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# A STUDY ON PUBLIC AWARENESS AND KNOWLEDGE ABOUT WEALTH MANAGEMENT WITH REFERENCE TO

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## ABSTRACT

- Wealth Management is a Branch of Financial Services Dealing with the Investment Needs Of Affluent Clients.
- The People Who are all Living a Wealthy Life is to be Shown as in Chart by Gender Wise.
- The Value of Company Will do Everything to Gain And Maintain The Trust of all The Stake Holders And Will Not Do Anything to Lose Their Trust.
- The Vision of an Company is to be the Most Trusted Financial Service Provider at Doorstep of Common Man, Satisfying him Immediately With Easy and Simple Product.

- Most of the Respondents are Willing to Invest their Funds in Mutual Funds Because They Know The Mutual Funds are less Risky as Compared to Equities.

## INTRODUCTION

Wealth Management is an Exclusive form of Financial Management that Combines Financial and Investment advice, legal and estate Planning and tax and Accounting Services Firms or Credential Specialists, Such as CFAs or CAs, to individuals with High Net Worth.

Wealth Managers give their Clients advice about taxes, Financial Investments and estate Planning. Often, Wealth Managers Create Tailored Investment Strategies for their Wealthy Clients. Often, Wealth Managers will get Disagree in Finance or Business.

## REVIEW OF LITERATURE

**Pang et al (2009)** says that wealth management strategies for individuals in retirement, focusing on trade-offs regarding wealth Creation and income security. Systematic withdrawals from mutual funds generally give opportunities for greater wealth creation at the risk of large investment losses and income shortfalls. Fixed and variable life annuities forgo bequest consideration and distribute the highest incomes. A variable annuity with guaranteed minimum withdrawal benefit somewhat addresses both income need and wealth preservation. Mixes of mutual funds and fixed life annuities deliver solutions broadly similar to an even more flexible than a variable annuity with guaranteed minimum withdrawal strategy.

**Sharma (2008-10)** concluded that Indian investors are very conservative and less risk taker. They prefer be possible that they could not cover up the inflation rate but still they prefer to invest in the securities. This is not because they all are risk averse or they don't want to get more return but it is because of lack of knowledge and lack of expertise services in small cities. Investors are not getting the expert's advice because they are not aware of such kind of services

**Cognizant Reports (2011**) published a report which says that India's wealth management services sector is largely fragmented, which isn't surprising given the industry is still in its early days. Most organized players have so far focused mainly on the urban segment, leaving untapped about one- fifth of India's high net worth individuals population. While early entrants and established local players have gained trust with potential investors, firm looking to enter the market will need to invest heavily in brand-building exercises to convey their trustworthiness. Hence, it is recommended that firms take a long term view while evaluating potential return on investment. The overall outlook and trends in India indicate a huge potential for growth for new and established wealth management firms.Nayak (2013) in his report says that there has been a significant change in the levels and density of Savings pattern of the rural households because of the increase in saving opportunities.

**Velmurugan (2015**) concludes that investment done in various investment avenues with the expectation of capital appreciation and short and long term earnings. The basic idea behind investment of all government, private, self-employed and retired person in this study is to utilize the surplus money in favourable plans so that the money will be rolled back as well as it will give high returns also. When a common men thinks about investment he will never go for any risky plan. In the present scenario the share and gold market is highly uncertain and unpredictable, so the investor should analyse the market cautiously and then make investment decision.available with a convenient bar. The increase in the financial institutions like banks, micro finance institutions, SHGs and other local banks provided an opportunities to the rural people to save more. The increase in awareness among the people for their future security as through the unforeseen cases like sudden death of a family member, medical emergency and any other financial crisis, education of their children, marriage of a family member has made people inclined to save. The degree of change in savings as compare to urban communities of the rural households are not much but still has brought a revolution in the pattern of savings of the rural households.

## RESEARCH METHODOLOGY

Research methodology Consists of Design,data Collections and Tools for Analyzing the Past and Future Performance of PACCS,Financial analysis. The various tools used for a ratio analysis , regression analysis,comparative balance sheet, common size balance sheet, time series analysis.

