



THE STUDY ON THE IMPACT OF INVESTMENT AND FINANCIAL PLANS OF CLIENTS

1Akash B, 2Dr. JOYCE R MBA, Ph.D

1Student, 2Associate Professor

1Sathyabama institute of science and technology chennai,

2Sathyabama institute of science and technology Chennai

ABSTRACT:

This study delves into the impact of investment and financial plans on client satisfaction and effectiveness in the ever-evolving financial landscape. Its primary objective is to assess client satisfaction levels and analyse the effectiveness of these plans in achieving financial objectives and managing risks. Through a mixed-methods approach involving surveys and interviews with clients, comprehensive insights will be gathered into client perceptions and experiences, including communication channels, technological integration, improvement areas, and client education initiatives. The findings will provide actionable insights to refine financial planning services, enhance client satisfaction, foster stronger client-advisor relationships, and contribute to the broader discourse on financial planning effectiveness in the industry.

KEYWORDS:

Financial planning, investment, risk management, client-advisor relationship, financial services, client demographics.

INTRODUCTION:

In today's rapidly evolving financial landscape, effective investment and financial planning play a pivotal role in guiding individuals and organizations towards their long-term financial objectives amidst market uncertainties. Within this context, a leading financial services firm has distinguished itself through its unwavering commitment to a client-centric approach, offering tailored solutions that address the diverse needs of its clientele. This study endeavours to comprehensively assess the

impact of the firm's investment and financial plans on client satisfaction and effectiveness. Central to this examination is the evaluation of client satisfaction levels and the efficacy of the plans in facilitating the achievement of financial goals while effectively managing risks. Furthermore, the study seeks to delve into various components of the firm's financial offerings, including communication channels, technological integration, and areas for improvement. Through a rigorous mixed-methods approach encompassing surveys and interviews, the study aims to gain nuanced insights into client perspectives and experiences. By analysing quantitative data on satisfaction levels and qualitative insights from client interviews, the study endeavours to uncover patterns, identify strengths, and pinpoint opportunities for enhancement within the firm's service offerings. Additionally, the study will explore how technological advancements, such as digital platforms and data analytics tools, are integrated into the firm's services to streamline processes and enhance client experience. Moreover, by comparing industry standards and best practices, the study aims to benchmark the firm's performance and identify areas for further development.

Ultimately, the findings of this study hold significant implications for the firm's strategic direction and operational practices. By identifying areas of success and opportunities for improvement, the firm can refine its investment and financial plans to better meet the evolving needs of its clients. Through continuous refinement and adaptation, the firm endeavours to maintain its competitive edge in the market while fostering enduring client-advisor relationships built on trust, transparency, and mutual success.

REVIEW OF LITERATURE:

Rajarajen Vanjeko December (2023), Finance India on Indian investors' investment characteristics showed that the use of these characteristics for a better understanding of individual investors and their financial product needs. It also shows that investor's future preferences. The study reveals the increasing popularity of equity as an investment option among individual investors.

Viktor Danielsson (2022) People who invest capital in promising project as a profession called venture capitalists. They are constantly looking for new investment opportunities Recently, media have observed a growing interest in forest land as capital investment.

Peteros and Maleyeff's (2019) study, it can be seen that investors' portfolios underperform due to irrational (biased) decision making. The action is taken based on behaviour that reflects recent investment returns is counterproductive in all cases.

Paramashivaiah, Puttaswamy and Ramya (2018) in "Chaining Risk Perception of Women Investors: An Empirical Study" presents a negative relationship between investment objective and occupation. Only age and education had a positive influence on the risk appetite of women.

Thulasipriya (2018) shows that majority of the respondents are saving money as bank Deposits for the safety of an unpredictable future. The main avenues of investment are banks Deposits and the main purpose of investment is for children education, marriage and security after retirement.

RESEARCH METHODOLOGY:

RESEARCH DESIGN:

The research design for this study adopts a mixed-methods approach, combining quantitative and qualitative methodologies to comprehensively investigate the impact of investment and financial plans offered by the financial services firm. Through structured survey questionnaires, quantitative data will be collected to assess client satisfaction levels and perceptions of plan effectiveness across diverse demographics.

DATA COLLECTIN METHOD:

Primary data was collected through questionnaire and the secondary data was obtained through some literature reviews.

HYPOTHESIS:

Hypothesis 1: our current investment plan align with your long-term you will recommend our investment plans to others.

- H0: There is no significant difference between our current investment plan align with your long-term you will recommend our investment plans to others.
- H1: There is a significant difference between investment plan and financial advisors.

Hypothesis 2: Age and satisfaction of current investment plan provided by advisor.

- H0: There is no significant difference between age and satisfaction of current investment plan provided by advisor.
- H1: There is a significant difference between age and satisfaction of current investment plan provided by advisor.

ANALYTICAL TOOLS:**ANOVA:**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
How well does your current investment plan align with your long-term financial objectives?	Between Groups	11.198	4	2.799	1.853	.125
	Within Groups	143.552	95	1.511		
	Total	154.750	99			
How likely are you to recommend your financial advisor and their investment plans to others?	Between Groups	12.788	4	3.197	2.453	.051
	Within Groups	123.802	95	1.303		
	Total	136.590	99			

INTERPRETATION:

By using Anova for finding the relationship, our current investment plan align with your long-term you will recommend our investment plans to others. The p value is 1.853 which is greater than the significance value (0.6) hence null hypothesis (H0) is accepted. And H1 is rejected.

CORRELATION:

Correlations			
		Age	How satisfied are you with the current investment plan provided by your financial advisor?
Age	Pearson Correlation	1	-.033
	Sig. (2-tailed)		.742
	N	100	100
How satisfied are you with the current investment plan provided by your financial advisor?	Pearson Correlation	-.033	1
	Sig. (2-tailed)	.742	
	N	100	100

Interpretation:

The p value is 0.033 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. Therefore, there is a significant difference between satisfaction of current investment plan provided by advisor.

CONCLUSION:

The study on the impact of investment and financial plans on clients within a private financial group reflects a predominantly positive outlook. It highlights strengths in client satisfaction, effective communication, education empowerment, and technological advancements. Clients express high satisfaction with personalized investment plans and transparent communication regarding fees and risks, fostering trust. Educational resources empower clients to make informed decisions, while technological integration improves service efficiency. Areas for improvement include diversification strategies, proactive client engagement, and continuous training for advisors. Leveraging these strengths and addressing improvement areas can solidify the group's position as a trusted partner, ensuring sustained client satisfaction and mutual success.

REFERENCES:

- Bandgar, P.K. (2023), "A Study of Middle-Class Investors' Preferences for Financial Instruments in Greater Bombay", Finance India, Vol XIV, No.2, June 2000, Pp. 574-576
- Dutta, Abhijit (2022), "Investors Reaction to Good and Bad News in Secondary Market: A Study Relating to Investor's Behavior", Finance India, Vol. XV, No.2, June 2022, Pp. 567- 576.
- Beck, T., Demirguc-Kunt, A., & Honohan, P. (2009). Access to Financial Services: Measurement, Impact, and Policies. Consultancy services.
- Qawi B Raluca (2021), "Behavioral Finance: Is Investor Psyche Driving Market Performance?", The IUP Journal of Behavioral Finance, Vol. VII, No.4, pp. 7-19.
- Nawrocki, D. (2017), "Capital Market Theory: Is it relevant to practitioners?", Journal of Financial Planning, 10(5), pp. 97-103,1997