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“A study on influence of marketing communications on sales of financial products at Stock Brokers in Hubballi”

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ABSTRACT:

The stock market is one of the most popular investing places because of its expected high profit traditionally but now days profit earning is essential for every one by using marketing Communication aimed to find out the Effective communications for sales of financial products and to find out Communication gap it means what clients wants to know about their investment and portfolio, Executives of are the main drivers of Primary sales they contribute 50% of the sales. Major sales driver for secondary sales; it drives 41% of the secondary sales. “A study on influence of marketing communications on sales of financial products at Stock Brokers in Hubballi”

Literature review

Review of Literatures

- 1. Title - Impact of Marketing Communication on Financial Performance of Banks: A Study of First Bank of Nigeria PLC**

Author - Hadiza Saidu Abubakar (Mrs) Department of Business Administration, Faculty of Social & Management Sciences, Kaduna State University, Kaduna.

Journal - Research Journal of Finance and Accounting

www.iiste.org ISSN 2222-1697 (Paper) ISSN 2222-2847

(Online) Vol.5, No.24, 2014.

This paper examined the impact of marketing communication on the financial performance of banks with specific reference to First Bank of Nigeria PLC. There are several marketing communication methods which may influence a company's financial). The study used regression analysis and T-test to examine the impact of marketing communication methods on financial performance in First Bank PLC. Findings indicate that there is a positive significant relationship between marketing communication methods and financial performance as measured by ROA. The study recommends promotion and advertising should be sustained and encouraged so that the banks will not only improve financially but operationally.

2. **Title – “The Effect of Marketing Communication and Relationship Marketing to Business Success (Study on Consumer UD.Mitra Phillips Seafood Indonesia in Tampo)”**

Author - Halim1, Muhammad Iqram2, Yusuf3, Chamariyah4,

Journal - www.iosrjournals.org (e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 4. Ver. III (Apr. 2017), PP 18-22)

This study aimed to determine the effect of Marketing Communication and Relationship Marketing to business success. This study was conducted to collect questionnaire data from 45 respondent's consumers UD. Phillips Seafood Indonesia partners in Tampo with data processing techniques using multiple linear regression method. The results showed that the Marketing Communication and Relationship Marketing positive and significant impact on the success of the business.

3. **Title – “The Effect of Marketing Communications on the Sales Performance of Ghana Telecom (Vodafone, Ghana)”**

Author - Nana Yaa Dufie Okyere Nyakams Limited, Gloria K.Q Agyapong (Corresponding author)

Journal - www.ccsenet.org/ijms, International Journal of Marketing Studies Vol. 3, No. 4; November 2011

The model is designed in a way to test the effect of marketing communication on the sales volume of GT (Vodafone) from January 2006, to December 2008. The number of observations used for the study was 40 derived from GT's (Vodafone) sales records and promotions within the period cited,

With the aid of simple statistical methods such as percentages, tables and charts/graphs. In addition to these descriptive statistical tools, the present study used a multiple linear regression analysis to determine the degree of variation of the dependent variable on the explanatory variable. GT (Vodafone) failed to institute the necessary structures to periodically measure, evaluate and review their marketing communications activities. They appear to be simply unaware of the relative effectiveness of each of elements and how best to integrate them together across the firm to help make better decisions.

4. **Title - “A Three-Stage Model of Integrated Marketing Communications at the Marketing-Sales Interface”**

Author - Timothy M Smith, Srinath Gopalakrishna, and Rabikar Chatterjee.

Journal - Journal of Marketing Research Vol. XLIII (November 2006), 564-579564

© 2006, American Marketing Association, ISSN: 0022-2437 (print), 1547-7193 (electronic).

Objectives of the study

•Which elements of the marketing communications mix are more effective than others in generating leads? What carryover and complementary (interactive) effects, if any, exist? •What is the impact of lead volume on follow-up delay (the time lag between lead generation and sales appointment) for the prospect? •What is the impact of delay on the likelihood of conversion of a lead to a sales appointment and to subsequent closure of the sale? Does this vary by lead source? •What is the impact of seasonality at each stage of the buying process? •How do variables such as salesperson quality and prospect characteristics affect the process?

- (1) The generation of sales leads,
- (2) The conversion of leads into sales appointments, and
- (3) The conversion of appointments into sales



5. Title - The effect of marketing on sales performance in electronic companies in Mogadishu Somalia.

Author - Abshir maudlin Hassan.

Published on - <https://www.academia.edu>

(https://www.academia.edu/33576280/THE_EFFECT_OF_MARKETING_ON_SALES_PERFORMANCE_IN_ELECTRONIC_COMPANIES_IN_MOGADISHU_SOMALIA)

Objectives

1. To identify the role of marketing strategies in sales performance
2. To assess the effect of 4p's marketing mix on sales performance
3. To investigate the relationship between marketing and sales performance

Recommendations

It is also good to be extended the population of the study to improve the reliability → More studies to be conducted on the topic to improve the knowledge of the marketers → More studies to be conducted on the other departments on business organizations to get all business people informed on the business as whole, Also companies should devise different marketing strategies to improve their sales performance → The companies should also establish a strong relationship between their sales and marketing departments.



6. Title - Client perceptions of integrated marketing communications

Author - Thomas R. Duncan and Stephen E. Everett

Journal - Journal of Advertising Research (Vol. 33, Issue 3.)1993

Publisher: World Advertising Research Center Ltd.

The evolution of integrated marketing communications (IMC) and client attitudes toward the concept and its use are studied among 500 persons in the advertising, public relations and marketing industries. The subjects are either communications or marketing managers and were given a questionnaire of 216 items on the functional definition of IMC, subjects' familiarity with the concept, and their attitude toward IMC. Overall, results show that IMC is perceived as valuable and that client awareness of the concept is growing

Introduction

Indian Stock Market is one of the oldest Stock Market in Asia. East India Company used to transact Loan Securities by the end of 18th Century. In the 1830s, trading on corporate stocks and shares in Bank and Cotton presses took place in Bombay.

