

**STUDY ON THE AWARENESS AND KNOWLEDGE ABOUT WEALTH MANAGEMENT IN
COMMON MAN**

UNDER THE GUIDANCE OF:

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CHAPTER-I INTRODUCTION

Wealth management is a high-net-worth individual's investment advisory service. Financial planning and specialised financial services, such as personal retail banking and estate preparation, are all part of wealth management.

Services include financial planning, legal and tax assistance, and Investment management.

Wealth Management The term "management" was coined in the United States in the 1990s. It is essentially the

Individuals with private financial planning can benefit from investment advisory services.

Banking, asset management, taxes advice, and portfolio management are all services that we provide.

Warren Buffet is the world's most successful investor. He claims that "the fundamental notions of Stocks should be viewed as a business, and market swings should be used to your advantage. Take advantage of the situation and look for a safety net.

WEALTH MANAGEMENT

Wealth management is a high-level professional service that includes financial and investment advice, accounting and tax services, retirement planning, and legal or estate preparation for a single fixed price.

Clients collaborate with a single wealth manager who gathers information from a variety of financial professionals, as well as organising advice from the client's own attorney, accountant, and insurance agent. Wealth management encompasses all aspects of a person's financial life and is more than just investing advice.

Rather than attempting to combine advice and goods from a variety

of professionals, the notion is that high net worth individuals benefit from a holistic strategy in which a single manager coordinates all of the services required to manage their money and plan for their future.

FINANCIAL PLANNING

Financial planning is a method rather than a commodity. It's a long-term strategy for intelligently managing your money

so you may achieve your goals and objectives while navigating the financial roadblocks that inevitably come at every stage of life. Goals must be identified before a strong financial plan can be created. After that, data is gathered in order to analyse and evaluate your financial situation. Your strategy can then be devised and implemented. It's critical to keep an eye on the plan on a regular basis if you want to make the necessary adjustments to meet your objectives.

Monetary Planning

Monetary planning is a cycle, not an item. It is the drawn out strategy for astutely dealing with your funds so you can accomplish your objectives and dreams, while simultaneously arranging the monetary hindrances that unavoidably emerge in each phase of life. To make a sound monetary arrangement, objectives should initially be laid out. Information is then accumulated to investigate and assess your monetary status. When complete, your arrangement can be created and executed. Observing the arrangement on a continuous premise is fundamental to make vital changes in accordance with arrive at your objectives.

Advantages of Using a Financial Planner

How can you say whether you could profit from the administrations of a monetary organizer? You might not have the aptitude, the time or the craving to design and deal with specific monetary parts of your life effectively. You might need assistance

beginning. A few explanations behind looking for proficient monetary arranging direction could include:
Bringing in certain your cash will endure during retirement or turning over a retirement plan

Dealing with the legacy of a huge amount of cash or other startling monetary bonus
Planning for a marriage or separation

Making arrangements for the birth or reception of a kid

Confronting a monetary emergency like a significant sickness, cutback or cataclysmic event

Really focusing on maturing guardians or a handicapped kid
Adapting monetarily to the demise of a

companion or close relative
Financing schooling

Purchasing, selling or passing on a privately-run company

Tarrying is the best foe of monetary autonomy, and utilizing a monetary organizer will keep you on target.

Sorts of Financial Planning

There are two way to deal with monetary arrangement:

1. GOAL BASED FINANCIAL ARRANGEMENT

The objective based monetary arrangement can get more complicated when we accommodate numerous objectives, with an alternate resource allotment for every objective and different extended returns for every resource class. Objective based monetary plans are a standard beginning stage for the financial backer organizer relationship.

2. COMPREHENSIVE FINANCIAL PLAN

A far reaching tends to the above limits of an objective based monetary arrangement. It gives total data on the by and large monetary place of the financial backer and how the

monetary objectives will be met intermittently. Numerous configurations of Comprehensive Financial Plan are feasible for different circumstances. Job of Financial Planner[Wealth Manager

The Financial Planner's crucial job is to guarantee that the financial backers have satisfactory cash/abundance for different monetary need/objectives.

As per various circumstances, monetary organizers play a variety of jobs to tailor the abundance answers for clients:

Monetary Coach: to keep close watch on clients' funds and act as a nearby sidekick on their life venture

Monetary Doctor: to offer proficient monetary guidance for clients, assisting them with recognizing issues, address emergencies and keep away from speculation botches

Monetary Instructor: to teach clients of the significance of abundance the board, and help them to find out about different monetary devices to accomplish their objectives immediately

Monetary Caregiver: to go with clients across each life stage, completely take care of their monetary necessities and offer guidance and updates suitably

Monetary Nutritionist: to fortify clients' funds for the prosperous development of their resources

Methodical way to deal with Investing

In the long haul, value share costs track corporate execution. More beneficial an organization, higher is probably going to be its portion cost. Be that as it may, in brief periods of time, the market is erratic.

Market changes are a wellspring of hazard for financial backers. Throughout the timeframe value has given a preferred return over some other wellsprings of speculations. Henceforth it is the significant speculation road in

abundance the executives. In view of this reason financial backers are encouraged to adopt an efficient strategy to money management. This can take of the accompanying structures:

1. SYSTEMATIC INVESTMENT PLAN (SIP)

Taste deals with the rule of ordinalY speculations. It resembles your repetitive store where you put in a modest quantity consistently. It permits you to put resources into a MF by making more modest occasional ventures (month to month or quarterly) instead of a weighty one-time speculation for example Taste permits you to pay 10 occasional ventures of Rs 500 each instead of a one-time speculation of Rs 5,000 in a MF. Accordingly, you can put resources into a MF without changing your other monetary liabilities. It is basic to comprehend the idea of rupee cost averaging and the force of compounding to all the more likely value the working of SIPS.

2. SYSTEMATIC WITHDRAWAL PLAN (SWP)

Methodical Withdrawal Plan (SWP) is the office by which a financial backer can pull out a pre-decided sum from his current Interests in common assets at a pre-chosen stretch (week after week, month to month, quarterly, semi-yearly or every year). Practically, Systematic Withdrawal Plan (SWP) is like Systematic Investment Plan (SIP) yet it gives a choice to deliberately pull out. This aides in creating a normal income for the financial backers. SWP in shared reserve is one of the best and duty proficient method for procuring likely returns.

CHAPTER-2

REVIEW OF LITERATURE

A broad survey of past examination and grant on the said theme has been finished. It is a blend of 15 unique accessible writing in respect with the theme from the most recent 20 years. It incorporates the connected examination function as old as year 1989 and as most recent as the year 2021 in a sequential request from ongoing to past. It is an endeavor to consolidate the theoretical and convincing discoveries of a wide range of work done to make sense of the general comprehension of the point. The writing survey helped in establishing the groundwork for research questions as well as the essential exploration. We have referred to the sources with their believability in a clarified bibliographic way. The survey of the connected writing helped in setting up a good foundation for oneself as an educated analyst, delineating the significance of a specific point, characterizing the watchwords utilized, making sense of the examination strategies utilized with their weaknesses, recognizing the exploration hole and coordinating towards the correct heading of accomplishing the examination goals. It likewise gives stream, course and comprehensibility to the perusers.

