***PROJECT SYNOPSIS [MS – 100]***

**A STUDY OF SECTORS AND PRODUCTS TO INVEST IN CURRENT MARKET SCENARIO FOR THE YEAR - 2023**

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***TITLE OF THE STUDY***

**A STUDY OF SECTORS AND PRODUCTS TO INVEST IN CURRENT MARKET SCENARIO FOR THE YEAR - 2023**

***INTRODUCTION TO THE STUDY***

**BACKGROUND**

Investments are made with the intention of generating lucrative returns, whether they take the form of interest, income, or an increase in the value of the asset being purchased. Investment in the context of financial management refers to the placement of funds into a financial asset with the hope of capital appreciation, dividends, and/or interest income. Investments are frequently made in an indirect manner through middlemen like banks, brokers, and insurance firms.

Investment is a step taken by people who have savings. Salaried workers typically invest their savings for future needs. The market offers a wide range of investment opportunities for investors to distribute their funds, including the stock market, commodities market, term deposits, gold and jewellery, real estate, life insurance products, and government securities. In India, the majority of investors prioritise investment safety over huge profits. The challenge for the investor in selecting a particular investment is how to find an optimal investment. Individual preferences for investments vary, and the investor's circumstances influence the investor's behaviour.

In the course of our present study, we will find out these various options and the current returns offered by these choices. We will also analyse the sectors that can benefit from India’s economic growth and market demand. The data will be presented by the order of risk using suitable visualisation tools.

**INTRODUCTION**

Investment is an activity that is based on savings. The financial system plays an important role in boosting investment activity in an economy. Now a day’s customers are very much aware of available investment options. The behaviour of each and every investor is different towards the investment products. They are sufficient enough to establish a connecting link between their investment preferences and various investment alternatives available in the market. Investors should select their investment options by successfully comparing the risk and reward associated with each investment option as well as by connecting their interest areas with the investment options. Talking about consumer preferences on the same, we have different factors for a different type of consumers that distinguish their preferences on their terms. Indian banking system should focus more on customer service and for this they should continuously keep on updating their services as per the customer’s requirements. From the very beginning, Central bank (RBI) is actively reviewing, examining, and evaluating the quality of customer service in various banks. RBI in addition to monitoring the activities of the various commercial banks, also lays emphasis on development of people and consumer services. In this study, we will make an attempt to identify and assess different investment preferences of investors of SBI, Navi Mumbai Branch.

***STATEMENT OF THE PROBLEM***

Understanding consumers' behaviour in the banking sector is a very important factor for any bank in establishing its policies and strategies. Furthermore, consumers' needs and wants are increased because of increasing competition between banks to gain customers, changes in technology, lifestyle and life sophistication. The foundation of banks was on their deposit taking system. Thus, deposits or savings accounts are the most important source in financing any bank to operate in the market. However, in recent times, commercial (retail) banks found that in order to encourage consumers to deposit their money in the bank, they should adopt a new marketing strategy, which should be more consumer-oriented than product-oriented as it used to be. Therefore, many commercial banks started to carry-out marketing research investigations in order to reach the opinions of their customers and discover their needs and wants. Initially, most market research was based on qualitative methods. More recently, attempts have been made to establish quantified approaches to studies in bank marketing research. Thus, the examination of the subject of consumers' attitudes toward commercial banking services within the context of consumer behaviour in banking has remained limited. Therefore, this study will be an attempt to explore the relevant factors and variables which affect consumers and their attitudes toward SBI Banking products and services with particular reference to investment products options provided by SBI. Further SBI has started offering modern investment services through its subsidiaries including mutual funds, general and life insurance, fund management, demat and trading accounts etc.

***OBJECTIVES OF THE STUDY***

1. To study the various banking products provided by SBI for investment.
2. To learn about the consumer awareness of these products.
3. To analyse the investment behaviour of these consumers.
4. To rank the product preferences of customers availing the investment products offered by SBI.
5. To gain the customer feedback.
6. Finally to get ratings for customer satisfaction with the products and services of SBI.

