

A STUDY ON THE WEALTH MANAGEMENT PRACTICES AMONG INDIAN HOUSEHOLD

Submitted in Partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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40410190



**Master of Business Administration
SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL 2022



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **V VIDHYA (40410190)** who carried out the project entitled “**A Study on the Wealth Management Practices among Indian Household**” under my supervision from January 2022 to March 2022.

Dr. TR. KALAI LAKSHMI MA, MBA, M.Phil., PhD

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EXTERNAL EXAMINER

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Submitted for Viva voce Examination held on

Internal Examiner

External Examiner

DECLARATION

I **VIDHYA V (40410190)**, hereby declare that the Project Report entitled “**A STUDY ON THE WEALTH MANAGEMENT PRACTICES AMONG INDIAN HOUSEHOLDS**” is done by me under the guidance of **Dr. T.R KALAI LASKSHMI.**, of the **Department; School of Management** is submitted in complete fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

NAME: V. VIDHYA

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I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. T.R KALAI LASKSHMI.**, of the Department, School of Management for her valuable guidance, suggestions, and constant encouragement has paved way for the successful completion of my project work.

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V.VIDHYA

ABSTRACT

This Study primarily focuses on identifying various practices of management of wealth followed in Indian Household. There are different forms of wealth management and there is a different effective way to manage such wealth. The secondary objective deals with identifying awareness, knowledge about wealth management in a Common investor. This study is a descriptive type of research with samples selected on convenient sampling method. The sample size taken for study is 200 and the data collected is Primary data. The Data analysis and testing is done through the usage of Percentage Analysis and SPSS using Chi square, Correlation and Anova. The study concludes that though people are doing different forms of wealth management, their awareness, knowledge about market conditions, opportunities, risk-taking capacity is considerably low, which needs to be improved to effectively manage and Control Wealth.

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CHAPTER 1

INTRODUCTION

WEALTH:

A General definition of “Wealth” is, it measures the value of all the assets of worth owned by a person, community, company, or country. Wealth is determined by taking the total market value of all physical and intangible assets owned, then subtracting all debts. Essentially, wealth is the accumulation of scarce resources.

Wealth is measured as Total sum of assets owned – total of debts held by a person /community/Company/Country. And, assets includes both tangible and intangibles value. Tangible means the assets which are able to be touched and felt, whereas intangible means the assets which are not able to be touched but we can feel it. For example: Cash, Buildings, Land etc., are tangible assets meanwhile Patents, Copyrights, Goodwill, Trademark etc., are intangible assets which also holds a value based on its own method of computations.

WEALTH MANAGEMENT:

Wealth management is **an investment advisory service that combines other financial services to address the needs of affluent clients.** ... To meet the complex needs of a client, a broad range of services—such as investment advice, estate planning, accounting, retirement, and tax services—may be provided.

In general, wealth management **entails coordinating all the moving parts of a client's financial situation into a comprehensive wealth plan.** This might include their tax situation, investments and retirement planning

Wealth Management includes:

1. Cash Management
2. Tax Planning
3. Retirement Planning
4. Estate Planning

5. Asset Management
6. Risk Management

Cash Management: Cash management is the process of collecting and managing cash flows. Cash management can be important for both individuals and companies. In business, it is a key component of a company's financial stability.

→ **Types of Cash Management**

1. Cash flows from operating activities.
2. Free cash flow to equity.
3. Free cash flow to the firm.
4. The net change in cash.

Tax Planning: Tax planning is the analysis of one's financial situation from a tax efficiency point of view so as to plan one's finances in the most optimized manner. Tax planning allows a taxpayer to make the best use of the various tax exemptions, deductions and benefits to minimize their tax liability over a financial year.

→ **Types of Tax Planning:**

1. Short-range tax planning
2. Long-term tax planning.
3. Permissive tax planning.
4. Purposive tax planning.

Retirement Planning: Retirement planning determines retirement income goals and the actions and decisions necessary to achieve those goals. Retirement planning includes identifying sources of income, sizing up expenses, implementing a savings program, and managing assets and risk.

→ **Types of Retirement:**

1. Traditional Retirement

2. Semi-Retirement
3. Temporary Retirement
4. Other Considerations

Estate Planning: Estate planning in simple terms refers to the passing assets / investments down from one generation to another. You decide how much of your estate – be it property(s), car(s), personal accolades, financial investments, etc. – you want to pass on to whom and how, after your demise.

Asset Management: Asset management refers to the process of developing, operating, maintaining, and selling assets. Correctly identifying and in a cost-effective manner. Most commonly used in finance, the term is used in reference to individuals or firms that manage assets on behalf of individuals or other entities.

→**Types of Asset Management:**

- Digital Asset Management (DAM)
- Fixed Asset Management.
- IT Asset Management (ITAM)
- Enterprise Asset Management.
- Financial Asset Management.
- Infrastructure Asset Management.

Risk Management: Risk management is the process of identifying, assessing and controlling threats to an organization's capital and earnings. These risks stem from a variety of sources including financial uncertainties, legal liabilities, technology issues, strategic management errors, accidents and natural disasters.

→**Steps in Risk Management:**

1. Identify the risk
2. Analyse the risk
3. Control the risk

4. Monitor those risk
5. Improve your risk management
6. Report Progress

1.1 IMPORTANCE OF STUDY ON WEALTH MANAGEMENT PRACTICES AMONG INDIAN HOUSEHOLD

- To Know the understanding of the term Wealth Management in Common Investors
- To measure their level of awareness and knowledge in Wealth Management
- To find out various types of Wealth Management
- To identify the most used method of wealth management by respondents for managing their assets and cash
- To measure the risk acceptance and risk ignorance level of each respondent
- To identify what kind of tax planning and estate planning preferred by respondents
- To identify their plans on retirement
- To study the Wealth management practices among Indian household

1.2 PROBLEM IDENTIFICATION

WHAT- This study focus on wealth management

WHY- to trace the knowledge and awareness of a common investor and the practices they follow for management of wealth

WHERE- In A Homogeneous locality (Chennai)

WHEN- During the Research period

HOW- Through Data Collection and analysis

HOW MUCH- 200

WHO- This study focuses on Wealth management practices among Indian Household

1.3 OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVES:

- To identify the wealth management practices among Indian household

SECONDARY OBJECTIVES:

- To know what are all the different forms of wealth management
- To find the effective ways of wealth management.
- To measure the awareness about wealth management in common investor
- To analyse the knowledge of wealth management in common investor

1.4 SCOPE OF STUDY

This study focuses on Common investor's practices, knowledge and awareness about various forms of Wealth Management. They are:

1. Asset Management
2. Cash Management
3. Tax Planning
4. Retirement Planning
5. Estate Planning
6. Risk Management.

This details on identifying what are their investment preferences, their risk-taking capacity, their expense planning and management, budgeting knowledge, future planning etc.

CHAPTER 2

REVIEW OF LITERATURE

Evensky, Harold. 1997. *Wealth Management: The Financial Adviser's Guide to Investing and Managing Client Assets*. Chicago: Irwin/McGraw-Hill. This book was written by a practitioner sometimes hailed as the dean of the financial planning community. It marks his delineation of wealth management as a profession distinct from money management and asset gathering.

Evensky, 1997 said wealth management had become a new profession, although it can also be seen as a specialty within financial planning. Investment-focused topics in the book include risk, taxes, investment math and theory, asset allocation, optimization, manager selection and evaluation, and fiduciary duties. More general topics include client goals, data gathering, and client education, as well as specific insight on Evensky's firm's approach.

Reichenstein, William, and William W. Jennings. 2003. *Integrating Investments and the Tax Code*. New York: Wiley. First, before-tax and after-tax dollars are different; that is, asset allocation should reflect embedded tax liabilities. Second, we evaluate asset location and the choice of savings vehicles. We focus on education and retirement savings goals rather than intergenerational concerns. Third, we encourage professionals to manage an individual's extended portfolio that includes the values of "off-balance-sheet" assets, such as Social Security payments and defined-benefit plans.

Bronson, Scanlan, and Squires (2007) took a broad view of the process of setting investment policy and asset allocation specifically. Brunel (1999a) discussed the high costs for a taxable investor of panic-induced selling and thus underscores the importance of getting the asset mix right in the first place.

Messmore (1995) demonstrated how volatility widens the spread between the arithmetic and geometric average return; although the message is not new, it is worth repeating.

Jacob (1998) provides an interesting overview of the difference between traditional portfolio optimization and optimization for private wealth clients

Campbell (2004) and Wilcox, Horvitz, and DiBartolomeo (2006) considered both long-horizon and life-cycle investment perspectives for individuals making the asset allocation decision. Brunel (1999b), Corriero (2005), Milevsky (2004), and Terhaar, Staub, and Singer (2003) examined alternative assets in strategic asset allocation

Brunel, Jean L.P. 1999a. “Revisiting the Fallacy of Market-Timing in an After-Tax Context.” *Journal of Private Portfolio Management*, vol. 2, no. 2 (Fall):16–25. The author focuses on a narrow definition of market timing—the after-the-fact reaction to a loss. He characterizes this reaction as a response to a faulty asset mix decision made earlier. We see this as decision-reversal risk. He demonstrates conclusively that the cost of panic-induced market timing is worse for taxable investors than for institutional investors.

The aggregate wealth held by Indian High Net Worth Individuals (HNI) (i.e., individuals with investable assets of \$ 1 million or more) is expected to grow at a CAGR of 27 percent over next five years to approximately Rs. 400 trillion. This, combined with robust GDP estimate by IMF of 7.5 percent in 2016 and 2017 and growing allocation to financial assets by HNIs, predicts well for the Indian Wealth management industry.

Chincarini, Ludwig, and Daehwan Kim. 2001. “The Advantages of Tax-Managed Investing.” *Journal of Portfolio Management*, vol. 28, no. 1 (Fall):56–72. The authors demonstrate that even a passive equity fund can have a significant tax burden. In particular, taxes on dividends impose a large tax bill. The authors show that tax management, including systematic liquidation of stocks in a low-dividend portfolio, can add significant value.

Dickson, Joel M., John B. Shoven, and Clemens Sialm. 2002. “Tax Externalities of Equity Mutual Funds.” *National Tax Journal*, vol. 53, no. 3 (September):607–628. As in Arnott, Berkin, and Ye (2001), this work addresses the classic externality of mutual funds, namely, that the actions of others affect your after-tax investment return. Using simulations of hypothetical mutual funds built from the 50 largest U.S. stocks, the authors demonstrate that the consequences of the externality are large.

Arnott, Robert D., Andrew Berkin, and Jia Ye. 2000. “How Well Have Taxable Investors Been Served in the 1980s and 1990s?” *Journal of Portfolio Management*, vol. 20, no. 4 (Summer):84–93. This article represents a partial reprise and extension of Jeffrey and Arnott (1993), but it controls for survivorship. It uses the after-tax returns on a Vanguard 500 Index fund to judge the ability of active stock managers to add alpha on an after-tax basis. Although the Vanguard 500 fund is a feasible investment, it may have a large-capitalization bias relative to many actively managed funds. The main conclusion is that, when funds are held in taxable accounts, it is difficult for active stock managers to match the after-tax returns on a passively managed index fund.

Bergstresser, Daniel, and James M. Poterba. 2002. “Do After-Tax Returns Affect Mutual Fund Inflows?” *Journal of Financial Economics*, vol. 63, no. 3 (March):381–414. The authors find that after-tax returns have greater explanatory power than pretax returns in explaining mutual fund flows. Also, large unrealized capital gains discourage inflows. The empirical evidence, therefore, is that mutual fund investors

are tax aware—providing tangible feedback to wealth managers who wonder if their clients are likely to care about taxes

Milevsky, Moshe. 2006. *The Calculus of Retirement Income*. New York: Cambridge University Press. This book is an advanced treatment of the mathematics of retirement income. The question of retirement income sustainability is answered in the complex interaction of unknown mortality and unknown investment returns. Milevsky, founder of the *Journal of Pension Economics and Finance*, provides in this book a treasure trove for the serious student of actuarial science and retirement planning. Although some readers may find the mathematics difficult, he does a good job of explaining the results to the less mathematically inclined

Friedman, Gregory R. 2000. “Combining Estate Planning with Asset Allocation.” In *Investment Counseling for Private Clients II*. Edited by Dorothy Kelly. Charlottesville, VA: Association for Investment Management and Research. This article focuses on the financial implications of such estate planning tools as charitable remainder trusts and grantor retained annuity trusts. Using a case study involving a family with \$100 million, the author demonstrates the substantial benefit (in terms of ending wealth) to estate planning techniques.

Belsky, Gary, and Thomas Gilovich. 1999. *Why Smart People Make Big Money Mistakes and How to Correct Them: Lessons from the New Science of Behavioral Economics*. New York: Simon & Schuster. Wealth managers are increasingly realizing the importance of behavioral finance to being effective in their jobs. This book provides an outstanding and wide-ranging introduction to the field. Although there are more rigorous surveys of behavioral finance (such as Shefrin 2000), this book is particularly approachable.

Shefrin, Hersh. 2000. *Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing*. Boston: Harvard Business School Press. This book is the seminal comprehensive treatment of behavioral finance. Part III of this book

focuses on individual investors, but Part IV on institutional investors is also relevant to private wealth managers. This book provides a more advanced treatment of behavioral finance than that in Belsky and Gilovich (1999).

Meyers, Darryl L. 2005a. “Investment Considerations under the Prudent Investor Act: Applicable Law.” *Journal of Wealth Management*, vol. 8, no. 2 (Fall):25–35.
Meyers, Darryl L. 2005b. “Investment Considerations under the Prudent Investor Act. Part Two: Translation Analysis.” *Journal of Wealth Management*, vol. 8, no. 3 (Winter):50–64.

