

# **Summer internship project report**

**On**

## **STUDY THE CUSTOMER PREFERENCE DURING INVESTMENT**

**By**

**HARIPRIYA DUBEY**

**2019BBA012**



**Under the supervision of**

**DR. LOKANATH MISHRA**

**(Submitted in partial fulfilment of the requirements of the BBA degree)**

**Institute of Management**

**JK LAKSHMIPAT UNIVERSITY**

**(2020-21)**

## Certificate



**ACCURAL INTELLIGENCE MANUALS INDIA PVT. LTD.**

20 Aug, 2021

To,

Haripriya Dubey

RAJ

HARIPRIYADUBEY@JKLU.EDU.IN

8824168533

We are pleased to confirm that Haripriya Dubey from JKL has successfully completed her Internship with Project Title 'THE STUDY ON CONSUMER PREFERENCE ON DIFFERENT INVESTMENT OPTIONS' from 14 Jun, 2021 to 14 Aug, 2021.

Aggregate on the basis of her performance during the Internship: 85%.

Location for internship: (Delhi/Work from Home)



(Authorized Signatory)

Head HR  
AIM India Pvt. Ltd.

1208, 12th floor, RG Trade Tower, Netaji Subhash Place, Pitampura, New Delhi-110034

● info@aimincorp.com

● www.aimincorp.com

## Certificate

This is to certify that the Summer Internship Report titled “**Study the Customer Preference During Investment**” submitted by **Haripriya Dubey** is an original piece of research work carried out by the candidate under my supervision.

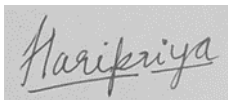


**(DR. LOKANATH MISHRA)**

## Declaration

I, Haripriya Dubey hereby solemnly declared that the work presented in this Internship entitled “Study on The Customer Preference on Different Investment Option” has been carried out by me and has not been previously submitted to any other University, College and Organization for any academic Qualification, Certificate and BBA Degree.

I also confirm that, the report is only prepared for my academic requirement, not for any other purpose. It might not be used with the interest of the opposite party of the corporation.



---

Haripriya Dubey  
2019BBA012  
Institute of Management  
JK Lakshmipat University

## **Acknowledgment**

I wish to express my sincere gratitude to Mr. Chinmay Dev Tiwari, Sales Operational Manager for providing me an opportunity to do my internship and project work in “AIM INDIA PVT. LTD.”

Successfully completion of any type of project requires help from a number of persons. I have also taken help from different people for the preparation of this report. Now, here is a little effort to show my deep gratitude to that helpful person.

I convey my sincere gratitude to my college mentor Dr. Lokanath Mishra from JK Lakshmipat University. In every phase of the project his supervision and guidance shaped this report to be completed perfectly.

## Table of Contents

|                                                                  |           |
|------------------------------------------------------------------|-----------|
| <b>1. Declaration.....</b>                                       | <b>2</b>  |
| <b>2. Certificate.....</b>                                       | <b>3</b>  |
| <b>3. Acknowledgment.....</b>                                    | <b>4</b>  |
| <b>4. Executive Summary of Project.....</b>                      | <b>7</b>  |
| <b>5. Industry and Company Overview.....</b>                     | <b>8</b>  |
| Industry Overview.....                                           | 8         |
| Company Overview.....                                            | 10        |
| AIM India Pvt. Ltd.....                                          | 10        |
| <b>6. Internship.....</b>                                        | <b>12</b> |
| Training Module.....                                             | 12        |
| Sales Module.....                                                | 12        |
| Marketing Module.....                                            | 13        |
| <b>7. Learning.....</b>                                          | <b>14</b> |
| <b>8. Objective.....</b>                                         | <b>16</b> |
| <b>9. Methodology.....</b>                                       | <b>17</b> |
| <b>10. Analysis.....</b>                                         | <b>18</b> |
| <b>11. Main Factors which influence Investment Decision.....</b> | <b>23</b> |
| <b>12. Conclusion.....</b>                                       | <b>25</b> |
| <b>13. References.....</b>                                       | <b>26</b> |
| <b>14. Appendices.....</b>                                       | <b>27</b> |

## Table of Figures

|                                                                                                                                                        |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Figure.1 Salary Slip.....</b>                                                                                                                       | <b>14</b> |
| <b>Figure.2 Taxation.....</b>                                                                                                                          | <b>14</b> |
| <b>Figure.3 Hashtag Marketing.....</b>                                                                                                                 | <b>15</b> |
| <b>Figure.4 Gender.....</b>                                                                                                                            | <b>18</b> |
| <b>Figure.5 Age.....</b>                                                                                                                               | <b>18</b> |
| <b>Figure.6 Occupation.....</b>                                                                                                                        | <b>19</b> |
| <b>Figure.7 Number of people who have investment.....</b>                                                                                              | <b>19</b> |
| <b>Figure.8 Where people investing their money.....</b>                                                                                                | <b>20</b> |
| <b>Figure.9 Factors which influence the investment decisions most.....</b>                                                                             | <b>21</b> |
| <b>Figure.10 Number of people whose investments are fulfilling their expectation .....</b>                                                             | <b>21</b> |
| <b>Figure.11 Number of people looking for an investment plan which consists of all the three categories i.e., child, youngster and retirement.....</b> | <b>22</b> |
| <b>Figure.12 Number of people heard about India First Life Insurance Mahajeevan Yojana.....</b>                                                        | <b>22</b> |
| <b>Figure.13 From where have you heard about it.....</b>                                                                                               | <b>22</b> |