(Ananda, 2020) saw that the Generation Z is exceptionally destructive in nature which showed their twisted towards commercialization. Along these lines, creator planned to concentrate on the expressed age regarding monetary proficiency. The example size of 200 respondents was gathered through poll. The information was investigated with the strategy of Structural Equation Modeling, Partial Least Square to observe that the monetary proficiency influences monetary way of behaving through monetary demeanor. At the end of the day, one might say that the monetary mentality intercedes the connection between the monetary proficiency and conduct. (Rodrigues et al., 2019) Financial proficiency has forever been a significant point in the field of monetary examination. The requirement for the exploration in this space becomes vital because of many reasons like presence of

numerous monetary items in the market with various appropriateness needs and different dangers. This study researched the quantifiable monetary instruction level among the 1597 clients of bank. The overview in question the •test game which tried the essential and progressed information on the people concerning monetary proficiency. The discoveries showed that practically all people had fundamental monetary information yet they were not knowledgeable with the further developed information. The discoveries showed the significance of monetary education among the singular financial backers while managing high gamble complex monetary _items and added to the examination by an-anging standard measures to recognize the essential and progressed monetary information.

(Hanson and Olson, 2018) led an electronic review on the chipping in understudies to figure out that children from an acquainted family who examine about cash matters, planning and ventures are more monetarily mindful and proficient than kids from a similarity arranged family. They additionally presumed that monetary proficiency is a significant instrument in individual budget and could influence monetary way of behaving in a positive way.

(Biljanovska and Palligkinis, 2018) concentrated on the connection between poise part of the purchasing conduct and the family riches. Information was gathered from the Health and Retirement Survey, a dataset of US Household, which is open for public.

Three factors in particular preparation, checking and responsibility, given by (Baumeister and Heatherton and co-creators 1996, 2002) decided the strength of the discretion. The discoveries showed the positive connection between the discretion and family abundance. (Edirisinghe et al., 2017) concentrated on the monetary education and monetary way of behaving of the administration students to track down the connection between the two elements. An aggregate of 223 administration graduates were chosen from the three government colleges in Sri Lanka for information assortment. The outcomes showed that the monetary education of greater part of the students were at moderate level. Different

relapse examination was utilized to observe that the monetary moticiency level decidedly affects the general way of behaving of a person.

(Ikeobi and Arinze, 2016) inspected the effect of the segment factors on the singular financial backers in Nigerian capital marketw The discoveries showed that the pay and schooling flindamentally affects the speculations made. Business additionally made a tremendous diffetence. Segment factors, for example, orientation, age, conjugal status heid no huge impact on the venture goals of the retail financial backers.

(Te'eni-Harari. 2016) researched the degree of monetary education among the youngsters in Israel and the job of including them in setting aside cash for a family.

The example study of 103 youngsters were gathered based on coordinated interview. The discoveries recommended that there existed a connection between the kid's contribution in setting aside cash and the monetary result of a family. The concentrate additionally showed that the kids with more elevated level of association in setting aside cash me having uplifting outlook towards investment funds and furthermore show the positive monetary way of behaving. The significance of parental and peer deineanor were measurably huge while researching the degree of association of setting aside cash among youngsters. (Sekar and Gowri. 2015) did an examination on monetary proficiency levels among the Gen Y workers. The study discovered that monetary mindfulness in the Coimbatore city individuals particularly youths was not a lot. They additionally concentrated on the effect of orientation, age, pay and training on monetary proficiency levels and proposed embracing procedures could help the more youthful age in being all the more monetarily mindful.

(Aggarwal and Gupta, 2014) portrayed the significance of instruction and discipline in creating and influencing monetary education among young people. They likewise saw from the study that guys were more monetarily proficient than ladies.

(Singh. 2014) concentrated on that more noteworthy monetary education can demonstrate advantageous to poor and defenseless by giving them monetary items high investment

finds rates and lesser loaning rates. They closed with the way that the lower monetary education is connected to bring down family reserve funds as well as over obligation.

(Jalil et al., 2013) analyzed the variables which impacted monetary arranging post retirement. The review was done in Malaysia. Test overview of 170 people were taken and the primary condition demonstrating was utilized to break down the information. The discoveries showed that the compensation was the main component which affected monetary preparation. Mentality and culture likewise affected the monetary preparation.

(Nye and Hillyard, 2013) concentrated on the impact of quantitative education and material qualities on the individual monetary way of behaving. A few monetary items like compensation day advances and Visas draw in exceptionally exorbitant loan fees which has the drawn out outcomes on the monetary prosperity of the people. An example study of 267 purchasers was completed to observe that the certainty of the shoppers in quantitative education and emotional numeracy is decidedly connected with the monetary way of behaving. Emotional numeracy puts the hasty purchasing down. Subsequently, it was concentrated on that quantitative education is decidedly related and realism is adversely co-connected with the monetary way of behaving and results. (Agarwalla et al., 2012) thought about monetary education and monetary way of behaving of Indians with worldwide principles. They viewed that as albeit monetary education level among Indians was lower however monetary disposition and conduct emerged to be extremely sure on the worldwide norms moreover.

(Walstad et al., 2010) concentrated on the impact of monetary instruction on the monetary information on the secondary school understudies. The scores accomplished in the pre-test and post-test was analyzed when presenting the understudies to 'Suppolling Your Future Curriculum' an-anged for them. The scores were contrasted and the pairwise t test. The discoveries of the relapse results showed that in view of the course to which the educational plan was presented, the monetary information on the understudies was expanded. The

creators inferred that an all around organized program with its appropriate execution can influence the monetary information concerning their individual budget in a positive way.

(Ng et al., 2010) learned about the assumptions for the millennial age according to the profession point of view as far as compensation, balance between serious and fun activities and development. They additionally concentrated on the impact of segment elements and scholarly execution on the equivalent. A cross country test overview of 23,413 millennial college understudies from various colleges across Canada was gathered. The information examination was finished utilizing different multivariate methods to observe that the said age look for quick progression and improvement of new abilities with a fantastic balance between fun and serious activities.