Minck, Jeffrey L. 1998. “Tax-Adjusted Equity Benchmarks.” *Journal of Private Portfolio Management*, vol. 1, no. 2 (Summer):41–50. The author emphasizes three tax adjustments that are necessary to form equity benchmarks for taxable portfolios—(1) gains are taxed at realization, not when earned, (2) losses offset gains, and (3) bequeathed assets have their basis “stepped up.” In consequence, each investor has a unique after-tax benchmark.

Rogers, Douglas S. 2006. “After-Tax Reporting and Measures of Tax Efficiency.” Part Two of *Tax-Aware Investment Management: The Essential Guide*. New York: Bloomberg Press. Part Two of Rogers’ book includes three chapters on evaluating after-tax performance. This book provides a nontechnical consideration of tax-aware performance measurement issues.

Chorafas, Dimitris N. 2005. *Wealth Management: Private Banking, Investment Decisions, and Structured Financial Products*. London: Butterworth Heineman/Elsevier. This rather general survey of wealth management is interesting for its consideration of the “mass affluent” category as an expansion opportunity for wealth managers with a high-net-worth focus. Another unique feature is its focus on structured financial products (derivatives with embedded options).

Hauser, Barbara R. 2002. “Family Governance: Who, What, and How.” *Journal of Wealth Management*, vol. 5, no. 2 (Fall):10–16. This article is a readily approachable discussion of formal family governance structures. Although not an investment topic directly, it is important to long-term stability and to the intergenerational version of asset location described in Hughes (2001)

IBM. 2005. *European Wealth and Private Banking Industry Survey 2005*. White paper, IBM Business Consulting Services (May). This biennial survey covers a range of wealth management issues. It provides a useful contrast between the perspectives of wealth managers and their clients. Despite a European focus, the issues raised have global relevance. This survey can be read in conjunction with Bicker (1996).

Lee, Andrew R. 2006. “Family Vacation Properties: The Ties that Bind the Family Together or the Source of Family Division?” *Journal of Retirement Planning*, vol. 9, no. 4 (July–August):37–48. The author considers a range of issues surrounding family vacation properties and compounds. Vacation properties present a microcosm of the governance issues raised in Hauser (2002).

Levin, Ross. 1997. *The Wealth Management Index: The Financial Advisor’s System for Assessing and Managing Your Client’s Plans and Goals*. Chicago: Irwin/McGraw-Hill. Levin advances the idea of creating a numerical index to evaluate the success of a private wealth management or personal financial planning adviser–client relationship in which points are awarded for asset protection, disability and income protection, debt management, investment planning, and estate planning. Levin’s definition of wealth management is broader than the definition in Evensky (1997).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

This study focuses primarily on Wealth Management. Wealth management deals with management of different forms of wealth. To sum upon, it deals with Cash and Asset management, risk management, estate planning, tax planning, budgeting, future planning, expense management, retirement planning etc.,

This study primarily focuses on evaluating and analysing their practices, knowledge and awareness about wealth management in Indian Household. Secondly, to identify their preference for risk-low and risk-high investments, risk taking and managing capacity, Budgeting knowledge, expense management etc.,

3.2 OBJECTIVE OF STUDY

PRIMARY OBJECTIVES:

- To identify the wealth management practices among Indian household

SECONDARY OBJECTIVES:

- To know what are all the different forms of wealth management
- To find the effective ways of wealth management.
- To measure the awareness about wealth management in common investor
- To analyse the knowledge of wealth management in common investor

3.3 RESEARCH METHODOLOGY

Research is the process of systematic and in-depth study or search for any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data

RESEARCH PROCESS

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages: primary stages, secondary stage, and the tertiary stage.

The primary stage includes

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

The secondary stage includes

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation.

TYPE OF RESEARCH

DESCRIPTIVE RESEARCH

Descriptive research has been used, it involves survey and fact-finding enquiries of different kinds, the purpose of descriptive research is the descriptive of state of affairs, as it exists at present.

PROJECT PLANNING

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of a researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

DATA COLLECTION

Data collection is one of the most important aspects of research. The information in tough research methodology must be accurate and relevant. The data collection method can be classified into two methods.

PRIMARY DATA

Questionnaire method has been used as a tool for a data collection in this research. Sample Size is 200

SECONDARY DATA

Secondary data means data that are already available i.e., they refer to data which has already been collected and analysed by someone else. The secondary data for the study was collected from book, company websites, magazines and other sources.

QUESTIONNAIRE PREPARATION

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaires, it is easy to determine their Practices, awareness and knowledge about wealth management in Indian Household.

SAMPLING

- The sample size: 200
- Sample location: Chennai
- Sample targeted people: Indian Household
- Period of study: 3 months

ANALYSIS TOOL:

- All the data are analysed and interpreted through the tool called SPSS. It is statistical data analysis software developed by IBM. SPSS stands for Statistical package for social sciences.

Sample and Hypothesis:

- The collected data size is 200
- The hypothesis framed is

H0: There is no significant difference between practices followed by Indian household in management of wealth

Ha: There is a significant difference between practices followed by Indian household in management of wealth

The test used to accept or reject hypothesis is correlation, chi-square, anova

DATA COLLECTION:

The data is collected through questionnaire. It is a primary data collection, collected duly from 200 samples through Convenient sampling technique. The questionnaire is attached with this research report.

PILOT SURVEY

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studies. Hence, a pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required

TYPE OF QUESTIONS

- Likert's scaling question
- Rank question
- Closed ended Questions

- Open Ended Questions

HYPOTHESIS TESTING

H₀ – Null hypothesis (there is no significant relationship between the variables).

H_a – Alternative hypothesis (there is significant relationship between the variables)
after analysing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis

INFERENCE

After telling the hypothesis, the researcher comes out with his conclusion. The explanation of theory can also be considered as inference.

PREPATION OF REPORT AND PRESENTATION OF REPORT

Finally, the researcher has to prepare a final report along with conclusion and suggestion.

TOOLS USED FOR ANALYZING DATA:

The main tool used to analyse the data collected is SPSS (Statistical Package for Social Sciences)

LIMITATIONS OF THE STUDY:

In attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. Never the less, despite of fact constraints was at play during the formulation of this project. The main limitations are as follows:

- Due to limitation of time only few people were selected for the study. So, the sample of investors was not enough to generalize the findings of the study.
- The main source of data for the study was primary data with the help of self-administered questionnaires. Hence, the chances of unbiased information are less.
- People were hesitant to disclose the true facts.

- The chance of biased response can't be eliminated though all necessary steps were taken to avoid the same

FUTURE RESEARCH

The study has opened many doors for the future research that could be undertaken

- This study was conducted with 200 samples from Homogeneous locality-Chennai, where future researchers are advised to Consider more samples from various locality to study in depth
- The research period was 3 months, where future researchers are advised to extend their time period, to conduct the research in depth

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

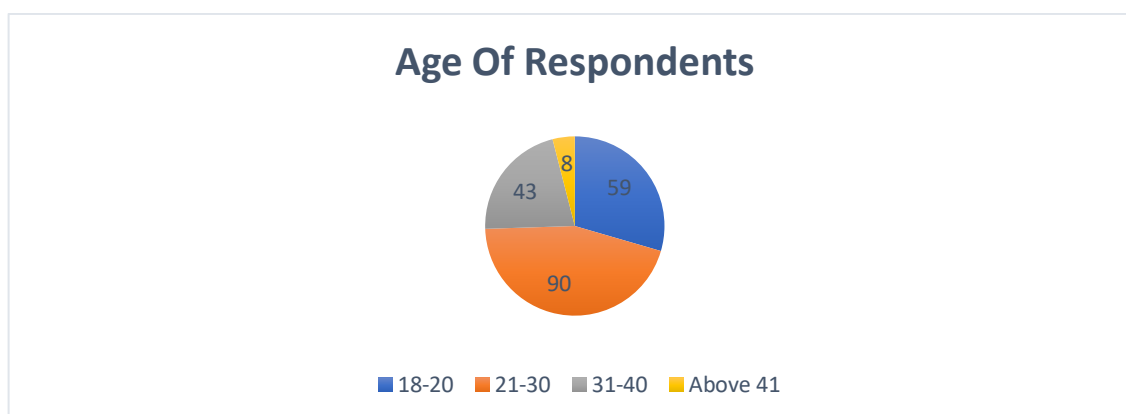
Data Analysis

4.1 Percentage Analysis

Table 1: Age of respondents

AGE	NO OF RESPONDENTS	% OF RESPONDENTS
18-20	59	29.5
21-30	90	45
31-40	43	21.5
Above 41	8	4
Total	200	

CHART 1: AGE OF RESPONDENTS



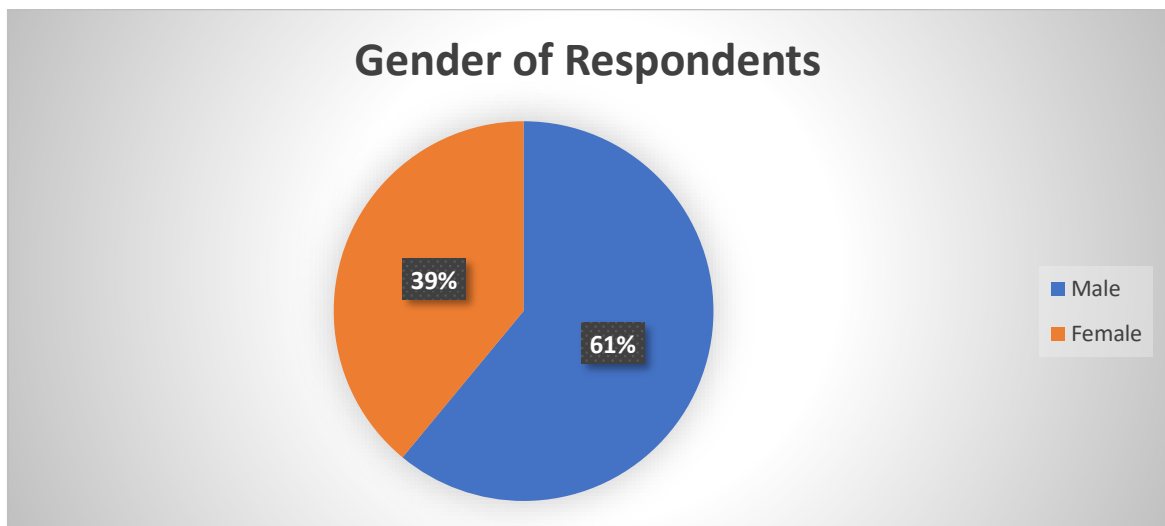
INTERPRETATION: From the above table and chart, it shows that 29.5% of respondents are from 18-20 age group, 45% of respondents are from 21-30 age group, 21.5% of respondents are from 31-40 age group, 4% of respondents are from above 41 age group.

INFERENCE: Majority of respondents belongs to age group 21-30 (45%)

TABLE 2: GENDER OF RESPONDENTS

GENDER	NO OF RESPONDENTS	% OF RESPONDENTS
Male	122	61
Female	78	39
Total	200	

CHART 2: GENDER OF RESPONDENTS



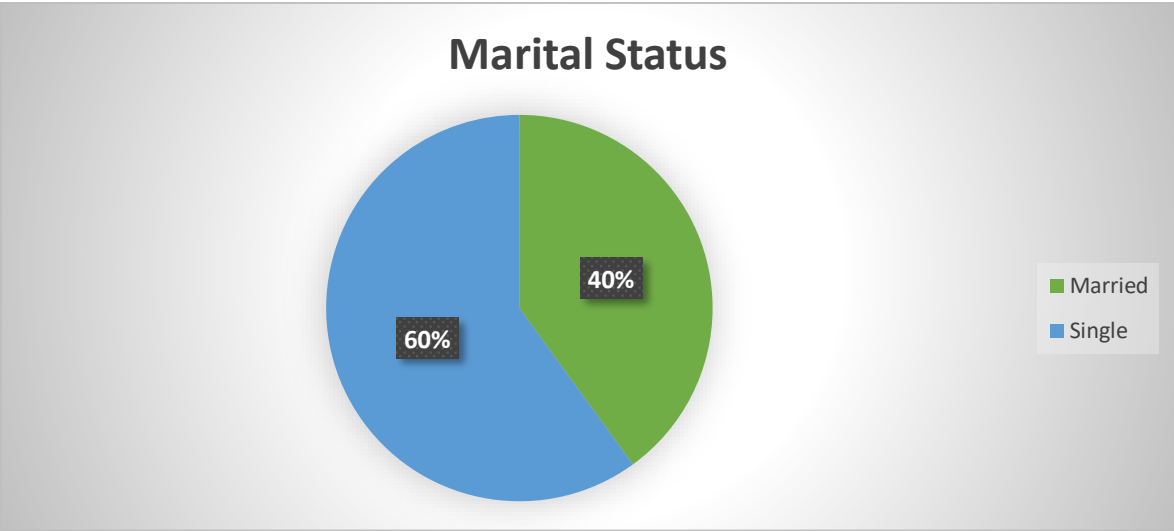
INTERPRETATION: From the above table and chart, it shows that 61% of respondents are Male and 39% of respondents are female.