## **Executive Summary**

The internship report highlights the major work carried out by the in term of academic and non-academic perspective. The scope of this document is to identify and describe the analysis carried out, project completed, experience gained and focus on the achievements as an intern.

The main objective is to study on the customer preference on different investment option.

In this report I has discusses how some factor influences the investment decision by collecting data through survey i.e., form by the author itself.

This report also includes industry overview, company overview, method which I used to achieve my report objective, authors internship work and learning in AIM India Pvt. Ltd.

This report has been prepared in a very short time and some data may not be applicable and accurate for all because firstly, the number of people I had survey are very less in comparison to our population and secondly, people preference changes with time. Despite all that, I believe this report has enough data to study on the customer preference on different investment option. is not copied from anywhere.

## Industry Overview

Banking, financial services and insurance (BFSI) is an industry term for companies that provide a range of such financial products or services. This includes universal banks that provide a range of financial services or companies that operate in one or more of these financial sectors.

BFSI is an acronym for Banking, Financial Services, and Insurance and popular as an industry term for companies that provide a range of such products/services and is commonly used by IT/ITES/BPO companies and technical/professional services firms that manage data processing, application testing, and software development activities in this domain. Banking may include core banking, retail, private, corporate, investment, cards, and the like. Financial Services may include stock-broking, payment gateways, mutual funds, etc. The insurance covers both life and non-life.

### Global BFSI

The global BFSI security market size was valued at \$42,738 million in 2019, and is projected to reach \$114,498 million by 2027, registering a CAGR of 13.2%.

The key factors that drive the growth of the global BFSI security market trends include increase in physical & virtual threats such as data thefts, burglary, and cyber-attacks has become a major growth factor for the market. In addition, surge in adoption of advance technologies & change in business models by implementing software programs result in major security concerns over data. This factor, as a result, propels the BFSI security market growth. However, huge cost involved in implementation of security software & solutions and rise in risk due to third-party security services are some of the factors that limit the market growth.

Furthermore, developing economies offer significant opportunities for BFSI security solution providers to expand & develop their offerings, especially among emerging economies such as Australia, China, India, Singapore, and South Korea. In addition, surge in adoption of internet among BFSI sector & use of digitalized platforms via internet is expected to provide lucrative opportunities during the forecast period.

The large enterprises segment dominated the BFSI security industry in 2019, and is projected to maintain its dominance during the forecast period. This is attributed to the fact that enterprises under this category involve huge amount of data, hence are compelled to adopt regulatory programs. Therefore, massive presence of publicly traded companies across the BFSI sector emphasizes on importance of security solutions & services in the market.

The report focuses on growth prospects, restraints, and trends of the BFSI security market analysis. The study provides Porter's five forces analysis to understand the impact of various factors such as bargaining power of suppliers, competitive intensity of competitors, threat of new entrants, threat of substitutes, and bargaining power of buyers on the BFSI security market.

### Indian BFSI

BFSI sector in India is valued at Rs. 81 trillion and is likely to become fifth largest in the world by year 2020 and third largest by year 2025

Size of the current Indian Banking industry worth USD 1.31 Trillion.

Indian Banking sector consists of 27 Public Sector Banks, 25 Private Sector Banks, 46 Foreign Banks, 56 Regional Rural Banks (RRBs) and over 90,000 credit cooperatives.

The Banking and Financial Services Industry is expected to recruit over 2 million people in the next decade.

However, BFSI sector is facing challenges also. One of the most challenges is of demand and supply and services are not reaching to the certain fraction of the population which is rural and doesn't have access to banking thus hindering the growth of BFSI sector.

Report from NABARD says that out of 46 million farmer households only 28 % are getting loans for farming sector and rest are not getting access even and this poor population is dependent on traditional borrowings from bhomidars and unorganized sector which exploits them at their maximum.

