

Measuring perception and brand awareness of SMC Global securities in the context of Goa

An Internship Report for SMC Global Securities

MGA-652 Industry Internship

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Submitted in Partial Fulfilment of Master's Degree

MBA

BY

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UNDER THE MENTORSHIP OF

DR. NARAYAN PARAB

ASSISTANT PROFESSOR

Goa business school

MBA



GOA UNIVERSITY

MAY 2024



Examined by:

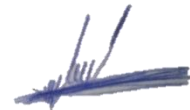
[Signature]

Seal of the School

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, " Measuring perception and brand awareness of SMC Global securities in the context of Goa" is based on the results of investigations carried out by me in the Master of Business Administration (MBA) at the Goa Business School, Goa University, under the mentorship of Dr. Narayan Parab and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities/College will not be responsible for the correctness of observations / experimental or other findings given the internship report/work.

I hereby authorize the University/college authorities to upload this dissertation to the dissertation repository or anywhere else as the UGC regulations demand and make it available to anyone as needed.



Qudratullah Jilani

Seat no: 22P0280049

Date: 04/05/2024

Place: Goa University

To,

Qudratullah Jilani

Goa University, Panji, Goa, 403206

Date: 25/01/2023

Sub: Internship Acceptance letter

Dear Qudratullah Jilani,

On behalf of SMC Global Securities Limited, I am excited to extend an offer to you for an internship position within our Marketing Department. This position is located in Gere's Imperium 2, Patto Panji, Goa.

This position is scheduled to begin 15th January 2024 and will be 16 weeks internship opportunity ending on 4th May 2024.

We look forward to having you begin your Internship with SMC Global Securities Limited and Panjim Goa Branch. Wishing you a successful internship.

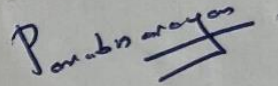
Sincerely,



Adrish Kilaniya,
Area Manager
Panjim GOA.
9766353335

COMPLETION CERTIFICATE

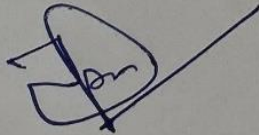
This is to certify that the internship report " Measuring perception and brand awareness of SMC Global securities in the context of Goa" is a bonafide work carried out by Mr Qudratullah Jilani under my mentorship in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) in the Discipline of management studies at the Goa Business School, Goa University/name of the college.



Dr. Narayan Parab

Discipline of Management Studies

Date: 06/05/2024



Dr Jyoti D. Pawar

Dean of Goa Business School

Date: 06/05/2024

Place: Goa University





INTERNSHIP CERTIFICATE

This is to certify that **Mr. Qudratullah Jilani**, a Student of the Goa Business School, undergoing a Master of Business Administration (MBA) has successfully completed his Internship between 15/01/2024 to 04/05/2024 at the **SMC Global Securities**. He actively participated in the activities during the period of internship and learned the skills needed for various activities such as Market research and analysis and Public relations.



Mr Adrish Kilaniya

Area Manager

SMC Global Securities Limited

Place: Gera's Imperium, 2, Patto, Panaji, Goa, India

Date: 04/05/2024

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Executive Summary

SMC Global has been a frontier in providing Indian-based financial services for the last 34 years. SMC's dedicated team provides in-depth analysis of businesses and stocks for the benefit of client investors. SMC GLOBAL specializes in five key product categories. These include stocks, commodities, currencies, derivatives, and mutual funds. Their opinions are solely based on analysis and are objective, unbiased, and balanced. SMC Global serves more than 20 lakh clients and has a presence in over 440 cities in India and abroad, with a total workforce exceeding 3400. In recent years they have opened a branch in Goa wherein the branch faces some customer acquisitions and sales issues. In the following research, the above-mentioned issues are analyzed thoroughly and a questionnaire has been circulated among the target demographic to find out the root cause of the issues, the results of the studies show that the brand is still new to the Goans and the majority of the respondents haven't heard of the company. This is due to the lack of marketing and promotional activities by the branch in the state of Goa.

SMC GLOBAL

1.1 INTRODUCTION:

Established in 1990, SMC is an Indian-based financial services company offering services in brokerage (equities (cash and derivatives), commodities, and cash in asset classes), banking, wealth management, finance distribution of third-party products, research, finance, investment services, insurance brokerage (life and non-life). , Clearing Services, Mortgage Advisor, Alternative Investment Fund (AIF), and Real Estate Advisory Services. SMC's dedicated team provides in-depth analysis of businesses and stocks for the benefit of client investors.

SMC GLOBAL specializes in five key product categories. These include stocks, commodities, currencies, derivatives, and mutual funds. Their opinions are solely based on analysis and are objective, unbiased, and balanced.

SMC Global serves more than 20 lakh clients and has a presence in over 440 cities in India and abroad, with a total workforce exceeding 3400.

1.2 BACKGROUND OF SMC GLOBAL:

SMC Global has a wealthy history that dates back to 1990 when the Founders Mr. Subhash C. Aggarwal and Mr Mahesh C. Gupta received club of the DSE. Over the years, this agency has always strived to improve its services and offerings to satisfy the evolving needs of its clients.

In 1995, SMC Global ventured into fairness brokerage, presenting a buying and selling platform for equities to its customers. Additionally, it engaged in arbitrage operations, leveraging both proprietary and customer funds to capitalize on marketplace mispricing.

In 2000, SMC Global was established as a participant in the savings sector, providing services for the savings business. It also engaged in futures and options trading clearing services.

In 2003, the company expanded its business to include commodity trading, providing trading booths for enthusiasts.

The research projects introduced in 2005 continued to diversify and address equity through specialized technical research.

In subsequent years, SMC Global has expanded its distribution into IPOs, mutual funds, and other financial products, as well as insurance distribution under both life and insurance products.

In 2008, SMC Global took on online trading, wealth management, investment banking, venture capital, and non-bank financial services (NBFC) including margin financing and IPO financing for clients atom.

In 2010, it introduced companies that catered to financial and commodity needs.

Expanding its offerings, in 2014, SMC Global began offering real estate advisory services, providing services related to real estate, housing, and credit advice.

