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# A STUDY ON EQUITY INVESTOR'S PERCEPTION TOWARDS SERVICES RENDERED BY STOCK BROKING

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## ABSTRACT

The aim of the study to know the investor's perception towards services rendered on stock broking companies. The research paper focused on understanding the satisfaction and the level of influence and awareness of investors about the stock broking companies. The study was carried out by primary data with a sample size of 143 respondents which were chosen by simple random sample method and the statistical tool used for this data collection are simple frequency analysis, Chi-Square test, One-way ANOVA. The finding of the study revealed that the equity investors are satisfied and influenced by the services provided by the stock broking companies.

## Introduction

Stock market has become an attractive investment avenue for most of the investors, and stock market has enormously grown over the years. But lot of investors fear to invest in stock market due to the volatility often seen in share market. The risk often undertaken by the investors in share market huge and there exist fear among the investors of losing their hard-earned income. Even though the return, the investors receive in stock market is high, the investors need to bear an equal amount of risk as well as moreover the investors must sure of which investment avenue, they are selecting in order to ensure high returns. This study was undertaken to understand the different personal factors affecting their investment decision and the different factors influencing various categories of investment. The was also conducted to know the source of investors awareness regarding stock market.

Recommendation on investments may be secured from a different source of society. These include:

A relative or friend, presumably knowledgeable in stock;

A local 3 (commercial) banker;

A brokerage firm or investment banking house;

A financial service

An investment counsellor

As we knew, If the investor rely on the recommendation of others in handling his investment, then either he must limit himself and his advisers rigidly enforced to standard, conservative, and even not utilizing forms of investment, or he must have an unwontedly familiar and expressing approbation erudition of the person who is going to direct his mazuma into other channels. The Expected utility theory verbalizes that the individual investment decision is a trade-off between two kind of consumption which is immediate consumption and deferred consumption. When financial decisions are made then the participants in the market have for a long time relied on the notion of efficient markets and the rationality of the deportment of the investor. It is optically discerned that the conception of planarly rational investors, those who have a proclivity to maximize their utility and exhibit total self-control is becoming recherche. Investors are postulated to be rational, equitable and consistent in an efficient market. Such investors make investment decisions without emotion or ardency. They make their culls which aim at maximizing their expected utility. More over decision makers do not act in the way as explicated by the traditional economic model. It has been visually perceived through contemporary research that the investment cull process is more human as compared to analytical.

Investment

Investment is the dedication of an asset to attain an increase in value over a period of time. Investment requires a sacrifice of some present asset, such as time, money, or effort. In finance, the purpose of investing is to generate a return from the invested asset. The return may consist of a gain or a loss realized from the sale of a property or an investment, unrealized capital appreciation (or depreciation), or investment income such as dividends, interest, or rental income, or a combination of capital gain and income. The return may also include currency gains or losses due to changes in the foreign currency exchange rates. Investors generally expect higher returns from riskier investments. When a low-risk investment is made, the return is also generally low. Similarly, high risk comes with a chance of high returns. Investors, particularly novices, are often advised to diversify their portfolio. Diversification has the statistical effect of reducing overall risk.

Types of Investor's

Now that you are well aware of the main categories defining investors, it is time you find out the several sub-categories and types of an investor. They are –

Angel Investor

An angel investor is an investor that has amassed massive amounts of wealth and revenue for themselves. This investor earns an income that is 3x-4x or even more than the income of most successful average men. Their net worth is often found to be in millions, and they are an investor who can be found anywhere in the industry sector. An angel investor primarily invests in first-time business companies and startups by purchasing large amounts of their shares.

P2P Lenders

P2P lenders are investors, or groups of investors, that help small businesses get a chance with their products and services in the financial market. These lenders are specialized in this type of investing, and if a business wants their financial help, they need to appeal to them by themselves. If they like the business idea and think it has potential, these lenders personally fund the ventures of small businesses and purchase their shares.

Personal Investor

A personal investor is an individual investor that invests their capital in a business company, or any investment opportunity for that matter, for their own personal gain. They do not represent a group, nor do they invest only in small ventures particularly, but everywhere they see a chance of investment. If these types of investors were to invest in businesses, they need to go through a rigorous documentation process to do so.