#### Top 10 BFSI Companies in India

1. Bajaj Holdings and Investment Ltd.
2. Bajaj Allianz Life Insurance Co. Ltd.
3. Bajaj Finance Ltd.
4. GIC Housing Finance Ltd.
5. HDFC Bank Ltd.
6. Housing Development Finance Corporation Ltd. (HDFC Ltd.)
7. ICICI Bank Ltd.
8. ICICI Prudential Life Insurance Company Ltd.
9. Life Insurance Corporation of India
10. State Bank of India (SBI)

## **Company Overview**

### **AIM India Pvt. Ltd. (Accrual Intelligence Manuals India Pvt. Ltd.)**

AIM India identity as the leading provider of professional wealth advisory in India and Abroad, AIM India delivers a one-stop solution/ service to achieve financial independence. Their principle is to deliver high returns to their clients through their network of government sector banks in India. Their comprehensive wealth management is a high-level professional service that combines financial and investment advice in accounting, taxation services and retirement planning. Their wealth management is much more than just investment advice as they encompass all parts of an individual's financial life. Then coordinate all the services needed to manage client's money and plan for their own and family's current and future needs. They maintain and increase their wealth based on individual's financial situation goals and comfort level with risk.

AIM India team offers an ongoing support and advice when your investment is successfully done. They will keep you informed of changes in regulations that directly affect you and leaving you to focus on strategies that maximize profitability and productivity in investment.

### **Mission**

To become an organization that is knowledge centric and offers expert advice to our clients.

### **Vision**

Company vision is to deliver high rate of returns to our clients and to move towards financial independence.

### **Services Portfolio**

#### **Internship**

They provide domestic & international level internship. They have a team of experienced educational and training professionals who can provide services and solutions for clients. Exposure to interns in mixed specialization i.e., HR and Marketing which will result in the implication of their theoretical knowledge into corporate world.

#### **Wealth Advisory**

They are having experts who are helping individuals in managing their wealth. These experts are also providing consultancy services regarding financial and investment sector to individuals so that they can secure the financial future for themselves and their family.

#### **Accounting**

They will help you in maintaining books to give you strategic insight of the financial position of your company.

#### **Consulting**

Helping customers providing professional or expert advice in wealth maximisation, carrier planning etc. and They also guide them in taking crucial decisions.

## Training & Development

AIM India Training specialists includes professionals in Marketing, HR and Finance. They will help employees and interns in learning values which are needed in the corporate world to enhance propositions which will help them in making their career.

## Taxation

Tax Management is required in every organisation but due to its strenuous process, it can be difficult to manage at higher levels. The company Professionals are flexible in their approach and provide services according to the needs of clients.

## International Expansion

With the help of our business partners, they help Individuals in expanding their business at international level. The company professionals are helping their clients to settle them abroad.

## Recruitment

AIM India objective is to fulfil professional commitments and value-added services in terms of recruitment of quality manpower. They have been providing their recruitment services to the known names in all sectors

## Insurance

The company motto is to provide coverage at affordable premiums, their underwriters will provide you required coverage efficiently & effectively.

## **Internship**

### **I. Training Module**

In this we learn many things which is discussed in Learning point

### **II. Sales Module**

In sales module company provides us product which we have to sales. The product name is “India First life Mahajeevan Yojana”

### **About Product**

With this plan, the policyholder gets maturity benefits and accrued simple reversionary bonus declared annually and terminal bonus if declared at the end of the policy term. India First Life Insurance has announced the launch of its India First Life Mahajeevan Yojana backed by Bank of Baroda. It is a non-linked, participating, individual, limited pay, money back endowment life insurance policy which protects for a longer and short term of 5 to 15 years. As per the company it takes care of an individual's liquidity needs through multiple money backs during the policy term. The Mahajeevan Yojana also allows utilising the money-back option to fund the next annual premium as needed. The policyholder gets maturity benefits and accrued simple reversionary bonus declared annually and terminal bonus if declared at the end of the policy term.

### **The expectation of customer which our product fulfils**

- Higher Return
- Risk Free
- Fixed & Assured Return
- Tax Benefits
- Flexible Investment
- User Friendly
- Easy Liquidity
- Digitalisation
- Transparency
- Regulated Sector
- Approachability & Accessibility
- No Extra Charges
- Long / Short Term Option
- Inflation Cover
- Goodwill & Brand Value

- Safety & Security
- Nominees Option
- Customer Support
- Easy Entry & Exit
- No Penalty Charges
- All Age Option
- All Payment Option & Modes
- Regular Return
- Government as a Backbone
- Global Reach
- High Growth Potential Two Way Communication
- Secondary Income
- Joint Account Facility

In this module we had to sale our product which was “India First life Mahajeevan Yojana” and how I proceed in this module is discussed in following point:

- i. First, I noted down all the information regarding product
- ii. Then I work on pitching the product
- iii. After that I made the list of people whom I should pitch
- iv. I start updating my list and try to convince the people
- v. At the end of the module, I get the two investments of Rs.25,000/-
- vi. I achieved early bird certificate and learn how to deal in real market

### III. Marketing Module

In this we had to complete the certain task. The task was: -

Task1: We have to prepare 10-page word report which is based on Hashtag Marketing. We are allowed to put anything regarding Hashtag Marketing.

Task2: We need to make BFSI current flow chart and BFSI flow chart according to us.