INFERENCE: Majority of respondents are Male (61%)

TABLE 3: MARITAL STATUS

MARITAL STATUS	NO OF RESPONDENTS	% OF RESPONDENTS
Married	80	40
Single	120	60
Total	200	

CHART 3: MARITAL STATUS



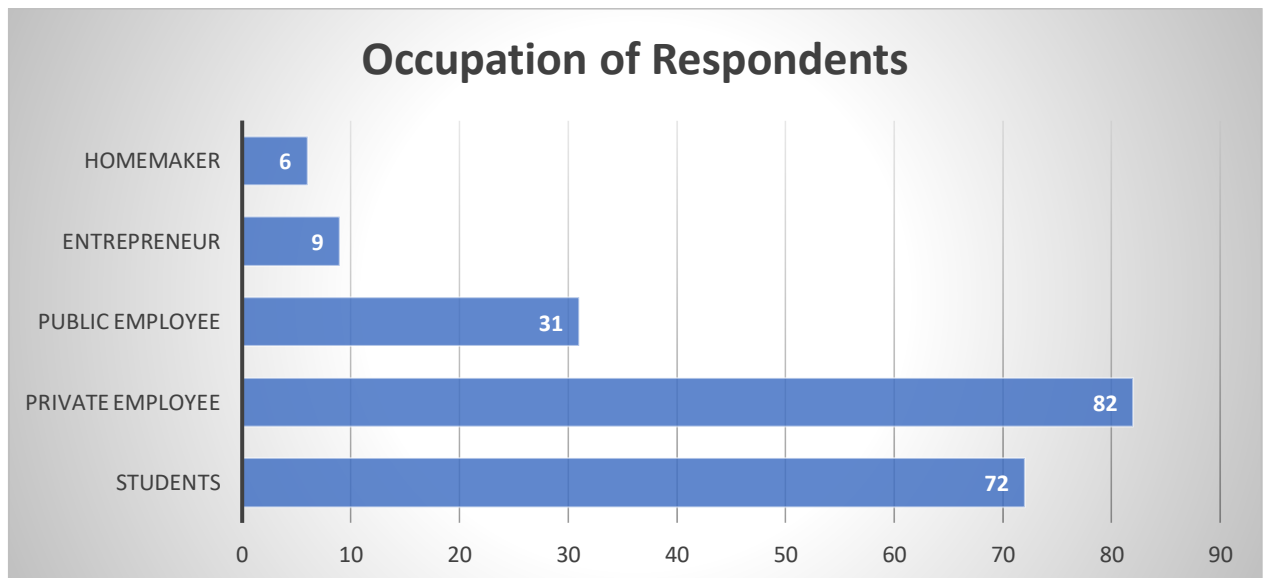
INTERPRETATION: From the above table and chart, it shows that 60% of respondents are Single and 40% of respondents are married

INFERENCE: Majority of respondents are Single (60%)

TABLE 4: OCCUPATION

OCCUPATION	NO OF RESPONDENTS	% OF RESPONDENTS
Students	72	36
Private Employee	82	41
Public Employee	31	15.5
Entrepreneur	9	4.5
Homemaker	6	3
Total	200	

CHART 4: OCCUPATION



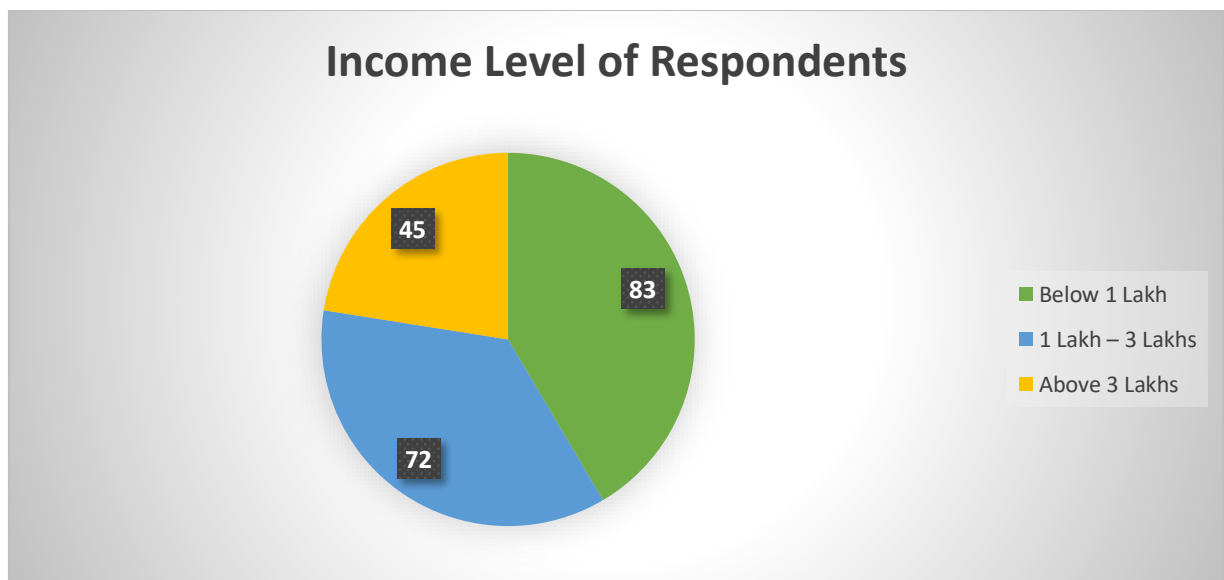
INTERPRETATION: From the above table and chart, it shows that 36% of respondents are Students, 41% of respondents are Private Employee, 15.5% of respondents are Public Employee, 4.5% of respondents are Entrepreneur, 3% of respondents are Homemakers.

INFERENCE: Majority of respondents are Private Employee

TABLE 5: ANNUAL INCOME OF RESPONDENTS

ANNUAL INCOME	NO OF RESPONDENTS	% OF RESPONDENTS
Below 1 Lakh	83	41.5
1 Lakh – 3 Lakhs	72	36
Above 3 Lakhs	45	22.5
Total	200	

CHART 5: ANNUAL INCOME OF RESPONDENTS



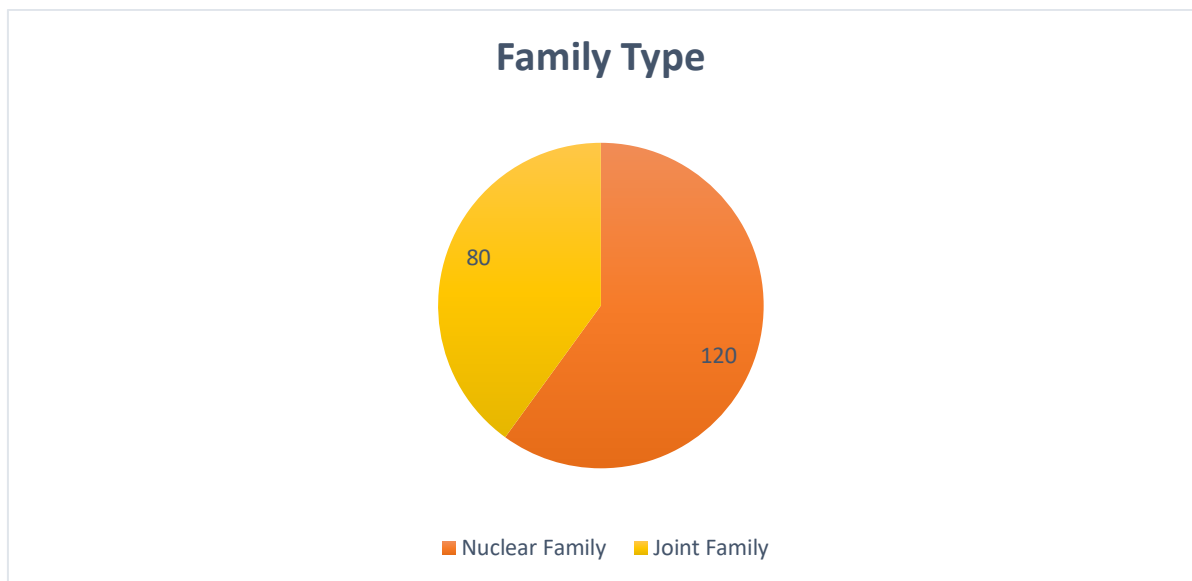
INTERPRETATION: From the above table and chart, it shows that 41.5% of respondents are from Below 1 Lakh income group, 36% of respondents are from 1 Lakh to 3 Lakhs income group, 22.5% of respondents are from above 3 lakhs income group

INFERENCE: Majority of respondents are from Below 1 lakh income group (41.5%)

TABLE 6: FAMILY TYPE

FAMILY TYPE	NO OF RESPONDENTS	% OF RESPONDENTS
Nuclear Family	120	60
Joint Family	80	40
Total	200	

CHART 6: FAMILY TYPE



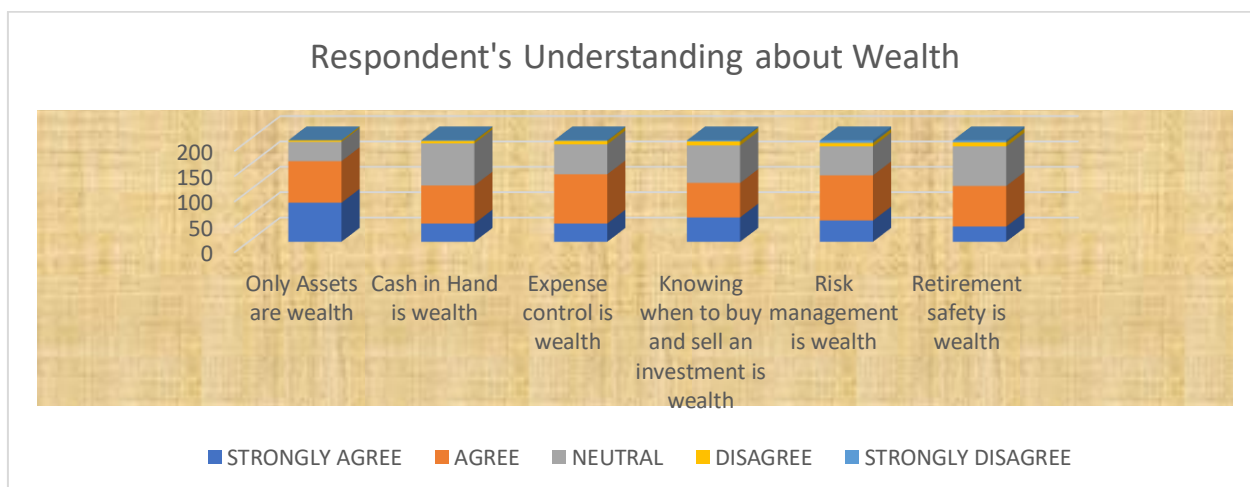
INTERPRETATION: From the above table and chart, it shows that 60% of respondents belongs to Nuclear Family and 40% of respondents belongs to Joint Family.

INFERENCE: Majority of respondents are from Nuclear Family (60%)

TABLE 7: RESPONDENT'S UNDERSTANDING ABOUT WEALTH

UNDERSTANDING ABOUT WEALTH	STRONGLY AGREE (%)	AGREE (%)	NEUTRAL (%)	DISAGREE (%)	STRONGLY DISAGREE (%)
Only Assets are wealth	38.5	41	19	1.5	0
Cash in Hand is wealth	18	37.5	41.5	2.5	0.5
Expense control is wealth	18	48.5	29.5	3.5	0.5
Knowing when to buy and sell an investment is wealth	24	34	37	4	1
Risk management is wealth	21	44.5	28.5	3.5	2.5
Retirement safety is wealth	15	40	39	4	2

CHART 7: RESPONDENT'S UNDERSTANDING ABOUT WEALTH

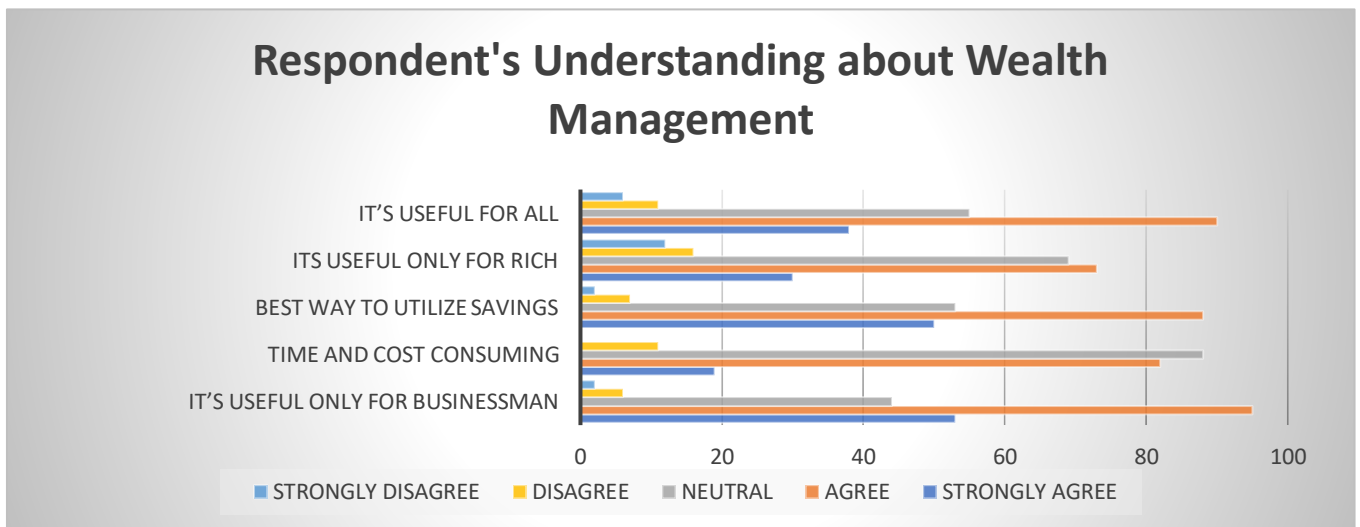


INTERPRETATION: From the above table and chart, it shows that 159 respondents agreed that only assets are wealth, where 41 respondents disagree with it and 38 are neutral; 111 agrees that cash in hand is wealth, 83 are neutral and 6 disagrees with it; 133 agrees that expense control is wealth, 59 are neutral, 8 disagrees with it; 116 agrees that knowing when to buy and sell an investment is wealth, 74 are neutral, 10 disagrees with it; 131 respondents agrees with risk management is wealth, 57 are neutral, 12 disagrees it; 110 agrees that retirement safety is wealth, 78 are neutral, 12 disagrees it. **INFERENCE:** Majority of respondents agrees all the above mentioned are Wealth.

