

Summer Internship Project Report

On

Consumers' Perception of Investments during Covid-19

By

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Under the Supervision of

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(Submitted in partial fulfillment of the requirements for BBA degree)

**Institute of Management
JK Lakshmipat University, Jaipur
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Declaration

I, the undersigned hereby declare that the project report, “**Consumers’ Perception of Investments during Covid-19**”, is based on my own work carried out during the tenure of my summer internship program in Bridge Group Solutions, Gurugram, under the supervision of my industry guide, Ms. Shivangi Kumawat and faculty mentor, Dr. Upasana Singh.

I ensure that the statements made, and conclusions drawn are an outcome of my own research work. I further certify that

1. The work contained in the report is original and has been done by me under the general supervision of my supervisor.
2. The work has not been submitted to any other institution or any other university of India or abroad.
3. I have followed the guidelines provided by the university in writing the report.
4. Whenever I have used materials from other sources, I have given due credit to them in the text of the report and giving their details in the reference.

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Company Batch: Batch 23

College Roll No.: 2018BBA027

Certificate

It is certified that the Summer Internship Report titled Consumers' Perception of Investments during Covid-19 submitted by Sanskar Jain is an original piece of research work carried out by the candidate under my supervision.

Sign. of the Faculty Guide
(Dr. Upasana Singh)

Acknowledgement

In the successful completion of this project, many people have putted their efforts and valuable time and also offered me their blessings and the heart pledged support, and now I am thankful to all the people who have been concerned with this project, and helped me throughout this journey.

First of all, I would like to extend my heartfelt thanks to my Industry Mentor; Ms. Shivangi Kumawat and Faculty Mentor, Dr. Upasana Singh, whose valuable guidance has been the ones that helped me complete this project and make it full proof success. Their suggestions and instructions have served as the major contributor towards the completion of this project.

Then I would like to thank JK Lakshmipat University, Jaipur and Bridge Group Solutions, Gurugram for providing me this great opportunity.

Lastly, I would like to thank my parents, faculty members and especially my friends who have helped me with their valuable suggestions and guidance which has been helpful in various phases of the completion of this project and this internship.

Contents

1. Project Summary
2. Industry and Company Overview
3. Project Objectives
4. Methodology
5. Analysis and Results
6. Conclusion
7. References

List of Figures

Fig.1	BGS growth
Fig.2	Gender ratio
Fig.3	Occupation
Fig.4	Family Members
Fig.5	Income
Fig.6	Life Insurance
Fig.7	Attributes
Fig.8	Preferences during Investing
Fig.9	Trusted companies
Fig.10	Yes/No

Project Summary

The Coronavirus outbreak can adversely impact the Indian economy by a whopping \$29 billion in a hypothetical worst-case scenario, according to a study conducted by Asian Development Bank (ADB) on the economic impact of COVID-19 outbreak on developing Asia region.

This project was done in order to find out how an average Indian is reacting towards investing during this pandemic.

A survey was done to find the answer for the above mentioned problem, people of different occupations, age, sex and income group were surveyed in order to find out the most precise and accurate results.

The survey was done using Google Forms that included many questions related to how people used to react towards Investing and how they react towards it now.

The results from the survey were then analyzed and were thought over and most probable reasons and understanding for and of the situations are written in the report.

Industry and Company Overview

The **Bridge Group Solutions** is the company where I worked as an intern for 45 days and completed my SIP in the field of Marketing.

B.G.S was found in 2014 as one of India's original Project Outsourcing start-ups, with an aim to bridge gaps in process management and outsourcing. It started as project outsourcing firm and later on moved into different zones with a motto of providing high-quality, low-cost, and applicable interventions to handle gaps.

Today, the BGS enterprise has its presence across varied sectors that include technology, wealth management and talent management solutions. It has expanded to more than 5 cities in less than two years and is going at great velocity towards greater heights.

The company seeks out people and clients who challenge themselves to be exceptional—and champion that spirit in others. It defines a bold ambition with clients, and then work together as one team to create such high levels of value to set new standards of excellence for the industries.

The following image was drawn from official website of the company.