ABOUT BSE

Established in 1875, the BSE (formerly known as Bombay Stock Exchange Ltd.) is Asia's first stock exchange. The BSE is the world's 10th largest stock exchange with an overall market capitalization of more than \$4.9 trillion as of April 2018. The Bombay stock exchange was founded by Premchand Roychand, influential businessmen in 19th-century Bombay. He made a fortune in the stock broking business and came to be known as the Cotton King, the Bullion King or just the Big Bull. He was also the founder of the Native Share and Stock Brokers Association, an institution that is now known as the BSE, earlier BSE was known as the Native Share and Stock Brokers Association On August 31, 1957, and the BSE became the first stock exchange to be recognized by the Indian Government under the Securities Contracts Regulation Act.

ABOUT NSE

The National Stock Exchange of India Limited (NSE) is the leading stock exchange of India, located in Mumbai. The NSE was established in 1992 as the first demutualized electronic exchange in the country. NSE was the first exchange in the country to provide a modern, fully automated screen-based electronic trading system which offered easy trading facility to the investors spread across the length and breadth of the country. Vikram Limaye is Managing Director & Chief Executive Officer of NSE.

National Stock Exchange has a total market capitalization of more than US\$2.27 trillion, making it the world's 11th-largest stock exchange as of April 2018.[1] NSE's flagship index, the NIFTY 50, the 50 stock index is used extensively by investors in India and around the world as a barometer of the Indian capital markets. Nifty 50 index was launched in 1996 by the NSE. However, Vaidyanathan (2016) estimates that only about 4% of the Indian economy / GDP is actually derived from the stock exchanges in India.

OBJECTIVE OF THE STUDY:

- To find out which mode of marketing communication has more positive influence on sales
- To find the Gap in the marketing communications (What clients wants to know).

RESEARCH METHODOLOGY:

Research in common refers to a search for knowledge. Research methodology is a way to systematically solve the research problem. It may be understood as science of studying how research is done scientifically. A good research methodology has Characteristics like problem identification, problem definition, research objective, developing the research plan, Sourcing data, collection of data, analyzing data information, presenting the findings

3.1 SAMPLE DESIGN:

The Sample Design which is used in the study is Judgement sampling. Respondent from selected firm on the basis of Judgement



3.2 SAMPLE TECHNIQUE :

The study was carried out by conducting a survey with help of printed questionnaire. Questionnaire which is considered as heart of survey a well-structured questionnaire was designed in tune with obtaining information from respondent

	Frequency	Percent
Female	71	35.5
Male	129	64.5
Total	200	100.0

3.4 AREA

stock

4.

3.3 SAMPLE SIZE: Sample size taken for the study is respondent

OF ANALYSIS: The Study was conducted among the market traders of Hubballi

METHODS OF DATA ANALYSIS:

In order to analyse survey of cost management practice by selected company in Hubballi. Statistics tools like average, Graphs and diagrams were used.

5. Major Keywords

Stock Market, Stock Broker, Advisory, Asset Management Charges, Mobile trading App, Desktop trading App.

Data analysis and interpretation

Data analysis and interpretation

Gender

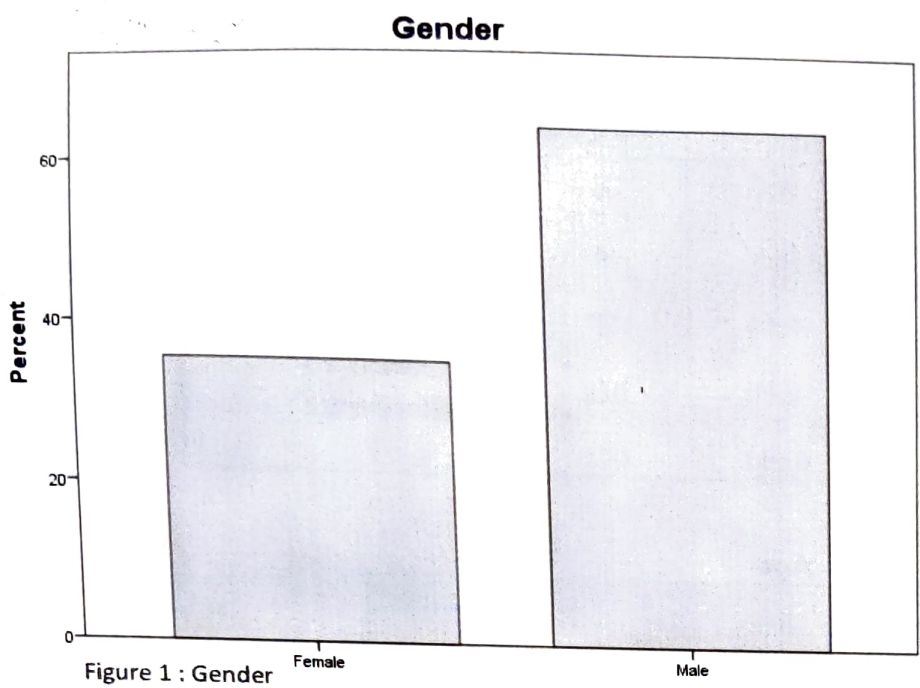


Figure 1 : Gender

Interpretation

The above graph reveals that out of 200 respondents 129 are males that is 64.5% and 71 are females they make 35.5% of sample of the survey.

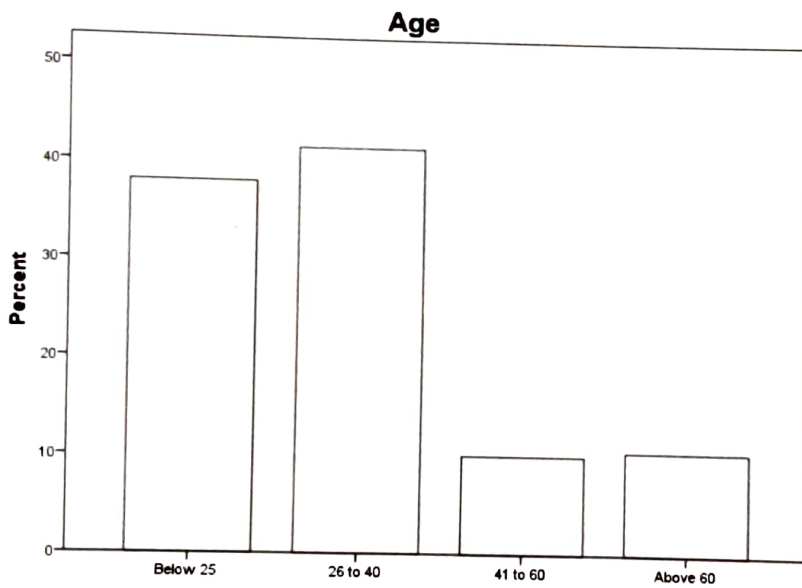
Age

	Frequency	Percent
Below 25	76	38.0
26 to 40	83	41.5
41 to 60	20	10.0
Above 60	21	10.5
Total	200	100.0