The year 2016 marked a milestone with the launch of SMC Global USA Inc.; established, and made its foray into the international market. In addition, it became the Point of Presence (POP) of the National Pension Scheme (NPS) and participated in the Indian International Exchange Derivatives segment through SMC Global IFSC.

In 2017, SMC Global added an insurance point of sale (POS) distribution partner, expanding its reach into selling life insurance products.

2018 saw the launch of Indiakaloan.com, an online portal providing access to various loans, cards, and investment products in India. In addition, SMC Gold Desk was established to cater to the needs of high-net-worth Individuals (HNIs) and to provide exceptional service experiences to exceptional customers.

Throughout its journey, SMC Global has remained committed to innovation and excellence, continually striving to provide comprehensive financial solutions to its clients both in India and abroad.

1.3 SMC SERVICES:

1. Booking:

- a. Equities & Derivatives
- b. Commodity
- c. Currency
- d. Depository
- e. Clearing
- f. Institutional Broking
- g. NRI Business
- h. FPI Investments

2. Distribution:

- a. Mutual Funds/IPO
- b. Fixed Income

3. Insurance Broking:

- a. Life Insurance Broking
- b. Non-Life Insurance Broking

4. ADVISORY:

- a. Real Estate Advisory
- b. Mortgage Advisory
- c. Wealth Management
- d. Portfolio Management
- e. Investment Banking
- f. Forex Advisory

5. Financing

- a. Loan against Securities
- b. Loan against Commodities
- c. Loan against Property
- d. IPO/NCD Financing
- e. SME Loan
- f. Medical Equipment Financing
- g. Personal Loan

Measuring Perception & Brand Awareness

2.1 INTRODUCTION:

Kotler and Keller define brand awareness as consumers' awareness of the brand as positive perceptions of the qualities that distinguish the product/service from its competition. Brand focus is a critical aspect of the advertising and marketing approach, representing the extent of popularity and attribution customers have toward an emblem. This includes brand popularity, in which customers can apprehend a brand whilst its call or logo is offered, and emblem recall, where purchasers take into account the emblem without being brought on. Different factors affect emblem attention, such as affect ho and marketing, social media presence, product placement, etc. Are advertising and marketing efforts. Metrics including aided and unaided brand bear in mind, social media mentions, and internet site traffic are used for measurement. Strategies for brand cognizance include steady branding, multi-channel advertising campaigns, social media engagement, and collaborations with influencers. Brand cognizance is a long-term investment that offers aggressive gain via purchaser engagement, consider constructing, and imposing top-class pricing in nowadays global marketplace, organizations are aiming for it to discover worldwide brands to extend their attain and make the most of new opportunities. Brand cognizance is an essential thing of patron-based totally emblem equity. Brand consciousness is step one in constructing brand fairness and is considered an in particular vital metric for new manufacturers. However, even nicely installed manufacturers face new-class shoppers, wherein focus still needs to be installed. Therefore, attention applies to all brands, whether big or small in marketplace proportion. Measuring logo cognizance and presenting pointers on emblem cognizance measurement choice are considered utmost critical (Jenni

Romaniuk et al, 2017). Brand cognizance is so essential in creating and maintaining successful product brands. Brand attention is the customer's potential to become aware of an emblem under special circumstances and it performs a critical function in the selection-making process by influencing which manufacturers input the attention set, which of those manufacturers are used as a heuristic, and the belief of quality. The importance of logo elements which includes the logo name and emblem in improving logo focus, and how marketers can awareness of those elements to create and decorate emblem recognition for different product types. Brand cognizance emphasizes the importance of advertising effectiveness and consumer conduct (Radder, Huang 2008). Brand awareness is defined as the capacity of clients to consider and identify a logo. Brand focus is critical in any emblem-associated seek and at once affects customers' buying decisions. In The context of the importance of logo recognition in online social networks, wherein it's miles outstanding in phrases of depth and volume. In the tourism enterprise growing and sustaining vacation spot brand recognition is important as it affords positive facts and generates positive emotions that boost the opportunity to buy the brand-provided products. Additionally, logo focus positively impacts the picture of the emblem, and the exceptional records content provided by way of the firm on social media has a high-quality effect on purchaser consciousness of the logo and results in their aim to buy offline (Ghorbanzadeh et al., 2022).

2.2 LITERATURE REVIEW:

Brand cognizance is the purchaser's capability to identify a logo beneath specific situations (Keller, 2003). This can take the form of emblem recognition and emblem don't forget. Brand popularity assumes previous publicity of the brand. When given a cue, customers are likely to efficaciously discover the emblem as being previously visible or heard. Consumers would

possibly understand many manufacturers however handiest don't forget a small number; sometimes even the handiest one brand. Brand reputation is therefore taken into consideration as the minimal degree of emblem cognizance and is primarily based on aided take into account (Holden, 1993; Laurent et al., 1995; Mariotti, 1999). Brand recognition is particularly important when a consumer chooses a brand at the point of purchase.

In a study conducted by Ghorbanzadeh et al., 2022 On generating destination logo consciousness and photographs through the corporation's social media the evaluation literature discusses the impact of the great of information supplied via tourism businesses on their social media pages. The observation shows that offering applicable and attractive facts enables vacationers to shape a superb image of the vacation spot and avoid seeking out extra information. The studies also highlight the significance of timely and whole statistics. Examine used survey questionnaires to collect information and analyzed the connection between the nice of statistics, destination brand attention, cognitive picture, affective image, and conative photo. The findings advocate that the first-rate statistics supplied via tourism corporations have an effective effect on enhancing destination brand recognition and forming a conative picture via the affective and cognitive picture of the destination.

Another study was conducted by Radder and Huang 2007 on High-involvement and low-involvement products. The research paper delves into the significance of brand awareness in the success of product brands. It underscores the function of brand factors, inclusive of emblem names and symbols, in improving brand popularity among customers. Examine famous that logo focus is a vital factor in purchaser decision-making, specifically for espresso merchandise. The paper additionally acknowledges the constraints of observation and suggests capability areas for destiny studies. The findings are presented in an easy-to-recognize format, using

tables and graphs. The paper ultimately highlights the critical function of logo recognition ineffective advertising and consumer conduct.