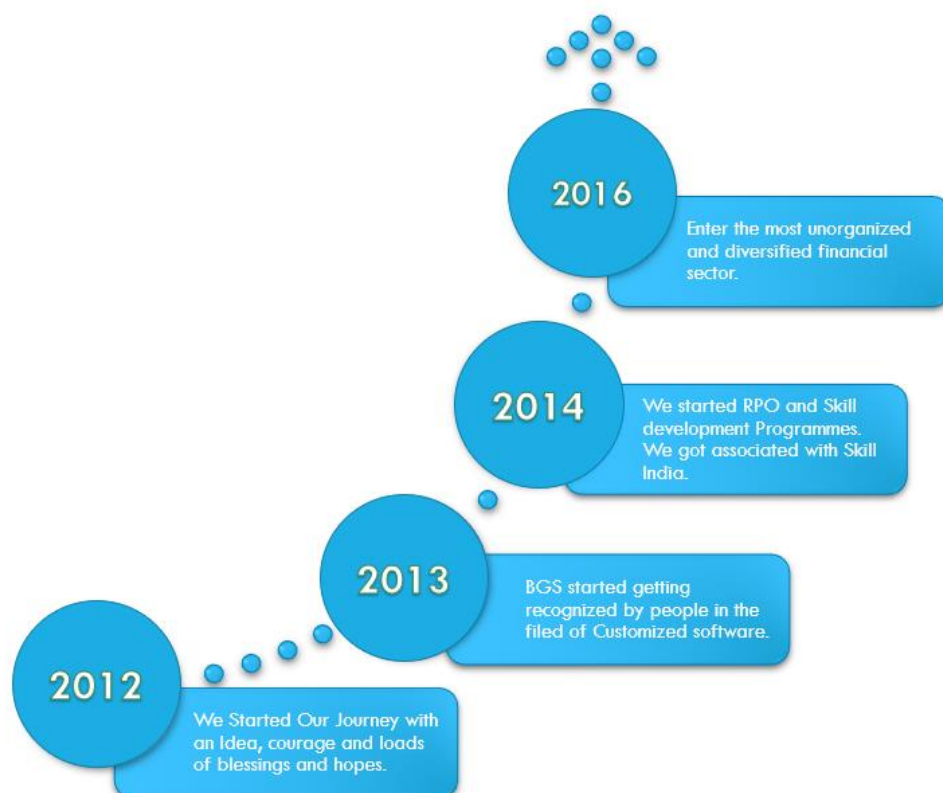


Fig.1

Project Objectives

The project was made to fulfill the below mentioned objectives:

- To know what people think about Life Insurance Policies in India.
- To analyze the consumers' perception of investments during this pandemic.
- To know where people like to invest their money.

Methodology

To analyze the perspective of people towards investments before and after the Covid-19 pandemic, the best possible way was to do a survey and directly ask the people from different parts of the country to ask some basic questions and then collect their data and review it and analyze what people actually think about it.

The methodology used in this research is using survey. The survey was done with the help of Google forms in order to gain most accurate idea of what people all over India are wanting out of any investment and whether their understanding and affection towards investing has changed during this international pandemic, as the pandemic has been affecting the incomes and expenditures of the people and the country's economy as well. It is estimated that the Covid-19 pandemic lockdown can cause a loss of around \$29 billion in a hypothetical worst-case scenario to the Indian economy.

Analysis and Results

So, I created a Google form and then circulated the form to my relatives in my hometown Jaipur and to my relatives living in other states or cities and also asked them to spread the survey form's link through any source of their choice and get as many honest answers as possible.

The Google form created many questions, 16 questions to be exact which including but not limited to:

- Number of earning members in the family?
- Yearly Income?
- What attributes do you look for in an Investment scheme?
- Where would you like to invest your money?

You can see all the questions asked in the form through the below mentioned link that will lead you directly to the original Google form.

<https://forms.gle/karpJTdiYMHZaw7S6>

So first of all we should have a fair idea about the people who have filled this form and answered the questions asked in the survey, assuming that the people who have answered the questions have answered them honestly and given the due diligence to the form that it deserves.

1. Gender: Talking about gender, the ratio of men over women is almost 1:1 and the difference between the numbers is almost negligible, with 51.5% men and 49.5% women.

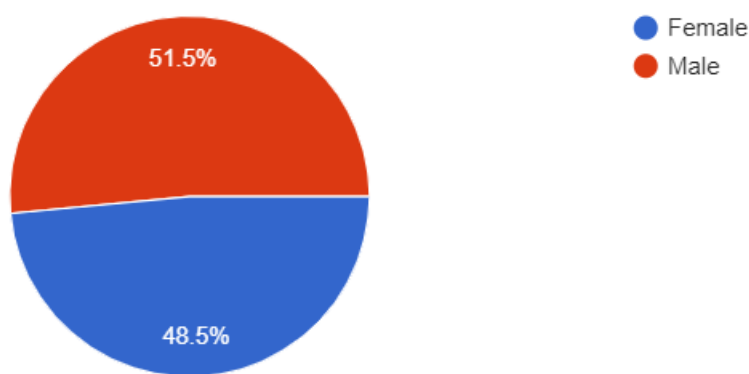


Fig.2

2. Occupation: A variety of kinds of occupation was visible in the survey result where majority were business owners then followed by salaried employees. The graph for the same is given in the picture below.