Table 2: Age



Figure 2 : Age



Interpretation

As per the graph the majority of the sample population falls between 26 – 40 and below 25 that is 83(41.5%) and 76(38%) respectively and there are 20 people in the age group of 41 – 60 and 21 people are aged above 60

Education

	Frequency	Percent
Up to SSLC	3	1.5
PUC or equivalent	5	2.5
Graduation	82	41.0
Post-graduation	110	55.0
Total	200	100.0



Table 3: Education

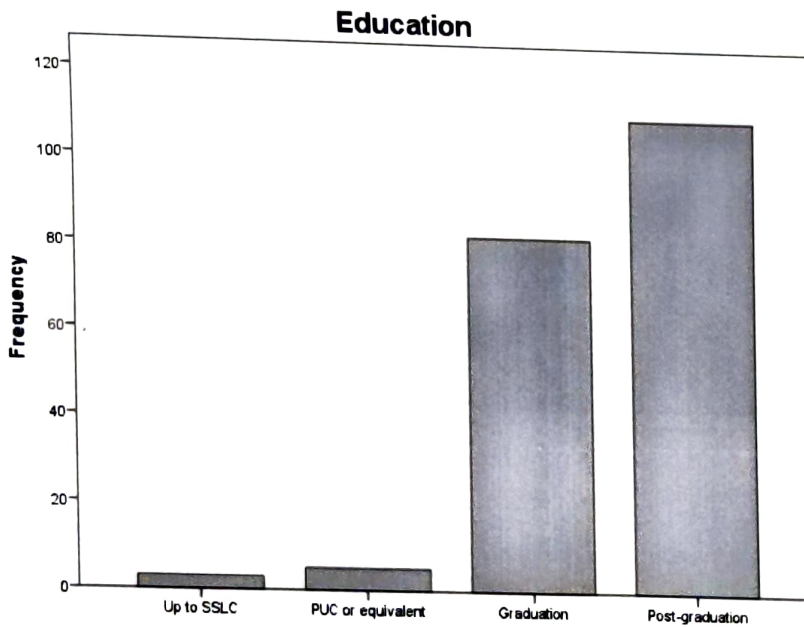


Figure 3: Education

Interpretation

The graph reveals that majority of the respondents are Post-Graduates they are 110 they make 55% of the respondents followed by Graduates 82 that is 41%, PUC or equivalent 5 that is 2.5% and up to SSLC 3 that is 1.5%

Education background

	Frequency	Percent
Commerce background	138	69.0
Non-Commerce background	62	31.0
Total	200	100.0

Table 4: Education Background

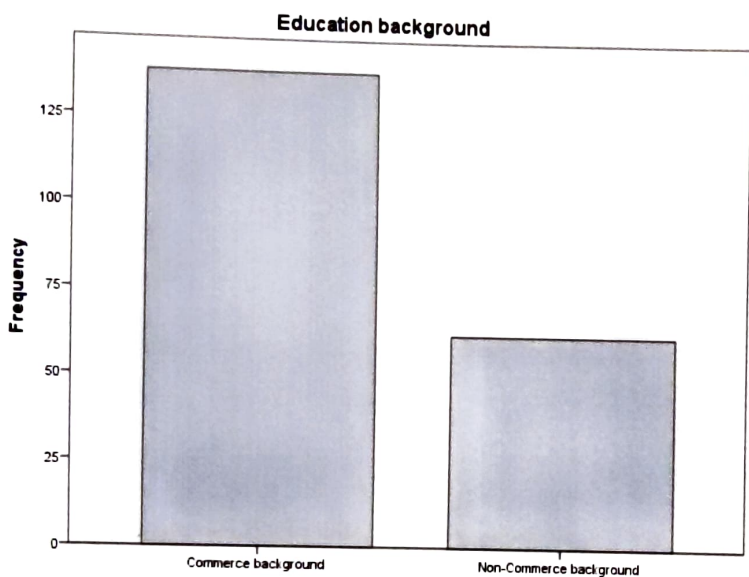


Figure 4: Education Background

Interpretation

One of the Key information required for survey is to know how many people is Commerce and Non Commerce so Graph reveals that 138 respondents are with Commerce background they make 69% of the respondents and 62 respondents are Non-Commerce background respondents they are 31% of the sample size

Monthly Income

	Frequency	Percent
Up to 21000	106	53.0
21000 to 32000	55	27.5
32000 to 62500	21	10.5
More than 62500	18	9.0
Total	200	100.0

Table 5:

Monthly Income

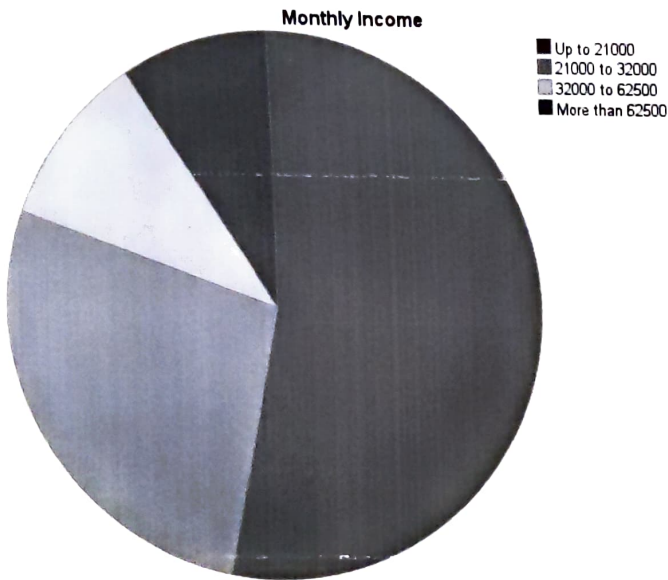


Figure 5: Monthly Income



Interpretation

Majority respondents income is below 21000 that is 53% followed by 55 respondents who falls in 21000-32000 income bracket, 21 people who falls in 32000-62500 that is 10.5% and 18 people falls in above 62500 which makes 9%.