Another study was conducted by Rachmawati et al., 2020 on the moderating role of halal brand awareness in purchase decision-making. Discusses the effect of product information and product involvement on patron purchasing decisions, moderated through halal brand recognition. Observe discovered that clients with better product expertise and involvement generally tend to make buy selections greater quickly and appropriately. The look additionally proposes a brand new production, "halal emblem attention," that is described as "a fixed of logo perceptions inside the customer's mind associated with halal problems and halal commitments." They take a look at conclude that there may be a moderating effect of halal logo cognizance in influencing client shopping choices. The content affords theoretical and practical implications for companies to recognize the attitudes of customers in dealing with applicable product statistics to decorate the consequences of advertising strategies.

Another study conducted by Hafez 2017 measured the impact of corporate social responsibility practices on brand equity in the banking industry in Bangladesh. This is a research examination that examines the effect of corporate social responsibility (CSR) on logo equity (BE) inside the banking industry in Bangladesh. They take a look at using structural equation modeling (SEM) to investigate the statistics collected from 2 hundred banking customers in Dhaka town. The study finds that CSR practices have a fine impact on emblem equity, and this dating is partially mediated by brand focus and corporate picture. The study recommends that banks have to use extraordinary media to tell their CSR projects to stakeholders to improve brand equity.

Another study conducted by Romaniuk et al., 2017 on Brand awareness: revisiting an old metric for a new world. This is a research paper that discusses the significance of measuring logo cognizance for advertising managers. The paper highlights that emblem awareness is a

crucial metric for assessing the effectiveness of advertising sports. The research shows that advertising managers ought to select the most applicable brand consciousness measure primarily based on the emblem's market percentage and whether a greater solid or risky metric is sought. The paper additionally discusses the 3 maximum, not unusual logo recognition measures: top-of-thoughts, unaided, and aided awareness. The studies conclude that one-of-a-kind measures are wished for one-of-a-kind manufacturers, relying on where they're on the curve.

Another study was conducted by Singh and Bhowal 2011 on the Development of marketing-driven measures of risk perception. The paper discusses a have a look at performed to pick out the extent of hazard notion in admire of equity share investment bobbing up out of four factors of advertising and marketing mix together with their diploma of influence. The look at used various tools of statistical evaluation, together with the SPSS software program, to research the facts accrued via a questionnaire. The questionnaire changed into designed to determine the hazard notion of personnel from the angle of 4 factors of advertising and marketing mix, specifically product, rate, advertising, and area. The findings of the observation suggest that the impact of charge feature-driven measure of threat perception is maximum, accompanied by the aid of product-driven measure of threat perception, merchandising-driven measure of hazard perception, and vicinity-driven measure of danger notion. The paper also provides facts approximately the connection between personal gadgets inside the scale and numerous scale records like suggest, variance, and SD.

Another study conducted by Kovacic et al., 2020 on shaping city brand strategies based on the tourists' brand perception: report on Banja Luka's main target groups. This is a study paper that discusses the significance of knowledge of the desired statistics sources and destination attributes of vacationers from distinctive international locations for you to create powerful

emblem techniques. The paper presents a framework for gathering records vital for creating personalized advertising campaigns and shaping tourism products for certain target businesses. The look also analyzes possible differences between vacationers coming from unique nations and the implications of those differences for developing logo strategies. The paper indicates a study framework for travelers as goal organizations in city branding, which includes quantitative and qualitative measures of the significance of vacation spot attributes, tourism bureaucracy that could have an impact on the town visit, motives not to visit the town, and desired tour records resources.

Another study was conducted by Karampournioti and Wiedmann 2021 on Storytelling in online shops: the impacts on explicit and implicit user experience, brand perceptions, and behavioral intention. The article discusses the importance of storytelling in online purchasing and the way it can be used to awaken emotional reactions and build relationships with customers. The article additionally highlights the want for an aggregate of content and user experience (UX) aspects to decide the fulfillment of an internet site as a channel of company communicate. It uses a multi-method method to address the theoretical hindrance of which approach can be used to enforce storytelling effectively in a web context. The observation concludes that parallax storytelling enhances clients' specific and implicit brand attitudes and increases the monetary fee of the emblem by enhancing consumers' willingness to pay a better rate. However, the presentation method on my own won't reason an advert hoc response to capacity clients.

2.3 RESEARCH GAP:

Since I have worked for two months as a marketing intern at the SMC Global Securities, Goa branch, there I have encountered several issues. The company is getting a low number of customers, and the reason for it could be; the newly established Goa branch in September 2023.

In this paper, I will study to quantify the extent of public familiarity with the range of services offered by SMC Global Securities. Thus, the research gap of the paper would be measuring the perception and brand awareness of SMC Global securities for the State of Goa.

2.4 RESEARCH QUESTION:

What is the extent of public awareness regarding the services offered by SMC Global Securities?

2.5 RESEARCH OBJECTIVE:

To assess the level of awareness among consumers about various services offered by SMC Global Securities.

2.6 RESEARCH METHODOLOGY:

2.6.1 Research Design

This study will employ a cross-sectional survey research design. It will be cross-sectional since it will be carried out at a specific point in time by taking a snapshot of the population, and their views, and the derived data in a cross-sectional study can be collected in a short amount of time with the help of efficient resources. The study will use a quantitative research approach which will yield relevant numerical data to describe trends and rates depending on the response by the population of people involved in the research.

2.6.2 Study Area

The study will be conducted in the State of Goa, India. The reason for choosing Goa as the place of research is because of the location of the branch that mainly operates and is available for the residents of the State of Goa. It is therefore expected and understood that the business

operators and residents of the state are likely to have some level of exposure to the offline and online trading services that are being offered by SMC Global Securities.

2.6.3 Studying population and sampling

The population of study will consist of all residents of Goa State, who have been using, have used, or are anyhow familiar with the trading services. The target sample area will be the city of Panjim located in North Goa. The sample will be drawn from people who are familiar with trading services. This place was chosen due to the large concentration of businesses related to financial services at all levels of scale. The study respondents will be chosen by simple random sampling. The simple random sampling will be used to choose 94 respondents. Simple random sampling will ensure that all individuals have an equal chance of being selected hence avoiding bias and ensuring to obtain the accurate data needed.