Banks

Banks are investors as well, but they invest in a different way than individual investors. Banks provide businesses, companies, and individual loans that act as their "investment." This investment gets a fixed monthly return which is increased by the interest rate charged by the bank. If a business is looking for financing through investing, opting for loans from their local banks is their best choice.

Venture Capitalists

A venture capitalist is an investor that invests in a business or company only and only if the said business has an idea or growth rate that has the potential of becoming immensely successful one day. If a business shows signs of rapid growth in the future, a venture capitalist will be the first investor to invest a large amount of capital in the business by purchasing an equity stake.

Equity Investor's

Equity investors are people who **invest money into a company in exchange for a share of ownership in the company**. Typically, equity investors have no guarantee of a return on their investment, and may lose their money should the company go out of business. In the event that the company is liquidated, the equity investor may be entitled to a share of the assets. Equity investors purchase shares of a company with the expectation that they'll rise in value in the form of capital gains, and or generate capital dividends. If an equity investment rises in value, the investor would receive the monetary difference if they sold their shares, or if the company's assets are liquidated and all its obligations are met. Equities can strengthen a portfolio's asset allocation by adding diversification.

For their investment, equity investors may receive shares of stock – which can rise and fall in value based on current market conditions. These stocks may be bought or sold by the investor through the stock market or other trading platforms. An investment brings elements of risk, and the equity investor must balance the potential for risk with the possibility of reward. For both the investor and the company, the benefits of the investment must be worth the inherent risk. Detailing the specific requirements for the investment and potential payoffs/losses should be taken care of before the investment and should be scrutinized by financial advisors.

Features of Equity Investor’s

Permanent Shares : Equity shares are permanent in nature. The shares are permanent assets of a company. And are returned only when the company winds up.

Significant Returns : Equity shares have the potential to generate significant returns to the shareholders. However, these are risky investment option. In other words, equity shares are highly volatile. The price movements can be drastic and are dependent on multiple internal and external factors. Therefore, investors with suitable risk tolerance levels should only consider investing in these.

Dividends :Equity shareholders share the profits of a company. In other words, a company may distribute dividends to its shareholders from its annual profits. However, a company is under no obligation to distribute dividends. In case a company doesn’t make good profits and doesn’t have surplus cash flow, it can choose not to give dividends to its shareholders.

Voting Rights :Most equity shareholders have voting rights. This allows them to select the people who will govern the company. Choosing effective managers assists the company to enhance its annual turnover. As a result, investors can receive higher average dividend income.

Additional Profits : Equity shareholders are eligible for additional profits a company makes. It, in turn, increases the wealth of the investor.

Liquidity :Equity shares are highly liquid investments. The shares are trade on the stock exchanges. As a result, you can buy and sell the share anytime during trading hours. Therefore, one doesn’t have to worry about liquidating their shares.

Limited Liability :Losses a company makes doesn’t affect the ordinary shareholders. In other words, the shareholders are not liable for the company’s debt obligations. The only effect is the decrease in the price of the stocks. This will have an impact on the return on investment for a shareholder.

Benefits of Equity Investor's

Ownership

Investing in the shares of a company makes you a shareholder or a member of the company. In simple terms, you get ownership of the company and can exercise control. As an investor, you would enjoy a share of the income earned by the company. Additionally, you would also get voting rights in the company.

Higher returns

The primary advantage of investing in equity is that it can generate high returns in a short time in comparison to other investment options like Bank FDs. Presently, the equity market is reaching all-time highs as it recovers from the Covid-19 setback of 2020. With appropriate stock picks and a solid trading strategy, the stock market can potentially provide you with unparalleled returns going forward.

Dividend

One of the benefits of investing in equity is that it offers returns in not just one, but two forms - capital appreciation and dividend income. A dividend is a distribution of surplus profits by a company to its shareholders. Dividend income is essentially an additional income to the investor.

Limited liability

There is always a risk of adversity when it comes to companies such as bankruptcy or operational losses. However, your liability as a shareholder or investor is restricted to the amount of investment you've made, and not a penny more.