Occupation

	Frequency	Percent
Business	27	13.5
Private employee	137	68.5
Government employee	25	12.5
Homemaker	4	2.0
Retired	7	3.5
Total	200	100.0



Table 6: Occupation

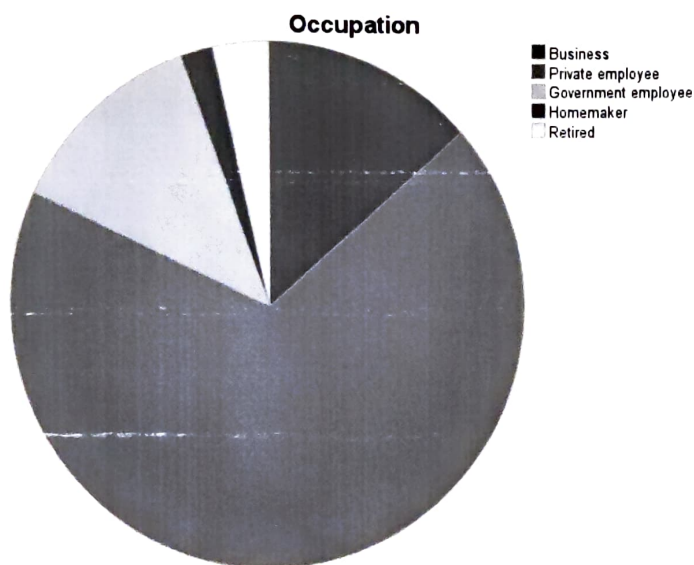


Figure 6: Occupation

Interpretation

The Graph reveals that 137 respondents are Private employees which constitutes 68.5% then business people 27 respondents that is 13.5% followed by Government employees 25 which is 12.5% the least is retired people there are Seven respondents preceded by homemakers 4 which is just 2%.

Why Your Broker is more attractive than Other Brokers?



Multiple responses	Responses	
	N	Percent
Less Brokerage	61	29.3%
Better recommendations	44	21.2%
Ease of commute to office	27	13.0%
Friendly office staff	19	9.1%
Ease of trading on Mobile app	22	10.6%
Ease of trading on Desktop app	9	4.3%
Other	26	12.5%
Total	208	100.0%

Table 7: Why other Brokers are attractive

Why Your Broker is more attractive than Other Brokers?

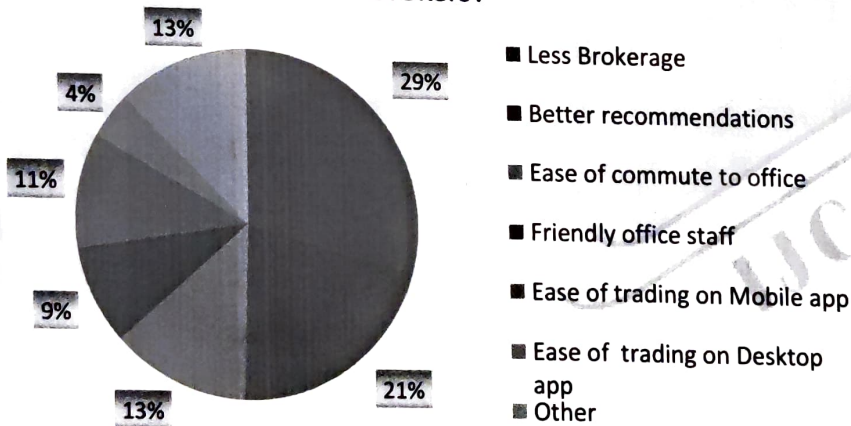


Figure 7: Why other Brokers are attractive

Interpretation

For this question of why your Broker is more attractive the respondents relied is that 29.3% felt they are being offered lesser brokerage and 13% feels that it is for them to contact the branch office of their clients.

How did you open trading account with Your Broker?

	Frequency	Percent	Valid Percent
Through an executive of branch	99	49.5	49.5
Opened by myself just visiting website	62	31.0	31.0
Installed app and opened through it	39	19.5	19.5
Total	200	100.0	100.0



Table 8: How did you open trading account with your Broker?

How did you open trading account with Your Broker * Attributes of Executives - Cross tabulation

	Attributes of Executives					Total
	Well dressed	Good conversation with him	His knowledge about financial product	He is in touch with me	Other attributes	
Through an executive of branch	5	43	68	26	3	99
Opened by myself just visiting website	7	39	23	11	1	62
Installed app and opened through it	3	4	32	11	0	39
Total	15	86	123	48	4	200

Table 9: How did you open trading account with your Broker * Attributes of Executives - Cross tabulation

Interpretation

The first table shows that 99 respondents that is 49.5% have opened their DEMAT account through executives of Broker, followed by 62 people that is 31 % of the respondents have opened DEMAT account by themselves by

visiting websites then 39 respondents that is 19.5% have opened DEMAT account by installing app and opened through it. Now the main part is 68 people out of 99 who have opened their DEMAT account through Executives they like financial knowledge of the Executives and 43 people have revealed good conversation with him so these are the main two drivers for Executives at the branch. And the remaining part reveals that 26 respondents that is like Executive because he is in touch with on phone and assists them over phone and remain attributes are well dressed and other which are 5 and 3 respectively



Have you used Mobile app and placed order * Attributes of Mobile app

Have you used Mobile app and placed order * Attributes of mobile app - Cross tabulation

	Attributes app						Total
	Ease of logging in	Ease of placing order	It shows up to date figures	Transaction history	Redemption	Easy to navigate app	
Count	64	73	25	43	6	22	135
% of Total	47.4%	54.1%	18.5%	31.9%	4.4%	16.3%	100.0%

Table 10: Have you used Mobile app and placed order * Attributes of mobile app - Cross tabulation

