

# A Study on Challenges in Lead Generation Due to Limited Brand Presence : A Market Analysis for Xorix Company

**DR. A.SINDHIYA REBECCA<sup>1</sup>, MR. B.BOWAN RICHARD<sup>2</sup>**

<sup>1</sup>Dr. A. Sindhiya Rebecca, Professor, Master of Business Administration & Panimalar Engineering College,  
Chennai - 600123

<sup>2</sup>Mr. B. Bowan Richard, Student, Master of Business Administration & Panimalar Engineering College,  
Chennai - 600123

\*\*\*

**ABSTRACT** - The Financial Education and Financial Technology (FinTech) industry has emerged as one of the fastest-growing sectors within the global financial services ecosystem. This industry focuses on improving financial literacy, enabling informed investment decisions, and providing technology-driven tools that support trading, investment analysis, and wealth management. With the increasing participation of retail investors in capital markets, the demand for structured financial education and advanced analytical platforms has grown significantly. Organizations operating in this sector aim to bridge the gap between financial knowledge and practical market participation.

Xorix is a finance-focused organization that operates within this evolving financial education and FinTech industry. The company focuses on providing trading and financial market education supported by technology-driven learning methods. Xorix emphasizes structured learning, disciplined execution, and responsible market participation rather than speculative or short-term trading approaches. **Key Words:** Reach Improved, Structured Learning, Financial markets.

## 1 . INTRODUCTION

Introduction to the Industry The Financial Education and Financial Technology (FinTech) Industry is one of the fastest-growing segments within the global financial services sector. This industry focuses on improving financial literacy, enabling informed investment decisions, and providing technology-driven tools that support trading, investment analysis, and wealth management. With increasing participation of retail investors, traders, and institutions in capital markets, the demand for structured financial education and advanced analytical platforms has grown significantly The industry integrates education, technology, and financial analytics,

enabling users to understand market fundamentals, apply rule-based strategies, and make data-driven decisions. Unlike traditional advisory-based models, modern financial education and fintech companies emphasize learning-oriented platforms, transparency, and ethical participation, without promising guaranteed returns.

## 2.NEED OF THE STUDY

- In the modern digital economy, businesses depend heavily on effective lead generation to attract potential customers and sustain growth.
- Lead generation refers to the process of identifying and attracting individuals who show interest in a company's products or services.
- For organizations operating in competitive industries such as financial education and trading services, generating consistent and high-quality leads is essential for expanding their customer base and improving market presence.
- However, many emerging companies face challenges in lead generation due to limited brand recognition and low visibility in the market.

## 3. OBJECTIVES OF THE STUDY

To examine the level of brand awareness of the company among potential customers.

To identify the major challenges faced in generating leads.

To assess how low digital visibility affects customer trust and purchasing power.

To find the feedback about current promotional strategies and study the customer perception.

To suggest strategies to improve brand presence and increase lead generation in the market.

#### 4.SCOPE OF THE STUDY

The scope of this study focuses on understanding the challenges faced in lead generation due to limited brand presence, particularly in the context of Xorix, a company involved in trading and financial education. The study aims to analyze how brand visibility, digital presence, and marketing strategies influence the ability of the company to attract potential leads and convert them into customers.

#### 5. LITERATURE REVIEWS .

##### 1.Joe Pulizzi (2023)

Highlighted that content marketing plays a key role in building brand awareness and generating leads in the digital era. The study explained that frameworks like AIDA help businesses capture attention and drive customer action effectively. It also emphasized that storytelling and valuable content improve customer engagement and trust.

##### 2.Warghane and Savariapitchai (2024)

Stated that content marketing plays a crucial role in building brand awareness and generating leads in the digital environment. They explained that models like AIDA and Aaker’s Brand Equity help in attracting and influencing customer decisions. The study highlighted that storytelling, SEO, and user-generated content improve engagement and trust.

##### 3.Swiczak and Łukowski (2016)

Stated that many enterprises fail to correctly identify key problems affecting their business strategies. The study highlighted that wrong strategic decisions can lead to loss of market opportunities and wastage of resources. It emphasized that the business environment has been highly uncertain and dynamic over the years.

#### 6. RESEARCH METHODOLOGY

✓ Research is a systematic and organized process of collecting, analyzing, and interpreting information to understand a particular problem or topic. It helps in discovering new knowledge and providing solutions to specific issues. Research involves careful observation and logical thinking to study a subject in detail. It helps researchers identify patterns, relationships, and trends

within the collected data. Research is widely used in academic studies, business analysis, and decision-making processes. It allows organizations to understand market conditions and customer behavior. Through research, reliable and meaningful conclusions can be drawn. In this study, research helps in identifying the challenges faced in lead generation due to limited brand presence. Primary Data: Questionnaire method

✓ Sample Size: 120 respondents

✓ Sampling Technique: Convenience sampling

Tools Used: Mann Whitney U Test & Kruskal Wallis H Test

#### Mann Whitney U Test

NULL HYPOTHESIS (HO): There is no significant difference between the mean rank of

Male and Female in Training Program Evaluation

ALTERNATIVE HYPOTHESIS (H1): There is significant difference between the mean

rank of Male and Female in Training Program Evaluation.

