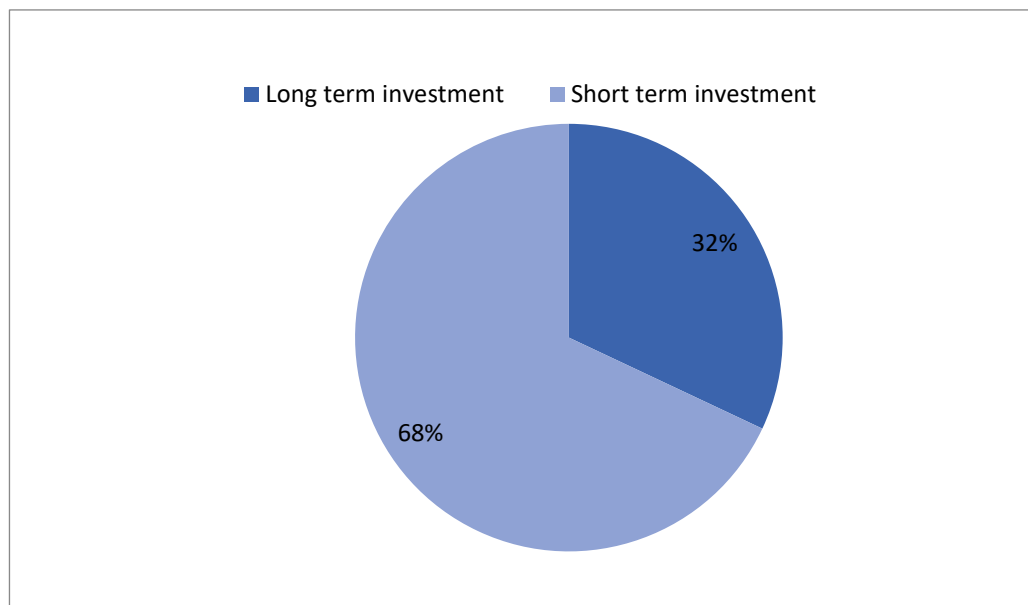
TABLE4.12 table showing the no of respondents are mostly like to prefer the type of investment in terms of duration

Investment Plan	No. of respondents	Percentage
Long term investment	16	32%
Short term investment	34	68%

Analysis:

In the survey it was found that about 68% of the respondents preferred to invest in short term investment plan & 32% of the respondents preferred to invest in long term investment

Graph –4.12 graph showing the no of respondents are mostly like to prefer the type of investment in terms of duration



Interpretation:

In the survey it was found that about 68% of the respondents are invested in short term because of they want to get money in short period to full fill their financial commitment. And others are doing investment in long term as its giving high rate of return in long term investment plan.

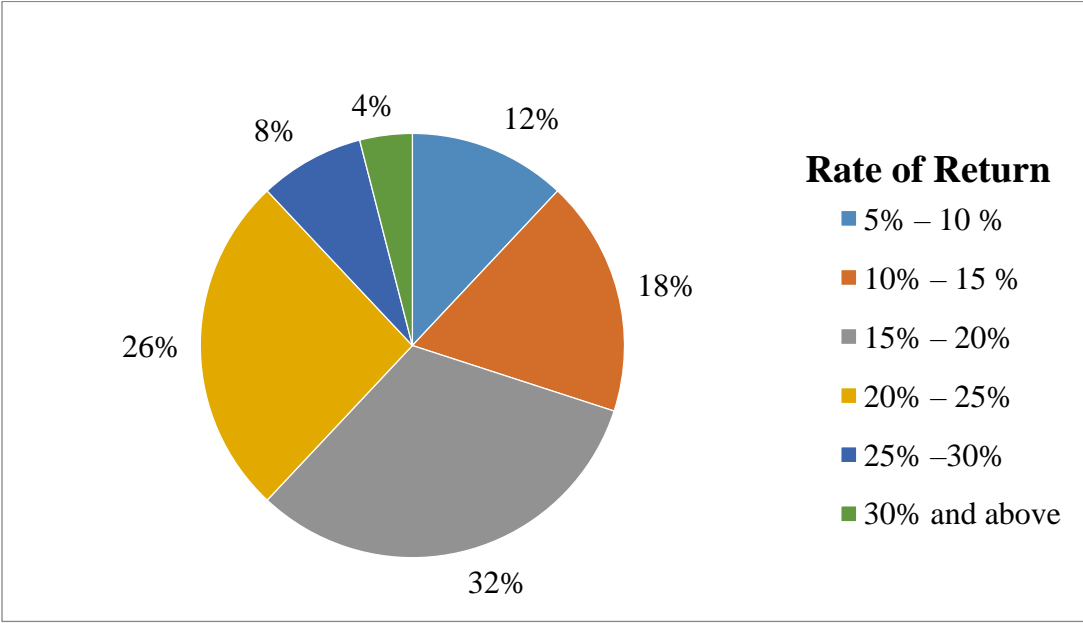
TABLE 4.13 table showing that the rate of return expected by investors from Equity Market