TABLE 8: UNDERSTANDING ABOUT WEALTH MANAGEMENT

UNDERSTANDING ON WEALTH MANAGEMENT	STRONGLY AGREE (%)	AGREE (%)	NEUTRAL (%)	DISAGREE (%)	STRONGLY DISAGREE (%)
It's useful only for businessman	26.5	47.5	22	3	1
Time and Cost consuming	9.5	41	44	5.5	0
Best way to utilize savings	25	44	26.5	3.5	1
It's useful only for rich	15	36.5	34.5	8	6
It's useful for all	19	45	27.5	5.5	3

CHART 8: UNDERSTANDING ABOUT WEALTH MANAGEMENT



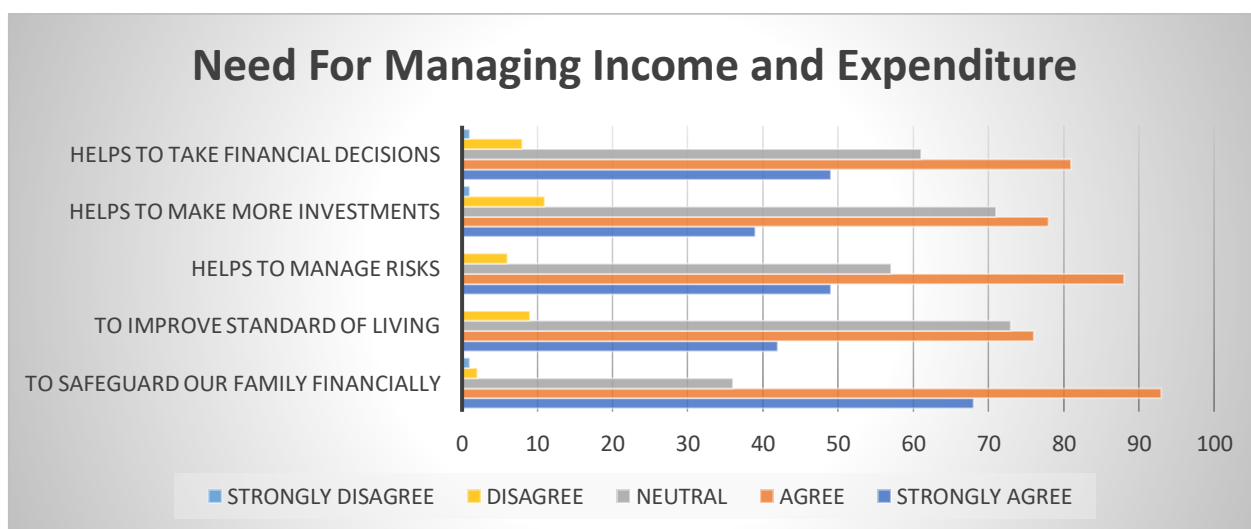
INTERPRETATION: From the above table and chart, it shows that 148 agrees that its useful only for businessman, 44 are neutral, 8 disagrees with it; 101 agrees that its time and cost consuming, 88 are neutral, 11 disagrees with it; 138 agrees that it's a best way to utilize savings, 53 are neutral, 9 disagrees with it; 103 agrees with its useful only for rich, 69 are neutral, 28 disagrees with it; 128 agrees that its useful for all, 55 are neutral, 17 disagrees with it.

INFERENCE: Majority of respondents agrees that its useful only for businessman

TABLE 9: NEED FOR MANAGING INCOME AND EXPENDITURE

REQUIREMENTS FOR MANAGING INCOME AND EXPENDITURE	STRONGLY AGREE (%)	AGREE (%)	NEUTRAL (%)	DISAGREE (%)	STRONGLY DISAGREE (%)
To safeguard our family financially	34	46.5	18	1	0.5
To improve standard of living	21	38	36.5	4.5	0
Helps to manage risks	24.5	44	28.5	3	0
Helps to make more investments	19.5	39	35.5	5.5	0.5
Helps to take financial decisions	24.5	40.5	30.5	4	0.5

CHART 9: NEED FOR MANAGING INCOME AND EXPENDITURE



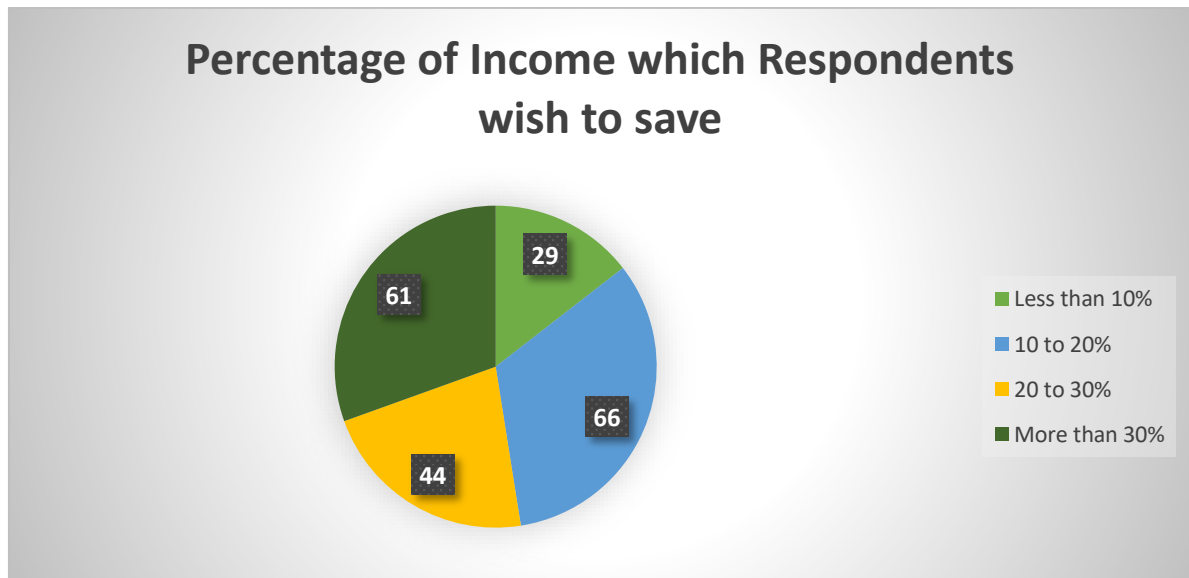
INTERPRETATION: From the above table and chart, it shows that 161 agrees that it is required to safeguard family financially, 36 are neutral, 3 disagrees with it; 118 agrees that is required to improve living standards, 73 are neutral, 9 disagrees with it; 137 agrees that is required to manage risks, 57 are neutral, 6 disagrees it; 117 agrees that it requires to make more investments, 71 are neutral, 12 disagrees it; 130 agrees that it helps to take financial decisions, 61 are neutral, 9 disagrees it.

INFERENCE: Majority of respondents feels that it is required to safeguard family

TABLE 10: PERCENTAGE OF INCOME WISH TO SAVE

PERCENTAGE OF INCOME WISH TO SAVE	NO OF RESPONDENTS	% OF RESPONDENTS
Less than 10%	29	14.5
10 to 20%	66	33
20 to 30%	44	22
More than 30%	61	30.5

CHART 10: PERCENTAGE OF INCOME WISH TO SAVE

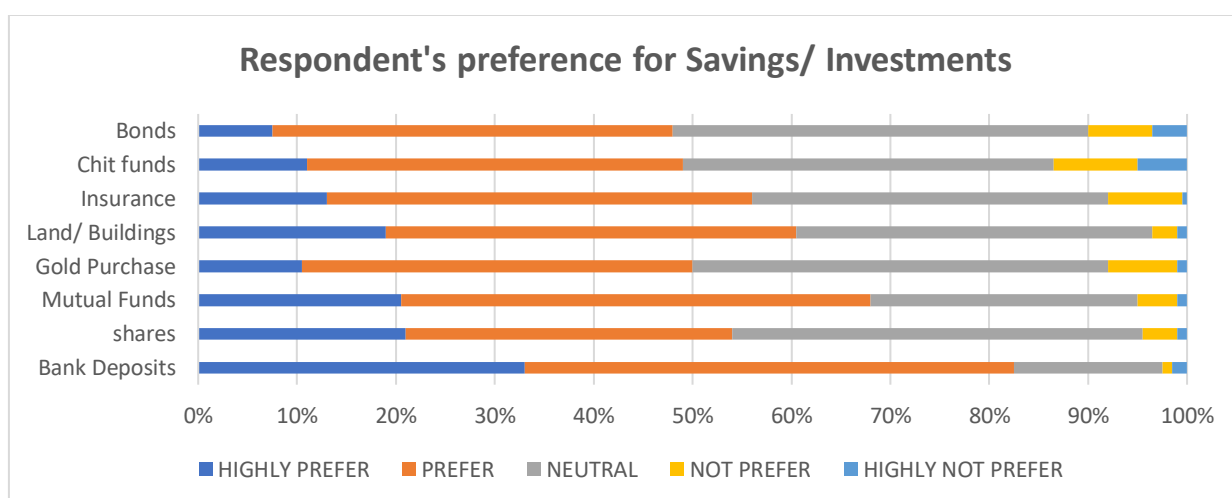


INTERPRETATION: From the above table and chart, it shows that 14.5% of respondents are wishing to save less than 10%, 33% of respondents wish to save 10 to 20% of income, 22% of respondents wish to save 20 to 30 % of income, 30.5% wish to save more than 30% of their income

INFERENCE: Majority of respondents wish to save 10 to 20% of their income (33%)

TABLE 11: PREFERENCE FOR VARIOUS KINDS OF SAVINGS/ INVESTMENTS

PARTICULARS	HIGHLY PREFER (%)	PREFER (%)	NEUTRAL (%)	NOT PREFER (%)	HIGHLY NOT PREFER (%)
Bank Deposits	33	49.5	15	1	1.5
shares	21	33	41.5	3.5	1
Mutual Funds	20.5	47.5	27	4	1
Gold Purchase	10.5	39.5	42	7	1
Land/ Buildings	19	41.5	36	2.5	1
Insurance	13	43	36	7.5	0.5
Chit funds	11	38	37.5	8.5	5
Bonds	7.5	40.5	42	6.5	3.5

CHART 11: PREFERENCE FOR VARIOUS KINDS OF SAVINGS/ INVESTMENTS

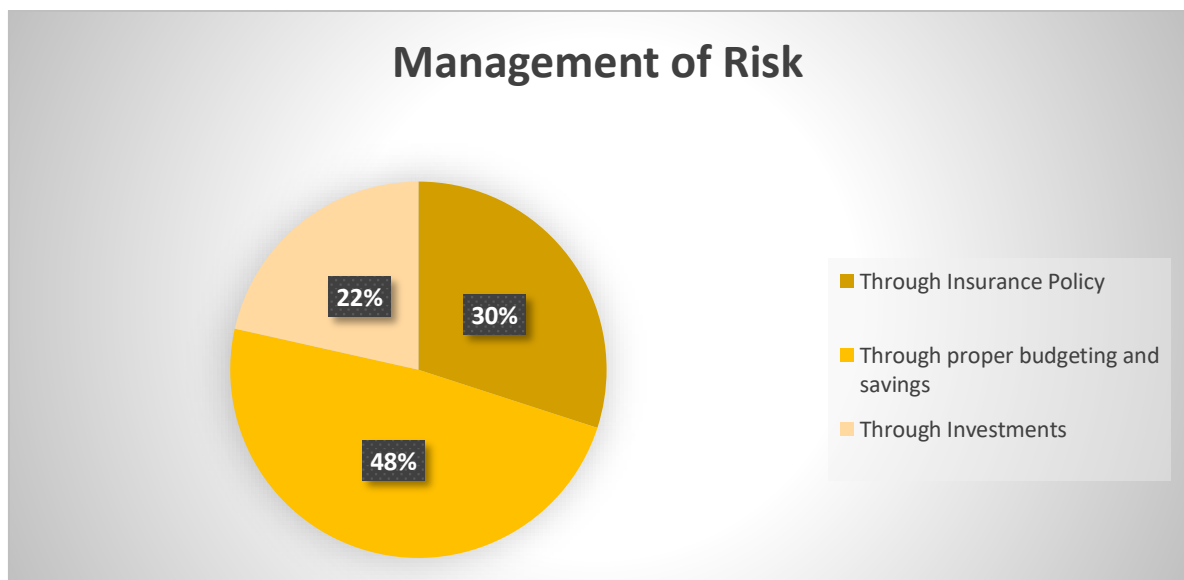
INTERPRETATION: From the above table and chart, 165 respondents prefer Bank Deposits, 30 are neutral, 5 doesn't prefer it; 108 prefers shares, 83 are neutral, 9 doesn't prefer; 136 prefers Mutual Funds, 54 are neutral, 10 doesn't prefer, 100 prefers Gold Purchase, 84 are neutral, 16 do not prefer; 121 prefers Land / Buildings Purchase, 72 are neutral, 7 do not prefer it; 112 prefers Insurance, 72 are neutral, 16 don't prefer; 98 prefers Chit funds, 75 are neutral, 27 doesn't prefer it; 96 prefers Bonds, 84 are neutral, 20 do not prefer it.

