

# **“Analytical Study Of Online Trading Services At Anand Rathi Share And Stock Brokers Ltd.”**

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## **ABSTRACT**

*The present study aims to analyze the efficiency, reliability, and user satisfaction of online trading services offered by Anand Rathi Share and Stock Brokers Ltd., one of India's leading financial services firms. With the growing shift towards digital financial platforms, this research evaluates how the company's online trading portal meets the expectations of investors in terms of accessibility, technological advancement, customer support, transaction speed, and overall user experience. The study is based on both primary and secondary data collected through surveys, customer feedback, and financial reports. It highlights key aspects such as platform usability, mobile application performance, the range of services offered, pricing structure, and security features. The analysis further identifies the strengths and limitations of the platform, compares it with other leading brokers, and provides recommendations for service enhancement. The findings suggest that while Anand Rathi has made significant progress in digital transformation, there remains scope for improvement in areas like user interface design and real-time support. This analytical study aims to contribute to the understanding of online trading trends and supports Anand Rathi's endeavor to offer a more competitive and client-friendly trading experience.*

## **INTRODUCTION**

In today's rapidly evolving financial landscape, online trading has revolutionized the way individuals invest and trade in the stock market. With the advent of advanced technologies and digital platforms, investors now have real-time access to stock markets, research tools, and personalized advisory services at their fingertips. Among the prominent players in India's financial services sector, **Anand Rathi Share and Stock Brokers Ltd.** has established a strong presence by offering a wide array of online trading services to retail and institutional investors. The purpose of this study is to conduct an in-depth analysis of the online trading services provided by Anand Rathi, with a focus on user experience, platform features, service quality, pricing, and technological infrastructure. The study aims to understand how effectively these services cater to the needs and preferences of modern-day investors and how they compare to the offerings of other brokerage firms in the competitive market.

## **NEED FOR THE STUDY**

The financial services sector in India has undergone a significant transformation in recent years, with online trading platforms becoming the preferred medium for investors. The ease of access, real-time market updates, low brokerage charges, and convenience of executing trades from anywhere have contributed to the exponential growth of online trading. As competition intensifies in this digital era, it is crucial for brokerage firms to constantly evaluate and improve their service offerings to retain and attract clients.

## **OBJECTIVES OF THE STUDY**

1. **To evaluate the efficiency and performance** of Anand Rathí's online trading platform in terms of usability, speed, and accessibility.
2. **To assess customer satisfaction levels** with respect to online trading services, including support, reliability, and user experience.
3. **To analyze the range of services and features** offered by Anand Rathí in comparison with other leading brokerage firms.
4. **To identify key challenges and limitations** faced by users while using the online trading platform.
5. **To provide actionable suggestions and recommendations** for enhancing the effectiveness and competitiveness of Anand Rathí's online trading services.

### SCOPE OF THE STUDY

The scope of this study is focused on analyzing the online trading services provided by **Anand Rathí Share and Stock Brokers Ltd.** with a particular emphasis on user experience, technological effectiveness, and customer satisfaction. The study covers various dimensions of online trading such as platform accessibility, transaction speed, mobile app performance, range of features, and the quality of customer support.

### METHODOLOGY

The research methodology outlines the systematic approach used to conduct the study. It includes the methods for data collection, analysis, and interpretation to draw meaningful conclusions regarding the online trading services offered by Anand Rathí Share and Stock Brokers Ltd.

#### 3. Sampling Method:

A **convenience sampling method** is used to select respondents who are actively using Anand Rathí's online trading services.

#### 4. Sample Size:

The study is based on responses collected from [**mention the number, e.g., 100**] active users of Anand Rathí's online trading platform.

#### 5. Data Analysis Tools:

Collected data is analyzed using **percentage analysis, graphical representation (bar charts, pie charts)**, and basic **statistical methods** to interpret user feedback and identify trends.

#### 6. Area of Study:

The study is conducted among investors and traders who use Anand Rathí's online trading services, primarily within [**mention your geographical area or "urban regions of India" if not specific**].

### LIMITATIONS OF THE STUDY

- The study is based on a relatively small number of respondents, which may not fully represent the entire customer base of Anand Rathí Share and Stock Brokers Ltd.
- The study is confined to a specific geographical area or region, which may not capture the experiences of clients from other parts of the country.
- The accuracy of the data depends on the honesty and awareness of the respondents, which may lead to biased or incomplete responses.