Liquidity

Stocks are generally considered liquid assets. The shares can very easily transfer ownership. The average daily volume of transactions on NSE and BSE is considerably high. This means several buyers and sellers are participating in the market at any given point of the day.

Beat inflation and facilitate wealth creation

Inflation is one of the major constraints to wealth creation. The rate of return on your investment should ideally be higher than the inflation rate. The inverse case would result in wealth erosion. Investing in equities allows you to earn a high return rate that can potentially beat the inflation rate by a large margin. This is how equities facilitate wealth creation in the long term. History is proof, stock indexes have consistently outperformed return on debt and other investments instruments in the long term.

Protection by SEBI

In India, the stock market is regulated by the Securities and Exchange Board of India (SEBI). Amongst other functions, the regulatory framework created by SEBI is responsible for protecting the rights of all investors. SEBI has been instrumental in reducing the advent of fraudulent activities by companies or individuals.

Right shares and Bonus shares

When a company requires additional capital, it can issue ‘rights shares’. A right issue ensures the preservation of ownership and control of existing shareholders, and they receive priority to invest, over other investors. Right shares are issued at a price lower than the market price of the company’s share. So, existing investors can take up this advantage or otherwise renounce such rights. Sometimes companies decide to issue bonus shares to their shareholders. Bonus shares are essentially free shares that are given to existing shareholders. Often, bonus shares are issued instead of dividends.

Flexibility

An investor looking to make an entry into the stock market can start with a rather small investment. Purchasing the stock of small-cap or mid-cap companies in smaller units would be the apt way forward. Another great benefit of investing in equity is that you can buy, sell or hold shares whenever and for however long you prefer.

Tax advantage

Equity investments offer tax benefits. Long-term capital gains (LTCG) up to Rs. 1 lakh from equity investments are exempt from tax. Otherwise, LTCG of above Rs. 1 lakh is taxed at 10%. Short-term capital gains (STCG) from equity investments are taxed at 15%. The return earned on debt or gold invites a higher tax obligation than equities do.

Streamlined processes and transactions

The process of buying and selling stock is rather simple. One can buy stock with the help of a broker, financial planner, or even online. It doesn't take much to set up an account and get it rolling. Buying and selling stocks has been made effortless with the help of digitization.

Collateral against loans

This is one of the benefits of investing in equity funds that usually get lost in translation. As a shareholder, you can pledge your investments in qualified shares or equity mutual funds with a bank and get a loan against such investment. Once you repay the loan, the pledge can be rescinded. Generally, banks allow loans up to 50% of the eligible shares or 50% of the value of equity mutual funds owned.

Diversified investments

A general rule for investing is to diversify. The common adage is – “don’t put all your eggs in one basket”. Diversification helps reduce risk concentration associated with a particular investment instrument. Equity investments deliver an acute edge by diversification. Stock market fluctuations are independent of other investments such as bonds and real estate. Adding stock to your portfolio means greater risk but it also delivers sizable and rapid gains. This can also assist you, as an investor, to avoid overly conservative investment strategies.

Benefits of Investing in Stocks

Over the years, several investors, no matter beginner or experienced, have gained significant profit by planning and investing in stocks. However, there are investors whose success formula didn't work at all that makes every people think twice before entering the stock market and investing in stocks. When an investor makes the right and correct decisions, there are higher chances of booking profits from those investments. After all, stock market is truly unpredictable. However, investing in stocks has several major benefits than other investments.

Smooth and Continuous Transactions

An investor who buys a particular company's stock essentially means getting an ownership stake in that specific company. Thus, it will give the investors a feeling of ownership after purchasing stocks. Having ownership means that they will become shareholders and play a vital role in a company's decision.Investors will also have the power to vote in decisions taken by the company. They also receive annual learn reports to get detailed insights and learn more about the company. Owning a particular company's stock will be a way to express their loyalty towards a company and the business's success as a whole.

