



## **A Study on Investor Performance & Satisfaction towards the Financial Services Provided by Angel Broking Pvt. Ltd.**

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### **ABSTRACT:**

This study entitled “A study on investors preference and satisfaction towards the financial products and services provided by Angel Broking Pvt. Ltd. Was conducted for Angel Broking Private Limited situated in Mumbai which is a “Financial Services Company”. “The primary objective the study is to find out the investors Preference and satisfaction towards the various financial products and services. The study also aims to find out the awareness, factors influencing, charges levied and satisfaction level of the investors.

Liberalization and deregulation of financial sector have opened multidimensional growth opportunities for the financial service providers at the same time it has provided more profitable investment opportunities to the investors to invest their money in more diversified range to ensure satisfaction to its investors.

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### **1. Introduction of the study:**

The investor satisfaction is the relationship between the investor’s expectations and the product’s perceived performance. If the product matches the expectations, the investor is satisfied. If it exceeds, the investor is highly satisfied. The investor focused definition and suggestion that a company that has achieved total quality, services should meet or exceed investor expectations. Quality begins with investor needs and ends with investor satisfaction.

This study entitled “A Study on Investor Preference and Satisfaction towards the various Financial Products and Services provided by Angel Broking” was conducted for Angel Stock Broking Limited. The primary objective of the study is to fine the preference and satisfaction of the investors towards various financial products and services. The study also aims to find out the awareness, highest business area, factor influencing, quality of services, charge levied, investor relation and facilities.

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 saving to investment, short-term trading of capital market instruments. More number of brokers also entered into the capital market due to the liberalized regulation in capital market. So, this study aims to discover that how these product and services are perceived by the investors, how these services are utilized and how satisfied are the investors with these products and services.

#### **1.1 Services provided by Angel Broking:**

1. Free research
2. Investment advisory
3. Call and Trade
4. Referral
5. Margin trading
6. Long against share
7. Portfolio management services
8. Demat account
9. Intraday Trading Tips

#### **Company Profile:**

**Angel One Limited**, formerly known as **Angel Broking Limited**, is an Indian [stockbroker](#) firm established in 1996. The company is a member of the [Bombay Stock Exchange](#), [National Stock Exchange of India](#), [National Commodity & Derivatives Exchange Limited](#) and [Multi Commodity Exchange of India Limited](#). It is a [depository participant](#) with [Central Depository Services Limited \(CDSL\)](#).

Angel Broking was incorporated on 8 August 1996 as a [private limited company](#). Later, Angel Broking was incorporated as a [wealth management](#), retail and corporate broking firm in September, 1997. In November 1998, Angel Capital and Debt Market Ltd. gained membership of [National Stock Exchange](#) as a legal entity. Company opened its commodity broking division in April, 2004, In November 2007, Birla sun life insurance joined hands with Angel Broking for distribution of its insurance products. The International Finance Corporation bought an 18% stake in Angel broking for rs. 152 core in December 2007. The company opened an office in Karol Bagh, New Delhi in October 2012.

Angel Broking Private Limited provides financial services. The Company offers stock advisory, wealth management, and portfolio management services. Angel Broking Private serves customers in India.

Angel broking is financial services industry and its headquarters in Akruti Trade Center, Andheri, Mumbai. And angel broking served service in India.

### 1.2 Literature Review:

Kauffman et al. (George, 2000)- This study was carried out in 2000 indicated that, due to the intensive essence of information, most traditional form of stock trading market players will eventually move towards leveraging IT in order to operate their businesses in an Internet-based trading manner. This in turn brings about many potential benefits for the users i.e. the investors, such as faster trading speeds, better information transparency, and much lower operating costs.

Almossari (2001), Stafford (1996) and Zeithaml (1981) Zeithaml et al. (1985) - This study stated that service quality is particularly essential in the financial services context because providers tend to be viewed as relatively undifferentiated, and hence it becomes a key to competitive advantage. In addition, financial services, like other services are intangible, difficult to evaluate, and rest on experience and credence quality.

Shanmuga Sundaram V (2011)- This study examined the impact of behavioral dimensions of investors in Capital market and found that investor decisions are influenced by psychological factors as well as behavioral 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.