2.6.4 Data collection, Instruments, and measures

The study will employ quantitative data collection methods. Quantitative data will be collected using a self-administered questionnaire which later will be documented and critically analyzed.

2.6.5 Data Analysis

The study will yield quantitative data from questionnaires. The questionnaires will be sorted and those with missing data will be left out. The data will then be sorted and entered into an SPSS Excel data sheet. It will then be analyzed for means, standard deviation, and Frequencies and presented using tables, graphs, and pie charts.

2.7 Study results

2.7.1 Background characteristics of the study respondents

The frequencies and percentages for gender, age, level of education, and occupational status of the study respondents are presented in Table 1.

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	74	78.7
	Female	20	21.3
Age	18-24 years	04	4.30
	25-30 years	78	83.0
	31-35 years	12	12.8
	36-40 years
	Above 40 years
Occupation Status	Student	19	20.2
	Employed	32	34.0
	Self-employed	42	44.7
	Other	01	1.10
Education Level	Uneducated
	Primary level
	High School	03	3.20
	Bachelor's Degree	73	77.7
	Master's Degree	18	19.1
	Doctorate

Source: Primary Data

2.7.1.1 Gender

The study results revealed that the majority of the respondents were males (78.7%) as compared to females (21.3%). This implies that the majority of the people who are familiar with trading services are males since the study selected only people doing business.

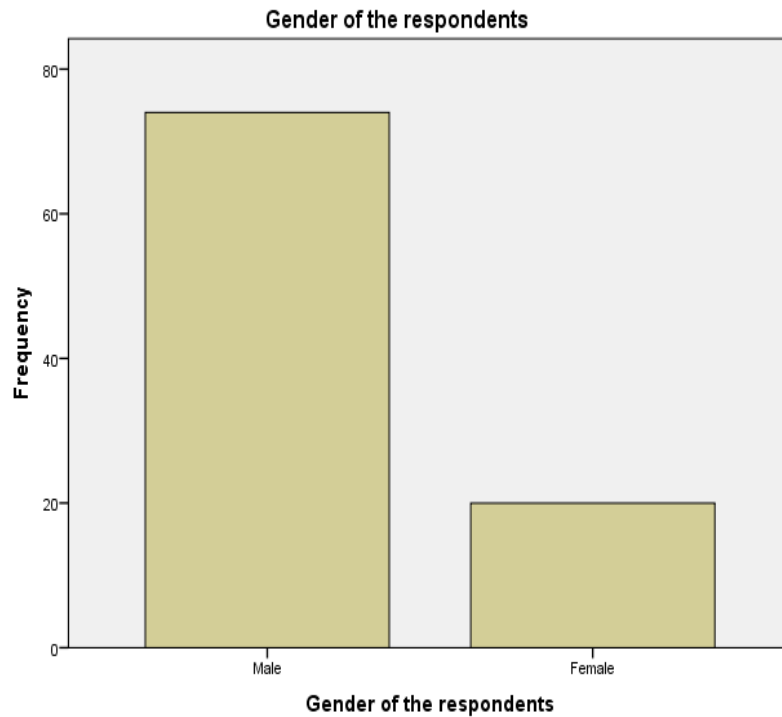


Figure 1: A bar graph showing the gender of respondents
Source: Primary data

2.7.1.2 Age of the respondents

The study results revealed that the majority of the respondents were between 25 to 30 years (83%), followed by those between 31 to 35 years (12.8%) and a few were between 18-24 years (4.3%). None of the respondents were above 36 years of age.

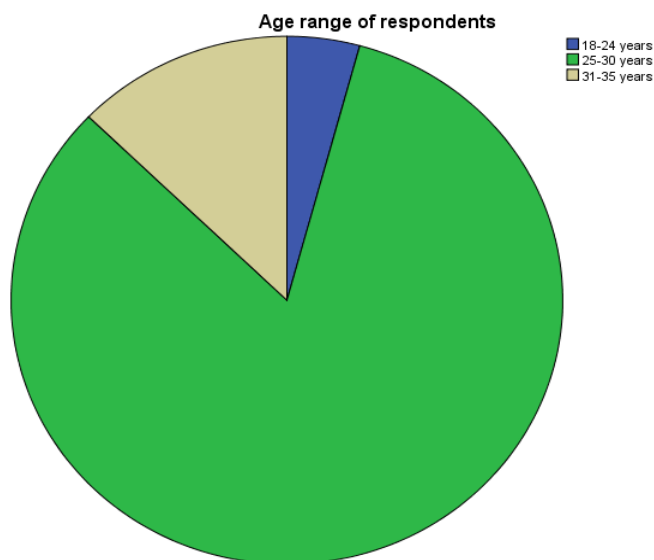


Figure 2: A pie chart showing the age brackets of the respondents

Source: Primary Data

The majority of the study respondents were above 25 years old because, by this age, many people had completed school and ventured into business. Since the study focused on people who are familiar with trading, this could explain the high percentage of people in this age bracket.

2.7.2.3 Occupation Status

The study results show that the majority of the respondents were self-employed (44.7%) while a few were either students or part-timing (others) as shown in Figure 3 below.



Figure 3: A bar graph showing the occupation of the respondents
Source: Primary Data

The high percentage of the self-employed may be attributed to the fact that the sampling framework focused on all types of businesses majority of which were small to medium scale. Such levels of businesses are usually operated by their entrepreneurs, unlike large-scale businesses which hire other staff.

2.7.1.4 Education Level

The study results revealed that the majority of the respondents had a bachelor's degree as their highest level of education (77.7%). None of the respondents was uneducated although none had a doctorate. This implies that on average most of the respondents were highly educated and thus could easily understand and fill the questionnaires.

