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A Study on Customer Satisfaction on Zebu Shares in Erode District

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ABSTRACT

This study examines customer satisfaction with Zebu Shares, a financial service provider, among investors in the Erode district. It focuses on understanding what customers think about various aspects of the service such as quality, pricing, customer support, reliability, and use of technology. Data for the study was collected through structured surveys from a group of local investors. The findings highlight the areas where customers are satisfied and also point out where improvements are needed. Based on the results, the study offers helpful suggestions for Zebu Shares to enhance its services and build stronger relationships with customers in a competitive market.

Keywords - Customer Satisfaction, Service Quality, Customer Support, Financial Services.

INTRODUCTION

In today's highly competitive financial market, customer satisfaction plays a crucial role in the success and growth of any service-oriented organization. With the rapid advancement of technology and the increasing expectations of investors, financial service providers must focus on delivering quality services, building trust, and ensuring client satisfaction. Zebu Shares, a prominent stock broking and financial services firm, has been serving a wide range of investors in the Erode district.

This study aims to analyze the satisfaction levels of customers associated with Zebu Shares by evaluating key factors such as service quality, pricing, customer support, technological efficiency, and overall client experience. Understanding customer needs and preferences can help the company identify areas of strength and improvement, thereby enhancing its service delivery and competitive edge in the financial sector. The research will provide insights that are valuable not only for Zebu Shares but also for other financial institutions striving to improve customer loyalty and satisfaction in a dynamic market environment.

PURPOSE OF FINANCIAL MANAGEMENT

The purpose of financial management is to guide businesses or individuals on financial decisions that affect financial stability both now and in the future. To provide good guidance, financial management professionals will analyze finances and investments along with many other forms of financial data to help clients make decisions that align with goals.

Financial management can also offer clients increased financial stability and profitability when they have a strategic plan for where, why, and how they allocate and use their finances. How financial management professionals help clients reach goals will depend on whether the client is a company or an individual.

BENEFITS OF INVESTING

The following are some of the key benefits of investing:

1. The growth of money

You can achieve your financial goals by investing money in the right plan. By investing, you not only grow your money but also remain financially prepared for the future.

2. The impact of inflation

Inflation is a rise in prices over time. Due to this, you will have to pay more for goods and services. To buy the same amount of goods or services in the future, you would need more money. By investing money, you can factor inflation into your lifestyle and achieve your goals without having to worry about future inflation.

3. Income from other sources

You can earn an additional income by investing in the right plan. You can use this money to cover your financial needs, pursue a hobby, or fulfil your aspirations.

FACTORS INFLUENCING CUSTOMER INVESTMENT BEHAVIOR:

Customer investment behavior is shaped by a variety of factors, including risk tolerance, market sentiment, financial literacy, and external economic conditions.

Risk Tolerance: Different investors have varying levels of risk tolerance, which affects their investment choices. Risk-averse investors prefer stable, blue-chip stocks, while risk-tolerant investors are more inclined to invest in high-growth, volatile stocks.

Market Sentiment: Investor sentiment, driven by news, trends, and economic conditions, impacts stock prices. Positive sentiment can drive share prices higher, while negative sentiment can lead to a decline in investment activities.

Financial Literacy: Knowledge about financial markets and investment principles influences investment decisions. Investors with higher financial literacy are more likely to engage in diversified and informed investment strategies.

Economic Conditions: Macro-economic factors such as inflation, interest rates, and government policies significantly impact investment decisions. A stable economy encourages investment, while economic downturns may lead to cautious investment behaviour.

LITERATURE WORKS FROM PREVIOUS STUDIES

In order to find the research gap and to find the insights about the sample size, techniques to be followed, depth reading of previous literature review is required. Here are some of the summaries of the reviews that are collected for the research purpose.

Sachin Lad, "An Exploration of Marketing's Impacts on Influencing Consumer Behavior and Society" *Journal of Informatics Education and Research*, 2023, ISSN: 1526-4726 ,Vol 3 Issue 2, The study investigates how marketing practices influence consumer behavior and societal trends, especially through digital marketing and social media.

It explores psychological, emotional, and social factors used to drive consumer engagement. The paper also highlights ethical concerns and the long-term impact of marketing on society's values and well-being.

Danning Shao, "Linking short- and long-term impacts of the government, consumers, and manufacturers on NEV sales and market share in China", *Journal of Retailing and Consumer Services*, Vol 82, Jan 2025, The study emphasizes the importance of both short- and long-term impacts in driving sustainable growth in the NEV market.

Baochen Yang, "Market ambiguity, investor sentiment and market anomalies Evidence from the Chinese", *A-share market, Research in International Business and Finance* Vol 75, Mar 2025, This study explores the impact of market ambiguity and investor sentiment on market anomalies within China's A-share market. Using empirical data, the research examines how varying levels of investor sentiment, influenced by uncertainty.

