



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Study on the Awareness to General Public towards Wealth Management & Associated Services.

**Amir Asgarali Its, Kalave, *Dr Jyoti Sah*

BBA Sem 6, Amity Business School, Amity University Maharashtra. (amir.kalave@s.amity.edu) *

Assistant professor Amity Business School, amity university Maharashtra. (jyoti2855sah@gmail.com)

ABSTRACT

Introduction-The concept of wealth management, which gained popularity in the United States throughout the 1990s, has evolved into a comprehensive and advanced approach to financial counseling. Among the investment advisory services that are essential to wealth management are financial planning, private banking, asset management, tax guidance, and portfolio management. This high-level, professional service model combines a number of financial disciplines under a single price structure, such as accounting and tax services, retirement planning techniques, investment and financial guidance, and legal and estate planning considerations. The main objective of these integrated services is to provide investors with all-encompassing assistance in managing their diverse financial needs, with the dual objectives of boosting investment growth and ensuring their safety and security.

Given the complexity of the global financial environment, the significance of wealth management cannot be overstated. This study intends to assess the general public's knowledge and awareness of wealth management and related services, with a focus on Mumbai, India's dynamic economic climate. Being a major financial hub, Mumbai provides a unique backdrop for examining the adoption and perception of wealth management strategies. A structured questionnaire, which makes it easier to obtain relevant information on people's awareness of wealth management ideas and their usage of the services offered in this rapidly evolving industry, has been the primary method for data collection in order to achieve this goal. The need of asset management is also emphasized in the research, particularly in India, where the number of high-net-worth individuals has grown dramatically, necessitating the use of wealth preservation strategies and professional financial counsel.

Key words: financial planning, investment management, wealth management, awareness, risk management, asset allocation, retirement planning, estate planning, and financial goals Portfolio management, financial advising, tax planning, and investments for high net worth individuals References and associated material

LITERATURE REVIEW

- Investment Avenues: According to Velmurugan et al. (2019), the primary principle behind investments is to use excess funds in advantageous strategies for high returns. These investments are made in a variety of avenues with the hope of capital appreciation and short- and long-term earnings.
- Digital Impact: According to Wyman et al. (2018), younger, tech-savvy investors are more at ease with self-directed investing and receptive to new models and technologies at lower prices, which makes digital technology a challenge to incumbent wealth management players.
- Rural Savings: According to Nayak (2015), there has been a notable shift in rural households' saving habits as a result of more chances for saving and heightened awareness of future security.
- Wealth Advisor Practices: According to Schröder (2013), a large number of wealth managers tend to concentrate mostly on minimizing market risk in their advice practices, failing to incorporate new insights from financial economists.
- India's Wealth Management Sector: According to Cognizant Reports (2011), the majority of organized companies concentrate on urban segments, while the country's wealth management services sector is still in its infancy and highly fragmented.

A theoretical framework for alternative business models in the wealth management sector is put forth by Lucarelli et al. (2011). It emphasizes the combination of "make or buy" decisions and business process standardization/customization.

- Investor Behavior: Sharma (2008–2010) finds that, especially in smaller cities, Indian investors are typically risk-averse and conservative, favoring safe assets because of a lack of information and services.

- Private Banking: The expansion of private banking and its emphasis on high-net-worth individuals are examined by Nita et al. (2009). Private banking provides services beyond typical banking, including estate planning, specialized financing, and asset protection.
- Retirement Strategies: Pang et al. (2009) talk about wealth management techniques for retirees, emphasizing the role of financial products like annuities and mutual funds as well as the trade-offs between income security and asset growth.

METHODOLOGY

- 5.1 Methodology of the Research Responses to a structured online survey on wealth management service awareness, use, and perception were gathered.
- 5.2 Who We Polled (Demographics & Sample Size) 67 responders with a range of ages, occupations, and income brackets.
- 5.3 Breakdown of age: Among those aged 18 to 30, 50.7% 29.9% of them were between the ages of 31 and 40. 7.5% of them were between the ages of 41 and 49. 7.5% of them were older than 50. 42.4% female, 57.6% male Sources of revenue: 22.4% of business owners and 43.3% of salaried workers 13.4 percent of investors
- 5.4 Gathering and Analyzing Data Using SPSS and Microsoft Excel, the responses were examined for trends, percentages, and recurring themes in financial behavior.