INFERENCE: Majority of respondents prefers Bank Deposits

TABLE 12: MANAGEMENT OF RISK

MANAGEMENT OF RISK	NO OF RESPONDENTS	% OF RESPONDENTS
Through Insurance Policy	60	30
Through proper budgeting and savings	97	48.5
Through Investments	43	21.5

CHART 12: MANAGEMENT OF RISK

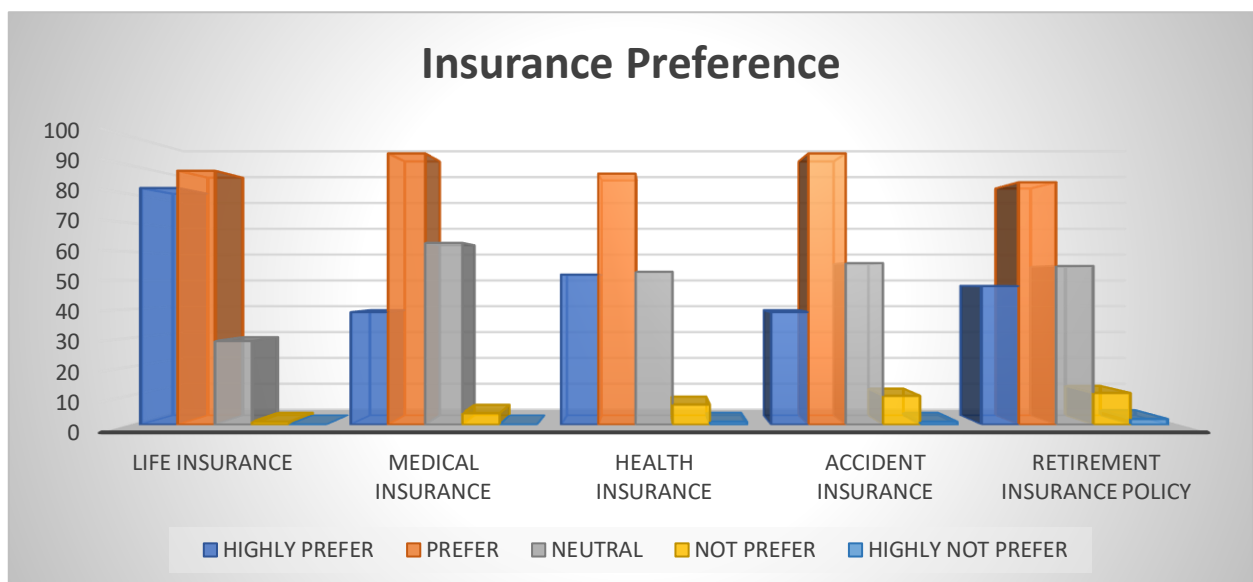


INTERPRETATION: From the above table and chart, it shows that 30% of respondents manage their risk through insurance policy, 48.5% of respondents manage their risk through proper budgeting and savings, 21.5% of respondents manage their risk through investments.

INFERENCE: Majority of respondents manage their risk through proper budgeting and savings (48.5%)

TABLE 13: INSURANCE PREFERENCE

PREFERENCE FOR INSURANCE	HIGHLY PREFER (%)	PREFER (%)	NEUTRAL (%)	NOT PREFER (%)	HIGHLY NOT PREFER (%)
Life Insurance	41	44	14.5	0.5	0
Medical Insurance	19.5	47	31.5	2	0
Health Insurance	26	43.5	26.5	3.5	0.5
Accident Insurance	19.5	47	28	5	0.5
Retirement Insurance Policy	24	42	27.5	5.5	1

CHART 13: INSURANCE PREFERENCE

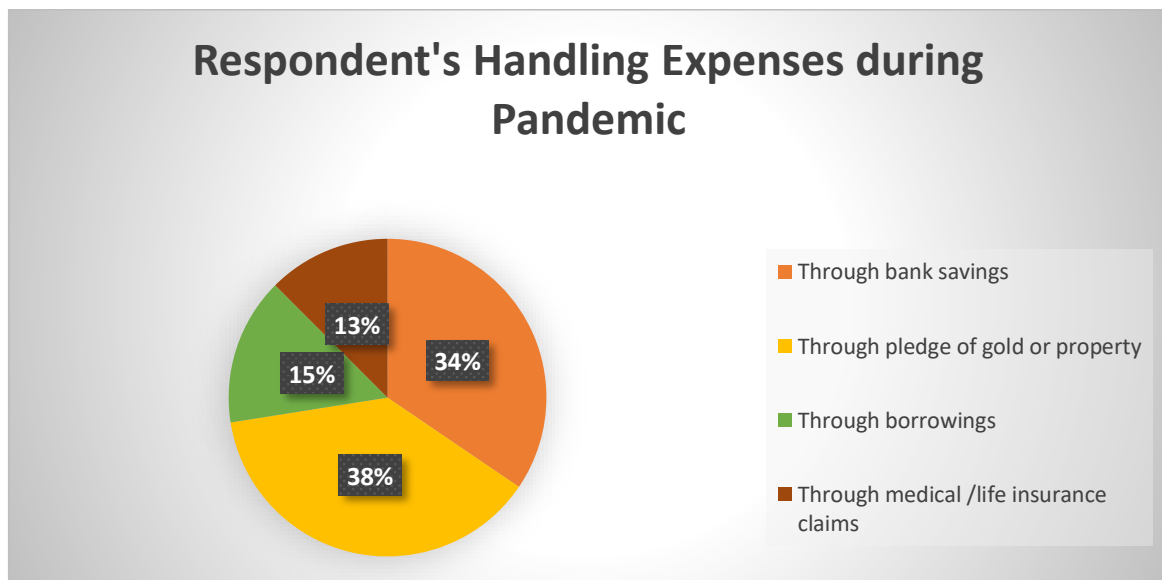
INTERPRETATION: From the above table and chart, it shows that 170 prefers Life insurance, 29 are neutral, 1 not prefers it; 133 prefers medical insurance, 63 are neutral, 4 not prefer it; 139 prefers health insurance, 53 are neutral, 8 do not prefer it; 133 prefers Accident Insurance, 56 are neutral and 11 do not prefer it; 132 prefers Retirement insurance policy, 55 are neutral and 13 do not prefer it.

INFERENCE: Majority of respondents prefers Life insurance

TABLE 14: EXPENSES DURING PANDEMIC

EXPENSES DURING PANDEMIC	NO OF RESPONDENTS	% OF RESPONDENTS
Through bank savings	69	34.5
Through pledge of gold or property	76	38
Through borrowings	30	15
Through medical /life insurance claims	25	12.5

CHART 14: EXPENSES DURING PANDEMIC



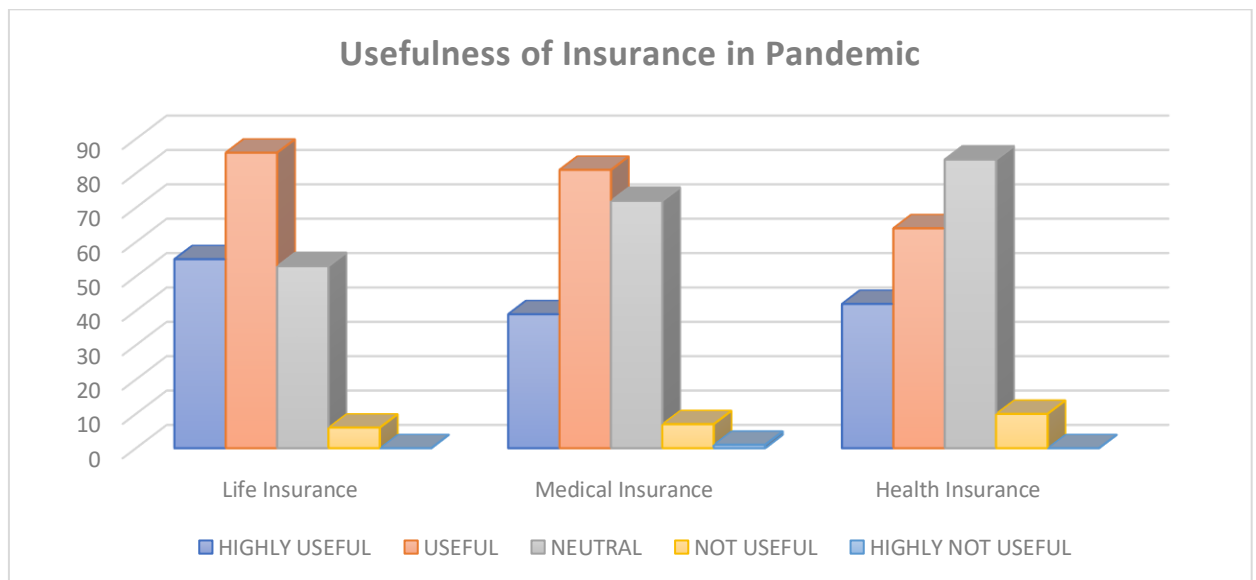
INTERPRETATION: From the above table and chart, it shows that 34.5% of respondents managed expenses in pandemic through savings in bank, 38% of respondents managed their expenses in pandemic through pledge of property/ gold, 15% managed through borrowings, 12.5% managed expenses in pandemic through medical or life insurance.

INFERENCE: Majority of responses managed their expenses during pandemic through Pledge or sale of gold or any other property.

TABLE 15: USEFULNESS OF INSURANCE IN PANDEMIC

USEFULNESS OF INSURANCE	HIGHLY USEFUL (%)	USEFUL (%)	NEUTRAL (%)	NOT USEFUL (%)	HIGHLY NOT USEFUL (%)
Life Insurance	27.5	43	26.5	3	0
Medical Insurance	19.5	40.5	36	3.5	0.5
Health Insurance	21	32	42	5	0

CHART 15: USEFULNESS OF INSURANCE IN PANDEMIC



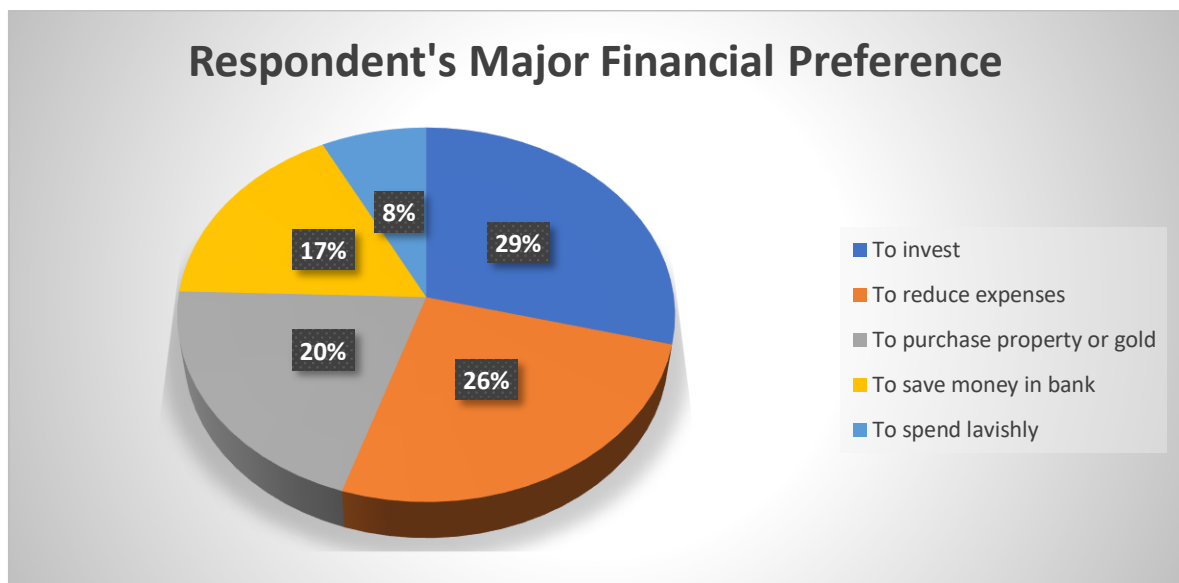
INTERPRETATION: From the above table and chart, it shows that 141 respondents found life insurance to be useful, 53 are neutral, 6 feels as not useful; 120 respondents felt medical insurance to be useful, 72 are neutral, 8 felt not useful; 106 felt health insurance to be useful, 84 are neutral, 10 felt it not useful.

INFERENCE: Majority of respondents felt Life insurance was useful during Pandemic

TABLE 16: MAJOR FINANCIAL PREFERENCE

MAJOR FINANCIAL PREFERENCE	NO OF RESPONDENTS	% OF RESPONDENTS
To invest	58	29
To reduce expenses	52	26
To purchase property or gold	41	20.5
To save money in bank	34	17
To spend lavishly	15	7.5

CHART 16: MAJOR FINANCIAL PREFERENCE



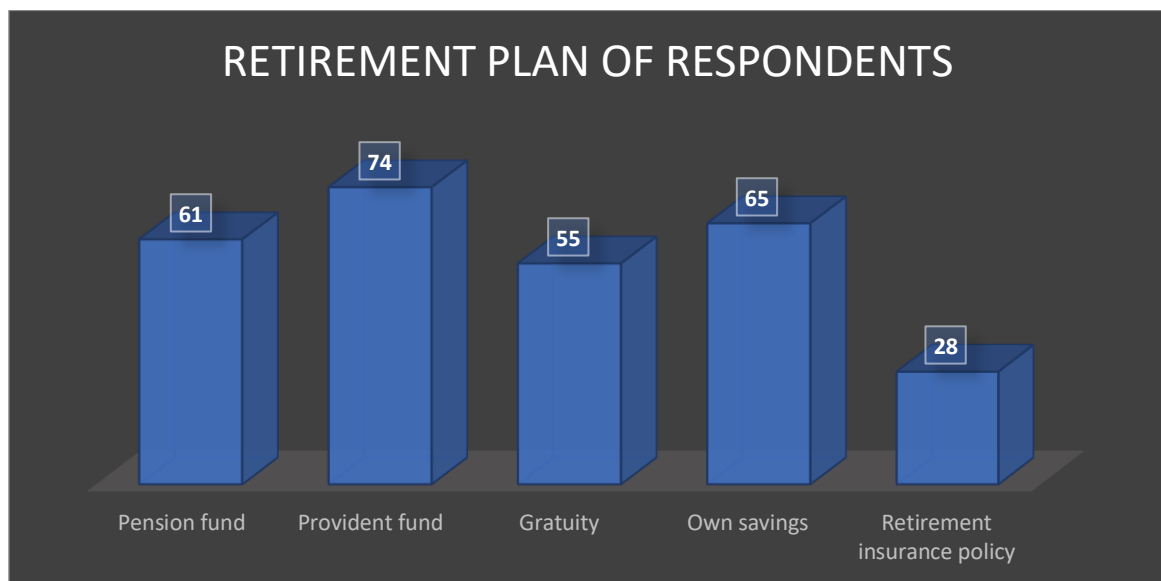
INTERPRETATION: From the above table and chart, it shows that 29% wants to invest, 26% wants to reduce expenditure, 20.5% wants to purchase property or gold, 17% wants to save money in bank, 7.5% wants to spend lavishly.