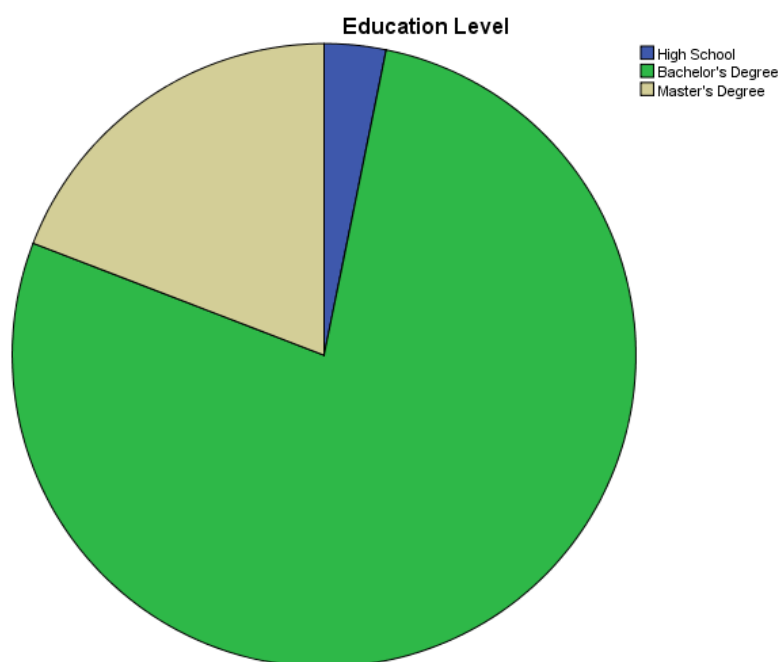


Figure 4: A pie chart showing the education level of the respondents
Source: Primary Data

2.7.2 Awareness of SMC Global Securities Services

This study sought to assess the level of awareness among consumers about various services offered by SMC Global Securities. The respondents were asked if they had prior knowledge of SMC Global Securities before this study, the results are shown in Figure 5 below.

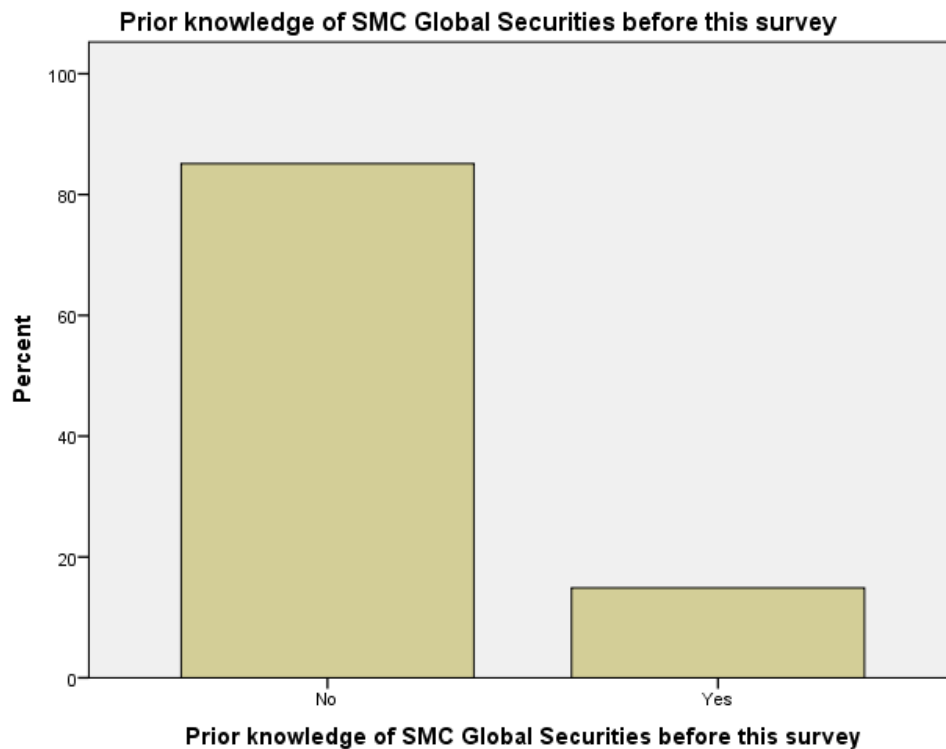


Figure 5: A bar graph showing the prior knowledge of respondents about SMC Global securities

Source: Primary Data

The results in Figure 5 reveal that only 14.9 % of the respondents were aware of SMC Global Securities before this survey. This implies that the company has a very low awareness level in Goa. This becomes worse given the fact that the results come from the financial hub of the state which by having most traders is the best potential market for the company.

Furthermore, the respondents who were aware of SMC were asked about the means they got to know about the company, the results are shown in the figure below.

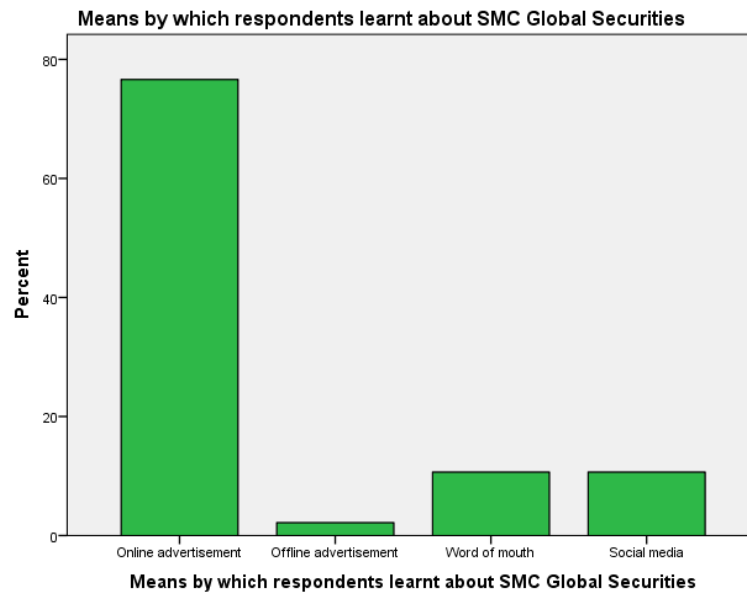


Figure 5: A bar graph showing the means by which respondents got to know about SMC Global securities

Source: Primary Data

The study results revealed that online advertisement (76.6%) was the major means through which respondents got to know about SMC Global securities. Very few respondents learned about SMC Global securities through offline means (2.1%). An equally low number of respondents got to know about SMC Global securities through word of mouth and social media (10.6%). This implies that most businesses follow online advertisements which could explain why many of those who had learned about SMC Global securities were through online advertisements.