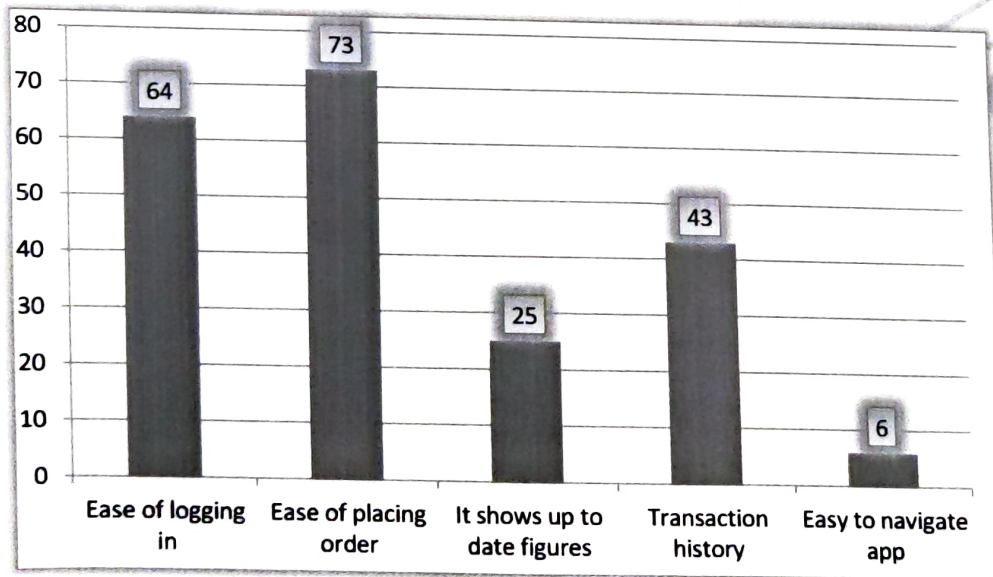


Figure 8: Table 11: Have you used Mobile app and placed order * Attributes of mobile app - Cross tabulation

Interpretation

The above charts and Graphs both shows that there are 135 respondents that is 67.5% of the respondents place order through the Mobile app so in Mobile trading app the main features which influences them is Ease of placing order, Ease of logging in and Transaction history that is 73(54%), 64(47.4%) and 43(31.9%) respectively.



Which feature of Mobile trading app you like the most?

Mobile application attributes Frequencies

	Responses		Percent of Cases
	N	Percent	
Ease of logging in	65	27.8%	47.8%
Ease of placing order	73	31.2%	53.7%
It shows up to date figures	25	10.7%	18.4%
Transaction history	43	18.4%	31.6%
Redemption	6	2.6%	4.4%
Easy to navigate app	22	9.4%	16.2%
Total	234	100.0%	172.1%

Table 11: Mobile application attributes Frequencies

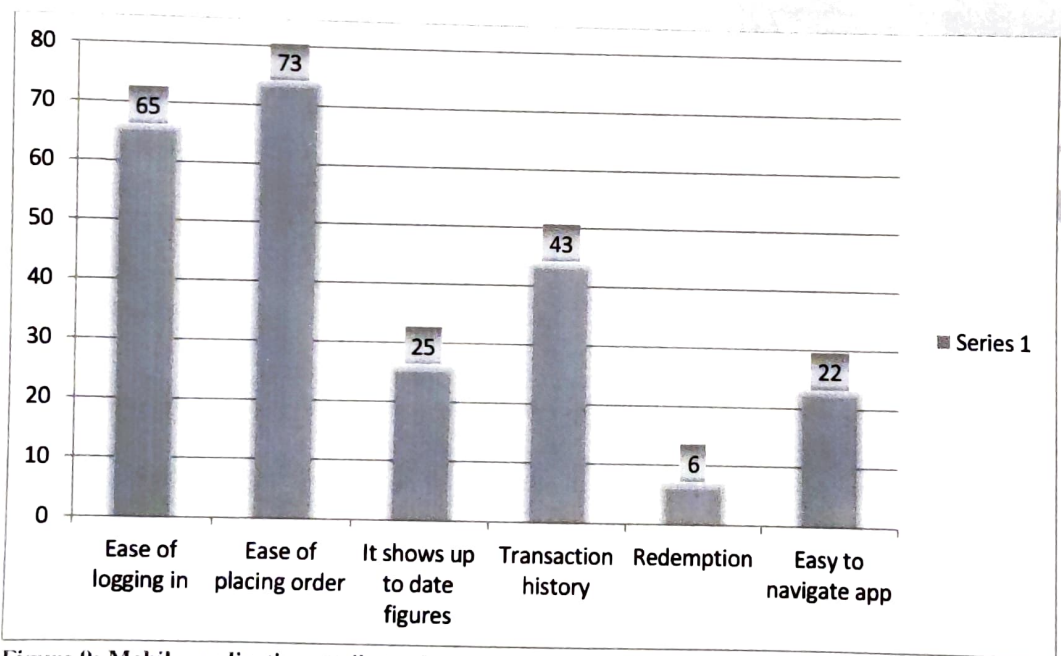


Figure 9: Mobile application attributes Frequencies

Interpretation

We can relate this table to the previous one as said in the previous chart 135 people have used mobile app and placed order 82 people that is 41% of total respondents usually prefer mobile apps to place orders so the majority of orders are driven by the feature of app Ease of logging in that is 73 respondents it means that 89% of the regular mobile app users the second major feature of app like by 79% of the regular app users is Ease of logging in.

How do you place the orders?

	Frequency	Percent	Valid Percent
Placing order through mobile app	82	41.0	41.0
Placing order through desktop app	34	17.0	17.0
Placing order through calling Advisory desk	55	27.5	27.5
Placing order through calling my Relationship manager	29	14.5	14.5
Total	200	100.0	100.0



Table 12: How do place the orders?

Attributes of Advisory Desk	
Ease of calling	6
Good advice	21
Equity advisor managing my portfolio	13
Look after manage my positions	12
Other	3
Total	55