(Choi, 2009) researched that whether the understudies holding the ledger were having more monetary information when contrasted with the people who didn't. To concentrate on this relationship, the creator gathered the public information of the Jumpstart Coalition for individual budget. This information is gathered at regular intervals by the Jumpstart Coalition. Various relapse was utilized to observe that understudies with ledger scored higher regarding monetary information. Other segment factors like race, orientation, schooling and parent instruction and so forth.

were controlled to work out the scores for monetary information. Albeit the review was not causal in nature, the outcomes were instructive that the monetary training increments with the proprietorship chance of the monetary items, in this manner demonstrating a connection among schooling and experience.

(Willis, 2009) audited the viability of monetary proficiency training by presenting the model for a similar which showed that monetary instruction impacted monetary education subsequently influencing great monetary choices and conduct. The creator likewise recognized specific restrictions in existing exploration like information dependability issues, unrepresentative examples, boundary to better information assortment strategies

and examination configuration issues. The creator likewise suggested the elective public strategies for better adequacy of the monetary proficiency programs.

(ANZ. 2008) completed a review in Australia to quantify the degree of monetary proficiency through telephonic meeting among different age bunches over 18 years. A few discoveries were made under the heading of reserve funds, planning and arranging. 68% of the respondents involved the family with only one individual answerable for the monetary administration. Females scored low in monetary education when contrasted with men. 74% of the respondents encountered no issue in planning while 24% affirmed that they had issues in saving cash for reserve funds and ventures. The creator likewise read up the demeanor expected for monetary preparation of both long haul and present moment. The monetary proficiency was concentrated exhaustively with regards to mathematical education, standard proficiency, monetary figuring out, monetary ability and monetary obligation.

(Danes and Haberman, 2007) analyzed the alternate point of view of the male and female orientation on the monetary information, self-adequacy and conduct. A monetary arranging educational plan was given to 5329 secondary school understudies to complete a pre-post- test. The discoveries showed that the females thought overseeing cash is more significant for their future. While guys were accounted for to accomplish more prominent number of monetary points than the other gender. The females were accounted for utilizing spending plans, discussing monetary issues with family and contrasting costs more often than men. (Cude et al., 2006) researched about the variety in risk taking way of behaving among the undergrads as far as their works on relating to monetary administration. Both quantitative and subjective information were utilized to concentrate on the way of behaving and the monetary information on the understudies. Center gathering conversation was done to compute the monetary wellness score of the respondents. The two center gatherings incorporated the respondents who were at monetary gamble and the other two incorporated the individuals who were not. The discoveries showed that the kids' monetary socialization

was administered by their folks. Monetary instruction is additionally impacted by the understudies' grounds chairmen and other monetary instructors or experts. The creators exhorted that the graduation course educational program ought to incorporate an individual budget course or a monetary fundamental abilities course for covering the nuts and bolts of monetary administration to guarantee better monetary way of behaving- (Masud Jariah, 2004) read up the requirement for monetary instruction among the understudies of the University as numerous understudies move past obligated with schooling credits which postpone their other monetary objectives after finish of the degree and beginning of a task. The creators recommended the instructors for offering a course which shows them fundamental monetary abilities essential for viable monetary administration.

(Ameriks et al., 2003) did a review to concentrate on the distinctions in abundance aggregation by various families of a similar economic wellbeing. They saw that the conduct mentality assumes a significant part to elevate inclination to design. They concentrated on that those with high inclination to design, invest more energy in monetary anticipating abundance gathering. They considered and understood the significance of arranging in the proper method of collection of riches.

(Hogarth and Anguelov, 2003) concentrated on that the investment funds of poor people and the low pay family is fundamentally connected with financial, segment factors, inspiration, admittance to assets and the institutional climate. The information was gathered from the Federal Reserve board 1998's study of purchaser funds. Their review called that multitude of individuals, 'savers' who had lesser spending than pay. They additionally investigated the determinants of reserve funds by multivariate exact model. Income, instructing, race, trusts, motivations, arranging skyline, youngsters' presence, admittance to prosperity inclusion, vehicle ownership, district, record as a consumer and financial balance possession were concentrated as vital components of family investment funds.

(Faulcon Bowen, 2002) analyzed the monetary information on the adolescents of secondary school youngsters and seniors alongside their folks. The creator likewise inspected the connection between the monetary information on the adolescents and the guardians. The discoveries showed that the teenagers had the information about pay though guardians were learned on practically all regions aside from Mastercard risk, yearly rate rates, car accident inclusion and so on. The creator made sense of a critical connection between the adolescents and guardians with regards to monetary information.

(Tennyson and Nguyen, 2001) inspected the connection between the scores of a test relating to individual monetary proficiency of secondary school understudies and their state's individual accounting educational program command. Multivariate investigation was utilized to observe the positive connection between the individual budget educational plan and the grades. The more unambiguous the educational plan command was, higher was the positive effect on the understudies. Subsequently, the discoveries showed that the scores were high for the understudies who had explicit monetary instruction coursework instead of those with general or no command. (Boheim and Taylor, 2000) concentrated on the family finance issues like repossession post ousting in Britain, between the years 1991- 1997. They utilized the information from British Household Panel Survey. They comprehended that when an individual goes through such horrendous encounters, it readies the individual and rouses him towards reserve funds for abundance creation and gathering. They additionally concentrated on the significance of positive primary and monetary status of a family in gathering the family costs. The family with working top of the family acquiring big league salary with large resources have positive monetary status are more effective in gathering family costs.

(Fox, 1999) researched the scholarly execution of 419 students in the class of monetary administration on the - grounds of learning style, segment foundation, scholastic history and time portion. The target of exploring the connection between understudy learning style and scholastic outcomes over individual budget was to track down the ways of directing

the individual budget teachers. Normal least square relapse was utilized to examine the connection between subordinate variable and autonomous variable to observe that the scholastic history and time use were genuinely huge elements. Utilized understudies performed better. Understudy learning style was not measurably huge variable for the scholastics brings about the course of individual accounting. (PaiT0tta and Johnson, 1998) concentrated on the impact of monetary mentality on the monetary administration and fulfillment of the as of late hitched individuals. Minister and Firebaugh Family Resource Management Model was utilized to research something similar. An example size of 194 as of late hitched people was taken to run different relapse models. The discoveries showed that the monetary information didn't direct the relationship of monetary mentality and the practices. Mentality instead of monetary information ended up being more significant for the monetary fulfillment among the couples.

Research Gap

While there is a developing writing on the monetary proficiency and its impact on the monetary way of behaving of the individual, the writing assesses inborn way of behaving or mental elements of the Generation Y. Exceptionally restricted papers concentrate on the aggregate impact of segment factors. monetary education and conduct on the monetary results of the millennial family and scarcely any thinks about them all. There exists a scarcity of studies making sense of the social part of the abundance gathering in the family. Thusly, this concentrate according to the current writing, goals to utilize the agent informational collection of the expressed age to offer new experiences on the vital reasons for augmenting family abundance hole of the Gen Y. Hence, this hole in writing rouses to concentrate on the peculiarity with a conviction that the discoveries of the review will contribute towards the writing and the scholarly world by overcoming any issues to enhance the review. The review will likewise have significant administrative ramifications for the arrangement creators and the business ideally the BFSI (Banking, Finance administrations and Insurance) area.