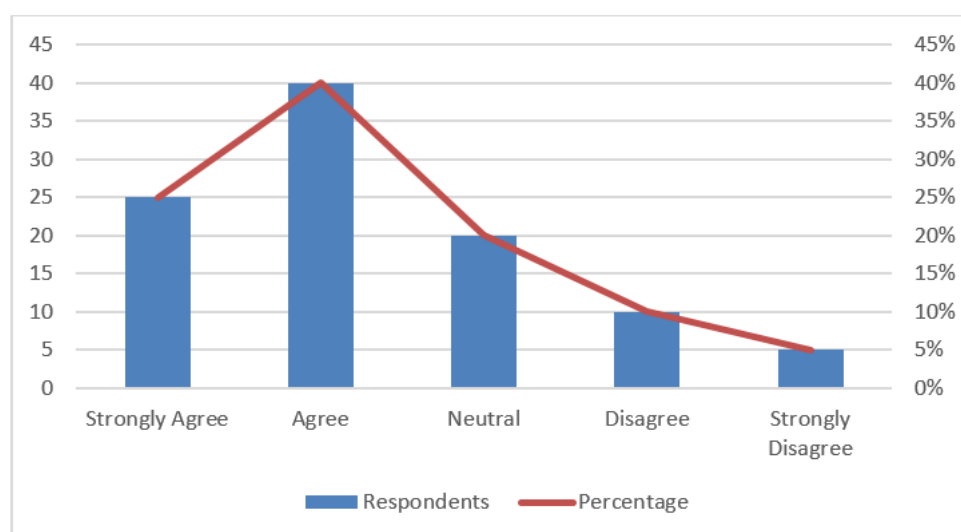
### REVIEW OF LITERATURE

- 1) **Anand Rathi Wealth's Growth Projections (2023):** In an interview, CEO Rakesh Rawal projected a 20-25% annual growth for Anand Rathi Wealth, highlighting the firm's strategic initiatives and resilience in navigating market challenges.
- 2) **Anand Rathi's Future Growth Plans (2024):** Anand Rathi outlined ambitious strategies, including expansion into new markets, technological advancements, diversification of services, and forming strategic partnerships to enhance its market presence.
- 3) **Top Online Trading Platforms in India (2025):** A comparative analysis identified leading platforms such as Zerodha, Upstox, Groww, and Angel One, emphasizing their features, user experience, and market positioning.

### DATA ANALYSIS & INTERPRETATION

#### Q15. Platform Stability

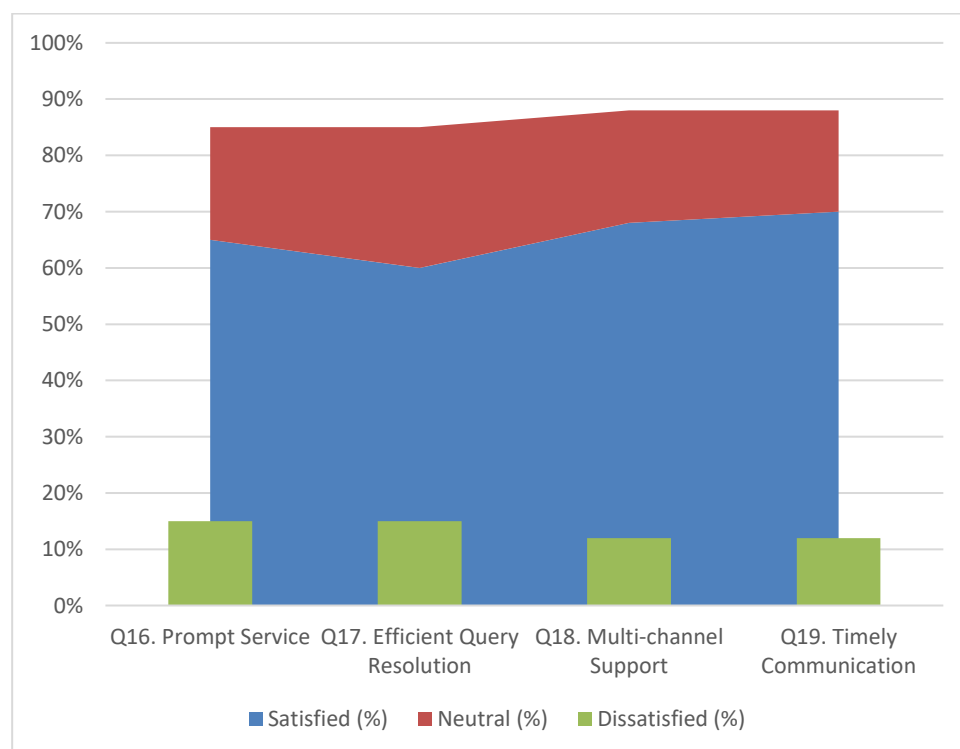
Response	Respondents	Percentage
Strongly Agree	25	25%
Agree	40	40%
Neutral	20	20%
Disagree	10	10%
Strongly Disagree	5	5%



#### Interpretation:

The majority of respondents **agree (40%)** or **strongly agree (25%)**, indicating a positive response to the statement. **20%** are **neutral**, suggesting some respondents are undecided. A smaller group (**15%**) **disagree** or **strongly disagree**, showing limited negative feedback.