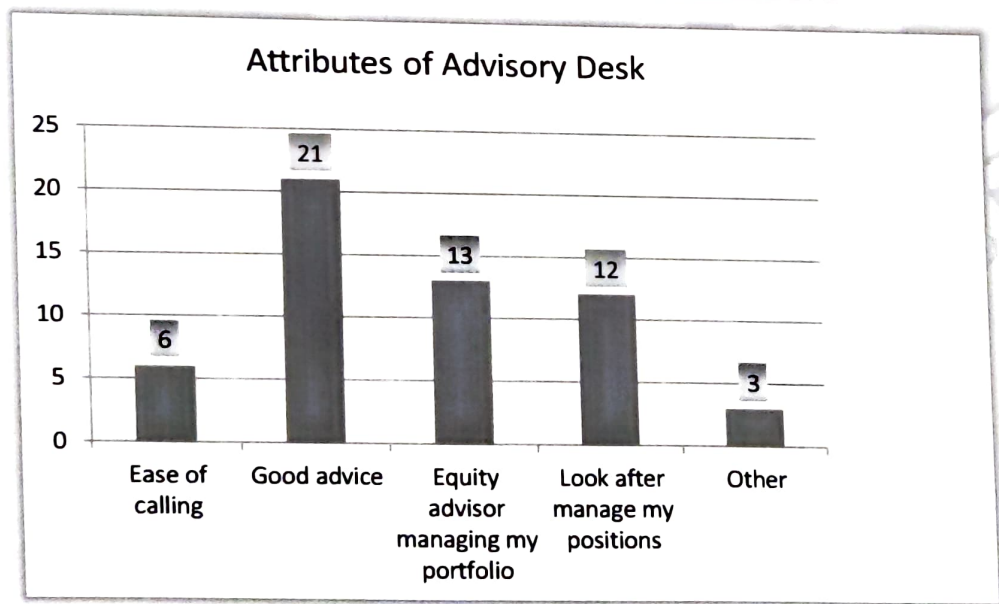


Figure 10: Attributes of Advisory Desk

Interpretation

The chart and a Graph in last page tells that 82 respondents that is 41% of respondents place order through Mobile app, 34 respondents that is 17% respondents place order through desktop app, 55 respondents that is 27.5% place order through Advisory desk, and 29 respondents that is 14.5% place orders through Relationship managers. When a portfolio is handled by Advisory desk there will be one particular advisor he looks after clients portfolio so 13 respondents among the 55 those who place order through Advisory desk that is 23.63% of respondents place order through Advisory desk because they like that one particular Advisor managing their portfolio, and 21 respondents that is 38.18% Respondents place order through desk because they get Good advice from the Advisory desk another point is that 12 respondents that is 21.81% place order through Advisory desk because they like that equity advisors looks after their position.



IJERT



Satisfaction level with your Broker

	Executives		Desktop App		Mobile App		Advisory Desk	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Highly dissatisfied	14	7	0	0	0	0	4	2
Dissatisfied	2	1	32	16	4	2	15	7.5
Neutral	27	14	67	33	70	35	42	21
Satisfied	98	49	62	33	71	35	84	42
Highly Satisfied	59	29	35	18	55	28	55	27.5
Total	200	100	200	100	200	100	200	100

Table 13: Satisfaction level with your Broker

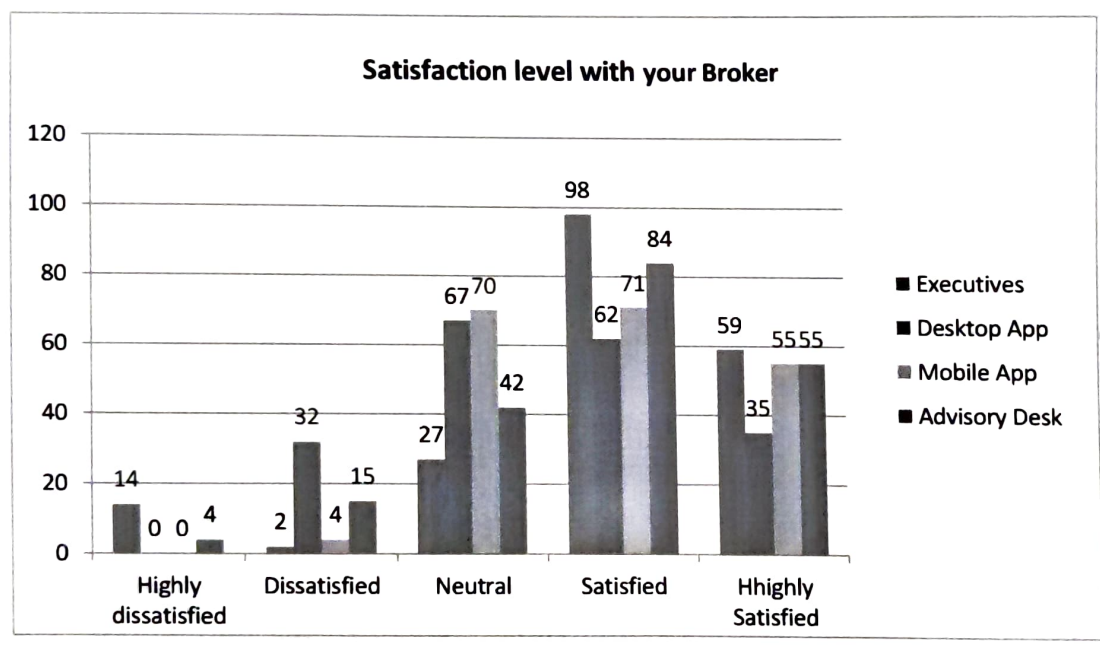


Figure 11: Satisfaction level with your Broker

Interpretation

The above table and Graph shows the satisfaction level of clients towards their Brokers, there are 59 people who are highly satisfied with Executives and 98 people are satisfied it means that total 157 is 29.5% of respondents are highly satisfied with Executives and 78.5% are satisfied with Executives it is major influencing factors for sales, respondents that is 35 people that is 18% of respondents are highly satisfied with Advisory desk and 62 people are satisfied it means that total 97 respondents that is 48.5% are satisfied with Advisory desk. And there are 55 people that are highly satisfied Mobile app and 71 people are satisfied it means that total 126 respondents that is 63% are satisfied with Mobile app. Finally 28 people that are 14% of respondents are highly satisfied with Advisory desk and 35 respondents are satisfied it means that total 63 respondents that is 31.5% are satisfied with Advisory desk. The outcome of analysis of satisfaction level towards Broker is that executives and Mobile app have more respondents towards them who are satisfied with them means they play major role in driving the sales.



Homogeneity test for age group and method of placing order

HYPOTHESIS

H₀: There is homogeneity among different age groups and modes of placing order.

H₁: There is no homogeneity among different age groups and modes of communications.