CHAPTER-3

RESEARCH METHODOLOGY

DATA COLLECTION:

(a) **PRIMARY DATA COLLECTION SOURCES:** The data collected for the first time by the researcher is called as the primary data. Close ended questionnaire has been used to collect the primary data. Questionnaire is considered as the good source Of data collection as it is free from bias of interviewer and large samples can be covered and thus the results can be made more dependable and reliable. The data is collected from the individual investors who have invested in stock market either in equity or in mutual fund at least once. The investors are approached through broking firms, government employees, contractors and MBA students doing project work in broking firms.

(b) **SECONDARY DATA COLLECTION SOURCES:**

Reports published regarding financial literacy based on different demographics. Articles and Research Papers by others available on Google scholar and Shodhganga. Books related to financial literacy

METHODOLOGY:

This study presents us with the data to understand the role of financial literacy while making investment decision by the common man which is responsible for the trends present in the market. The data received by the individuals like demographic features of the respondents like Gender, age, marital status, education, income, experience and investment level helps us to get an overview of the decision and choices of different people which are selected from the population for the study.

SAMPLE & SAMPLING UNITS:

The sample consist of students of Asian Education Group, Lovely Professional University and professionals belonging to Delhi NCR. A total of 100 respondents have filled up the questionnaires. The sampling unit is a person residing in the Delhi

NCR and actively invest in security market.

SAMPLE SIZE:

It consists of the 100 respondents who are living in Delhi NCR and are in different phases of their life actively looking for opportunities to grow their income sources by diversifying their portfolio as per their age and income and this is to understand how their investment decision is being impacted by behavioural biases.

SAMPLING TECHNIQUE:

The method used in this study is simple random sampling which comes under probability sampling method, which was used to collect the pHmary source of data based on the time and respondents available. I have chosen this method in order to select particular individuals who are actively investing in stock market and are residents of Delhi NCR.

TOOLS USED FOR DATA ANALYSIS:

In this study we have used Google Forms to formulate the questionnaire and distributed among different people who are residents of Delhi NCR working in corporates and studying in different colleges and Excel have been used to analyse the collected data by forming tables and charts.

TIME HORIZON OF THE STUDY

It is a cross sectional study as the responses were collected only once, over a period of time from 05/04/2022 to 27/04/2022

AIMS & OBJECTIVES

To gain a better knowledge of wealth management.

To investigate the elements that influence common man to know about wealth management.

To investigate the impact of wealth management in common man who are not aware about this.

To raise awareness and provide knowledge about wealth management to common men.

To emphasise the importance of the wealth management to decide about financial management.

FORMULATION OF HYPOTHESIS

HO.1 : There is no huge impact of Financial Literacy on the Household Wealth.

HI .1: There is a massive impact of Financial Literacy on the Household Wealth HO.2: There is no tremendous impact of Behavioural Control on the Household Wealth.

HI .2: There is a tremendous impact of Behavioural Control on the Household Wealth. HO.3: There is no tremendous impact of Financial Literacy on the Behavioural Control.

HI .3: There is a huge impact of Financial Literacy on the Behavioural Control. HO.4: Behavioural Control doesn't intervene the connection between Financial Literacy and Household Wealth.

HI .4: Behavioural Control intercedes the connection between Financial Literacy and Household Wealth.

HO.5: Financial Literacy doesn't intercede the connection between Behavioural Control and Household Wealth.

HI .5: Financial Literacy intercedes the connection between Behavioural Control and Household. h

1-10.6: Financial Literacy affects Household Wealth in contrast with Behavioural Control.

CHAPTER-4

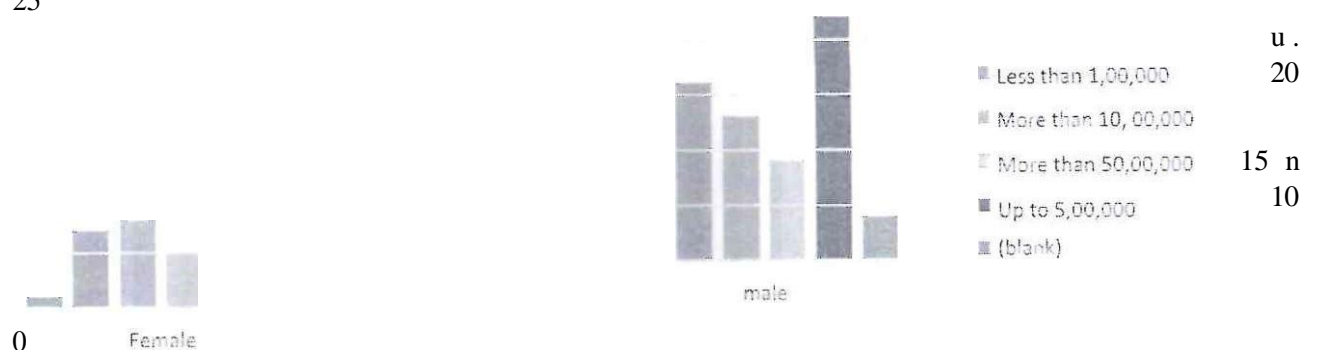
DATA ANALYSIS AND INTERPRETATION

Data analysis is a hands on process which helps us to go through a large set of available data , remove unnecessary data . extract useful data and information , analyse the data .get on to a conclusion and which ultimately helps in the decision making process .

Income vs Respondents

Count of Gender	Column Labels	Less than 1,00,000	More than 10,00,000	More than 50,00,000	Up to 5,00,000	(blank)	Grand Total
Row Labels							
Female		19%	22%	14%	42%	0%	100%
Male		25%	20%	14%	34%	6%	100%
Grand Total		23%	21%	14%	37%	4%	100%