INFERENCE: Majority of respondents wants to invest and make more money (29%)

TABLE 17: SAFEGUARD LIFE AFTER RETIREMENT

LIFE-AFTER RETIREMENT	NO OF RESPONDENTS	% OF RESPONDENTS
Pension fund	61	30.5
Provident fund	74	37
Gratuity	55	27.5
Own savings	65	32.5
Retirement insurance policy	28	14

CHART 17: SAFEGUARD LIFE AFTER RETIREMENT



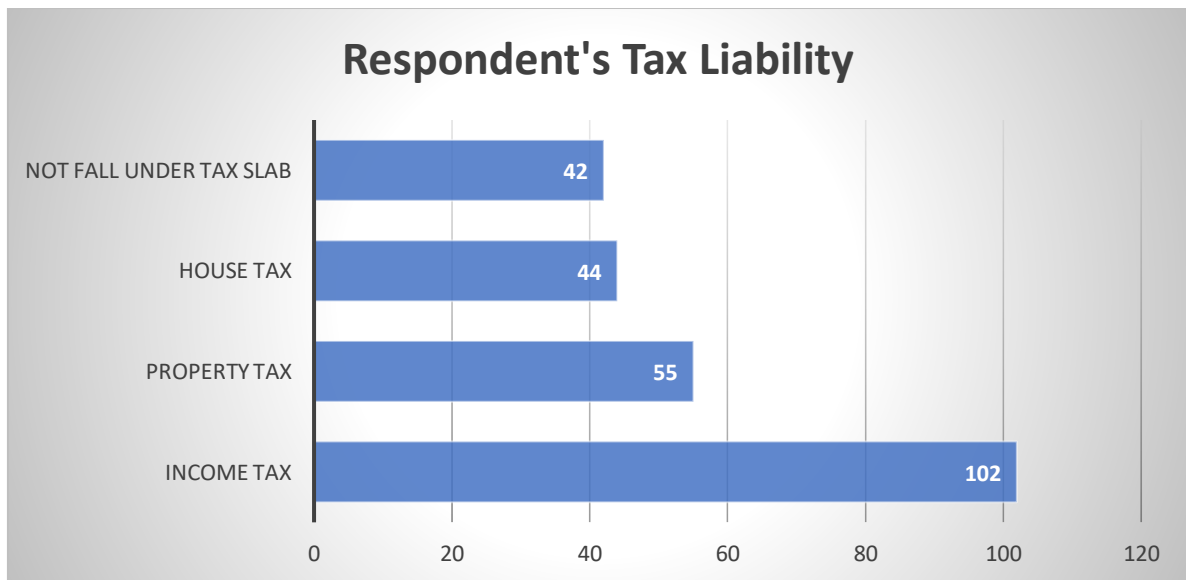
INTERPRETATION: From the above table and chart, it shows that 30.5% wants to safeguard through pension fund, 37% through provident fund, 27.5% through Gratuity, 32.5% through own savings, 14% through Retirement insurance policy

INFERENCE: Majority of respondents prefer to safeguard their life after retirement through Provident fund (37%)

TABLE 18: TAX LIABILITY

TAX LIABILITY	NO OF RESPONDENTS	% OF RESPONDENTS
Income tax	102	51
Property Tax	55	27.5
House Tax	44	22
Not fall under tax slab	42	21

CHART 18: TAX LIABILITY

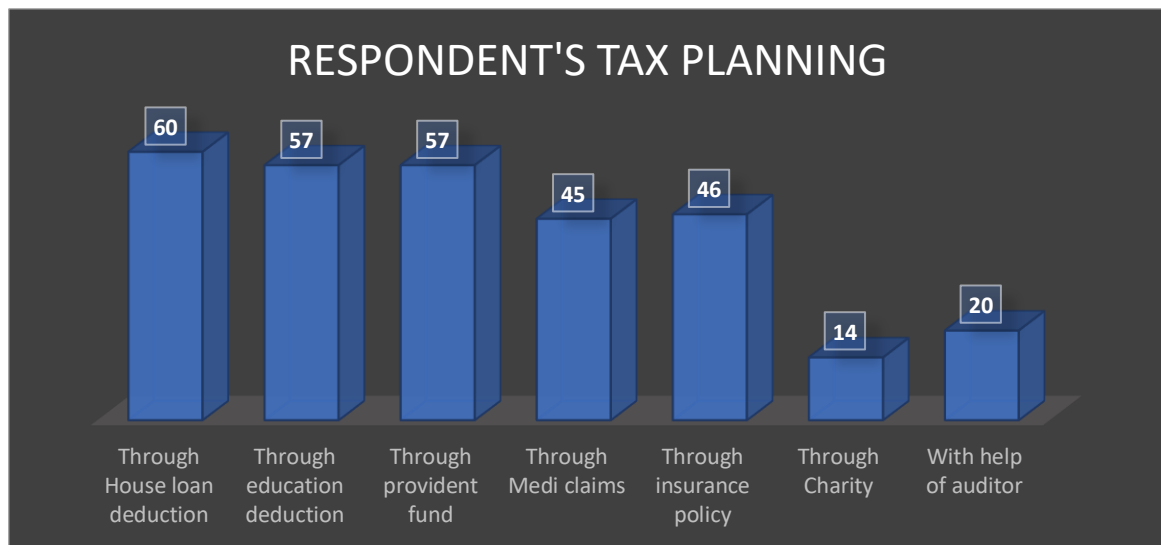


INTERPRETATION: From the above table and chart, it shows that 51% of respondents are liable to pay income tax, 27.5% are liable to pay property tax, 22% are liable to pay Housing tax, 21% doesn't fall under tax slab

INFERENCE: Majority of respondents are liable to pay Income tax (51%)

TABLE 19: TAX PLANNINGS

TAX PLANNING	NO OF RESPONDENTS	% OF RESPONDENTS
Through House loan deduction	60	30
Through education deduction	57	28.5
Through provident fund	57	28.5
Through Medi claims	45	22.5
Through insurance policy	46	23
Through Charity	14	7
With help of auditor	20	10

CHART 19: TAX PLANNINGS

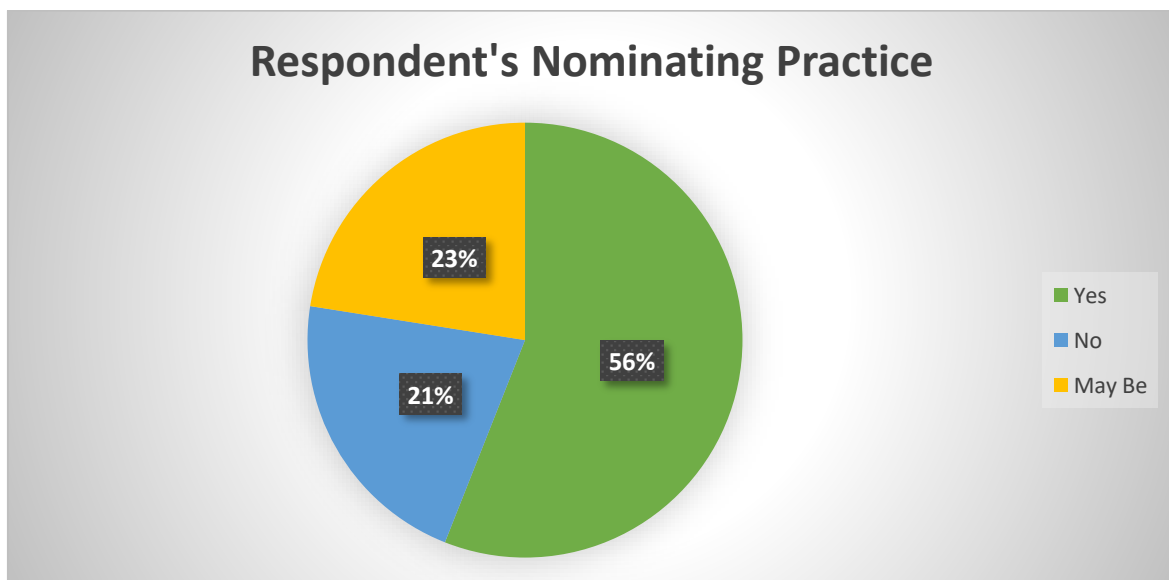
INTERPRETATION: From the above table and chart, it shows that 30% of respondents plan their tax through house loan deduction, 28.5% plans through education deduction, 28.5% plans through provident fund, 22.5% plans through medi claims, 23% plans through insurance policy, 7% plans through charity, 10% plans with the help of auditor

INFERENCE: Majority of respondents plans their tax through house loan deduction (30%)

TABLE 20: NOMINATING DEPENDENTS IN SAVINGS SCHEME

NOMINATING DEPENDENTS	NO OF RESPONDENTS	% OF RESPONDENTS
Yes	112	56
No	43	21.5
May Be	45	22.5

CHART 20: NOMINATING DEPENDENTS IN SAVINGS SCHEME



INTERPRETATION: From the above table and chart, it shows that 56% of respondents have a habit of nominating their dependents in savings scheme, 21.5% of respondents do not have a habit of nominating their dependents in savings scheme, 22.5% may nominate their dependents in future.

INFERENCE: Majority of respondents have a habit of nominating their dependents in savings scheme (56%)

4.2 TESTING OF HYPOTHESIS

TEST 1: CORRELATION

H0: There is no relation between age and the % of income you wish to save

Ha: There is a relation between age and the % of income you wish to save

Correlations			
		Age	How much % of income you wish to save?
Age	Pearson Correlation	1	.162*
	Sig. (2-tailed)		.022
	N	200	200
How much % of income you wish to save?	Pearson Correlation	.162*	1
	Sig. (2-tailed)	.022	
	N	200	200
*. Correlation is significant at the 0.05 level (2-tailed).			

Interpretation: As the p value is 0.022 which is less than 0.05, hence we accept alternate hypothesis (Ha) and reject null hypothesis (Ho)

Result on Test: Thus, there is a relation between age and the % of income they wish to save.

TEST 2: CHI SQUARE

The Hypothesis framed are:

H0- There is no significant difference between gender and their preference for savings/investments

Ha- There is a significant difference between gender and their preference for savings/investments

Value		d f	Asymptotic Significance (2- sided)
Pearson Chi-Square	5.977 ^a	4	.201
Likelihood Ratio	5.867	4	.209
N of Valid Cases	200		

Interpretation: Since the p value is 0.201, which is greater than 0.05, we accept null hypothesis (H0) and reject alternate hypothesis (Ha)

Result on Test: There is no significant difference between Gender and their preference for investments/savings

TEST 3: ANOVA

The Hypothesis framed are:

H0: There is no significant difference between income level and their expense management during pandemic

Ha: There is a significant difference between income level and their expense management during pandemic

ANOVA

Annual_Income_

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.182	3	.727	1.202	.310
Within Groups	118.598	196	.605		
Total	120.780	199			

Interpretation: As the p value is 0.310 > 0.05, we reject alternate hypothesis (Ha) and accept null hypothesis (H0).

Result on Test: Thus, there is no significant difference between income level and their expense management during pandemic

TEST 4: ANNOVA

The Hypothesis framed are:

H₀: There is no significant difference between age group and their retirement plan

H_a: There is a significant difference between age group and their retirement plan

ANOVA

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.978	23	.912	1.420	.106
Within Groups	113.022	176	.642		
Total	134.000	199			

Interpretation: As the P value is $0.106 > 0.05$, we reject alternate hypothesis (H_a) and accept null hypothesis (H₀)

Result on Test: Thus, there is no significant difference between age groups and their retirement plans.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 FINDINGS

1. 29.5% of respondents are from 18-20 age group, 45% of respondents are from 21-30 age group, 21.5% of respondents are from 31-40 age group, 4% of respondents are from above 41 age group.
2. 61% of respondents are Male and 39% of respondents are female.
3. 60% of respondents are Single and 40% of respondents are married
4. 36% of respondents are Students, 41% of respondents are Private Employee, 15.5% of respondents are Public Employee, 4.5% of respondents are Entrepreneur, 3% of respondents are Homemakers.
5. 41.5% of respondents are from Below 1 Lakh income group, 36% of respondents are from 1 Lakh to 3 Lakhs income group, 22.5% of respondents are from above 3 lakhs income group
6. 60% of respondents belongs to Nuclear Family and 40% of respondents belongs to Joint Family.
7. 159 respondents agreed that only assets are wealth, where 41 respondents disagree with it and 38 are neutral; 111 agrees that cash in hand is wealth, 83 are neutral and 6 disagrees with it; 133 agrees that expense control is wealth, 59 are neutral, 8 disagrees with it; 116 agrees that knowing when to buy and sell an investment is wealth, 74 are neutral, 10 disagrees with it; 131 respondents agrees with risk management is wealth, 57 are neutral, 12 disagrees it; 110 agrees that retirement safety is wealth, 78 are neutral, 12 disagrees it.
8. 148 agrees that its useful only for businessman, 44 are neutral, 8 disagrees with it; 101 agrees that its time and cost consuming, 88 are neutral, 11 disagrees with it; 138 agrees that it's a best way to utilize savings, 53 are neutral, 9 disagrees with it;

103 agrees with its useful only for rich, 69 are neutral, 28 disagrees with it; 128 agrees that its useful for all, 55 are neutral, 17 disagrees with it.