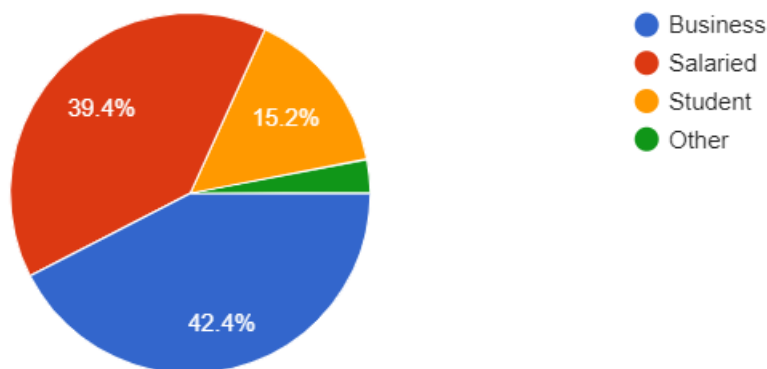


Fig.3

3. Number of Members in family: Majority of families have 2-4 members in their family with around 48.5% people of such kind. The graph showing further details is given in the picture below.

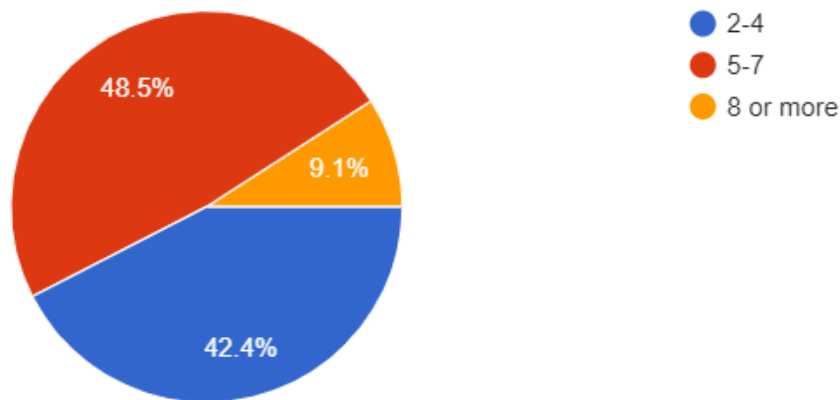


Fig.4

4. Number of kids in the family. (below 18):

30% of the people answered the survey had no kids in their family.

39% of the people had 1 kid in the family

15% had 2 kids and,

16% people had three or more kids in the family.

This question was relevant for the survey because there are certain Life insurance policies which have a minimum age for purchasing the policy and certain investments require their investors to be at least 18 years of age.

5. Number of old people in the family (above 55):

27% of the people who answered the survey had no family members above the age of 55.

27% of the people had 1 old person in their family.

36% of the respondents had 2 old people in their families.

10% of the respondents had 3 or more old people in the family.

This question was relevant for the survey because there are certain Life insurance policies which have a maximum age for purchasing the policy.

6. Yearly Income: The yearly income shows a lot of variation among the respondents. The graph showing the same is given in the picture shown below.

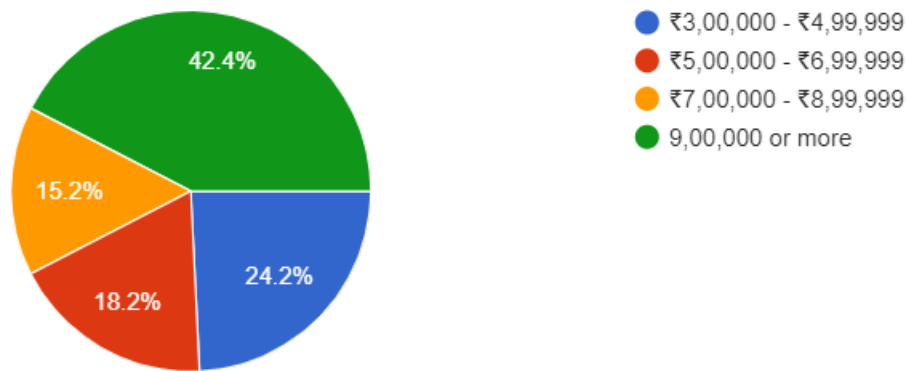


Fig.5

7. Do you already have any Life Insurance Policy? : This question is quite too relevant for the survey because the training given to me during the internship was mainly about Life Insurance Policies and thus to know that do people like to buy Life Insurance Policies or not was among the top objectives of the survey and the project. The graph for the question above is given in the image below that shows that 75.8% people already have an Insurance Policy whereas the remaining 24.2% don't have one.