25

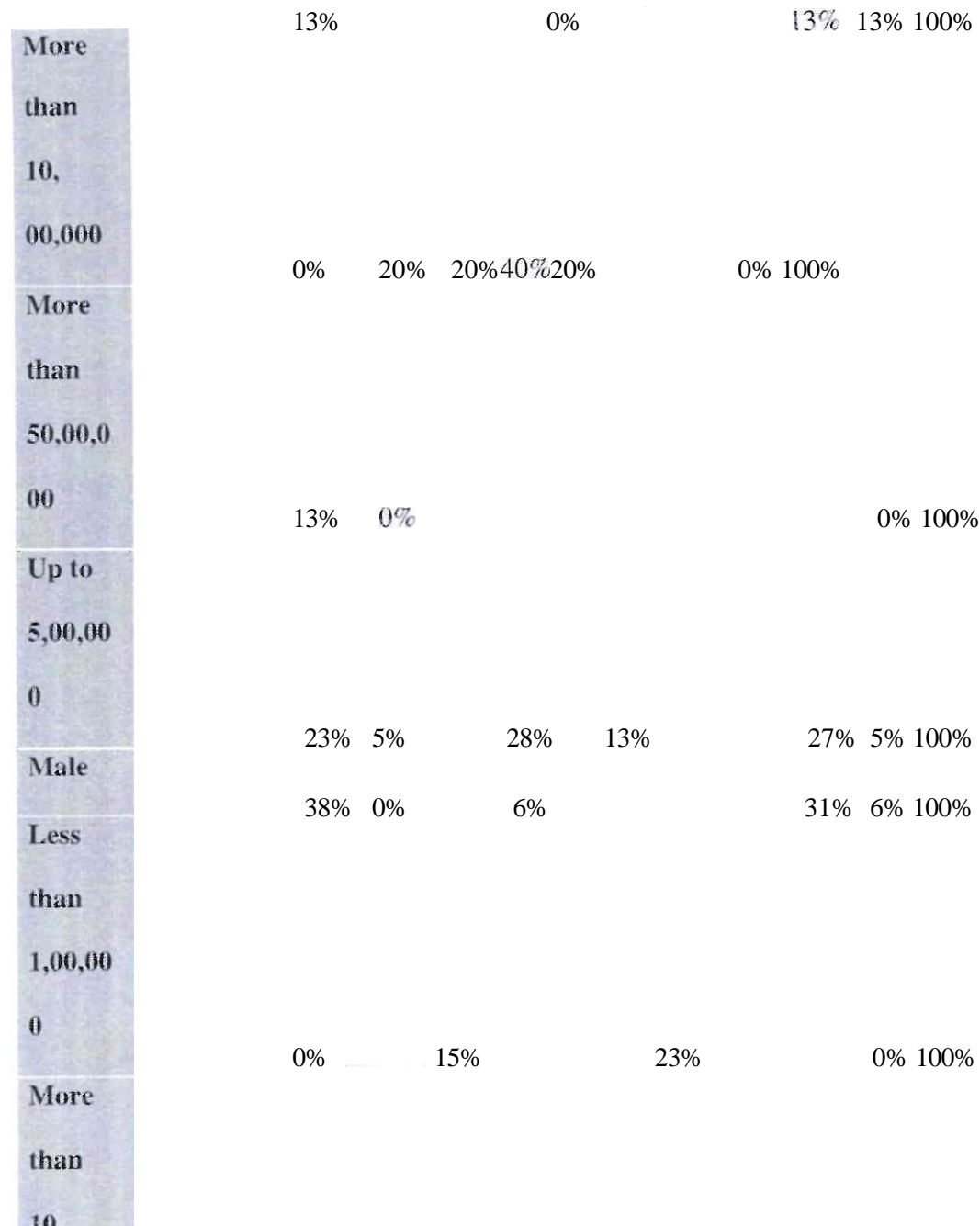


INTERPRETATION-

The above table and graph shows the total number of male and female who took participate in this particular survey along with their different category of incomes. 37% population are from those category who have income of up to 5,00,000 and 23% are in the category of less than 100000 income level and so on.

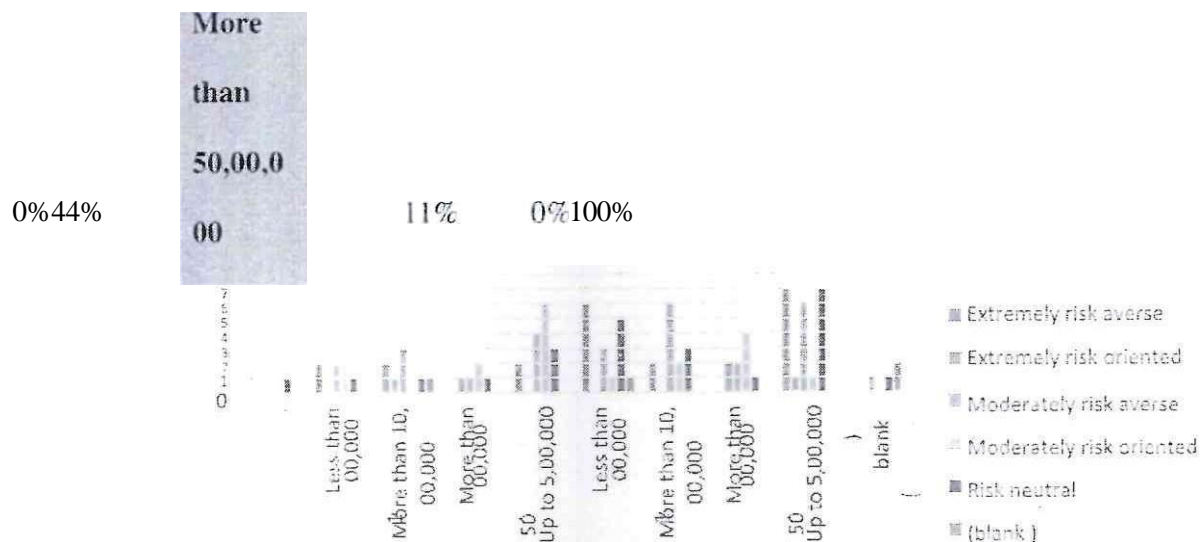
Risk profiling vs Respondents

Count of Gender	Column Labels	0	0	0	0	0	0
Row Labels	Extreme ly risk averse	Extreme ly risk oriented	Moderate ly risk averse	Moderate ly risk oriented	Risk neutr al	(blank)	Grand Total
Female	17%	6%	28%	28%	19%	3%	100%
.	0%	0%	0%	0%	100%	0%	100%
Less than 1,00,000	29%	0%	29%	29%	14%	0%	100%



00,000

Up to 5.00,00	32%	5%	27%	5%	32%	0%	100%
(blank)	0%	0%	25%		0%	25%	50% 100%
Grand Total	21%	5%	28%		18%	24%	100%



VNTERPRETATION-

The above table & graph states about the risk profiling of the population as per their incolne level.

According to the table it clearly states that of of females have their moderate risk profiling whose income level is up to 5. and 44% of male have moderate risk profiling. Remaining genders belongs to other category.