## Learning

- How to make salary slip

| Salary Slip For March 2021 |               |                 |                 |
|----------------------------|---------------|-----------------|-----------------|
| Personnel No.              |               | Name            | Haripriya Dubey |
| Bank                       |               | Bank A/c No.    |                 |
| DOJ                        | 15-06-2021    | LOP Days        | 0               |
| PF No.                     |               | STD Days        | 31              |
| Location                   | Delhi         | Worked Days     | 31              |
| Earned Leaves              | 7             | Designation     |                 |
| Earning                    | Amount in Rs. | Deduction       | Amount in Rs.   |
| Basic                      | ₹ 58,333      | Insurance       | ₹ 2,500         |
| House Rent Allowance       | ₹ 11,667      | Provident Fund  | ₹ 7,000         |
| Special Allowance          | ₹ 37,500      |                 |                 |
| Conveyance                 | ₹ 2,000       |                 |                 |
| Gross Earning              | ₹ 1,09,500    | Gross Deduction | ₹ 9,500         |
| Net Pay                    |               |                 | ₹ 1,00,000      |
| Working note :             |               |                 |                 |
|                            | Amount in Rs. |                 |                 |
| CTC                        | ₹ 20,00,000   |                 |                 |
| Fixed                      | ₹ 1,16,667    |                 |                 |
| Variable                   | ₹ 50,000      |                 |                 |

- I learn about taxation

| Particular                        | Amount                                                          |  |  |  | below 60 | Tax Liability |             |
|-----------------------------------|-----------------------------------------------------------------|--|--|--|----------|---------------|-------------|
| Earning of Business               | ₹ 75,00,000                                                     |  |  |  |          |               |             |
| Car as a gift                     | ₹ 8,00,000                                                      |  |  |  |          | ₹ 2,50,000    | ₹ -         |
| Family Trip                       | ₹ 20,00,000                                                     |  |  |  |          | ₹ 2,50,000    | ₹ 12,500    |
| lottery                           | ₹ 16,00,000                                                     |  |  |  |          | ₹ 5,00,000    | ₹ 1,00,000  |
| Gifted his wife                   | ₹ 4,50,000                                                      |  |  |  | Sum      | ₹ 10,00,000   | ₹ 1,12,500  |
| Insurance policy premium annually | ₹ 55,000                                                        |  |  |  |          | ₹ 1,22,25,000 | ₹ 36,67,500 |
| Tuition Fee                       | ₹ 50,000                                                        |  |  |  |          |               |             |
| PPF                               | ₹ 80,000                                                        |  |  |  |          |               |             |
| Matured Insurance policy          | ₹ 35,00,000                                                     |  |  |  |          |               |             |
| Medical test                      | ₹ 7,000                                                         |  |  |  |          |               |             |
| Health Insurance                  | ₹ 28,000                                                        |  |  |  |          |               |             |
| Gross Total Income                | :Earning of Business + Car + Lottery + Matured Insurance policy |  |  |  |          |               |             |
|                                   | ₹ 1,34,00,000                                                   |  |  |  |          |               |             |
| Deduction                         |                                                                 |  |  |  |          |               |             |
| 80C                               | ₹ 1,50,000                                                      |  |  |  |          |               |             |
| 80D                               | ₹ 25,000                                                        |  |  |  |          |               |             |
| Taxable income                    | :Gross Total Income - Deduction                                 |  |  |  |          |               |             |
|                                   | ₹ 1,32,25,000                                                   |  |  |  |          |               |             |

- I learn about different financial sector. Which consist of:

Banking

Stock Market

Real Estate

PPF (Public Provident Fund)

Post Office Saving

Insurance

Gold

- I learn about different banking sector. which consist of:

Bank of Baroda

Andhra Bank

Union Bank

Vijay Bank

Dena Bank

Indian First Life

- I learn the reason behind why has the price Bitcoin was falling.
- I learn how to pitching the product in market.
- I learn about BFSI sector.
- I learn about Hashtag Marketing.

**Hashtag Marketing**  
Submitted by: Haripriya Dubey (JK Lakshmiipat University)

**What is Hashtag Marketing?**  
As its name suggests, the fundamental element of hashtag marketing is the hashtag. Hashtags are keywords that are marked with a pound symbol at the beginning. Tagging posts in this way enables users to search websites for the content or topics that are interesting to them. And using the right hashtags can significantly increase the reach of your posts.

Hashtag marketing has proven handy in the implementation of guerrilla marketing strategies, because there's always the possibility that a hashtag could go viral. Choosing hashtag trends also allows consumers to know info on which topics are currently of interest, and can use this information to develop an appropriate content strategy.

**History of Hashtag**  
For decades the hashtag symbol was more commonly referred to as the pound sign (while others use it as the all too familiar crosshatching lines used to play tic-tac-toe). In recent years this seemingly ordinary symbol evolved into greater significance as a modern world slowly but surely being dominated by social media as a cyber space where social media users attach to word streams of certain relevance.