ANOVA

Which method is more convenient to you to place the orders

	Sum of Squares	df	Mean Square	F	Sig.		
(Combined)	61.211	3	20.404	21.387	.000		
Between Groups	Unweighted	43.332	1	43.332	45.422	.000	
	Linear Term	Weighted	29.906	1	29.906	31.348	.000
	Deviation	31.304	2	15.652	16.407	.000	
Within Groups	186.984	196	.954				
Total	248.195	199					

Table 14: ANOVA

Which method is more convenient to you to place the orders

Tukey HSD

Age	N	Subset for alpha = 0.05	
		1	2
41 to 60	20	1.80	
Below 25	76	1.99	
26 to 40	83	1.99	
Above 60	21		3.76
Sig.		.865	1.000

Table 15: Which method is more convenient to you to place the orders by age

Test of Homogeneity of Variances

Which method is more convenient to you to place the orders

Levene Statistic	df1	df2	Sig.
7.946	3	196	.000



According to Table 16: Test of Homogeneity of Variances Leven's Statistic's $P=0.00$ which is less than $0.0.5$ so all groups are not homogeneous, so null Hypothesis is accepted.



Age * which method is more convenient to you to place the orders

Table 17: Age * which method is more convenient to you to place the orders

Cross tabulation		Which method is more convenient to you to place the orders				Total
		Placing order through mobile app	Placing order through desktop app	Placing order through calling Advisory desk	Placing order through calling my Relationship manager	
	Below 25	32	16	25	3	76
	26 to 40	39	14	22	8	83
	41 to 60	11	4	3	2	20
	Above 60	0	0	5	16	21
	Total	82	34	55	29	200



Interpretation

The above cross table analysis shows that the people who are aged below 40 prefer to place orders through mobile app while respondents aged 60 and above show that they prefer Advisory desk and Relationship managers for placing orders. While respondents between aged 41 – 60, 55% of them prefer mobile app while the rest prefer Desktop app (20%), 15% prefer Advisory desk and only 10% prefer Relationship managers.

What makes you disappointed with Your Broker?

	Responses	
	N	Percent
Excess brokerage	65	26.6%
Hidden charges	80	32.8%
Lack of good advice	51	20.9%
Forcefully trading	48	19.7%
Total	244	100.0%

Table 18: What makes you disappointed with your Broker?



Factors which makes clients disappont

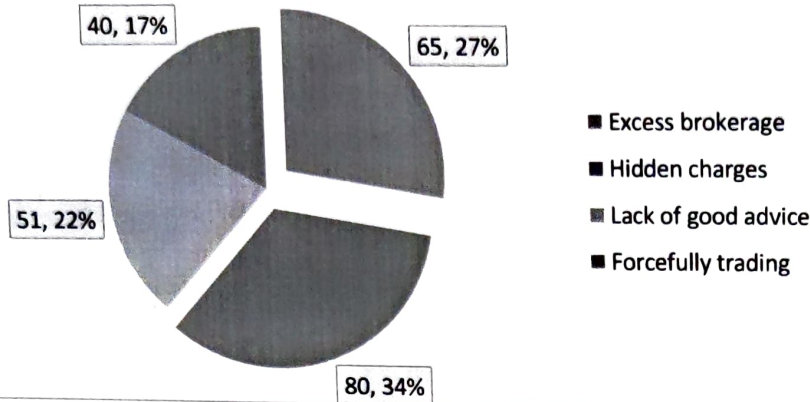


Figure 12: Table 19: What makes you disappont with your Broker?

Interpretation

This questions answers with possible reasons why clients leave their Broker the first main reason is Hidden charges 80 respondents that is 34% are disappont with hidden charges for DEMAT account than 65 people that is 27% Respondents are disappont with their broker because of its brokerage at last 51 respondents that is 22% of respondents and 40 people that is 17% of respondents are disappont with your Broker because of lack of good advice and forcefully trading respectively.

What you want to know, Ambiguities, Confusions, Communication gap.

	Responses	
	N	Percent
Brokerage charges	72	23.1%
Annual maintenance charges	70	22.4%
Other hidden charges	37	11.9%
Margins that I get	29	9.3%
Modern investment products	32	10.3%
About how to hedge risk	27	8.7%
Risk associated with investment	28	9.0%
Other Ambiguities	17	5.4%
Total	312	100.0%

Table 19: Ambiguities, what clients wants to know?

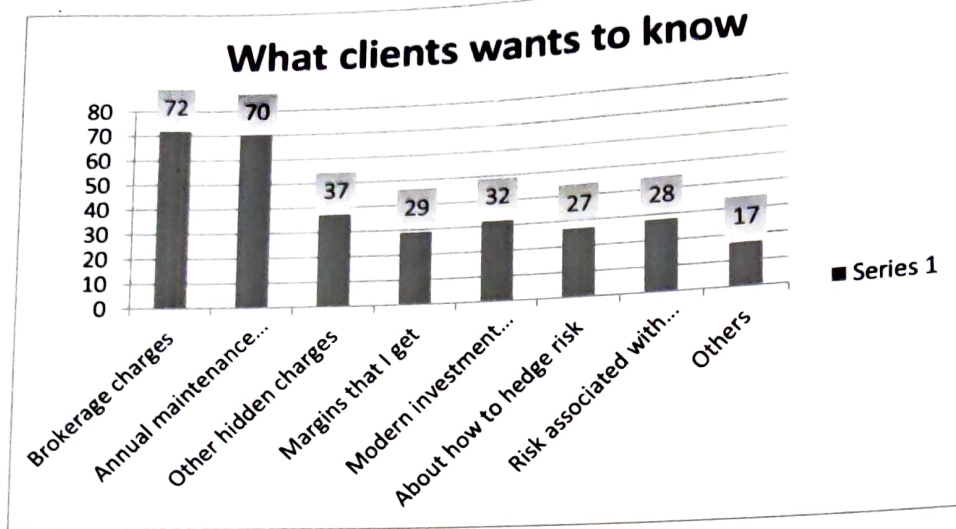


Figure 13: Ambiguities, what clients wants to know?



Interpretation

This question is designed to know what customers wants to know and any ambiguities they have about their DEMAT account and about their investments so the table and chart shows that 72 respondents that is 23.1% of respondents are not clear about brokerage charges and they want to know about it, 70 respondents that is 22.4% of respondents have ambiguity towards Annual maintenance charges of their broker it also includes Depository participant charges and 37 respondents that is 11.9% of respondents want to know about hidden charges followed 32(10.3%) respondents wants to know about modern investment products by 29 (9.3%) respondents wants to know about Margins that They get for trading, 27(8.7%) respondents Wants to know about How to hedge their investments, 28(9%) respondents wants to know about risks associated with investments. These confusions and ambiguities could lead to decrease in sales so Broker should work on solving these ambiguities.