Ranks			
Gender	N	Mean Rank	Sum of Ranks
Training Program Evaluation 1	69	62.58	4318.00
2	51	57.69	2942.00
Total	120		

Test Statistics <sup>a</sup>	
	Training Program Evaluation
Mann-Whitney U	1616.000
Wilcoxon W	2942.000
Z	-.766

a. Grouping Variable: Gender

#### INFERENCE

Since, p-value (0.443) >0.05. Therefore, the test is failed to reject the Null Hypothesis. Thus,

it is inferred that Male is more efficient in Training program evaluation

Hence, there is no significant difference between the mean rank of Female and Male.

#### KRUSKAL WALLIS H TEST

Null Hypothesis (Ho): There is no significant difference between the mean rank of

respondents Age with respect to learning and development

Alternative Hypothesis (H1): There is significant difference between the mean rank of

respondents Age with respect to learning and development

Age (Years)	N	Mean Rank
18 – 25	30	42.15
26 – 35	28	50.67
36 – 45	22	58.21
Above 45	20	65.84

### Test Statistics

Learning and development

Chi-Square 12.846

df 3

Asymp. Sig. .005

### INFERENCE:

Since P value (0.004) < 0.05, therefore the test reject the null hypothesis. Thus, there is

significant difference between the mean ranks of Qualification with Impact on Learning and development and career progression.

### 7. SUGGESTIONS

- Only 35% of the respondents are effectively utilizing training other than that others have to improve learning and implementation performance, it is essential to introduce post-training and regular follow-up sessions.

- With just 40% acknowledging effective leadership support, the academy should train students to foster open communication and recognize innovative ideas.

- To boost team collaboration, currently at 38.

- Strengthening knowledge, which is effective for 46% of students, can be achieved for other employees in the organization can be offer a flexible learning, and time management support.

- Additionally, to improve performance feedback reported as effective by only 43% the organization should implement structured review cycles, train

### 8. CONCLUSIONS

The present study was conducted to understand the effectiveness of training programs and learning initiatives provided by Xorix Academy. The research mainly focused on analyzing the relationship between training program evaluation, learning culture and engagement, career progression, and alignment with business objectives. In today’s competitive financial education industry, structured training programs and continuous learning opportunities play a vital role in improving knowledge, skills, and professional development.

### REFERENCE

#### BOOKS REFERRED

#### BIBLIOGRAPHY

- 1.Kothari, C.R. (2004). *Research Methodology: Methods and Techniques*. New Delhi: New Age International Publishers.
2. Pandey, I.M. (2015). *Financial Management*. New Delhi: Vikas Publishing House.
3. Chandra, Prasanna (2017). *Investment Analysis and Portfolio Management*. New Delhi: McGraw Hill Education.
4. Bodie, Z., Kane, A., & Marcus, A. (2018). *Investments*. New York: McGraw Hill Education.
5. Hull, John C. (2019). *Options, Futures, and Other Derivatives*. Pearson Education.

## JOURNALS REFERRED

- Smith, J. & Brown, L. (2022). Financial Literacy and Investor Decision Making. Journal of Financial Education, Vol. 48, Issue 2.
- Kumar, R. & Patel, S. (2023). Impact of Financial Technology on Trading and Investment Education. International Journal of Financial Studies, Vol. 11, Issue 1.
- Anderson, P. (2021). Behavioral Biases in Financial Market Participation. Journal of Behavioral Finance, Vol. 22, Issue 4.
- Lee, K. & Chen, M. (2022). Digital Learning Platforms in Financial Education. International Journal of Management and Business Research, Vol. 12, Issue 3.

## WEBSITES REFERRED

- <https://www.sebi.gov.in> – For information on financial market regulations and investor awareness.
- <https://www.nseindia.com> – For data related to stock market trading and financial market insights.
- <https://www.bseindia.com> – For information about stock market trends and financial market updates.
- <https://www.investopedia.com> – For financial concepts, trading strategies, and investment education.
- <https://www.moneycontrol.com> – For financial news, stock market analysis, and investment information.
- <https://www.livemint.com> – For financial news, market analysis, and economic updates.

<https://www.rbi.org.in> – For information on financial policies and economic reports in India.

<https://www.economictimes.indiatimes.com> – For business news, financial insights, and market trends.

✓