The proliferation and use of hashtags have grown to tremendous popularity that the use of this symbol has become associated or even synonymous to trends and discussions in social media. Tagging keywords, phrases and other strings of texts and letters are what social media users do to track topics and conversations and provide the ability to other users as well. This provides a wonderful tool and opportunity for business owners and digital marketers to boost the strength and effectiveness of their social media marketing campaigns.



**Future of Hashtag**  
Reaching out to a global audience is essential for brands to thrive. One smart and cost-effective way to do this is by having an active social media presence. While most brands are already there and posting actively for their audience to engage, they might not be doing it all right. One question that most businesses ponder about is the relevance of certain social media practices in the evolving scope of online marketing.

As a continually evolving stream of marketing, social media has experienced a lot of changes over the past decade, one such trend that had its origin on Twitter and went on to become relevant on all platforms is the hashtag.

Although no one can say for sure in the ever-changing world of content marketing, it appears as though hashtags are here to stay. Hashtags have become a valuable component on most every social media site, and inherently so, become a valuable way to communicate. So embrace the hashtag. Start using hashtags when sharing content to reach your audience and build your brand today.

**Does Hashtag have any purpose?**  
Of course, they do. In today's world of social media users can quickly get bogged down by information overload. Using hashtags makes it easy to cut through digital clutter focus only on the information we really want. Hashtags are typically used on social media sites such as Twitter, Instagram, YouTube, Google+ and Pinterest.

**Advantage of Hashtag**  
1. Organize your Thoughts

If you want to be noticed, join the conversation by adding a hashtag to your posts. This enables social media users to find you even if you're not in or connected to their network. Hashtags provide an easier way to tag users at large, and if you notice something trending, you can join in because you already know that people are interested in the subject.

**2. Use Them for Advertising Campaigns**  
It already happens on Twitter. Advertising and marketing campaigns use hashtags. It's a good way to get feedback from consumers and see how well your campaign is doing. These campaigns cannot open multiple networks of people post photos on Instagram and forward them to Twitter or connect their Twitter and Facebook accounts, and this means less effort on your part.

**3. Getting Your Business Noticed**  
Using the hashtag feature for a business helps to get active within the business community while also keeping in touch with other professionals who are also representing the same industry as you.



- I gain knowledge regarding customer expectation in investment.

## **Objective**

- To survey people to understand their preference during investment
- To identify the customer expectations and factor which influence the investment decisions.

## **Methodology**

To fulfil the aim of this research, this study collected both quantitative and qualitative method hence the mixed-methods was used. The data that was used in this report is both primary and secondary to give this report a structure. Considering the present finding, this report is based on descriptive business reach where, information has been collected through different sources to make a constructive output.

I prepared this report with help of a structured questionnaire to collect and analyze the data. I tried to reach as many people as I can to make them fill this questionnaire through phone calls, video calls and by pitching them face-to-face. 40 out of 60 has filled the google form. Except one question all the questions were closed ended.

In this report primary data is used on large scale and secondary data is used on a small scale. The sources from where I have used the secondary data are –

- Official websites
- Articles
- Sample reports
- Videos

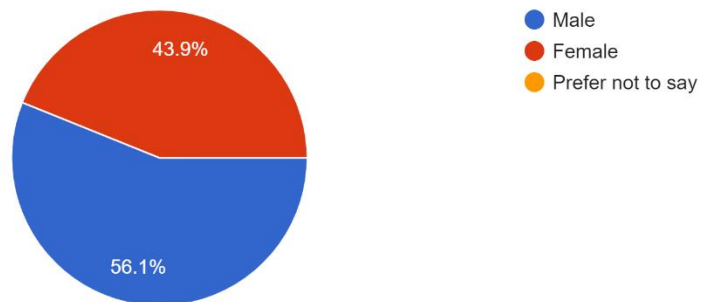
## Analysis

People who responded to the survey and here is the analysis of the following: -

### Gender

- 56.1% respondents are male.
- 43.9% respondents are female.
- 0% respondent are prefer not to say

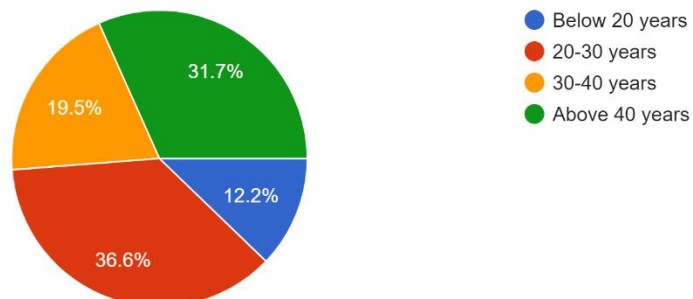
Gender  
41 responses



### Age

- 12.2% people are below 20 years
- 36.6% people have age between 20-30 years
- 19.5 % people have age between 30-40 years
- 31.7% people are above 40 years