Long term capital gain as main reason for investment vs Respondents

Count of Gender	Column Labels					
Row Labels	Agree	Disagree	Neutral	Strongly	Strongly	Grand
	Agree	Disagree				Total
Female	36%	11%	17%	33%	3%	100%
More than 50,00,000	40%	20%	20%	0%	20%	100%
Up to 5,00,000	60%	0%	7%	33%	0%	100%
Male	36%	9%	19%	34%	2%	100%
Less than 1,00,000	44%	0%	19%	38%	0%	100%
More than 10, 00,000	15%	15%	31%	31%	8%	100%
More than 50,00,000	33%	22%	22%	22%	0%	100%
Up to 5,00,000	50%	9%	9%	32%	0%	100%
(blank)	0%	0%	25%	75%	0%	100%
Grand Total	36%	10%	25%	36%	100%	

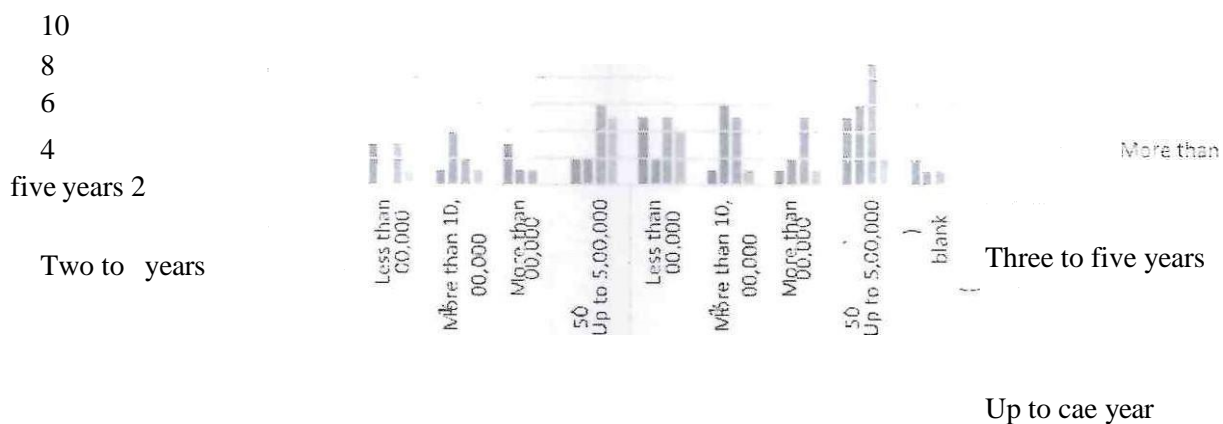
INTERPRETATION-

The above table & Graphs shows that if the respondents consider long term capital gain as the primary reason they are investing their funds in the market. According to the survey the responses that came into picture is that 60% of female who have income level up to 5,00,000 are agree with the situation and 40% female in the income level Of more than 50,00,000 are also agree with the situation. While talking about males then 50% of income level up to 50,00,00 are agree with this situation and so on.

Investment horizon vs Respondents

Count of Gender	Column Labels				
Row Labels	More than five years	Three to five years	Two to three years	Up to one year	Grand Total
Female	25%	19%	33%	22%	100%
More than 50,00,000	0%	0%	0%	100%	100%
Up to 5,00,000	43%	0%	43%	14%	100%
male	13%	50%	25%	13%	100%
Less than 1,00,000	60%	20%	20%	0%	100%
More than 10,00,000	13%	13%	40%	33%	100%

22%	More than 50,00,000	27%	39%	13%	100%
13%	Up to 5,00,000	31%	25%	100%	
8%	(blank)	38%		8%	100%
	Grand Total	100%			



INTERPRETATION-

The above table and graphs shows about the investment horizon and how long they can keep their money invested in the market. Through this survey it is clear that total 56% of respondents are those who can keep investing till two to 3 yeals which is maximum and 22% are those who can keep up to 3-5 years. Rest 11 % are belongs to those category who can keep their investing more than 5 years and up to 1 year.

Investinent understanding/knowledge vs Respondents

Count of	Column	
Gender	Labels	

49

I am a

Row Labels

I am an novice experie I have an Gran
understandin amateur

Total

g of interest
investing. in
investing

11%

20%

Female

More than

50,00,000

Up to 5,00,000

male

Less than

1,00,000

23%

More than 10,
00,000

0%

More than

50,00,000

5%

Up to 5,00,000

0%

(blank)

Grand Total

7% 0%

8%

31% 0%

61%

87%

44%

31%

44%

25%

75%

22%

20%

7%

34%

38%

23%

33%

22%

50%

30%

100%

100%

100%

100%

100%

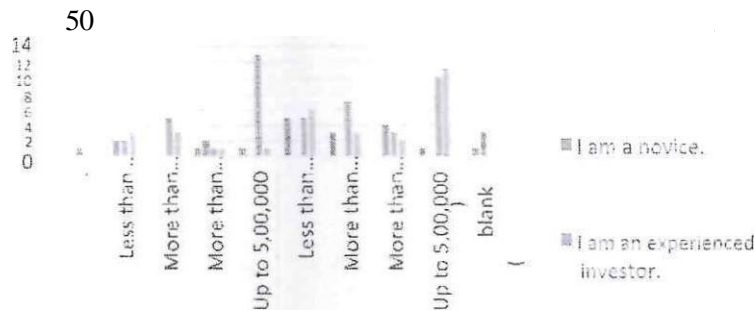
100%

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INTERPRETATION-

The above table and graph states about the understanding level about investing in the market of the genders. As per the survey and responses received it can be seen that 50% of the respondents have basic understanding of investing and 30% have an amateur interest in investing. Rest 11% are novice and 9% are experienced investor.

Proportion of income willing to invest in the market vs Respondents

Count of Gender	Column Labels					
Row Labels	11-20%	21-30%	Less than 10%	More than 31%	(blank)	Grand Total
Female	44%	14%	22%	19%	0%	100%
More than 50,00,000	100%	0%	0%	0%	0%	100%
Up to 5,00,000	43%	29%	14%	14%	0%	100%
male	50%	38%	0%	13%	0%	100%

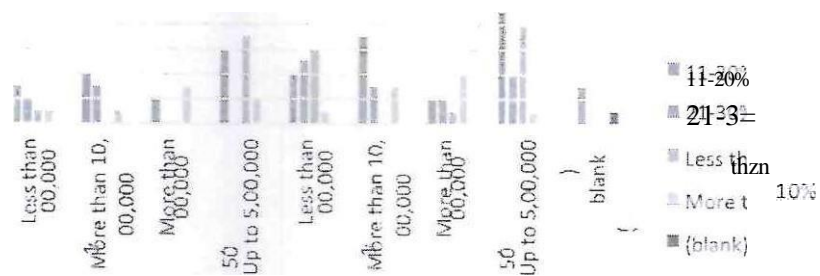
Less than 1,00,000	40%	0%	0%	60%	0%	100%
More than 10,00,000	0%	13%	40%	0%	100%	
More than 50,00,000	34%	27%	23%	14%	2%	100%
Up to 5,00,000	6%				0%	100%
(blank)	54%	23%	0%	23%	0%	100%
Grand Total	100%					

10

6

4

2



than

31%

INTERPRETATION

The above table and graph throws light on the willingness of the gender to invest of

their proportion of their income. When this question has been asked then the responses that came into picture

are that 44% of total respondents are willing to

invest more than 31 % of their income and 22% are willing to invest 11-20% and 21- 30% of their income.

are those who wish to invest less than 10% of their income.