Diversification

Investors who put their hard-earned money into multiple types of investment, a stock market investment delivers a major advantage by providing diversification. The investments in the stock market change its value independently of other investments such as bonds and real estate. Holding stocks for a longer period will help an investor to forecast losses to other investment products. Adding stock in their portfolio creates a greater risk and delivers large and rapid gains that help investors avoid overly conservative investment strategies.

Dividend Benefits

A dividend refers to a reward which the company gives to its investors. In simple words, it is an additional income of the company for investors that is paid yearly by every company. No matter if the stock has lost its value or representing profit coming from the stock, the dividend payments will arrive. Dividend income can help an investor to fund a retirement or pay for another investment to grow their portfolio over time.

**Investment Gains**

One of the major benefits of investing in the stock market is that investors get the chance to earn more money. Over time, if the stock market rises in value, the prices of a particular stock can rise or fall. However, investors who have put their money in stable companies will see profit growth. Likewise, investing in several different stocks will help investors build their wealth by leveraging growth in multiple sectors resulting in a profit.

Liquidity

Stocks are generally known as liquid assets because they can be easily converted to cash that consists of several buyers at any given point in time. However, when compared to other assets, it's more difficult to look for a buyer for some assets like property. However, in the case of stocks, its much easier because the average daily volume of transactions on NSE and BSE is high. It means that there are several buyers and sellers paying attention to a single stock.

Higher Returns over the Short Term

The biggest and primary advantage of investing in stocks is that it has the potential to generate high returns in a short period of time compared to other investments roads like Bank FDs.

They are well protected by SEBI

The stock market of India is regulated by the Stock Exchange Board of India (SEBI). Security Board Exchange of India (SEBI) is majorly responsible for regulating the stock exchanges, their developments and mainly protecting the rights of all the investors. When an investor puts their money in various financial products on the stock market, their interests are also protected by a regulatory framework laid down by SEBI. This helps them in reducing the risks of several fraudulent activities by companies.

Flexibility To Invest in Smaller Amounts

An investor is looking to enter the stock market can start their small investments in the stock market by purchasing stocks of small-cap or mid-cap companies but in smaller units.Another major advantage of directly investing in stocks is that investor can buy as per their own choice, and it is not mandatory of investing a specific sum of amount every month.

It Allows You To Take Advantage Of The Growing Economy

Corporate earnings usually tend to increase as there is growth in an economy. This is usually due to several factors like increased job creation, leading to an increase in income and sales.

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Thus, an investor putting its money in stocks of the businesses influenced by economic growth helps them grow better.

Easy Process of Buying and Selling

The process of buying and selling in the stock market is simple and easy for all investors. Buying of stocks is done with the help of a broker, financial planner, or online mode.It takes hardly a few minutes to set up an account and start trading. An investor can also buy and sell stocks easily without going anywhere, and the profit is directly credited into their bank account

Disadvantages of Investing in Stocks

Stock prices are risky and volatile. Prices can be erratic, rising and declining quickly, often in relation to companies' policies, which individual investors do not influence.

Stocks represent ownership of a business, and hence investors are the last to get paid, like all other owners. A company must first pay its employees, suppliers, creditors, maintain its facilities and pay its taxes. Any money left can then be distributed among its owners.

While investors are part of the group of owners of the company, they do not enjoy all of the rights and privileges that the owners of a private business do.

Investors in a public company may not have access to all information about the company. This limited information can sometimes worsen the quality of investment decisions

## 1.2 STATEMENT OF THE PROBLEM

Technological enablement and rapid growth of Indian capital market since the new economic policy of 1991 has given more importance to investors. Investor behaviour also tend to move into savings to investment, short-term trading of capital market instruments. More number of brokers also entered into the capital market due to the liberalised regulation in capital market. Brokers are providing number of services under single umbrella to the investors based on their need. So, this study aims to discover that how these services are perceived by the investors and how these services are utilised by the investors.

## 1.3 OBJECTIVES OF THE STUDY

OBJECTIVES

To study the level of awareness towards services rendered by stock broking companies

To study the level of satisfaction towards services rendered by stock broking companies.