Age  
41 responses

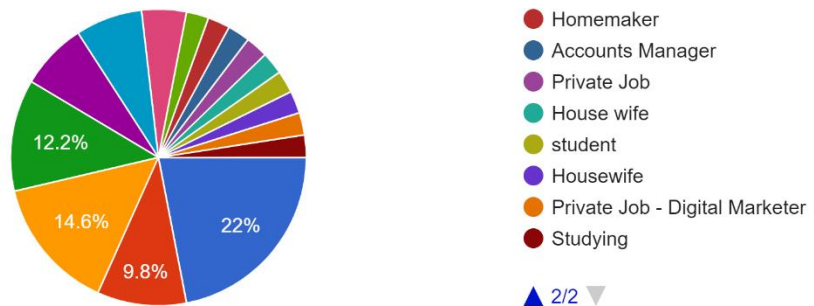


### Occupation

- 22% respondents are businessperson
- 9.8% respondents are government servant
- 31.6% respondents are student
- 16.9% respondents are housewife
- 12.1% respondents are job
- 2.4% respondents are accounts manager
- 4.9% respondents are doctor

### Occupation

41 responses

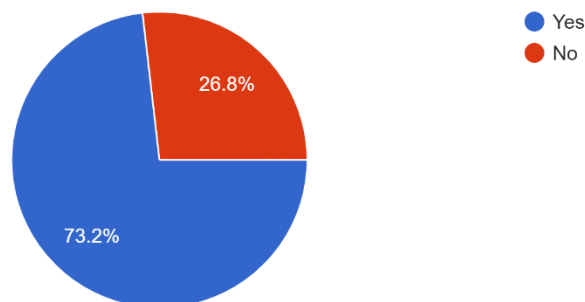


### Number of people who have investment

- 73.2% respondents have investment
- 26.8% respondents not have investment

### Do you have any kind of Investment ?

41 responses



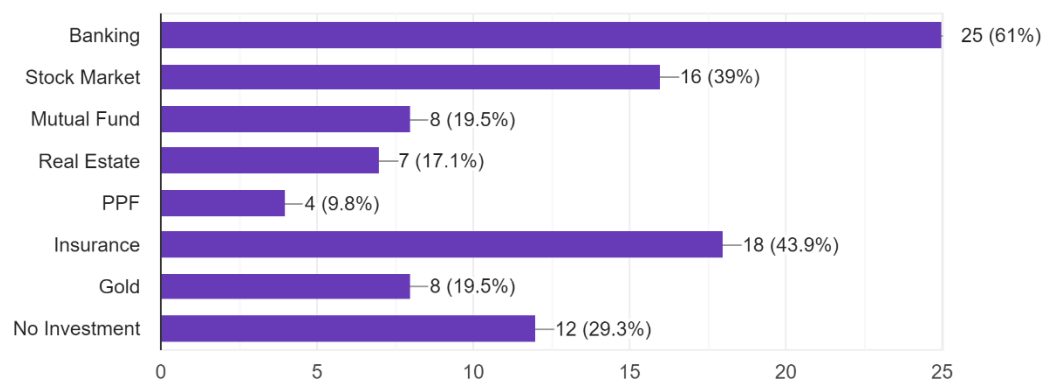
### Where people investing their money

- 61% of respondents are investing their money in banking
- 39% of respondents are investing their money in stock market
- 19.5% of respondents are investing their money in mutual fund
- 17.1% of respondents are investing their money in real estate
- 9.8% of respondents are investing their money in ppf
- 43.9% of respondents are investing their money in insurance

- 19.5% of respondents are investing their money in gold
- 29.3% of respondents are not investing their money

Where are you Investing your money ?

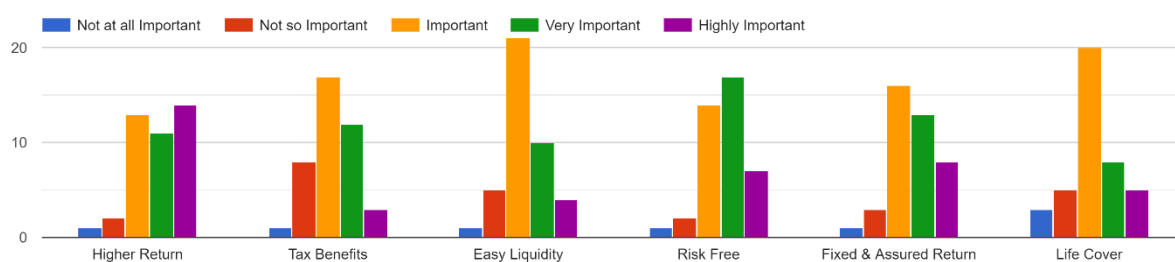
41 responses



Factors which influence the investment decisions most

| Factors which influence the investment decisions most |                      |                  |                  |                |                  |
|-------------------------------------------------------|----------------------|------------------|------------------|----------------|------------------|
|                                                       | not at all important | not so important | not so important | very important | highly important |
| High return                                           | 1                    | 2                | 13               | 11             | 14               |
| Tax benfits                                           | 1                    | 8                | 17               | 12             | 3                |
| Easy liquidity                                        | 1                    | 5                | 21               | 10             | 4                |
| Risk free                                             | 1                    | 2                | 14               | 17             | 7                |
| Fixed return                                          | 1                    | 3                | 16               | 13             | 8                |
| Life cover                                            | 3                    | 5                | 20               | 8              | 5                |

How important are these factors to influence your investment decisions?