Stable income source vs Respondents

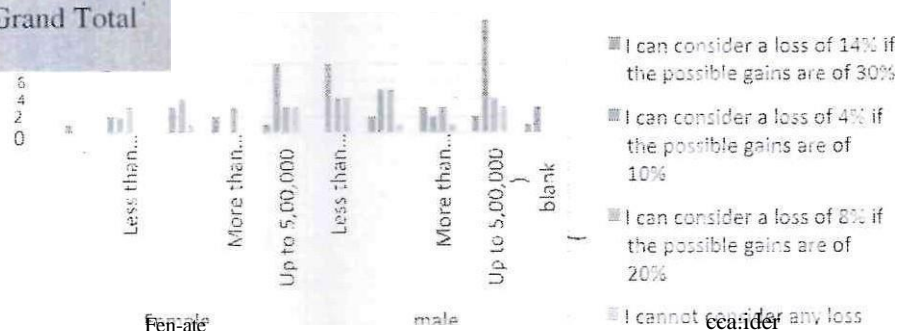
Count of Gender	Column Labels					
Row Labels	Somewhat stable	Stable	Unstable	Very stable	Very unstable	Grand Total
Female	42%	8%	22%	6%	22%	100%
More than 50,00,000	100%	0%	0%	0%	0%	100%
Up to 5,00,000	43%	29%	14%	0%	14%	100%
Male	38%	0%	38%	0%	25%	100%
Less than 1,00,000	20%	0%	20%	40%	20%	100%
More than 10, 00,000	47%	7%	20%	0%	27%	100%
More than 50,00,000	39%	11%	34%	3%	13%	100%
Up to 5,00,000	25%	19%	44%	0%	13%	100%
(blank)	31%	0%	54%	0%	15%	100%
Grand Total	33%	33%	22%	0%	11%	100%

	Column Labels					
Count of	I can consider a loss of 14% if the possible gains are of 30%	I can consider a loss of 4% if the possible gains are of 10%	I can consider a loss of 8% if the possible gains are of 20%	I cannot consider any loss	Grand Total	
Gender						
Row Labels						
	14%	39%	36%	11%	100%	

54

Female

0%	More than 50,00,000	100%	0%	100%
29%	Up to 5,00,000	29%	43%	0% 100%
	male	13%	100%	
40%	Less than 1,00,000	60%		0% 100%
7%	More than 10,00,000	53%	20%	120% 100%
13%	More than 50,00,000	48%	25%	14 100%
0%	Up to 5,00,000	25%		25% 100%
15%	(blank)	38%	38%	8% 100%
	Grand Total	11%	100%	



INTERPRETATION-

The above table and Graph shows about the objectives which define their investment.

When it is said to them to choose that which option define their investment objectives then the responses that has been received are that 35% of the respondents are those

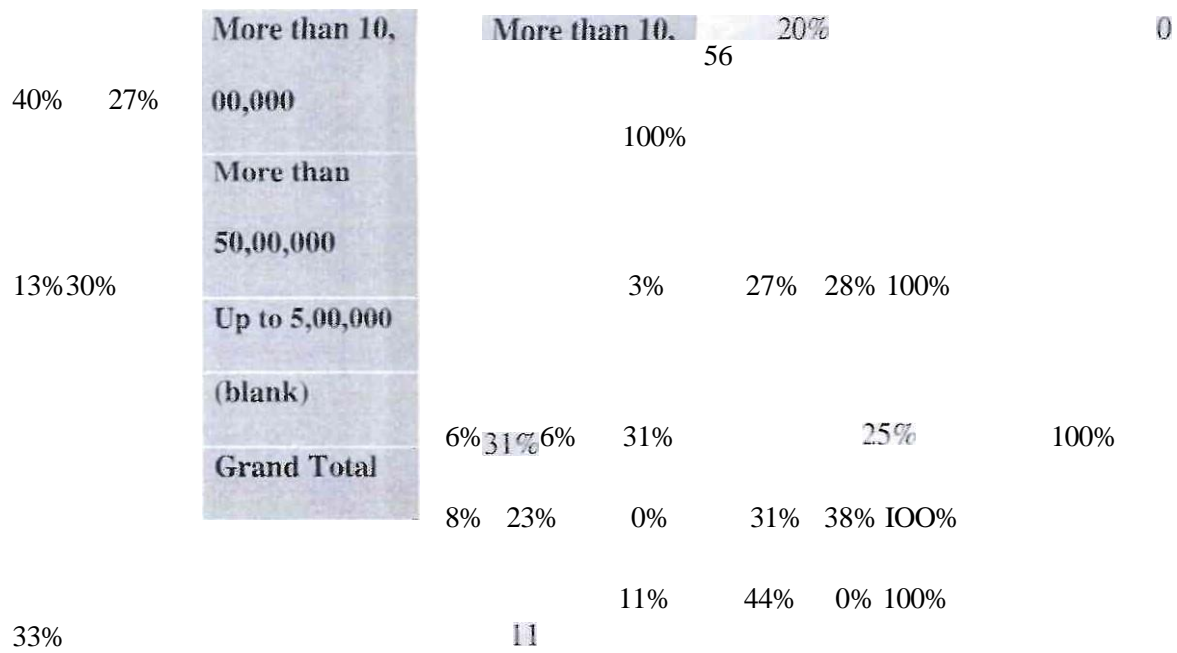
who can consider a loss of 14% if the possible gains are of 30% and 22% are those

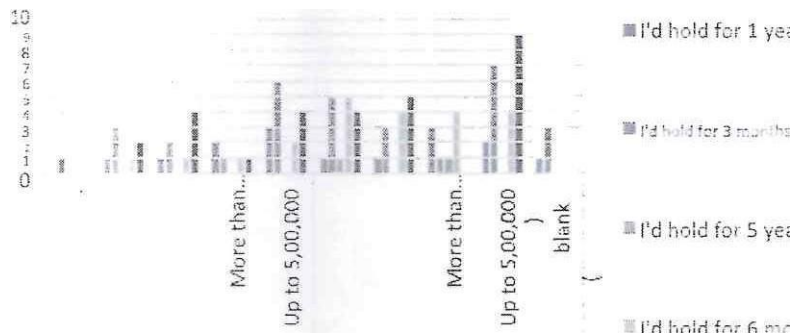
who can consider a loss of 4% if the possible gains are of 10%. Rest 33% are those

who can consider a loss of 8% if the possible gains are of 20% and 11% are those who cannot consider any loss