To study the factors influencing to choose the services of stock broking companies

## 1.4 RESEARCH METHODOLOGY

Primarily this type of research is descriptive in nature. Descriptive research includes surveys and questionnaires enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. It shows the path through which these researchers formulate their problem and objective and present their result from the data obtained during the study period . This research design and methodology chapter also shows how the research outcome at the end will be obtained in line with meeting the objective of the

### Sampling Method

The primary methods of data collection that is questionnaire technique was used to collect the data required through google forms. The number of respondents Male, Female, Transgender .Simple random technique has adopted in the study under probability sampling technique .There are 120 samples has been collected through questionnaire (google forms).

### SOURCE OF DATA

The data collected required for the study was collected from Primary and Secondary data.

### Primary Data

The primary data was collected with 120 samples with the help of a self- prepared questionnaire and observations collected from investors. Questionnaires: The Questionnaire is based on the Equity Investors perception towards service rendered by stock broking company.

### Secondary Data

The secondary data was collected from company websites, organizational manuals, previous reports, journals and other online sources.

### DATA ANALYSIS AND PRESENTATION TOOL

### Data Presentation

The data was analysed using the software (Version 20), since the study is quantitative in nature; the findings were presented in descriptive statistics involving.

Bar Chart

Descriptive Statistics

Chi-square

ANOVA

1.5 SCOPE OF THE STUDY

To know about the equity investors perception towards service rendered by stock broking companies. The aim of the study is to know the level od satisfaction of equity investors perception towards the services rendered by the stock broking companies and how the investors are influenced by the performance of the stock broking companies.

1.6 LIMITATIONS OF THE STUDY

- Due to the time constraints, only specific sample size from the entire segment has been considered for the study.
- Nonetheless, these results must be interpreted with caution and a number of limitations should be borne in mind
- Lack of previous research studies on the topic.
- Limited access to data
- Issues with research samples and selection.
- Whatever the data had been gathered is based on suggestive study but not exhaustive study

# REVIEW OF LITERATURE

Awais M.et.al (2016 (Moorthy, 2016) (Kukreja, 2012) (sundaram, 2011)), conducted a research to know the factors which influence the investors decision making process and found that high knowledge about financial information and its analysis improves the investors risk taking capacity. Sangeeta Jauhari et al. (2015) identified that investor's pattern of investment mainly depends on the age, educational level and source of income and investment alternatives available in the stock market. Muhammad Sadiq et,al,(2019) Research has been conducted to know the impact of corporate governance and investor confidence on the corporate investment decisions and identified that there is a significant impact of investor confidence on corporate investment decisions in both countries and also the investment level is higher in the firms with good corporate governance practices[8]. N.S.V.N Raju, et al (2016), conducted a study to identify the factors influencing investors attitude towards investment and found that top five highly influential factors according to the investors' were what the company does , valuation of the company's Stock , company's 10-Q annual reports , Price to earnings ratio , Is the company profitable[10]. U.Raghavendra Prasad (2016) indentified that investors are bullish in nature. Rate of return, capital appreciation and safety of investment are the major motives for investment. D. Harikanth and B. Pragathi (2013), found that Risks taking capacity and educational qualification of investors are the factors which affects the selection of investments. Mittal M and Vyas (2008) found that factors like income, marital status and education has an effect on individual's investment decisions. N.Piyatrapoomi et.al,(2004) Political, social, environmental and economic factors are included in decision-making frameworks but incomplete information of these factors become risk and uncertainty in decision making. Hussein A Hassan (2006) identified the factors influencing the UAE investors' behavior. The most influencing factors include get rich quick, corporate earnings, past performance of the stock. RazanSalem,(2019),Arab women exhibit greater herding behavior and have lower investment literacy, confidence, and financial risk tolerance levels; consequently, they invest less in the stock market than Arab men. Rakesh H M (2014) found that investors are aware about the stock markets and they feel that market fluctuations affect the investor's investment pattern. Boram Lee.et.al, (2015) Research has been conducted to know the relationship between stock market return expectations and risk aversion of individuals and concluded that higher risk aversion is associated with lower stock market expectations. GnaniDharmaja et al. (2012) found that financial literacy, investor's financial tolerance and accounting information are influencing the investor's behaviour. M.Jaya et al. (2017) found that return on investment, tax benefits and liquidity are the major reasons for the investment in stock markets. To avoid risk investors are adopted a strategy by not investing in the risk area and followed portfolio investment.