9. 161 agrees that it is required to safeguard family financially, 36 are neutral, 3 disagrees with it; 118 agrees that is required to improve living standards, 73 are neutral, 9 disagrees with it; 137 agrees that is required to manage risks, 57 are neutral, 6 disagrees it; 117 agrees that it requires to make more investments, 71 are neutral, 12 disagrees it; 130 agrees that it helps to take financial decisions, 61 are neutral, 9 disagrees it.

10. 14.5% of respondents are wishing to save less than 10%, 33% of respondents wish to save 10 to 20% of income, 22% of respondents wish to save 20 to 30 % of income, 30.5% wish to save more than 30% of their income

11. 165 respondents prefer Bank Deposits, 30 are neutral, 5 doesn't prefer it; 108 prefers shares, 83 are neutral, 9 doesn't prefer; 136 prefers Mutual Funds, 54 are neutral, 10 doesn't prefer, 100 prefers Gold Purchase, 84 are neutral, 16 do not prefer; 121 prefers Land / Buildings Purchase, 72 are neutral, 7 do not prefer it; 112 prefers Insurance, 72 are neutral, 16 don't prefer; 98 prefers Chit funds, 75 are neutral, 27 doesn't prefer it; 96 prefers Bonds, 84 are neutral, 20 do not prefer it.

12. 30% of respondents manage their risk through insurance policy, 48.5% of respondents manage their risk through proper budgeting and savings, 21.5% of respondents manage their risk through investments.

13. 170 prefers Life insurance, 29 are neutral, 1 not prefers it; 133 prefers medical insurance, 63 are neutral, 4 not prefer it; 139 prefers health insurance, 53 are neutral, 8 do not prefer it; 133 prefers Accident Insurance, 56 are neutral and 11 do not prefer it; 132 prefers Retirement insurance policy, 55 are neutral and 13 do not prefer it.

14. 34.5% of respondents managed expenses in pandemic through savings in bank, 38% of respondents managed their expenses in pandemic through pledge of property/ gold, 15% managed through borrowings, 12.5% managed expenses in pandemic through medical or life insurance.

15. 141 respondents found life insurance to be useful, 53 are neutral, 6 feels as not useful; 120 respondents felt medical insurance to be useful, 72 are neutral, 8 felt not useful; 106 felt health insurance to be useful, 84 are neutral, 10 felt it not useful.

16. 29% wants to invest, 26% wants to reduce expenditure, 20.5% wants to purchase property or gold, 17% wants to save money in bank, 7.5% wants to spend lavishly.

17. 30.5% wants to safeguard through pension fund, 37% through provident fund, 27.5% through Gratuity, 32.5% through own savings, 14% through Retirement insurance policy

18. 51% of respondents are liable to pay income tax, 27.5% are liable to pay property tax, 22% are liable to pay Housing tax, 21% doesn't fall under tax slab

19. 30% of respondents plan their tax through house loan deduction, 28.5% plans through education deduction, 28.5% plans through provident fund, 22.5% plans through medi claims, 23% plans through insurance policy, 7% plans through charity, 10% plans with the help of auditor

20. 56% of respondents have a habit of nominating their dependents in savings scheme, 21.5% of respondents do not have a habit of nominating their dependents in savings scheme, 22.5% may nominate their dependents in future.

5.2 SUGGESTIONS

1. This research is conducted with a sample size of 200, if further research is done, they are advised to increase the sample size to get the result in depth

2. This research is conducted for a period of 3 months; the researchers are advice to increase the tenure of research

3. This research is conducted with samples located in Chennai using convenient sampling technique, the researchers are advised to cover wider locality in future

4. This research Primarily focuses on identifying the practices, awareness and knowledge about wealth management among Indian Household, this could be enhanced if further research is related to this topic

5.3 LIMITATIONS

In attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. Never the less, despite of fact constraints was at play during the formulation of this project. The main limitations are as follows:

- Due to limitation of time only few people were selected for the study. So, the sample of investors was not enough to generalize the findings of the study.
- The main source of data for the study was primary data with the help of self-administered questionnaires. Hence, the chances of unbiased information are less.
- People were hesitant to disclose the true facts.
- The chance of biased response can't be eliminated though all necessary steps were taken to avoid the same

CONCLUSION

The primary aim of this research is to identify the practices of wealth management, its awareness and knowledge among Indian Household. By this entire study, we identified that majority of respondents are doing various wealth management activities like Bank deposits, investments, tax plannings etc., but still, the awareness on wealth and its effective management is missed out in Indian House hold due to various factors like limited market knowledge, Low risk-taking Capacity etc.,

This could be managed through effective learning on market conditions, increase awareness and knowledge about trade and expense management, budgeting which could enhance their risk-taking capacity that ultimately leads to effective Wealth planning, control and management.

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A Study on Wealth Management Practices among Indian Household.

In Chennai

* Required

1. Name *

2. Age *

Mark only one oval.

☐ 18-20

☐ 21-30

☐ 31-40

☐ Above 41

3. Gender *

Mark only one oval.

☐ Female

☐ Male

4. Marital status *

Mark only one oval.

☐ Married

☐ single

5. Occupation *

Mark only one oval.

- ☐ Student
- ☐ Private employee
- ☐ Public employee
- ☐ Entrepreneur
- ☐ Home maker
- ☐ Other: _____

6. Annual Income *

Mark only one oval.

- ☐ Below 1 lakh
- ☐ 1 lakh - 3 lakhs
- ☐ above 3 lakhs

7. Family type *

Mark only one oval.

- ☐ Nuclear Family
- ☐ Joint Family

8. What do you Understand by the term "Wealth"? *

Mark only one oval per row.

	strongly agree	agree	neutral	disagree	Strongly disagree
Only Assets are wealth	☐	☐	☐	☐	☐
Cash in hand is wealth	☐	☐	☐	☐	☐
Expense and income control is wealth	☐	☐	☐	☐	☐
Knowing When to Buy and sell an Investment	☐	☐	☐	☐	☐
Risk management is wealth	☐	☐	☐	☐	☐
Retirement safety is wealth	☐	☐	☐	☐	☐

9. what do you think about Wealth Management? *

Mark only one oval per row.

	Strongly Agree	Agree	neutral	disagree	Strongly Disagree
Its useful only for business man	☐	☐	☐	☐	☐
time and cost consuming	☐	☐	☐	☐	☐
best way to utilize our earnings	☐	☐	☐	☐	☐
Its only Useful for Rich	☐	☐	☐	☐	☐
Its useful for all	☐	☐	☐	☐	☐

10. Why do we need to manage our income and expenditure? *

Mark only one oval per row.

	Strongly Agree	Agree	Neutral	disagree	Strongly disagree
To safeguard us and our family financially	☐	☐	☐	☐	☐
to improve standard of living	☐	☐	☐	☐	☐
Helps to manage risks	☐	☐	☐	☐	☐
Helps to make more investments	☐	☐	☐	☐	☐
Helps in making financial decision	☐	☐	☐	☐	☐

11. How much % of income you wish to save ? *

Mark only one oval.

- ☐ less than 10%
- ☐ 10 to 20%
- ☐ 20 to 30%
- ☐ more than 30%

12. From the following, what kind of savings/ investment you prefer for? *

Mark only one oval per row.

	Highly preferable	Preferable	Neutral	Not preferable	Highly not preferable
Bank deposits	☐	☐	☐	☐	☐
shares	☐	☐	☐	☐	☐
Mutual funds	☐	☐	☐	☐	☐
Gold Purchase	☐	☐	☐	☐	☐
land or Buildings	☐	☐	☐	☐	☐
Insurance	☐	☐	☐	☐	☐
Chitfunds	☐	☐	☐	☐	☐
Bonds	☐	☐	☐	☐	☐

13. How do you manage your financial, health and safety related risks in life? *

Mark only one oval.

- ☐ Through insurance policy
- ☐ Through proper budgeting and savings
- ☐ Through investments

14. What kind of insurance , you mostly prefer for? *

Mark only one oval per row.

	Highly Preferable	preferable	neutral	Not preferable	Highly not preferable
Life insurance	☐	☐	☐	☐	☐
Medical Insurance	☐	☐	☐	☐	☐
Health Insurance	☐	☐	☐	☐	☐
Accident Insurance	☐	☐	☐	☐	☐
Retirement Insurance policy	☐	☐	☐	☐	☐

15. How did you cope up with the expenses during Pandemic? *

Mark only one oval.

- ☐ Through Savings in Banks
- ☐ Through Pledge or sale of gold/ any other properties
- ☐ Through Borrowings
- ☐ Through Medical or life Insurance claims

16. How far insurance policy was useful during this pandemic? *

Mark only one oval per row.

	Highly useful	Useful	Neutral	Not useful	Highly not useful
Life insurance	☐	☐	☐	☐	☐
Medical insurance	☐	☐	☐	☐	☐
Health insurance	☐	☐	☐	☐	☐

17. From the following, What is your major financial Preference ? *

Mark only one oval.

- ☐ To invest in shares / bonds /chits and make more money
- ☐ To reduce expenditure
- ☐ to purchase property or gold
- ☐ Save money in bank deposits
- ☐ to spend lavishly

18. How do you plan to safeguard your life after retirement? *

Check all that apply.

- ☐ Pension fund
- ☐ Provident fund
- ☐ Gratuity
- ☐ your own savings
- ☐ Retirement Insurance Policy

19. What kind of tax , that you are liable to pay? (you can choose more than 1 option) *

Check all that apply.

- ☐ Income tax
- ☐ property tax
- ☐ Housing tax
- ☐ Doesn't fall under Tax slab

20. How do you plan, to manage your tax payments ? *

Check all that apply.

- ☐ Through housing loan deduction
- ☐ Through education deduction
- ☐ through Provident fund
- ☐ through medi claims
- ☐ through insurance policy
- ☐ Through charity deposits
- ☐ with the help of auditor

21. Do you have an habit of nominating your dependents in your savings scheme? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

22. Give your opinion on effective ways to avoid unnecesary expenses. *

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A Study on the Wealth Management Practices among Indian Household

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ABSTRACT

This Study primarily focuses on identifying various practices of management of wealth followed in Indian Household. There are different forms of wealth management and there is a different effective way to manage such wealth. The secondary objective deals with identifying awareness, knowledge about wealth management in a Common investor. This study is a descriptive type of research with samples selected on convenient sampling method. The sample size taken for study is 200 and the data collected is Primary data. The Data analysis and testing is done through the usage of Percentage Analysis and SPSS using Chi square, Correlation and Anova. The study concludes that the though people are doing different forms of wealth management, their awareness, knowledge about market conditions, opportunities, risk- taking capacity is considerably low, which needs to be improved to effectively manage and Control Wealth.

I.INTRODUCTION

Wealth in general refers to total value of assets or properties owned by an individual or a company or partners etc., It includes both the tangible value and intangible value of assets. Wealth Management refers to the effective management of total value of assets hold by a person, in order to potentially increase its value and meet the client's requirements effectively and efficiently.

A. Wealth Management Includes the following:

1. Cash Management
2. Asset Management
3. Risk Management
4. Estate Planning
5. Tax Planning
6. Retirement Planning

Importance of the study: To Know the understanding of the term Wealth Management in Common Investors. To measure their level of awareness and knowledge in Wealth Management. To find out various types of Wealth Management. To identify the most used method of wealth management by respondents for managing their assets and cash. To measure the risk acceptance and risk ignorance level of each respondent. To identify what kind of tax planning and estate planning preferred by respondents. To identify their plans on retirement. To study the Wealth management practices among Indian household.

Objective of the study: To identify the wealth management practices among Indian household. To measure the awareness about wealth management in common investor. To analyse the knowledge of wealth management in common investor. To know what are all the different forms of wealth management. To find the effective ways of wealth management. **AIM:** To identify the wealth management practices followed in an Indian Household

II. REVIEW OF LITERATURE

Messmore (1995) demonstrated how volatility widens the spread between the arithmetic and geometric average return; although the message is not new, it is worth repeating.

Evensky, Harold. 1997. Wealth Management: The Financial Adviser's Guide to Investing and Managing Client Assets. Chicago: Irwin/McGraw-Hill. This book was written by a practitioner sometimes hailed as the dean of the financial planning community. It marks his delineation of wealth management as a profession distinct from money management and asset gathering.

Jacob (1998) provides an interesting overview of the difference between traditional portfolio optimization and optimization for private wealth clients

Reichenstein, William, and William W. Jennings. 2003. Integrating Investments and the Tax Code. New York: Wiley. First, before-tax and after-tax dollars are different; that is, asset allocation should reflect embedded tax liabilities. Second, we evaluate asset location and the choice of savings vehicles. We focus on education and retirement savings goals rather than intergenerational concerns. Third, we encourage professionals to manage an individual's extended portfolio that includes the values of "off-balance-sheet" assets, such as Social Security payments and defined-benefit plans.

Campbell (2004) and Wilcox, Horvitz, and DiBartolomeo (2006) considered both long-horizon and life-cycle investment perspectives for individuals making the asset allocation decision. Brunel (1999b), Corriero (2005), Milevsky (2004), and Terhaar, Staub, and Singer (2003) examined alternative assets in strategic asset allocation

Bronson, Scanlan, and Squires (2007) took a broad view of the process of setting investment policy and asset allocation specifically. Brunel (1999a) discussed the high costs for a taxable investor of panic-induced selling and thus underscores the importance of getting the asset mix right in the first place.