Rate of Return	Investors in Percentage
5% – 10 %	12%
10% – 15 %	18%
15% – 20%	32%
20% – 25%	26%
25% –30%	8%
30% and above	4%

Analysis:

In the survey it was found that 32% of the investors are expected 15% to 20% rate of return from equity market.26% of investors are expecting 20% to 25% ,18% of the investors are expecting 10% to 15% and 12% of the investors are expecting 5% to 10% rate of return from equity investment.

GRAPH 4.13 graph showing the Rate of return expected by investors



Interpretation:

From the above graph it was found that majority of the investors are expecting high rate of return from their investment in equity trading. It indicates that more number of people are doing equity trading when the market goes up and giving high rate of return to their investors

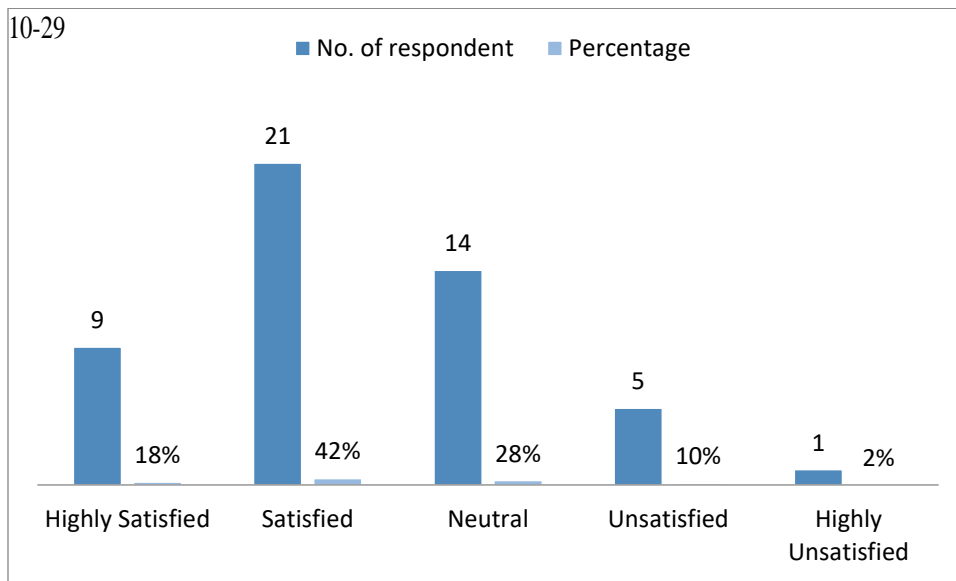
TABLE 4.14 tables showing that the percentage of investor satisfied with the current performance of the Equity Market in terms of expected return?

Rate of Return	No. of respondent	Percentage
Highly Satisfied	9	18%
Satisfied	21	42%
Neutral	14	28%
Unsatisfied	5	10%
Highly Unsatisfied	1	2%

Analysis:

The above table expresses that 18% of the respondents are exceptionally fulfilled from current execution of Equity market. 42% financial specialists are simply fulfilled from Equity advertise. Though 28% investors are Neutral with current execution of Equity showcase. What's more, 10% financial specialists are Unsatisfied from Equity showcase. While 1 investors are highly unsatisfied from Equity advertise.

Graph 4.14 graph showing the Investor’s satisfaction level from Equity Market



Interpretation:

As indicated by the Figure, 9 investors are highly Satisfied from current execution of Equity market. 21 investors are Satisfied from Equity market. 14 speculators are Neutral with current execution of Equity market. 5 financial specialists are Unsatisfied from Equity advertise. While 1 investors are highly unsatisfied from Equity market.

CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS:

- In this survey, it is found that all most all the respondents are the age group of 25-50 years and are highly educated people in Bangalore
- In this survey, it is found that all the investors are aware of online trading and they are also trading through online.
- Most of the Investors that is 84% of the respondents are find online trading is much more easy and simple then traditional trading system.
- In the survey it was found that 50% of investors are trading regularly, 20% of the investors trading weekly, 16% of the investors trading monthly
- In this survey, it is found that ICICI Trade Racer is one of the best brokerage company in terms of delivering adequate service to investors as determined by respondents and then followed by India Info line, Share khan and lastly Angel broking
- Most of the brokering sites are charging comparatively high rate in term of delivering services. So a large portion of investor which is almost 60% are disagree with the rate of brokering charges.
- It is found in the survey that through share brokers, T.V. channels & friends they will get better advice for investing in online trading.
- 45% of the investors are investing 5%-10% of their income in Equity Market.
- In the survey it was found that investors' objective of investing in equity market to earn high profit & to meet their future needs.
- In the survey it was found that the majority of investors that is up to 70% respondents like to invest in online trading for returns, 20% for tax concession
- In the survey it is found that majority of the investors prefer to invest in short term investment.
- In the survey it was found that Majority of the respondents that is 32% of investors are expects 15%-20% return from Equity market and 26% of investors are expects 20%-25% return from Equity market.

- In the survey it was found that 50% of the investors are satisfied on equity trading

SUGGESTIONS:

- A portion of the respondents are not aware of internet share trading so company should make efforts to educate people on this.
- The stock exchange companies should establish more operating Branches across the country so as to easily accessible to the investors.
- To attract new investors to share market improve in the portfolio investment, which gives more return and less risk, and by giving better advice to investors through online about share market and bonds.
- Many internet share trading sites do not offer facility to apply for IPO's online they need to be provided by all.
- The internet usage cost should come down so that more and more people encourage using internet for trading.
- Educating the investors by supplying some materials regarding online trading and its benefits and leading capital market research analysis.
- Emerging changes should be informed, communicated to the investors periodically. Changes should be published in newspaper, magazines. Newsletters etc.

- Awareness about online trading should be increased through publishing articles in regional language in news paper; Advertisements should be done in regional languages, Increasing promotional activities and online education

CONCLUSION:

The country economies development is resorted in to variety of aspects that tend to improve and speed up the process of development. In this context, contribution of the capital market is consents. The role capital market is omniscient as it bridges the gap between the capital deficiencies and capital surplus. In order to ensure the transparency so as to enable the investors to speed up their process of investing, the stock exchanges are restoring to screen based train

Online trading plays a vital role in the economy by mobilizing savings and investing them in capital market, thus establishes a link between savings and capital market. Now slowly more and more investors are attracted towards online trading for high returns, tax concession etc.

The trading outcry system failed to provide transparency, hence for the only resort to opt was technology infrastructure to the share trading, thus, facilitating the open up of BSC Online Trading System BOLT in the country. The process can succeed when it is properly communicated to the targets. In this direction, the project focused to study the awareness level and satisfaction level of investors on online trading.

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ANNEXURE

Dear Sir / Madam,

I am Dilwar Hussain studying in final year M.B.A In Acharya Institute of Technology, Bangalore. As a part of academic program. I am pursuing a project work on the topic entitled "Customer Satisfaction on Online Trading". Hence, I kindly request you to spare few minutes in answering the following questions.

The information provided by you will be used only for academic purpose. I hope you will cooperate for this.

Date:

Dilwar Hussain

Place: Bangalore

QUESTIONNAIRE

- 1) Name:
- 2) Age :
- 3) Qualification:

- 4) Are you doing trading in online and do you know how to buy and sell shares in online?
(a) Yes (b) No

- 5) Is online trading simple?
(a) Yes (b) No

- 6) How often do you trade?
(a) Regular (b) Occasionally
(c) Once in a week (d) Once in a month
(e) Other time

- 7) Who do you think can give better Advise for investment in online Trading?
(a) Shares Brokers (b) Magazine
(c) T.V. Channels (d) News Papers
(e) Friends & Relations

- 8) Which brokering site does u use for trading?
(a) ICICI Trade Racer (b) INDIA INFOLINE
(c) SHAREKHAN (d) ANGEL BROOKING
(e) OTHERS