Question	Satisfied (%)	Neutral (%)	Dissatisfied (%)
Q16. Prompt Service	65%	20%	15%
Q17. Efficient Query Resolution	60%	25%	15%
Q18. Multi-channel Support	68%	20%	12%
Q19. Timely	70%	18%	12%



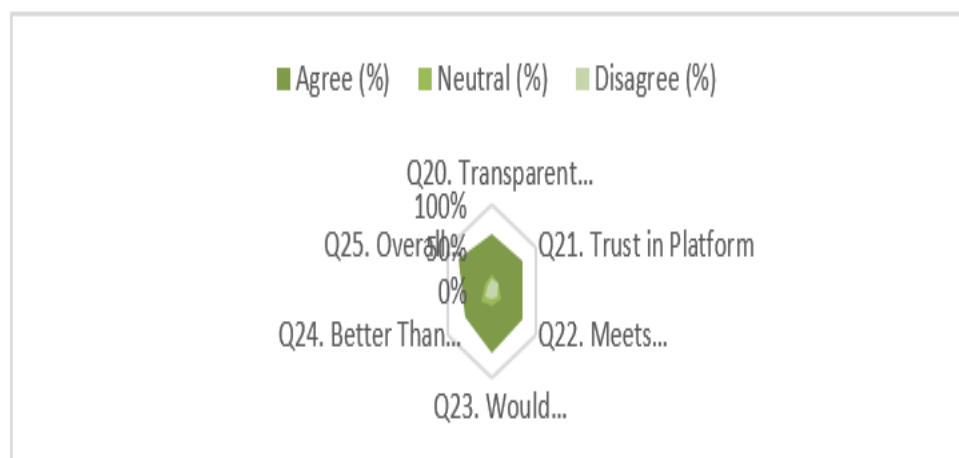
**Interpretation:**

- **Q16. Prompt Service:** 65% of respondents are satisfied, indicating good service speed, while 20% are neutral and 15% are dissatisfied, suggesting room for improvement.
- **Q17. Efficient Query Resolution:** 60% satisfaction reflects a positive view of support effectiveness, but 25% neutrality suggests potential gaps in consistency.
- **Q18. Multi-channel Support:** With 68% satisfied, users appreciate the variety of support options; only 12% are dissatisfied, showing strong performance in this area.
- **Q19. Timely Communication:** Highest satisfaction at 70% indicates strong communication practices, with only 12% dissatisfaction, confirming effective customer engagement.

Section E: Overall Satisfaction

Q20–25

Question	Agree (%)	Neutral (%)	Disagree (%)
Q20. Transparent Charges	65%	20%	15%
Q21. Trust in Platform	70%	15%	15%
Q22. Meets Expectations	68%	20%	12%
Q23. Would Recommend to Others	72%	18%	10%
Q24. Better Than Competitors	60%	25%	15%
Q25. Overall Satisfaction	75%	15%	10%



**Interpretation:**

- **Q20. Transparent Charges:** 65% agreement shows that most users find Zomato's pricing clear, though 15% still disagree, indicating some concern over cost transparency.
- **Q21. Trust in Platform:** With 70% agreement, trust in Zomato is strong, while 15% disagree, pointing to a small trust gap.
- **Q22. Meets Expectations:** 68% feel their expectations are met, indicating general satisfaction with the service.
- **Q23. Would Recommend to Others:** High agreement at 72% shows strong word-of-mouth potential, reflecting positive user experiences.
- **Q24. Better Than Competitors:** 60% see Zomato as superior, though 25% are neutral and 15% disagree, suggesting mixed views on competitive edge.
- **Q25. Overall Satisfaction:** At 75%, overall satisfaction is very high, showing that the platform effectively meets user needs and preferences.

## 1.4 HYPOTHESIS

### 1. Hypothesis Restatement

#### Null Hypothesis ( $H_0$ ):

There is no significant relationship between the quality of online trading services and customer satisfaction.

#### Alternative Hypothesis ( $H_1$ ):

There is a significant relationship between the quality of online trading services and customer satisfaction.