Szyska Adam (2008)- This study analyzed 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.

### 1.3 Objectives:

1. To study the investors preference and satisfaction toward various financial products and services offered by Angel Broking PVT.LTD.
2. To find out the awareness of the investors about entire range of products and services provided by the company.
3. To analyze the preference and satisfaction level of investors to the quality of services provided, charges levied and factors influencing choice of products and services.

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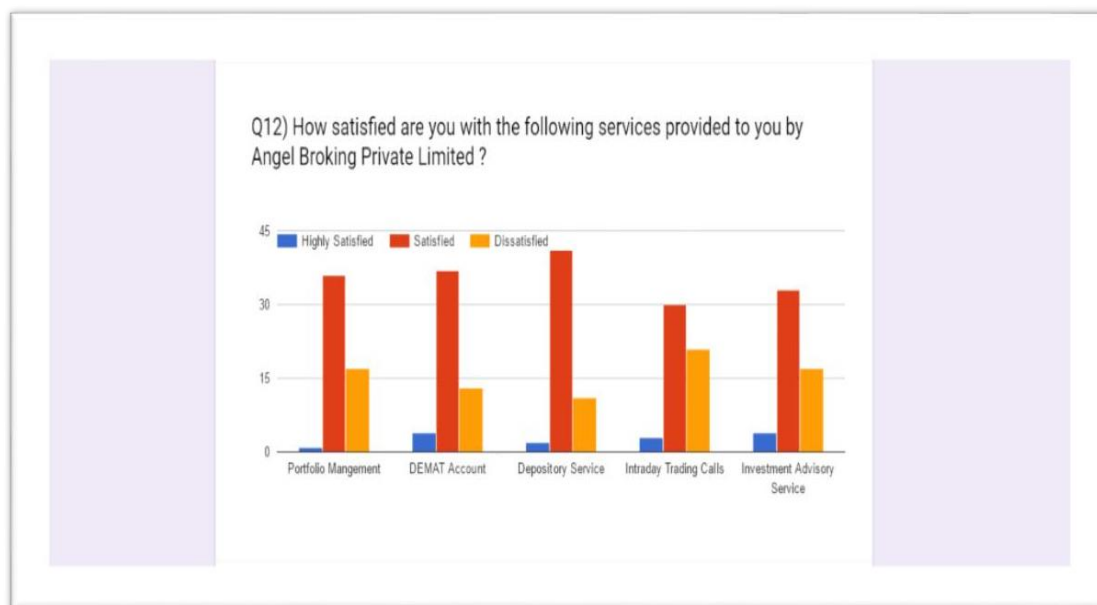
## 2. Research Method:

1. Research Design- It is design of the study connected with the techniques for collection of data and analysis of the data in a manner that aims to have relevance to research purpose. Here Descriptive Research Design is used.
2. Collection of Data- In this study the data is collected through personal contacts using a Structured Questionnaire Method which is original. The secondary data regarding company, retailer and product profiles and investor list for sampling was collected from company records and internet.
3. Sampling Design- Convenient sampling method is being used for collecting the data. The sample size of the present study is 54 samples. Sampling unit consists of students and investors for Angel Broking.

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## 3. Data representation:

Investor satisfaction Bar chat:



#### 4. Conclusion

The study on investor satisfaction about the financial product and services provided by Angel broking deals with the quality, awareness of the investors towards the entire range of products and services, the factors influencing choice of Angel broking products, the highly sought after services, other services, other services expected, and drawback faced etc.

The charges levied by Angel broking for the services provided, facilities at Angel broking office, Investor relation aspects like friendly and warm attitude, query handling, attitude of the investors about recommending Angel broking to other were also covered. It can be concluded that most of the investors are satisfied with the services offered by Angel broking and more awareness have to given to common man.

The study of investor satisfaction in Angel broking has revealed that investor satisfaction in broking agencies is highly influenced by attributes of services and the way in which these services are delivered to the investor's.

It was found in the study that investor's perceived significantly differently many of the services provided by the broking agencies.

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I am also grateful to the authors of the scholarly articles, research papers, and case studies that formed the foundation of this study. Their pioneering work has provided valuable insights and served as a guiding light throughout the research process.

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