Major Findings

- The majority of the respondents have done Graduation and Post-Graduation while 82 respondents are Graduates that is 41% of total respondents and 110 respondents that is 55% respondents are Post-Graduates.
- The main reasons which diverting clients are less brokerage offered by rivals (29.3%), Better recommendations (21.2%) and Ease of commute to office (13%), the percentage tells the respondents who chose that reasons out of 128 people who have DEMAT account with other brokers also.
- The primary sales of Brokers happen through its Executives of branch the figure is whopping it is 99 respondents that is 49.5% of the total respondents.
- Mobile trading app is major sales driver for secondary sales; it drives 41% of the secondary sales.
- Majorly there are two types of groups in the respondents with respect to their age group and modes of placing orders, while people who aged below 60 are one group and respondents aged more than 60 are another group.
- The reasons why Clients are disappoint with their Brokers are Hidden charges 80 respondents that is 40% of total respondents and Brokerage charges 65 respondents that is 32.5% of the total respondents.
- Ambiguities and confusions could lead to disassociation of clients so the major thing clients wants to know is Brokerage charges 72 respondents that is 36% of total respondents and Annual maintenance charges 70 respondents that is 35% of total respondents.



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Suggestions

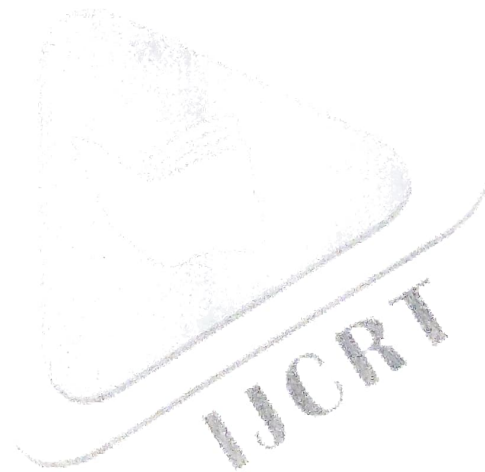
- The majority of the clients have their DEMAT/trading account with Two or more brokers also it is quiet risky so my suggestion is to provide better services to the clients than the rivals in the industry which client is looking for.
- There are many ambiguities and confusions among the clients towards Stock Market so it is recommended to educate the clients towards financial literacy.
- Government employees are the most potential people for investments but there are only 12.5% of respondents are Government employees so it is recommended to tap the Government offices.



Conclusion

“A study on influence of marketing communications on sales of financial products at Stock Brokers in Hubballi” it was my topic of research and it explored me to the new heights of research, it was a great learning throughout the Two months of internship my research topic aimed to find out the Effective communications for sales of financial products and to find out Communication gap it means what clients wants to know about their investment and portfolio, the honest efforts were put to find the desired answers for Questions, so I would like to conclude by making few points.

- It was found that branch Executives are the main drivers of Primary sales they contribute 50% of the sales.
- Mobile trading app is major sales driver for secondary sales; it drives 41% of the secondary sales.



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Annexure

Questionnaire



1. Gender : 1. Male _____ 2. Female _____

2. Age:

A. Less than 25 [<input type="checkbox"/>]	B. 26 to 40 [<input type="checkbox"/>]
C. 41 to 60 [<input type="checkbox"/>]	D. Above 60 [<input type="checkbox"/>]

3. Education qualification

A. Up to SSLC [<input type="checkbox"/>]	B. PUC or equivalent [<input type="checkbox"/>]	C. Graduation [<input type="checkbox"/>]	D. Post-graduation [<input type="checkbox"/>]
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4. Education background

A. Commerce background [<input type="checkbox"/>]	B. Non-Commerce background [<input type="checkbox"/>]
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5. Occupation :

A. Business	B. Private employee
C. Government employee	D. Homemaker

6. Monthly income

A. Up to 21000
B. 21000 to 32000
C. 32000 to 62500
D. More than 62500

7. Why did you find other Brokers more attractive than Your Broker (check 1 or more)

A. Less Brokerage
B. Better recommendations
C. Ease of commute to office
D. Friendly office staff
E. Ease of trading on Mobile app
F. Ease of trading on Desktop app
G. Others _____

8. Which of the following attribute of branch executive impressed you

A. Well dressed
B. Good conversation with him
C. His knowledge about financial product
D. He is in touch 24x7 though information technology & telephone
E. Others _____

10. Have you used Mobile app and placed orders

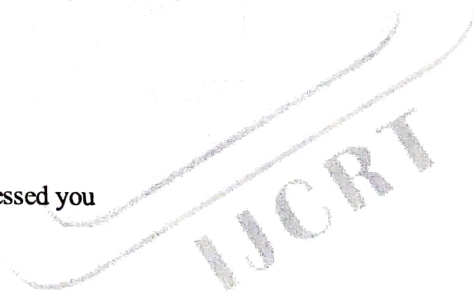
A. Yes [<input type="checkbox"/>]	B. No [<input type="checkbox"/>]
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11. Which of the attribute of app you liked (check 1 or many)

1. Ease of logging in
2. Ease of placing order
3. It shows up-to date figures
4. Transaction history
5. Redemption
6. Easy to navigate app
7. Others _____

12. Which attribute of advisory desk you like the most?

A. Ease of calling
B. Good advice
C. Equity advisor managing my portfolio



- D. Look after manage my positions
- E. Others _____

13. Which of the following method is more convenient to you to place the orders?

- A. Placing order through mobile app
- B. Placing order through desktop app
- C. Placing order through calling Advisory desk
- D. Placing order through calling my Relationship manager



14. How did you open trading account?

- A. Through an executive of branch
- B. Opened by myself just visiting website
- C. Installed app and opened through it
- D. Others _____

15. Satisfaction level with Your Broker

Parameters	Highly satisfied	Satisfied	Neutral	Unsatisfied	Highly dissatisfied
Executives of branch					
Desktop trading app					
Mobile trading app					
Advisory desk					

16. What makes you disappoint with Your Broker

- A. Excess brokerage
- B. Hidden charges
- C. Lack of good advice
- D. Forcefully trading
- E. Others _____

17. What you still not clear about Your Broker (Ambiguity / confusions) [select on or more]

- A. Brokerage charges []
- B. Annual maintenance charges []
- C. Other hidden charges []
- D. Margins that I get []
- E. Modern investment products []
- F. About how to hedge risk []
- G. Risk associated with investment []
- H. Others _____ []


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