## COMPONENTS

The following of the various components that constitute the Research Methodology are:

→ Research Design
→ Data Collection Method
→ Analytical tools

## RESEARCH DESIGN

The research is analytical research and it is in a conclusion oriented manner i.e.by using the existing information. We are making a some analysis and we are critically evaluating the material.

## OBJECTIVES OF THE FIRM

1. To know the awareness among individual for Wealth Management

2. To figure out the popular source of investment avenue

3. Percentage up to which individuals are ready to save at how much risk

## TABLES AND CHARTS

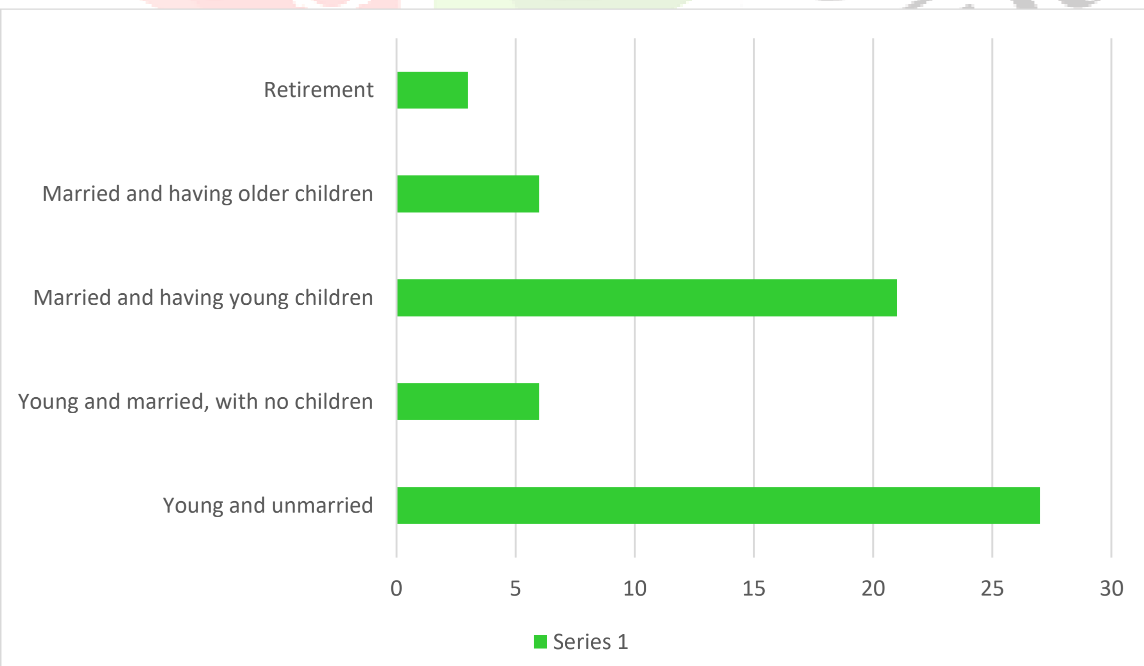
## TABLE SHOWING THE STAGE OF LIFE CYCLE

| | |
|---|---|
| Young and unmarried | 27 |
| Young and married, with no children | 6 |
| Married and having young children | 21 |
| Married and having older children | 6 |
| Retirement | 3 |

## INTERPRETATION

On review of the above figures of stage of life cycle in 2019.

## THE DIAGRAM SHOWING THE TREND ANALYSIS POSITION



The above graph that shows 43% respondents are from young and unmarried. 33% respondent are married and having young children 9% respondents are from young and married, with no children. 10% are married and having elder children.

## CONCLUSION

Most of the population are not aware of right investment options. They don't know how to increase their wealth. Mutual fund is a good option to increase wealth. Diversification, better return and safety, these three features allure people for mutual fund.

On an average saving percentage give an outlook of risk that person can bear. Low saving ratio lead to lower risk & high saving ratio leads to high risk.

Higher the return, higher the risk will be. Mutual funds though given the higher return in long run other than any asset mix but yet been preferred by many of respondents, now a day SIP is more popularizing in mutual funds.

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