More still, the respondents who were aware of SMC Global securities were asked if they were also conscious of the services offered by that company, their responses are summarised in table 2 below.

Table 2: Percentage frequency of respondents' awareness of SMC Global Securities services

Item	Response	Frequency	Percentage (%)
Are you aware of the range of services offered by SMC Global Securities?	Yes	10	35.7
	No	18	64.3

The study results revealed that the majority of the respondents who were aware of SMC Global securities were not aware of the range of services it offers (64.3%). This implies that many respondents had merely heard of SMC Global securities but had not taken the initiative or been persuaded to learn more about the company and what it offers. Only 35.7% of the respondents were aware of the services offered by the company.

Last but not least, the respondents were asked about the services provided by SMC Global Securities that they were aware of. Their responses are shown in Figure 6 below.

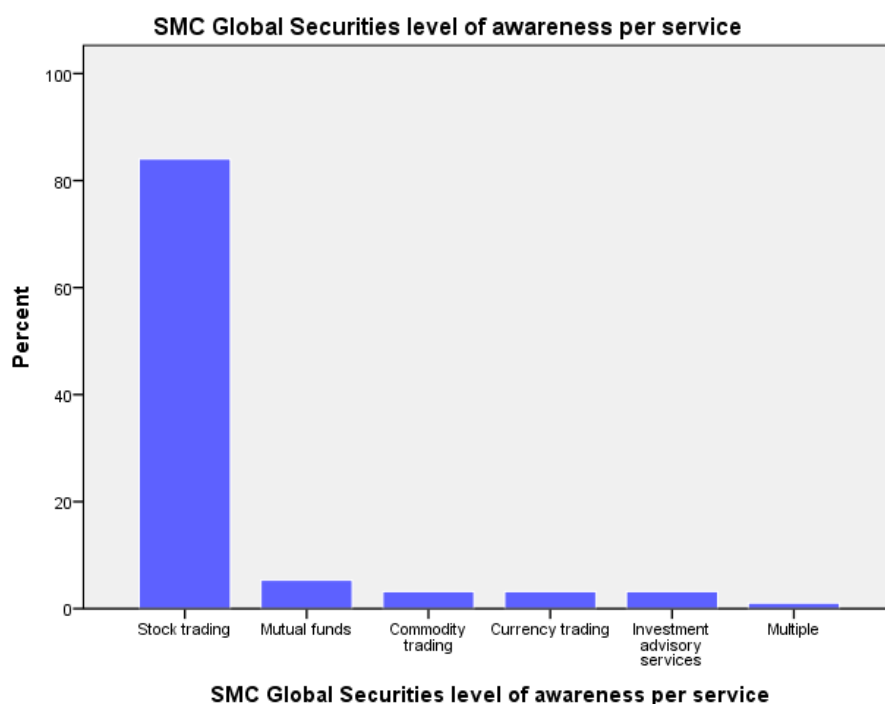


Figure 6: A bar graph showing the level of awareness about SMC Global securities services

Source: Primary Data

The study results reveal that stock trading has the highest awareness reach among all services offered by SMC Global securities. The majority of the respondents mentioned stock trading as the only service they were aware of (79%). The rest of the services are less known and few people know of more than one service offered by SMC Global Securities Services. This implies that generally, the awareness about the services offered by SMC Global securities

services is very low and the few people who are aware of them only know of a limited range despite the company offering a broad range of services. This was confirmed by a majority of the respondents stating that they were not sure nor familiar with the range of products offered as shown in Figure 7 below.

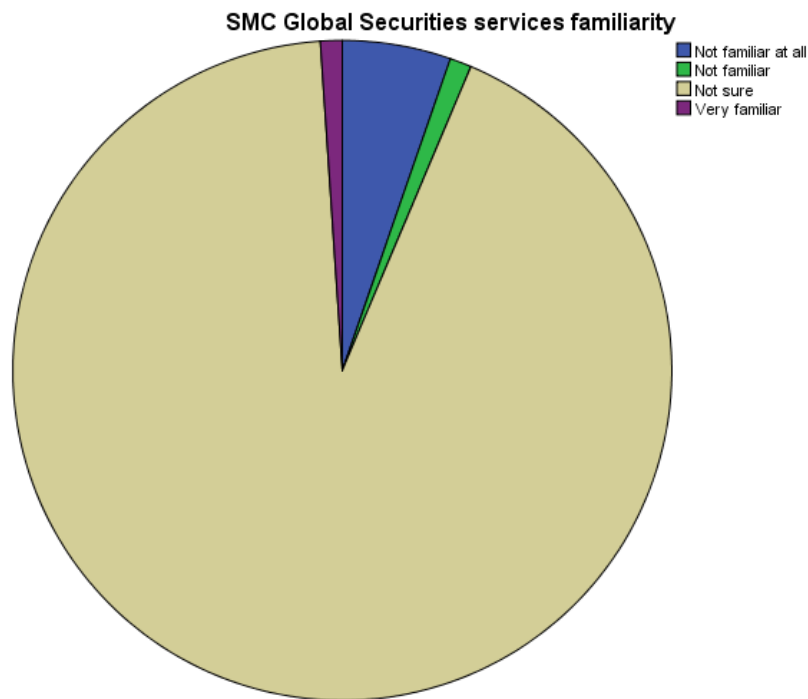


Figure 7: A Pie chart showing the familiarity of SMC Global securities services among respondents.

Source: Primary Data

This implies that the respondents could not explicitly describe the services offered by SMC Global Securities; hence they were not familiar with them.

2.7.3 Experience with SMC Global Securities

The study also sought to assess the perceptions of people about SMC Global Security services.