Andini Nur Paujiah, "Fadilah Muhamad, Shares Valuation with Fundamental Analysis in Investment Decisions" (Study of Companies Listed on the Indonesian Stock Exchange for the 2022 Period), explores the role of fundamental analysis in evaluating stock value to support investment decisions. Focusing on companies listed on the Indonesian Stock Exchange.

Batool Mahdi Salouhi1 , Jawad Kadhim Al-Bakri2, "The Influence of Internal Financial Factors on Share Price Trends of Companies Listed on Iraq Share Exchange", *Cuadernos de Economía* (2022) Vol 45, Issue 128, Share prices are regarded as the most important sign of an organization's success, and various worldwide financial issues may influence them. This aspect deserves the attention of contemporary research, and this study investigates the effect of internal financial.

Gulam Goush Ansari and Rajorshi Sen Gupta, "Does ICT Investment Affect Market Share and Customer Acquisition Cost", *Journal of Risk and Financial Management*, Competitive banks aggressively invest in information and communication technologies (ICT) to enhance their market share and reduce Customer Acquisition Costs (CAC).

Guyu Zhang1,a, "Identifying the Best Investment in Four Stocks", *Proceedings of ICFTBA 2024 Workshop: Human Capital Management in a Post-Covid World: Emerging Trends and Workplace Strategies*, This paper identifies the optimal investment stock within the healthcare market by analyzing four major competitors with substantial market shares and similar services provided.

Victoria, Akpa, "Customer Value Proposition Dimensions On Market Share Of Indigenous Oil And Gas Companies", International Journal Of Advanced Studies In Economics And Public Sector Management, Vol – 11, The value customers attached to a product and the choice of such product is paramount to any organisation aspiring to capture larger market share.

Dr. A. Muthusamy¹, M. Muthumeena², "A Study On Market Share Of Non-Life Insurance Companies In India", International Journal of Commerce, Business and Management (IJCBM), ISSN: 2319–2828 Vol. 6, No.3 May-June 2017, This study explains the business performance of service offerings, market share and claim settlement of Non-Life insurance Companies in India. The Non-Life insurance companies offer several specialized products to meet the specific needs and requirements of business and individuals.

Jyothi Seepani ,Dr K V Raman Murthy, "Macroeconomic Factors Impact On 'Ipo' Investor Purchase Decision", The financial performance and economical stability of any listed company in Indian will be measures in various financial and accounting methods.

RESEARCH METHODOLOGY

The descriptive research design is used in this study. The population of the study is 106. The census method is adopted in this study. Data is collected through questionnaires. The respondents are employees in the Company. By collecting data from the organization it is very easy to analysis the Association between Investment Experience and Frequently Invest in Zebu Share Product of the respondent the **Chi – square test** is used in this research

RESEARCH OBJECTIVES

To find the relationship between Investment Experience and Frequently Invest in Zebu Share Product of the respondent.

DATA ANALYSIS AND INTERPRETATION

To test the Significant Association between Investment Experience and Frequently Invest in Zebu Share Product of the respondent.

H1: There is a Significant Association between Investment Experience and Frequently Invest in Zebu Shares Product.

VARIABLES: Investment Experience and Frequently Invest.

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi- Square	44.747	9	.076

SOURCE: Collected through questionnaire (Primary Data).

TABLE VALUE @ 5% = 16.919

Degrees of Freedom(df) = 09

χ^2 (Chi- Square value) = 44.747

INTERPRETATION:

The critical value of the chi-square with 9 degrees of freedom at 5 per cent level of significance equals 16.919. Since the sample value of χ^2 (44.747) is more than the critical value, there is enough evidence to reject the null hypothesis. Therefore, the null hypothesis is rejected. Therefore, there is no Significant Association between Investment Experience and Frequently Invest in Zebu Shares Product.

CONCLUSION

The study on customer satisfaction with Zebu Shares in Erode district reveals that overall, customers are moderately satisfied with the services provided. Key factors such as service quality, pricing, customer support, and technological efficiency play a vital role in shaping customer perceptions. While Zebu Shares has gained trust through reliable services and responsive support, there are areas like digital platform enhancements and personalized service that need improvement. By addressing these aspects, Zebu Shares can further strengthen customer loyalty and improve its market position. Continuous feedback and customer-focused strategies are essential for sustaining satisfaction in a competitive financial environment.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The study is limited to 106 respondents in Erode district, and findings may not represent all customers. Data was collected via questionnaires, which may not capture in-depth insights.

Future studies can include larger samples, multiple regions, and use qualitative methods to explore customer loyalty and digital experience in depth.

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- For "Customer Satisfaction" – Refer to **Chapter 3: Analyzing Business Markets**, typically around **pages 140–160**.

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- For "Customer Satisfaction" or "Post-Purchase Behavior" – Refer to **Chapter 14: Customer Satisfaction and Loyalty**, generally around **pages 450–470**.