III. RESEARCH METHODOLOGY

This study focuses primarily on Wealth Management. Wealth management deals with management of different forms of wealth. To sum upon, it deals with Cash and Asset management, risk management, estate planning, tax planning, budgeting, future planning, expense management, retirement planning etc., This study secondarily focuses on evaluating and analysing their practices, knowledge and awareness about wealth management in Indian Household. Secondarily, to identify their preference for risk-low and risk-high investments, risk taking and managing capacity, Budgeting knowledge, expense management etc.,

A Research is the process of in-depth analysis of the data in order to find the actual results, solutions and societal benefits etc. There are different types of research viz., Descriptive research, exploratory research, cross sectional research etc.,

The Research is primarily done with some strong Primary and Secondary Objectives. Primary Objectives are the main purpose of conducting research and the Secondary Objectives are the next level focus of this research. Data Collection and Analysis is the crucial part of a research process. The Data can be collected from 2 sources, they are: Primary Data, Secondary Data. Primary Data are those which are collected for the first time and the secondary data are those which are already collected and thus the reuse of those data. Example of primary data is Collecting data through Questionnaire or through interviews and Secondary data are those which are collected from newspapers, literatures, journals etc.,

This Research is conducted through Primary sourcing and the sample size is 200. The hypothesis framed is

H₀: There is no significant difference between practices followed by Indian household in management of wealth

H_a: There is a significant difference between practices followed by Indian household in management of wealth

The test used to accept or reject hypothesis is correlation, chi-square, Anova. The Main Tool used to analyse the data is SPSS Software, where SPSS Stands for Statistical Package for Social Sciences.

Limitations of the study: Due to limitation of time only few people were selected for the study. So, the sample of investors was not enough to generalize the findings of the study. The main source of data for the study was primary data with the help of self-administered questionnaires. Hence, the chances of unbiased information are less. People were hesitant to disclose the true facts. The chance of biased response can't be eliminated though all necessary steps were taken to avoid the same.

Future Research: This study was conducted with 200 samples from Homogeneous locality- Chennai, where future researchers are advised to Consider more samples from various locality to study in depth. The research period was 3 months, where future researchers are advised to extend their time period, to conduct the research in depth.

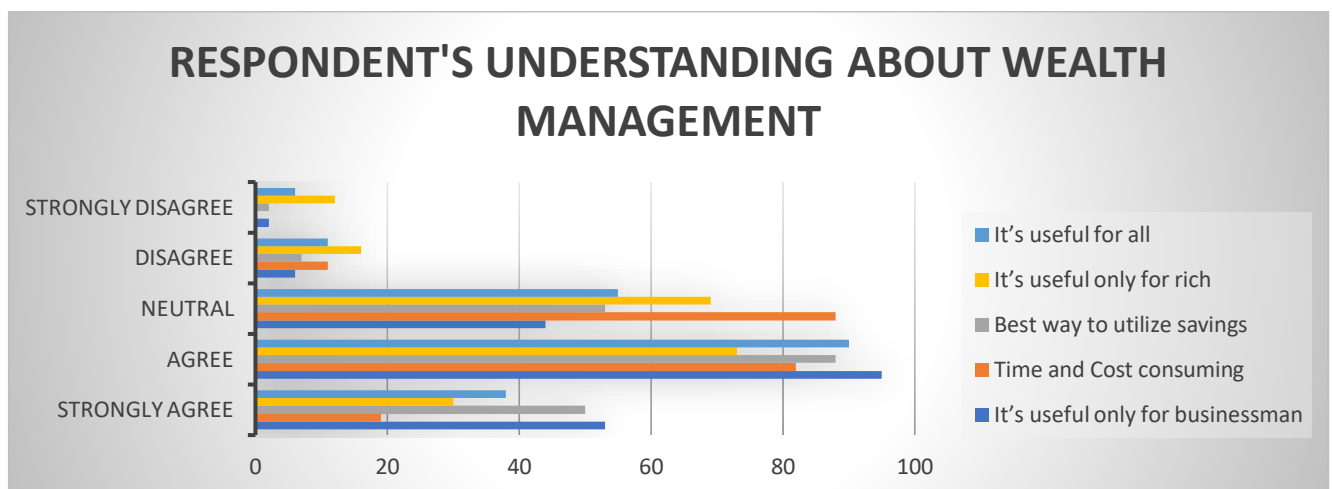
IV. DATA ANALYSIS AND INTERPRETATION

A. PERCENTAGE ANALYSIS

TABLE 1: RESPONDENT'S UNDERSTANDING ABOUT WEALTH MANAGEMENT

PARTICULARS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
It's useful only for businessman	53	95	44	6	2
Time and Cost consuming	19	82	88	11	0
Best way to utilize savings	50	88	53	7	2
It's useful only for rich	30	73	69	16	12
It's useful for all	38	90	55	11	6

CHART 1: RESPONDENT'S UNDERSTANDING ABOUT WEALTH MANAGEMENT



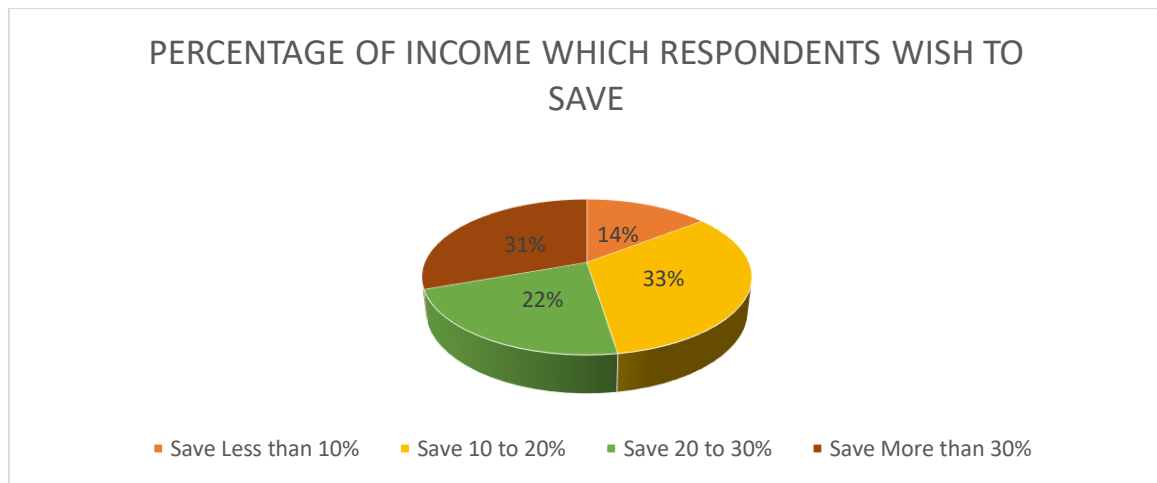
INTERPRETATION: From the above table and chart, it shows that 148 agrees that its useful only for businessman, 44 are neutral, 8 disagrees with it; 101 agrees that its time and cost consuming, 88 are neutral, 11 disagrees with it; 138 agrees that it's a best way to utilize savings, 53 are neutral, 9 disagrees with it; 103 agrees with its useful only for rich, 69 are neutral, 28 disagrees with it; 128 agrees that its useful for all, 55 are neutral, 17 disagrees with it.

INFERENCE: Majority of respondents agrees that its useful only for businessman

TABLE 2: PERCENTAGE OF INCOME WHICH RESPONDENT'S WISH TO SAVE

PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
Save Less than 10%	29	14.5
Save 10 to 20%	66	33
Save 20 to 30%	44	22
Save More than 30%	61	30.5

CHART 2: PERCENTAGE OF INCOME WHICH RESPONDENT'S WISH TO SAVE



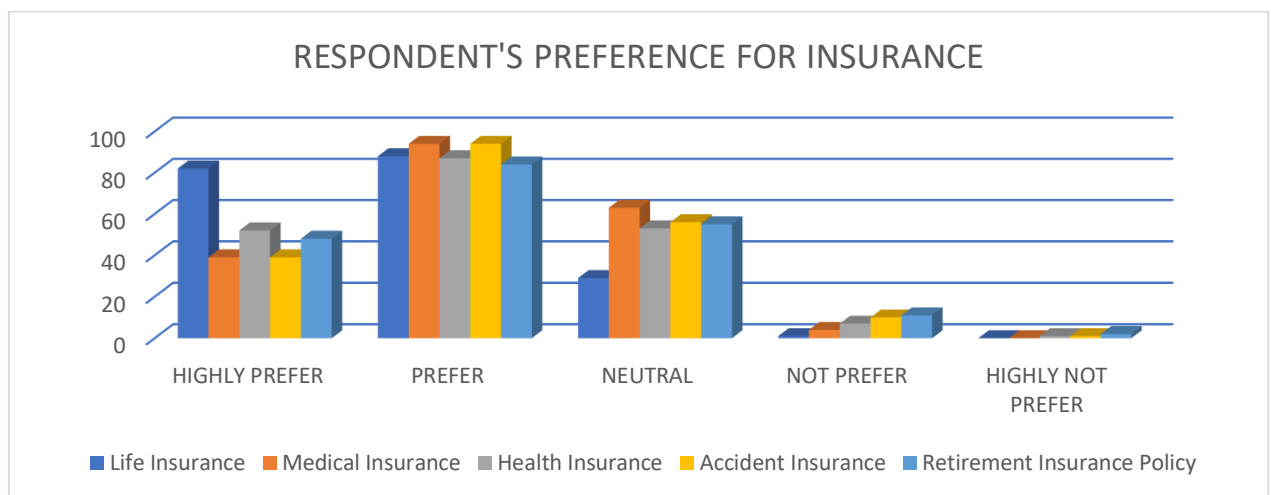
INTERPRETATION: From the above table and chart, it shows that 14.5% of respondents are wishing to save less than 10%, 33% of respondents wish to save 10 to 20% of income, 22% of respondents wish to save 20 to 30 % of income, 30.5% wish to save more than 30% of their income

INFERENCE: Majority of respondents wish to save 10 to 20% of their income (33%)

TABLE 3: RESPONDENT'S PREFERENCE FOR INSURANCE

PARTICULARS	HIGHLY PREFER	PREFER	NEUTRAL	NOT PREFER	HIGHLY NOT PREFER
Life Insurance	82	88	29	1	0
Medical Insurance	39	94	63	4	0
Health Insurance	52	87	53	7	1
Accident Insurance	39	94	56	10	1
Retirement Insurance Policy	48	84	55	11	2

CHART 3: RESPONDENT'S PREFERENCE FOR INSURANCE



INTERPRETATION: From the above table and chart, it shows that 170 prefers Life insurance, 29 are neutral, 1 not prefers it; 133 prefers medical insurance, 63 are neutral, 4 not prefer it; 139 prefers health insurance, 53 are neutral, 8 do not prefer it; 133 prefers Accident Insurance, 56 are neutral and 11 do not prefer it; 132 prefers Retirement insurance policy, 55 are neutral and 13 do not prefer it.

INFERENCE: Majority of respondents prefers Life insurance

B. TESTING OF HYPOTHESIS

TEST 1: CORRELATION

H₀: There is no relation between age and the % of income you wish to save

H_a: There is a relation between age and the % of income you wish to save

Correlations			
		Age	How much % of income you wish to save?
Age	Pearson Correlation	1	.162*
	Sig. (2-tailed)		.022
	N	200	200
How much % of income you wish to save?	Pearson Correlation	.162*	1
	Sig. (2-tailed)	.022	
	N	200	200
*. Correlation is significant at the 0.05 level (2-tailed).			

Interpretation: As the p value is 0.022 which is less than 0.05, hence we accept alternate hypothesis (H_a) and reject null hypothesis (H₀)

Result on Test: Thus, there is a relation between age and the % of income they wish to save.

TEST 2: ANOVA

The Hypothesis framed are:

H₀: There is no significant difference between income level and their expense management during pandemic

Ha: There is a significant difference between income level and their expense management during pandemic

ANOVA

Annual_Income_

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.182	3	.727	1.202	.310
Within Groups	118.598	196	.605		
Total	120.780	199			

Interpretation: As the p value is 0.310 > 0.05, we reject alternate hypothesis (Ha) and accept null hypothesis (H0).

Result on Test: Thus, there is no significant difference between income level and their expense management during pandemic

V. Findings, Suggestions and Conclusion

A. Findings: It shows that 148 agrees that its useful only for businessman, 44 are neutral, 8 disagrees with it; 101 agrees that its time and cost consuming, 88 are neutral, 11 disagrees with it; 138 agrees that it's a best way to utilize savings, 53 are neutral, 9 disagrees with it; 103 agrees with its useful only for rich, 69 are neutral, 28 disagrees with it; 128 agrees that its useful for all, 55 are neutral, 17 disagrees with it. 14.5% of respondents are wishing to save less than 10%, 33% of respondents wish to save 10 to 20% of income, 22% of respondents wish to save 20 to 30 % of income, 30.5% wish to save more than 30% of their income. 170 prefers Life insurance, 29 are neutral, 1 not prefers it; 133 prefers medical insurance, 63 are neutral, 4 not prefer it; 139 prefers health insurance, 53 are neutral, 8 do not prefer it; 133 prefers Accident Insurance, 56 are neutral and 11 do not prefer it; 132 prefers Retirement insurance policy, 55 are neutral and 13 do not prefer it.

B. Suggestions: This research is conducted with a sample size of 200, if further research is done, they are advised to increase the sample size to get the result in depth. This research is conducted for a period of 3 months; the researchers are advice to increase the tenure of research. This research is conducted with samples located in Chennai using convenient sampling technique, the researchers are advised to cover wider locality in future. This research Primarily focuses on identifying the practices,

awareness and knowledge about wealth management among Indian Household, this could be enhanced if further research is related to this topic

C. Conclusion: The primary aim of this research is to identify the practices of wealth management, its awareness and knowledge among Indian Household. By this entire study, we identified that majority of respondents are doing various wealth management activities like Bank deposits, investments, tax plannings etc., but still, the awareness on wealth and its effective management is missed out in Indian House hold due to various factors like limited market knowledge, Low risk-taking Capacity etc.,

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