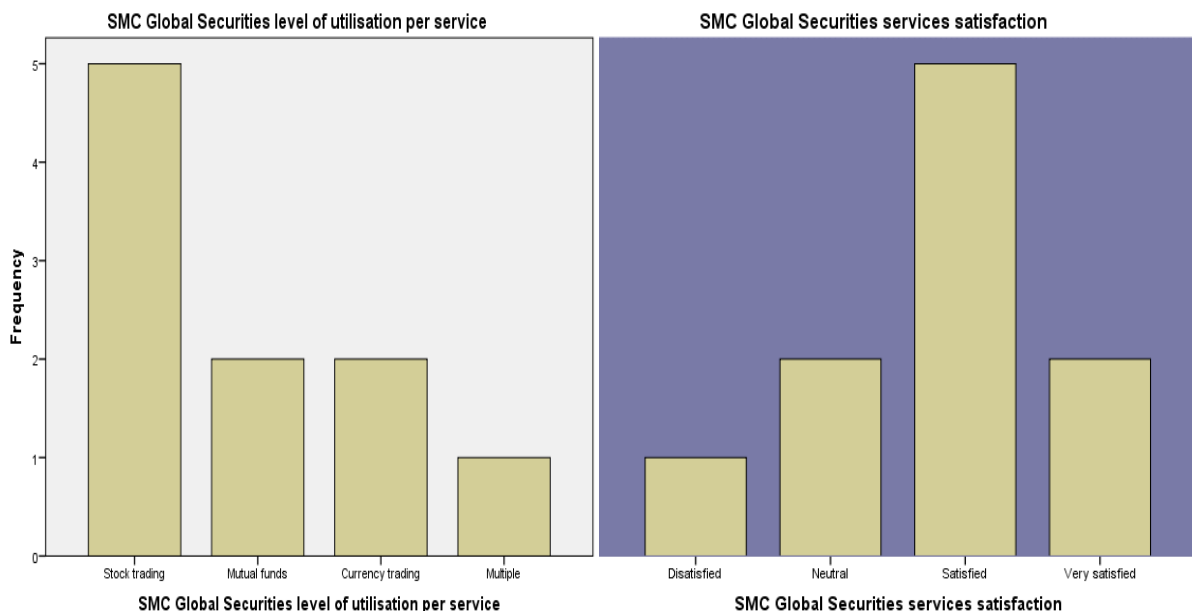
This was achieved by asking respondents about their experience with the company and its service quality. Respondents were first asked if they had ever utilized or are utilizing any SMC Global Securities service and the responses are shown in the table below:

Table 3: *Percentage frequency of respondents' utilization of SMC Global Securities services*

Item	Response	Frequency	Percentage (%)
Have you ever utilized/utilized any services offered by SMC Global Securities?	Yes	06	6.4
	No	88	93.6

The study results reveal that the majority of the respondents (93.6%) had never utilized any service offered by SMC Global Securities. This may be due to the fact that few respondents (14.9%) were aware of the range of services offered by the company (Figure 5). This implies that of the 14.9% of the respondents who were aware of the services offered by the company, only 42.8% had ever utilized or are utilizing the services. Thus majority of those who have heard about SMC Global Securities have not utilized any of their products hence a low customer base.

The respondents who have utilized services from SMC Global Securities were asked to indicate the services they have used and how satisfied they are with those services. The results are



shown in the figure 8 below:

Figure 8: Bar graphs showing the utilization and satisfaction of SMC Global Securities services offered to respondents.

Source: Primary Data

The study results reveal that stock trading is the most utilized service from SMC Global Securities (50%). Currency trading and mutual funds were also reportedly utilized although at lower frequencies (20%) while very few of the respondents (10%) had sought multiple services from the company. On the other hand, none of the respondents had sought commodity trading and investment advisory services from the company. The high utilization of stock trading among all the services offered by SMC Global Securities may be attributed to its high awareness levels among the respondents. 79% of the respondents (*Figure 6*) reported stock trading as the service they associate with SMC Global Securities. It may therefore be because of the lack of awareness about the range of services that SMC Global Securities offers that customers limit themselves to stock trading.

Meanwhile, the majority of the customers were satisfied with the services offered by SMC Global Securities (70%) with 20% of these very satisfied. This implies that the quality of services offered by the company meets the expectations of its customers.

Last but not least, respondents were asked about the quality of customer care they received from SMC Global Securities, the results are shown in Figure 9 below.

The study results revealed that the respondents were satisfied with the quality of customer service experienced at SMC Global Securities. This implies that the customers feel welcome and relaxed at the company which would increase the chances of successful transactions and future referral.

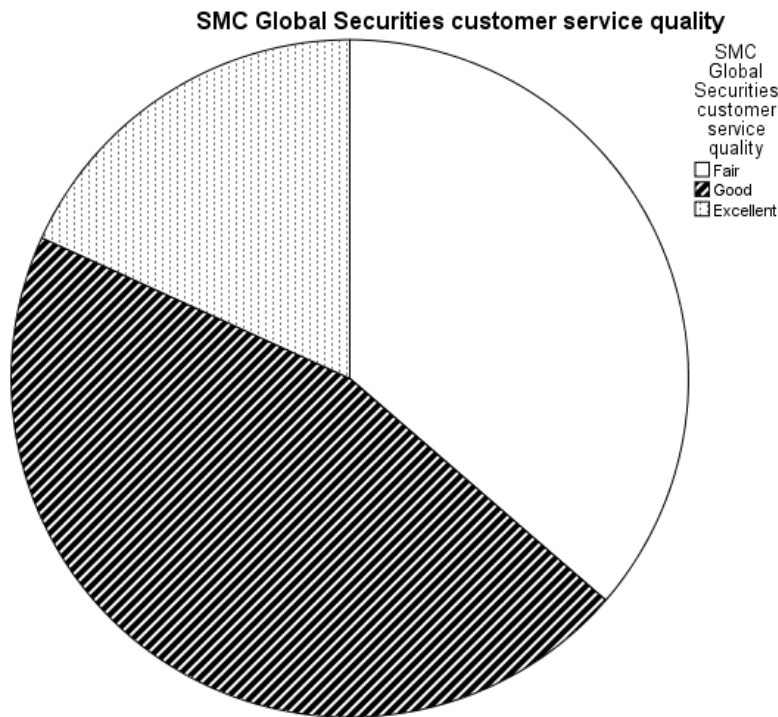


Figure 9: A pie chart showing the quality of customer service provided at SMC Global Securities.