Shanmnga Sundaram V (2011), examined the impact of behavioural dimensions of investors in Capital market and found that investor decisions are influenced by psychological factors as well as behavioural dimensions and this psychological effect is created by the fear of losing money, sudden decline in stock indices, greed and lack of confidence about their decision making capability. Lovric M. et al., (2008), presented a description model of individual investor behaviour in which investment decisions are seen as an iterative process of interactions between the investor and the investment environment. The investment process was influenced by a number of interdependent variables. They suggested that this conceptual model can be used to build stylized representations of individual investors and further studied using the paradigm of agent-based artificial financial markets. Szyska Adam (2008) analysed how investors' psychology changes the vision of financial markets and discussed the consequences of the new view of finance by capital market practitioners-investors, corporate policy makers and concluded with some thoughts on the future development of the capital market theory. Hvidkjaer S (2008) analysed the relationship between retail investor trading behaviour and the cross section of future stock returns. The result suggests that stocks favoured by retail investors subsequently experience prolonged underperformance relative to stock out of favour with them. This results link the systematic component of retail investor behaviour to future returns, i.e., informed investors might begin selling stocks that they believe to be overvalued. The overvaluation that these investors perceived could be driven by changes in firms fundamental values.

Mittal M. and Vyas R.K. (2008), explored the relationship between various demographic factors and the investment personality exhibited by the investors. Empirical evidence suggested that factors such as income, education and marital status affect an individual's investment decision. Further the results revealed that investors in India can be classified into four dominant investment personalities namely casual, technical, informed and cautions. Rajarajan V (1998, 2000 and 2003) classified investors on the basis of their demographics. He found the investors' characteristics on the basis of their investment size and the percentage of risky assets to total financial investments had declined as the investor moves up through various stages in life cycle. Further, he noted investors' lifestyles based characteristics. Annaert et al., (2005), indicate the impact of information asymmetric problem on investor behaviour, this is another subject in behavioural finance field. Most of these researches pay close attention to behavioural finance, especially in financial products choices and behaviour of individual investor.

Traditional Finance Paradigm:- Standard Finance is that body of knowledge that is built on the pillars of the arbitrage principles which were given by Miller and Modigliani, the portfolio principles given by Markowitz, the capital asset pricing theory of Sharpe, Lintner and Black and the option – pricing theory of Black, Scholes, and Merton.

Efficient Market Hypothesis:- Paradigm of Standard Finance is based on the prominent theory of efficient market hypothesis. According to Ritter (2003), efficient market hypothesis which is the building block of modern finance, is based on the assumption that investors compete for seeking abnormal profits.

Emergence of New Paradigm:- Conventional finance capabilities of individuals are also limited so they are compelled to be irrational several times if not so most of the time. It has been observed by kahneman and Tversky, (1974, 1979) that people cannot update beliefs in the right way, moreover they have references that are different from rational agents.

Behavioural Finance:- Behavioural Finance is a new field study of finance. It has come up in understanding and predicting, systematic financial market implications in relation to psychological decision-making. A book titled Beyond Greed and Fear written by Shiffrin Koneru International Journal of Management Research 21 Vol 1, No. 1 (2000) on behavioural finance and EMH has provided a great introduction to behavioural finance.

Understanding Investor Behavior:- Social psychology has provided confirmation of a variety of societal effects which help to better understand the behavior of the investor in the context of stock markets. It has been said by Miller, (1956) that at a specific time, we can process only seven (plus or minus two) pieces or chunks of information.