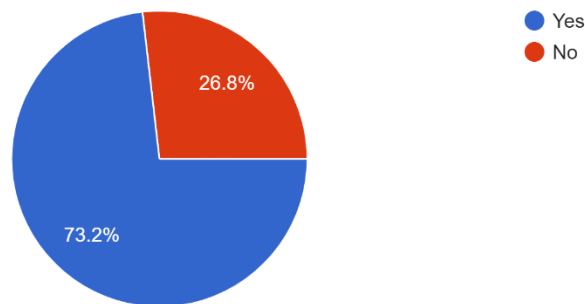


Number of people whose investments is fulfilling their expectation

- 73.2% of respondents investment is fulfilling their expectations
- 26.8% of respondents investment is not fulfilling their expectations

Are your Investments are fulfilling your expectation ?

41 responses

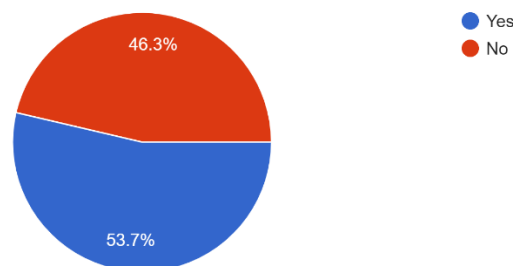


Number of people looking for an investment plan which consists of all the three categories i.e., child, youngster and retirement

- 53.7% respondents are looking for an investment plan which consists of all the three categories i.e., child, youngster and retirement
- 46.3% respondents are not looking for an investment plan which consists of all the three categories i.e., child, youngster and retirement

Are you looking for a investment plan which consists of all the three categories i.e. child, youngster and retirement ?

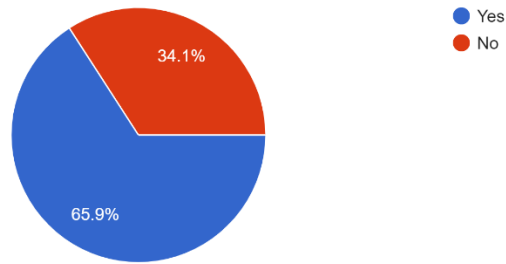
41 responses



Number of people heard about India First Life Insurance Mahajeevan Yojana

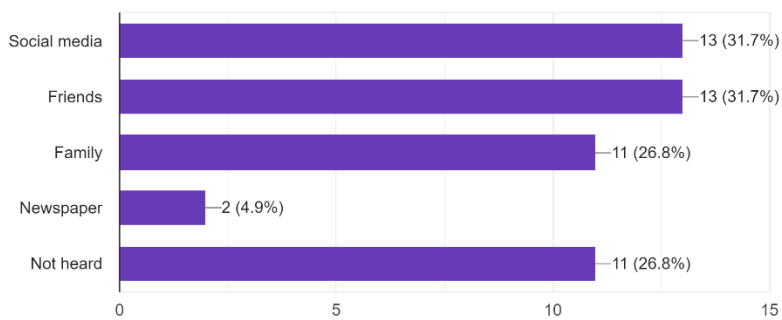
- 65.9% respondents heard about India First Life Insurance Mahajeevan Yojana
- 34.1% respondents not heard about India First Life Insurance Mahajeevan Yojana

Have you ever heard about India First Life Insurance Mahajeevan Yojana  
41 responses



From where have you heard about it

- 31.7% respondents heard about it from social media
- 31.7% respondents heard about it from friends
- 26.8% respondents heard about it from family
- 4.9% respondents heard about it from newspaper
- 26.8% respondents not heard about it



## **Main Factors which influence Investment Decision**

### **Investment Decisions**

In the terminology of financial management, the investment decision means capital budgeting. Investment decision and capital budgeting are not considered different acts in business world. In investment decision, the word 'Capital' is exclusively understood to refer to real assets which may assume any shape viz. building, plant and machinery, raw material and so on and so forth, whereas investment refers to any such real assets.

In other words, investment decisions are concerned with the question whether adding to capital assets today will increase the revenues of tomorrow to cover costs. Thus, investment decisions are commitment of money resources at different time in expectation of economic returns in future dates.