STATEMENT OF PROBLEM

The general public finds it challenging to understand wealth management and the associated services. There is still a significant gap between the general public's ability to comprehend and use financial knowledge and its accessibility, despite the fact that efforts to increase financial literacy have accelerated. People's ability to make prudent financial decisions and secure their long-term financial well-being is hampered by this discrepancy, which manifests itself in several important areas.

One of the primary issues is the variation in financial literacy among different demographic groups. An individual's age, educational attainment, and socioeconomic status all have a significant impact on their understanding of financial concepts. The sample data shows that perceived expertise may decline with age, highlighting the value of lifelong learning and adaptability to shifting economic circumstances. Younger individuals may possess basic information gleaned from unofficial or social media sources, which may not be converted into prudent financial planning. However, older individuals may rely on outdated financial models or lack familiarity with modern investment instruments.

Additionally, understanding associated costs and fees remains a significant concern. Many people are unaware that wealth management services come with a number of fees, such as management, performance, and transaction fees. This lack of transparency could lead to unexpected costs and worse investment returns. A deep understanding of charge structures is necessary to choose cost-effective financial solutions and make wise decisions. In conclusion, a comprehensive approach is required to address the public's inadequate understanding of wealth management. Enhancing financial literacy education, promoting fee structure clarity, building trust in financial advisors, and empowering individuals to develop personalized financial plans are all necessary to achieve this. By addressing these concerns, we can empower individuals to make prudent financial choices and safeguard their financial security.

Objectives

- Assess how well the general public now understands the core concepts of wealth management, including investing techniques, risk management, and financial planning.
- Identify the primary misunderstandings and gaps in knowledge regarding wealth management services and products that exist across different demographic groups.
- Evaluate the public's perception of the transparency and degree of trust in the wealth management industry.
- Examine the connection between the public's degree of financial literacy and their capacity to make wise financial decisions.
- Offer recommendations for improving public financial literacy and increasing access to effective wealth management services.
- Understand how the public perceives the role a financial advisor plays in improving their financial situation.

FINDINGS

- The goal of the study is to determine how well-informed Mumbai residents are about wealth management and its offerings.
- Information on knowledge of wealth management and associated services was gathered using a structured questionnaire.
- The study sheds light on the various services that wealth management companies offer.

- Professional services and tactics intended to assist individuals and families in managing their wealth are referred to as wealth management.
- Financial planning, investment management, risk management, tax planning, retirement planning, and estate planning are important aspects of wealth management.
- To help clients reach their financial goals, wealth managers provide tailored financial advice.

Discussions

According to the survey conducted in Mumbai, the participants possess an advanced understanding of money management. Wealth management services are not necessarily unknown to respondents, even if 67.2% of them stated they do not currently utilize them. It's interesting to note that 73% of those who do not already utilize these services stated that they would be open to doing so one day. This suggests a potential growth area and latent demand for Mumbai's wealth management industry. There is also general consensus, according to the report, on the importance of wealth management. According to 94 percent of respondents, wealth management is a crucial instrument. This indicates that the value and usefulness of wealth management are acknowledged even by non-users. In conclusion, the data points to a market that is both underutilized and full of opportunity. Mumbai offers the wealth management sector a clear chance to expand utilizing the expressed willingness of potential clients and the widespread recognition of its importance.

Conclusion

The study concludes that a favorable market environment and anticipated regulatory backing will lead to a large growth in India's wealth management industry. This positive outlook is expected to accelerate market expansion and attract new players to the industry. To effectively capitalize on these prospects, financial services firms must adopt a customized strategy that takes into account the distinctive characteristics and nuances of the Indian market. This tailored strategy should be supported by cost-effective business models that prioritize solid compliance frameworks, strategic collaborations, enhanced transparency, and the use of efficient technology solutions. The Mumbai-specific study's goal was to gauge the public's knowledge of wealth management and associated services. A survey instrument containing a range of questions was utilized to gather relevant data and insights. The key findings of the survey indicate that a significant portion of participants earn their own money, which they allocate to various financial activities such as investing and saves. However, distributing revenue effectively to meet a variety of financial goals and requirements was a major difficulty. Specifically, a higher proportion of respondents (64%) reported having trouble managing their finances in this area, whereas 36.6% reported having no issues with income distribution.