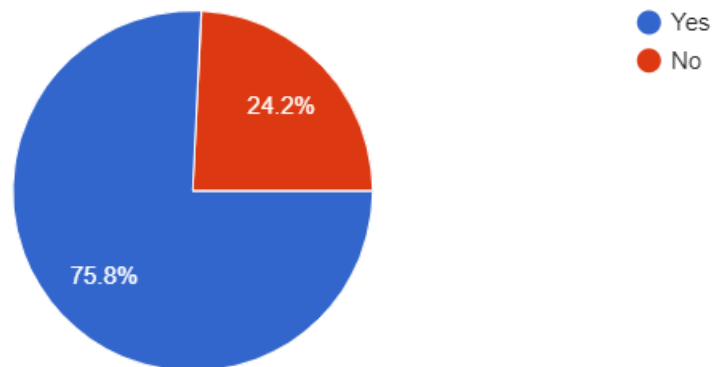


Fig.6

8. What attributes do you look for in an Investment scheme? : This question helps us in finding what people actually out of an Investment that they make. Majority of the people voted for 'Returns' which was then followed by 'Life Cover'.

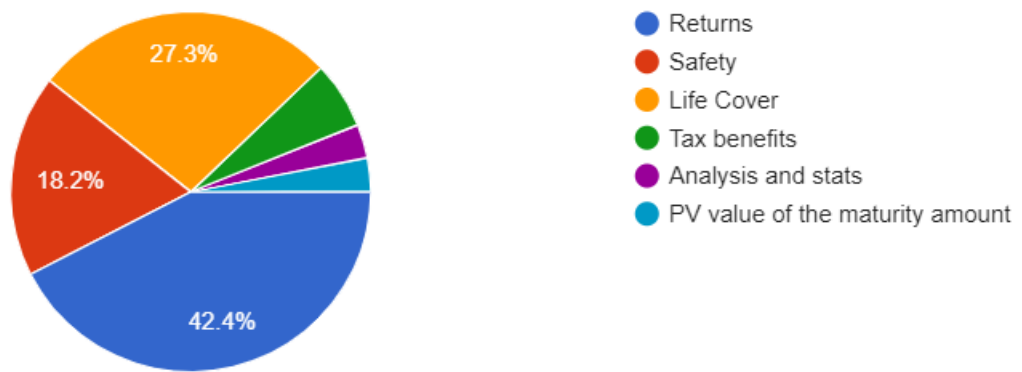


Fig.7

9. Where would you like to invest your money? : The question was asked in order to know that do people really look Life Insurance Policies as an investment option or they just want to invest money some other place. More than half of the respondents (51.5%) said that they want to invest money in Mutual funds. The graph for the question above is given in the image below.

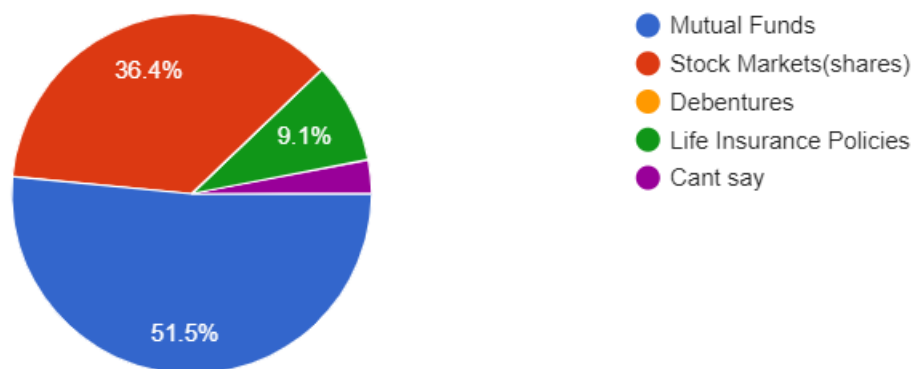


Fig.8

10. Which Company do you trust the most while purchasing a life insurance policy? : This question was asked from the respondents to know which company they trust while purchasing a new policy, Life Insurance Policy to be precise. The results were shocking; it was quite unbelievable that a single company has managed to gain trust a lot of people that 72.7% of the respondents have said that they trust LIC for purchasing a Life Insurance Policy.