**FINDINGS**

- The majority (74.1%) of the age of respondents are 18 to 30.
- The majority (51.0%) of the respondents are Male.
- The majority (70.6%) of the investor's are Unmarried.
- The majority (30.1%) of the investor's educational qualification is PG.
- The majority (39.2%) of the investor;s are Students.
- The majority (53.8) Monthly Income of investor's is less than 25000.
- The majority (90.9%) of the respondents having Demat account.
- The majority (36.4%) of the respondents have Demat account in SBI bank.
- The majority (44.3%) of the exchange rate for buying the shares 2 to 5%.
- The majority (47.6%) of the exchange rate for selling the shares is 2 to 5 %.
- The majority (53.8%) of Intraday charges in BSE is less than 2%.
- The majority (53.8%) of Intraday charges in NSE is less than 2%.
- The majority (74.1%) of the respondents are aware about Margin trade.
- The majority (50.3%) of the respondents should prefer the Margin Trade.
- The majority (39.2%) of the respondents wanted to earn more money by preferring margin trade.
- The majority (29.4%) of the respondents not preferring margin trade because it is riskiest one.
- The majority (29.4%) of investor's are getting legalised money settlement for investment from the stock broking companies.
- The majority (35.0%) of the stock broking companies give all guidelines to prevent loss from stock investments.
- The majority (45.5%) of the respondents are satisfied with the brokerage fees service of the stock broking company.
- The majority (53.8%)of the respondents are satisfied with the services on portfolio management by the stock broking company.
- The majority (46.2%) of the respondents were satisfied by the financial advisory services.

- The majority (37.1%) of the respondents are satisfied with the depository services provided by the stock broking company.
- The majority (38.5%) are satisfied with the satisfied the mutual fund services provided by the stock broking company.
- The majority (42.7%) are satisfied with the retirement planning services by the stock broking company.
- The majority (42.0%) of the respondents are satisfied with the service on wealth creation rendered by stock broking company.
- The majority (44.8) of the respondents are satisfied with the tax planning services given by the stock broking company.
- The majority (40.6%) of respondents are satisfied with the legalised information services from the stock broking company.
- The majority (39.2%) are satisfied with the market watch services given by the stock broking company.
- The majority (46.9%) are influenced with the trading cost of stock broking company.
- The majority (56.6%) of the respondents are influenced with the friendly trading platform by the stock broking company.
- The majority (42.6%) of respondents are averagely influenced with the margin trade facilities provided the stock broking company.
- The majority (42.0%) of respondents are influenced by the research and consultancy services provided by the stock broking.
- The majority (43.4%) of the respondents are influenced with the trading settlement services given by the stock broking company.
- The majority (42.0%) of the respondents are influenced in the expertised technological services rendered by stock broking company.
- The majority (43.4%) of the respondents are influenced by the transparency services rendred by stock broking companies.
- The majority (49.7%) of the respondents are influenced by the service rendered by the stock broking company on protecting the interest of the investors.
- The majority (39.9%) of the respondents are influenced by the service on follow up of legislative measures by the stock broking company.
- The majority (45.5%) of the respondents are influenced on the service provided on the collection of KYC documents by the stock broking company.

- The p value is 0.745 > 0.05 hence the null hypothesis is accepted. There is no significant difference between the occupation and satisfaction on legalised information services.
- The p value is 0.830 > 0.05. Hence the null hypothesis is accepted. There is no significance relationship between the educational qualification and influence on choosing the stock broking company.

## 5.2 SUGGESTIONS

Ensure friendly trading platform to the investor's.

Give awareness about the margin trade facilities to the investor's.

Develop new strategies in collecting the KYC documents.

Provide more guidelines for mutual funds investments.

Provide more services on retirement planning.

Allow more effectiveness in transparency services.

Motivate investors to invest in stock market.

Give proper follow up services on legislative measures.

Implement more measures to protect investor's interest.

Improve research and consultancy services.

## 5.3 CONCLUSION

Stock Exchange is the place where the buyers and sellers meet to trade. This is the place where exactly trading takes place and it is under control of the Securities Board of that respective country.The primary advantage of investing in equity is that it can generate high returns in a short time in comparison to other investment options like Bank FDs. Now stock brokering companies have access to the best technique and tools due to technological developments and globalization, like, online trading software, online capital market information, etc. They should make the best use of the opportunities created by reforms and fight competitively on the issues affecting them. Moreover, they should make a continuous interaction with the existing and proposed clients to attract more investors towards the capital market.

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