### **Factors which influence Investment Decision**

#### **1. Interest rates**

Investment is financed either out of current savings or by borrowing. Therefore, investment is strongly influenced by interest rates. High interest rates make it more expensive to borrow. High interest rates also give a better rate of return from keeping money in the bank. With higher interest rates, investment has a higher opportunity cost because you lose out the interest payments.

#### **2. Economic growth**

Firms invest to meet future demand. If demand is falling, then firms will cut back on investment. If economic prospects improve, then firms will increase investment as they expect future demand to rise. There is strong empirical evidence that investment is cyclical. In a recession, investment falls, and recover with economic growth.

#### **3. Confidence**

Investment is riskier than saving. Firms will only invest if they are confident about future costs, demand and economic prospects. Keynes referred to the 'animal spirits' of businessmen as a key determinant of investment. Keynes noted that confidence wasn't always rational. Confidence will be affected by economic growth and interest rates, but also the general economic and political climate. If there is uncertainty (e.g., political turmoil) then firms may cut back on investment decisions as they wait to see how event unfold.

#### **4. Inflation**

In the long-term, inflation rates can have an influence on investment. High and variable inflation tends to create more uncertainty and confusion, with uncertainties over the future cost of investment. If inflation is high and volatile, firms will be uncertain at the final cost of the investment, they may also fear high inflation could lead to economic uncertainty and future downturn. Countries with a prolonged period of low and stable inflation have often experienced higher rates of investment.

## 5. Government policies

Some government regulations can make investment more difficult. For example, strict planning legislation can discourage investment. On the other hand, government subsidies/tax breaks can encourage investment. In China and Korea, the government has often implicitly guaranteed – supported the cost of investment. This has led to greater investment – though it can also affect the quality of investment as there is less incentive to make sure the investment has a strong rate of return.

## Conclusion

For this study data collected from different-different kind of people who have different gender, different age, and different occupations through questionnaire have been analyzed using appropriate analytical tools. A wide range of literature on investment decisions has been reviewed. The choice of investment avenue and investment decision is influenced by different factors. This study found that some main factors like higher return, risk free, easy liquidity influence the choice of investment avenue and investment decision.

After survey what I find out is majority of respondents though not professionally qualified, they are student and housewife but are well educated about investment because most of them were aware about India First Life Insurance Mahajeevan Yojana but still not investing but the preference they are seeking higher return.

I find out most of the middle age and above 20 age people are more active investors and have more expectations and more preferences.

Furthermore, this internship program was not one sided, but it was a way of sharing knowledge, idea and opinions.

This internship was also good to find out what our strengths and weaknesses are. This helps us to defined what skills and knowledge we have to improve for future. We can confidently use our knowledge we gain through this internship.

At last, this internship gives us a new insights regarding cooperative sectors.

## References

### WEBSITES

1. <https://www.economicshelp.org/blog/136672/economics/factors-affecting-investment/>
2. <https://ukdiss.com/litreview/determinants-of-foreign-direct-investment-in-india.php>
3. <https://www.economicdiscussion.net/investment-decisions/investment-decisions-meaning-need-and-factors-affecting-it/21976>
4. <https://www.aimincorp.com/>
5. <https://www.alliedmarketresearch.com/bfsi-security-market/amp>
6. <https://www.fundoodata.com/learning-center/top-10-bfsi-companies-india/amp/>

### SOFTWARE & TOOLS

1. Google Form
2. LinkedIn

## Appendices

### Study on the customer preference on different

Form description

Name \*

Short answer text

Gender \*

☐ Male

☐ Female

☐ Prefer not to say

Age \*

☐ Below 20 years

☐ 20-30 years

☐ 30-40 years

☐ Above 40 years

Phone Number

Short answer text

Occupation \*

☐ Businessperson

☐ Government Servant

Occupation \*

- ☐ Businessperson
- ☐ Government Servant
- ☐ Other...

Do you have any kind of Investment ? \*

- ☐ Yes
- ☐ No

Where are you Investing your money ? \*

- ☐ Banking
- ☐ Stock Market
- ☐ Mutual Fund
- ☐ Real Estate
- ☐ PPF
- ☐ Insurance
- ☐ Gold
- ☐ No Investment

How important are these factors to influence your investment decisions? \*

|                   | Not at all Impor...   | Not so Important      | Important             | Very Important        | Highly Important      |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Higher Return     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tax Benefits      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Easy Liquidity    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Risk Free         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fixed & Assure... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Life Cover        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Are your Investments are fulfilling your expectation ? \*

- ☐ Yes
- ☐ No

Are you looking for a investment plan which consists of all the three categories i.e. child, youngster and retirement ? \*

- ☐ Yes
- ☐ No

Have you ever heard about India First Life Insurance Mahajeevan Yojana \*

- ☐ Yes
- ☐ No

Have you ever heard about India First Life Insurance Mahajeevan Yojana \*

☐ Yes

☐ No

From where have you heard about it \*

☐ Social media

☐ Friends

☐ Family

☐ Newspaper

☐ Not heard