9) Is commission charged by trading site reasonable?
(a) Yes (b) No

10) How much percentage of your income you invest in share trading?
(a) Less than 5% (b) 5%-10%
(c) 10%-15% (d) 15%-20%
(e) 20%- 25% (f) More than 25%

11) What is your objective of investing in share trading?
(a) To earn high profit (b) To meet future needs
(c) To meet emergency (d) If any other purpose

12) What factors influence you for investing in online trading?
(a) Returns (b) Liquidity
(c) Tax concession (d) More investment option

13) Which option do you prefer to invest?
(a) Long Term Investment (b) Short term Investment

14) What is the rate of return expected by you from Equity Market in a year?
(a) 5% – 10 % (b) 10% – 15 %
(c) 15% – 20% (d) 20% – 25%
(e) 25% –30% (f) 30% above

15. Are you satisfied with the current performance of the Equity Market in terms of expected return?

- | | | | |
|------------------------|--------------------------|-----------------|--------------------------|
| (a) Highly Satisfied | <input type="checkbox"/> | (b) Satisfied | <input type="checkbox"/> |
| (c) Neutral | <input type="checkbox"/> | (d) Unsatisfied | <input type="checkbox"/> |
| (e) Highly unsatisfied | <input type="checkbox"/> | | |

16) Your opinion to improve the satisfaction level in online trading



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (14MBA47)

Name of the Student : DILWAR HUSSAIN

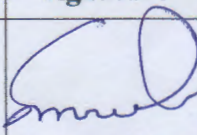
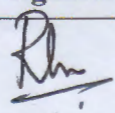
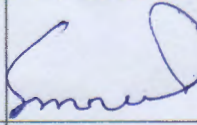
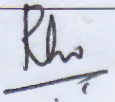
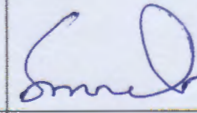
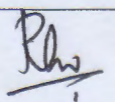
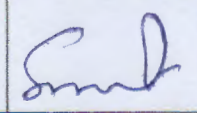
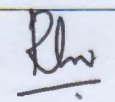
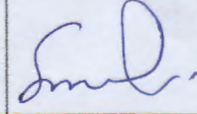
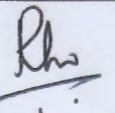
Internal Guide : RAKESH NAGARAJ

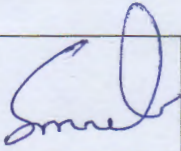
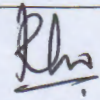
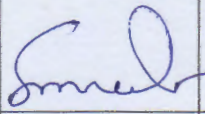
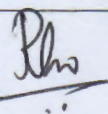
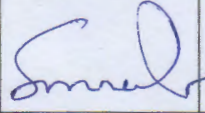
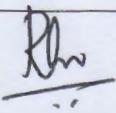
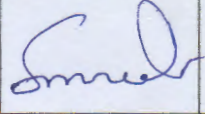
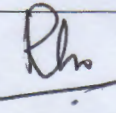
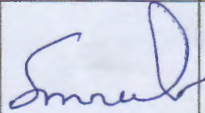
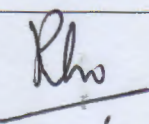
USN No : 1AY15MBA40

Specialization : Marketing and Human Resource

Title of the Project : A Study on Customer Satisfaction on Online Trading

Company Name : Sunness Capital India Pvt. Ltd, Bangalore

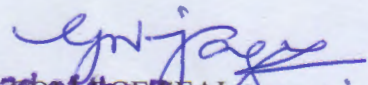
Week	Work Undertaken	External Guide Signature	Internal Guide Signature
15-01-2018 To 19-01-2018	Introduction Of The Study		
22-01-2018 to 26-01-2018	Objectives and Methodology of the Study		
29-01-2018 to 02-02-2018	Introduction of the Industry And Company Profile		
05-02-2018 to 09-02-2018	Analysis of Product and Service of the Company		
12-02-2018 to 16-02-2018	Theoretical Background of the Study		

19-02-2018 To 23-02-2018	SWOT Analysis Of The Company		
26-02-2018 to 02-03-2018	Data Collection		
05-03-2018 To 09-03-2018	Data Analysis		
12-03-2018 To 16-03-2018	Findings		
19-03-2018 To 23-03-2018	Suggestions and Conclusions		



COMPANY SEAL

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