Source: Primary Data

2.8 Discussion and Conclusions

2.8.1 Discussion

The study aimed to assess the awareness and perceptions of consumers about various services offered by SMC Global Securities. First and foremost, the study results revealed that there was a low level of awareness of SMC Global Securities and its range of products in Goa. Online advertisement was noted as the major means by which respondents got to know about the company. This study's finding concurs with that of Vinayagalakshmi (2022) who found out that businesses are increasingly transforming to the use of digital technology such as online advertisement to increase brand awareness and revenue through incorporating a new wave of technologies in their business models. This may explain why SMC Global Securities has utilized online means to reach its potential customers.

However, the study results show that the brand awareness of SMC Global Securities is low despite the use of online advertisement technologies. This finding may be due to the type of

online advertisement used by the company. Studies have shown that some types of advertisements like Pop-ups and floating ads obstructively disturb online users' surfing trends which instead annoy the target customer and may not necessarily increase awareness (Qaderi, 2022). More so, the frequency at which adverts play a key role in the familiarity of the product to a consumer (Yadav & Singh, 2020). Unless a target customer interacts with an advert multiple times, less likely one gets accustomed to the content of the ads and so will their desire to purchase a service (Lejeune & Turner, 2019). The low awareness levels of SMC Global Securities and its services despite an online presence may thus be a mixture of its adverts' content and delivery mechanisms which may not be captivating its target audience.

Secondly, the study results revealed that there was a positive perception of the services offered by SMC Global Securities among those respondents utilizing or who have ever utilized the services. Specifically, these respondents were largely satisfied with the quality of services and customer care at SMC Global Securities although this did not result in an increased customer base. This implies that despite the high quality of services it provides, SMC Global Securities has a relatively low brand awareness and customer reach. These results align with those of Ansar, Ansari, Ghori, and Kazi (2019) who found out that the buying behavior and purchase decisions will depend on their access to the experience of the others. They argue that online reviews highly influence the purchasing power of consumers more than the content about a product. This implies that unless potential consumers know about the positive experiences of SMC Global Securities customers with its products, the high quality of SMC Global Securities services will not have an effect on new potential customers. This therefore calls for a deliberate attempt by SMC Global Securities to enhance its advert content by incorporating the positive experiences of its existing customers.

2.8.2 Conclusion

In conclusion, the study reveals a notable lack of awareness regarding SMC Global Securities and its range of services in Goa. Although the majority of the respondents were unfamiliar with the company and its services, those who were its customers generally expressed positive perceptions about its services. Nevertheless, the study findings highlight a significant gap in both brand recognition and customer outreach for SMC Global Securities. Consequently, it is vital that the marketing department at SMC Global Securities adjust its marketing strategies so as to captivate its target customer base in Goa.

3. Managerial Application:

During my internship at SMC Global, I performed an analysis to address the noticed decline in customer footfall at the branch. Recognizing the importance of this issue, I looked for to identify the underlying causes to assist the company in several key areas:

A) Increasing Visits from Customers:

Strategies to draw more customers to the branch every month can be developed by identifying the factors causing the decline in foot traffic.

B) Update the business model:

Refining the branch's business model can benefit greatly from an understanding of the underlying reasons behind the decline in customer engagement. To improve sales performance, this can entail reviewing product offerings, pricing policies, or service delivery techniques.

C) Getting Input from the Public:

A thorough examination can make it easier to gather verified public views, customer expectations, and difficulties. Strategic decisions intended to better address the needs and preferences of customers can be informed by this feedback.

D) Emphasis on Marketing:

The business can refocus its resources on more successful channels and messaging strategies by identifying any gaps or inefficiencies in its current marketing initiatives. This focused strategy can maximize marketing efforts to draw in and keep consumers.

E) Reducing the Risk of Branch Closures:

Reducing the risk of branch closure in Goa requires addressing the decline in customer visits. Through the implementation of focused interventions grounded in data-driven insights, the branch can endeavor to enhance its commercial viability and sustainability.

4. Task Handled:

Throughout my internship at SMC Global, I was tasked with three primary assignments that reinforced concepts learned in the classroom and gave me invaluable practical experience:

4.1 Task(s) Handled:

A) Administrative Work:

Assisted with general administrative tasks, including attending meetings and managing paperwork, while working under the marketing team.

B) Leaflet Marketing:

Carried out leaflet marketing campaigns by delivering advertising materials to specific locations, like banks and government buildings.

C) Documenting Sales:

Handled after-sale services and oversaw the documentation process for sales transactions, which included entering customer information into the database following a reservation.

4.2 Sections Worked In:

Worked primarily on administrative and leaflet marketing projects with the marketing team.

Communicate with the customer service and sales departments to record sales.

5. Learning:

Being an intern at SMC Global for 4 months was very practical learning and familiarized me with different concepts and techniques of marketing.

- Email Marketing Proficiency:
 - a. Acquired expertise in utilizing email marketing tactics and tools.
 - a. Acquired knowledge on how to create email campaigns that engage target audiences and encourage interaction.
- Creating Robust Customer Relationships:
 - a. acknowledged the value of consistent communication and recording customer interactions.
 - a. Recognize how fostering enduring bonds with clients fosters their loyalty and motivates them to utilize a variety of SMC Global services.
- Perfecting the Art of Pitching:
 - a. acquired the capacity to make succinct but powerful pitches to possible customers.
 - b. Acknowledged that securing a sale and leaving a lasting impression depends on a strong pitch.
- Self-Development and Understanding:

A. Acknowledging My Advantages:

- a. Recognized abilities in relationship-building and communication in the marketing domain.
- b. Discovered fulfillment in positions requiring face-to-face communication with clients.

B. Exceeding Expectations:

- a. Adequately fulfilled or surpassed the standards established by superiors.
- b. Adjusted to the various responsibilities and difficulties that arose throughout the internship.

C. Commitment to Growth:

- a. Adopted an attitude of constant learning to advance abilities and understanding.
- b. Recognized opportunities for improvement, such as improving pitching methods and utilizing sophisticated analytics in email marketing.

6. Challenges:

A) During my internship, I observed that the company didn't offer many opportunities for me to learn and grow in my skill set. My overall internship experience was impacted by the lack of growth opportunities.

The reason could be:

- It was a newly established branch

- The company had a shortage of staff during my time there.

7. Appendix I



1: staffroom: customer's data entry into the company Database

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