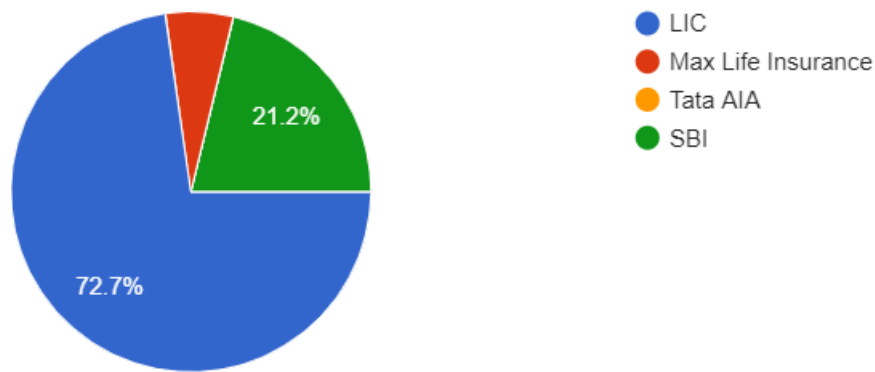


Fig.9

11. What influences your intention to buy a particular policy? : According to the survey result, mainly people get influenced by their family and friends (66.7%) while buying a life insurance policy.
12. Would you like to buy a Life Insurance policy during this pandemic? : This is probably the most awaited question in the report and also the most important one. This question was also followed by another question which was related to this question that we will discuss next in this report. The result generated from this question was quite shocking and clearly explains how people are reacting towards investments during this Covid-19 pandemic. The response from the respondents was that, 97% of the people denied to this question leaving only 3% of the respondents who have said yes to the above question.

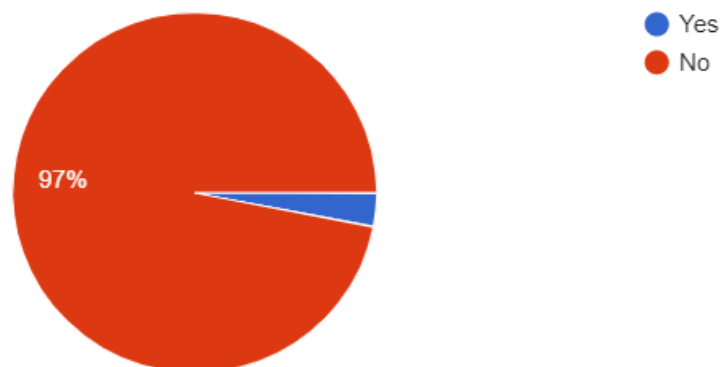


Fig.10

13. If NO, then due to what particular reason you don't want to buy? : This question is also an important question and tells a lot about the consumers' perception of insurance policies and other investments during this Covid-19 pandemic. We come to know the reason why people don't want to purchase

the Policy and the results are given below. These are answers from the consumers directly and no changes have been made in the answers. Any grammatical or spelling mistakes (if any), even they are not changed and this is completely original answers directly written by the respondents.

- “Due to pandemic situation, the revenue has been decreased and income is not generating much.”
- “More requirement of liquid money.”
- “Less available funds due to the downfall in the income because of the covid pandemic.”
- “Money issue”
- “Some personal issues ..cant buy”
- “Shortage of money”
- “Due to pandemic their are lot of problems facing here such as cash problems and lot of cases are here so we can't go outside easily.”

There are many more answers all talking about shortage of cash or liquidity problems and that all due to this ongoing pandemic.

Conclusion

The conclusion that can be drawn out of the report is that not many people are happy in monetary terms about the ongoing Covid-19 pandemic throughout the country. Most of the people have cash or liquidity related problem and they do not want to spend any money in investing anywhere and not even on making their future or future of their loved ones secure. What I believe is that people right now are having a mentality that 'what would be the benefit of having a secured future if right now we do not have a secure present with this entire problem going all around the globe.'

Getting answers like "Shortage of money" and "Less available funds due to the downfall in the income because of the covid pandemic" clearly says that people in India are not really in a great position or in a great condition to invest their money rather to pay their bills with the less money available with them.

The current situation is probably not the best time for investment related businesses to run and earn profits as they are totally dependent over the population of the country and their willingness to invest their hard earned money.

References

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