Holding capacity to a poorly performing stock vs Respondents

Count of Gender	Column Labels					
Row Labels	I'd hold for 1 years	I'd hold for 3 months	I'd hold for 5 years	I'd hold for 6 months	Not hold and cash in immediately if there is an erosion of my capital	Grand Total
Female	19%	36%	0%	14%	31%	100%
More than 50,00,000	0%	100%	0%	0%	0%	100%
Up to 5,00,000	14%	43%	0%	14%	29%	100%
Male	13%	25%	0%	13%	50%	100%
Less than	40%	20%	0%	20%	20%	100%





INTERPRETATION-

When the question is asked to Agree Disagree Neutral Strongly Strongly Grand
respondents that if their investment outlook is long-

term which will be more than 5 years then how long will they hold on to a poorly Disagree Total

performing portfolio 31% 19% 31% 6% 14 100%
before cashing in then the responses that has been received are

that 44% of the total respondents would hold for 6 months and 33% would hold for I year. Rest I I % would
hold for 3 months and 5 years.

43 %29%	Row Labels		_29%	0%	0%	100%
	Female	25%25%	38%	13%	0%	100%
	More than	0%	20%	20%	0%	60%
	50,00,000					100%
33%13%33%	Up to		7%	13%		100%
	5,00,000					
30%	male	14%38%	17%		2%	100%
	Less than					
6%	1,00,000		50	0%		100%
	More than					
15%	10, 00,000	46%	15%	15%		8%
33% 22%	More than		22%	22%	0%	100%
	50,00,000					
	Up to					
	5,00,000					
	(blank)					
	Grand Total					

CHAPTER-5

CONCLUSIONS AND IMPLICATIONS

The goal of the review was to comprehend the conduct control and monetary proficiency level by contrasting the impacts of both on the family abundance of Gen

Y. A successive blended strategy was utilized to accomplish the expressed goals of the exploration. The principal technique for exploratory subjective review was utilized to figure out the speculation and to propose an examination model. It was trailed constantly technique for distinct review to test the speculation and approve the proposed model with a quantitative strategy. The review was completed on huge example size of 1 00 individuals from Gen Y to sum up the outcomes to their populace

at large. (Venkatesh et al., 2013) likewise upheld the way that these sorts of blended technique study is formative in nature as it incorporiütes the discoveries from both subjective and quantitative periods of the exploration.

In the wake of testing the speculation, it was observed that Behavioural Control has full intervening impact though financial education has halfway interceding impact. Along these lines, social control strongly affects the family riches. Since a full intercession by the intervening variable of social control exists, the free factor of monetary education applied its absolute impact with and through the intervening vatGable.

Assuming we eliminate the arbiter, the critical connection between the Dependent Variable and the Independent Variable vanishes. Consequently, the impact of conduct control becomes huge for the sound monetary wellbeing and prosperity of the millennial family.

FINANCIAL LITERACY MINDFULNESS CAMPAIGNS

Top administration of different business associations ought to step up to the plate and monetarily teach their representatives- They ought to make them mindful of the fundamental monetary expertise to keep themselves monetarily sound. This drive will impart dedication in the workers for their association. Upgrading the client maintenance by Financial Institutions through realizing the client as far as their way of behaving, education and level of pay. Just when we know the client, we can organize items for high consumer loyalty and unwaverinoness.

Monetary foundations and policymakers should organize monetary items that can give customized monetary instruction to control emotional way of behaving through packaged programs. It very well may be finished with the assistance of infomercials on TV, radio promotions, self-administration modules on pages, falsely canny applications on advanced cells and other choice help devices.

COMMITMENT TO THE CURRENT WRITING

'Contactless-ness is the new typical". Accordingly, advanced education becomes basic for the generally speaking monetary proficiency in the realm of computerized disturbance with innovations like AI, man-made reasoning, web of things (10T) and so forth. Self- administration advancements ale presented by monetary organizations like passbook printers, cash store and withdrawal ATMs, no finish card withdrawals up to Rs. 2000/- without PIN. positive compensation framework for adjusting the checks and so on. ,

The review adds to the inadequate examination on the near impact of the conduct control and monetary education on the family abundance of Gen Y. There was scarcity of writing relating to something similar. The discoveries of the review will be pertinent in

comparable economies where the said age is confronting colossal monetary pain.

LIMITATIONS AND FUTURE EXTENT OF THE REVIEW

The current review is restricted to metropolitan individuals from Gen Y. The future review might incorporate the provincial Gen Y moreover.

The similar investigation of Gen Y with Gen X and Gen Z should be possible at a later stage.

We in all actuality do accept that the consequences of our review are characteristic of additional hearty models of customer monetary way of behaving that can be created and expanded utilizing further developed AI calculations.

We are in mission of ceaseless advancement of investigating further refinements with more extensive datasets in on-going examination.

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ANNEXURE

Q1. Email email Your

Q2. Your Name, please?

Ycur answer

(23. Gender

Male Female

Prefer not to say

Q4. is your work status?

Studying

Working

Self-Employed/Freelance Businessman

Other

Q5 .What is your highest level of education?

No formal education College degree Bachelor's degree

Master's degree

Other Q6. Age

Q10. What is your investment horizon? How long can you keep your money invested in the market?

Up to one year

Two to three years Three to five years More than five years

Other:

Q11. How well do you understand investing in the market'?

I am a novice.

I have a basic understanding of investing. I have an amateur interest in investing.

I am an experienced investor. Other:

Q12. What proportion of your income you are willing to invest?

Less than 10%

1 1-20%

21-30% More

than 31 %

Other:

Q13. Do you consider your current and future source of income (salary, business income, investment income, etc.) are stable?

Very unstable Unstable

Somewhat stable

Stable

Very stable

Q14. From the following investment scenarios, please select the option which define your investment objectives?

I cannot consider any loss

I can consider a loss of if the possible gains are of 10% I can consider a loss of 8% if the possible gains are of 20% I can consider a loss of 14% if the possible gains are of 30%

Other:

Q15. If your investment outlook is long-term (more than 5 years) how long will you hold on to a poorly performing portfolio before cashing in?

Not hold and cash in immediately if there is an erosion of my capital I'd hold for 3 months

I'd hold for 6 months

I'd hold for 1 years I'd hold for 5 years

Q16. Do you think Volatile investments usually provide higher returns?

Strongly Agree Neutral Disagree

Strongly Disagree

Q17. What will you do if the value of your investment decline by 20% what would you do?

Cut losses immediately and liquidate all investment

Cut your losses and transfer investment to safer asset class? You would be worried but give your investment a bit more time You would keep your investment as they are.

Other:

~