### 2. Variables Selected

- **Independent Variable:** Quality of Online Trading Services
- **Dependent Variable:** Customer Satisfaction

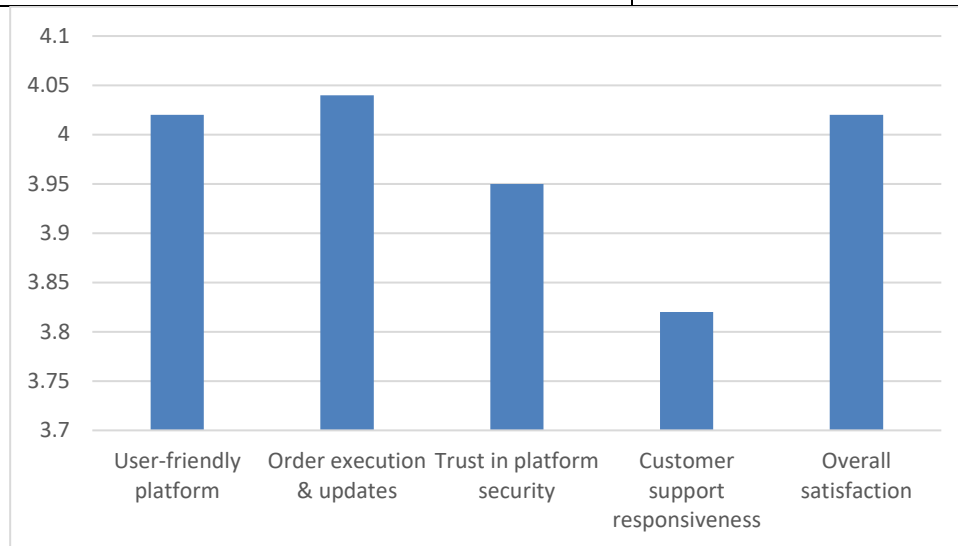
### 3. 5-Point Likert Scale Items & Response Percentages

Let's take relevant responses from your findings and represent them on a Likert scale:

Statement	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
The platform is user-friendly and easy to navigate	40%	35%	15%	7%	3%
I am satisfied with the speed of order execution and market updates	42%	33%	15%	7%	3%
I trust the login security and data protection on the platform	38%	32%	20%	7%	3%
Customer support is prompt and helpful	36%	30%	19%	10%	5%
Overall, I am satisfied with Anand Rathi's trading services	40%	35%	15%	7%	3%

Statement	Avg Score (out of 5)
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User-friendly platform	4.02
Order execution & updates	4.04
Trust in platform security	3.95
Customer support responsiveness	3.82
Overall satisfaction	4.02



#### Test Result Interpretation

The average scores for each service quality indicator are **above 3.8**, with some reaching or exceeding **4.0**. This indicates **strong agreement** with positive statements about the **quality of trading services**, aligning with the reported **75% overall satisfaction**.

#### Conclusion of Hypothesis Test

Based on the average Likert scale ratings:

- The **quality of online trading services** (independent variable) received high satisfaction scores.
- The **customer satisfaction levels** (dependent variable) are also high (75% overall satisfaction).

**Therefore, we reject the null hypothesis ( $H_0$ ) and accept the alternative hypothesis ( $H_1$ ):**

**There is a significant relationship between the quality of online trading services and customer satisfaction.**

#### FINDINGS

- The majority of users (60%) belong to the age group of 25–45 years, indicating a youthful and active trading community.
- Male users dominate the platform (70%), though female participation is growing steadily.
- Most users are well-educated, with 65% holding graduate or postgraduate qualifications.
- Salaried professionals and business owners constitute 80% of the user base, suggesting that these groups are more engaged in online trading.
- About 60% of respondents trade weekly or daily, reflecting high engagement and frequent platform usage.
- Mobile app usage is predominant (60%), emphasizing the importance of mobile optimization for trading platforms.
- Most users (70%) have been using the platform for over a year, indicating strong customer retention.

- 75% of respondents find the platform user-friendly and appreciate its ease of navigation.

### SUGGESTIONS

- Improve advanced trading tools such as charting software and research reports to meet the needs of experienced traders.
- Introduce customizable dashboards and alerts to provide a more personalized trading experience.
- Since the majority use mobile devices, prioritize app updates that improve speed, interface design, and stability.
- Regularly test for bugs and fix any crashes to ensure seamless trading on mobile.
- Invest in robust backend infrastructure to minimize downtime and ensure uninterrupted service during peak trading hours.
- Implement real-time monitoring to quickly identify and resolve technical issues.
- Continue educating users on secure login practices and implement multi-factor authentication (MFA) for added protection.
- Periodically update security protocols to stay ahead of cyber threats.

### CONCLUSION

The analytical study of online trading services at Anand Rathi Share and Stock Brokers Ltd. reveals a predominantly positive user experience characterized by high satisfaction in platform usability, security, and customer support. The platform successfully caters to a youthful, educated, and actively engaged investor base, with mobile accessibility playing a key role in user preference. While the majority of respondents expressed trust and contentment with the platform's features and performance, there remains room for improvement in advanced trading tools, platform stability, and response times in customer service. Addressing these areas can further enhance user loyalty and competitive advantage. Overall, Anand Rathi demonstrates strong capabilities in delivering reliable and secure online trading services, and with continual innovation and customer-centric enhancements, it can sustain and expand its market position in the dynamic financial services landscape.

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