

STUDY ON CUSTOMER PERCEPTION TOWARDS PERFORMANCE OF EQUITY TRADING IN INDIA INFO LINE AT TIRUNELVELI

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ABSTRACT

India Info line's Ltd is listed on both the leading stock exchanges in India, viz. the Stock Exchange, Mumbai (BSE) and the National Stock Exchange (NSE). The India Info line group, comprising the holding company, India Info line Ltd and its subsidiaries, straddles the entire financial services space with offerings ranging from Equity research, Equities and derivatives trading, Commodities trading, Portfolio Management Services, Mutual Funds, Life Insurance, Fixed deposits, Go I bonds and other small savings instruments to loan products and Investment banking. In a complementing paradigm, equity theory, perception of relative fairness with the interaction is used as predictor of customer satisfaction and loyalty. To measure the services offered by the company research are made on the title of customer perception on performance of equity trading. In this project to study various need expectations of investors from different types of equities available in Indian market and identify the risk return perception with the purchase of equity trading in India Info line Ltd. The purpose of the study is to test the hypothesis that individual using information obtained from the clients of an India info line. Structured questionnaire was framed and data was collected from 101 samples. By analyzing the data SPSS16.0 (statistical package for social sciences) were used. The statistical tools like Reliability Test, Exploratory Factor Analysis, Chi-square Test, One Way ANOVA and Multiple Correspondence Analyses were used to interpreting the data.

KEYWORDS: *Relative attractiveness, Customer intent, Perception, Trade equity*

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