

Enhancing Client Communication and Investment Knowledge in Stock Market Foundations

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Abstract: *This research explores the critical relationship between effective client communication and investment knowledge in the context of stock market trading. The study emphasizes the importance of clear communication from financial advisors, particularly in conveying complex market concepts such as IPOs, stock types, and market sentiment. Utilizing a structured questionnaire administered through Google Forms, the perceptions of 100 respondents in regard to the effectiveness of communication, technology utilization, and impact on client trust and investment confidence were analyzed. Findings indicated that although many clients appreciate clear communication, significant scope for improvement remains, particularly with regard to digital platforms and AI-driven tools. Through empirical research, it points out how financial institutions ought to invest not just in personalized forms of communication with education programs on increasing client perception and retention in a firm's bottom line. Employing PLS-SEM analysis, this article provides actionable ideas for improving upon the engagement aspect of client contact within financial services advisory.*

Keywords: Client Communication, Investment Knowledge, Stock Market Trading, Financial Advisors, PLS-SEM, Technology Utilization, Client Trust, Investment Confidence