***SCOPE OF THE STUDY***

The scope of the present study will be limited because it will focus only on respondents of SBI, Navi Mumbai Branch at Belapur. Also, we are limiting the study to the products marketed by of SBI only.

***BANK’S PROFILE***

**State Bank of India** (**SBI**) is an Indian multinational, public sector banking and financial services company. It is a government-owned corporation with its headquarters at Nariman Point, Mumbai, Maharashtra. On 1st April 2017, State Bank of India, which was already India's largest Bank merged with five of its Associate Banks (erstwhile State Bank of Bikaner & Jaipur, State Bank of Hyderabad, State Bank of Mysore, State Bank of Patiala and State Bank of Travancore) and Bharatiya Mahila Bank with itself. This was the first ever large-scale consolidation in the Indian Banking Industry. With this merger, State Bank of India entered the league of top 50 global banks with a balance sheet size of ₹33 trillion, 278,000 employees, 420 million customers, and more than 24,000 branches and 59,000 ATMs. SBI's market share increased to 22 percent from 17 per cent. It has 198 offices in 37 countries with 301 correspondent banking channels in 72 countries. The company is ranked 232nd on the Fortune Global 500 list of the world's biggest corporations as of 2016. State Bank of India is a banking behemoth and has over 20% market share in deposits and loans among Indian commercial banks.

The roots of the State Bank of India lie in the first decade of the 19th century, when the Bank of Calcutta, later renamed the Bank of Bengal, was established on 2 June 1806. The Bank of Bengal was one of three Presidency banks, the other two being the Bank of Bombay (incorporated on 15 April 1840) and the Bank of Madras (incorporated on 1 July 1843). All three Presidency banks were incorporated as joint stock companies and were the result of royal charters. These three banks received the exclusive right to issue paper currency till 1861 when, with the Paper Currency Act, the right was taken over by the Government of India. The Presidency banks amalgamated on 27 January 1921, and the re-organized banking entity took as its name Imperial Bank of India. The Imperial Bank of India remained a joint stock company but without Government participation.

***RESEARCH METHODOLOGY***

**RESEARCH DESIGN**

First we will understand the kind of products offered at SBI and then we will understand their acceptance and preferences within the customers at Belapur location.

**SAMPLING SET**

**POPULATION SIZE:** 500 Customers of SBI, Navi Mumbai Branch at Belapur.

**SAMPLE SIZE:** A sample size of 50 customers will be selected for this study from SBI, Navi Mumbai Branch.

**SAMPLING TECHNIQUE: RANDOM AND CONVENIENCE SAMPLING METHOD** First, we will select the 50 random customers (out of first 500 customers to walk into branch) of SBI, Navi Mumbai with random sampling method and will ask their permission to participate in this study and then they will be surveyed and contacted via convenience sampling method.

**DATA COLLECTION METHOD**

* **PRIMARY DATA:** Primary data will be collected via structured questionnaire method having relevant questions pertaining to this study.
* **SECONDARY DATA:** Secondary data will be collected with the help of company website, social media, brochures, articles, journals, newspapers, etc.

**DATA ANALYSIS AND PRESENTATION:** Collected data will be analysed with the help of simple percentage method and will be presented using table and graphs.

***LIMITATIONS OF THE STUDY***

1. SBI is a mammoth entity. The number of respondents taken for the study is very small as compared to total customers of SBI (which run in crores) so it might not represent the true picture of whole population.
2. Due to time limitations and resources the sample size may not be big enough to have people from all demography and may influence the final findings.
3. There might be an error in sampling and some non – sampling error can also affect the findings of the study.
4. Some respondents may be hesitant to provide contact details or can provide biased responses which can affect the findings of the study.

***EXPECTED CONTRIBUTION FROM THE STUDY***

India is growing as financial hub with crores of public money entering the economy. With SBI at forefront of bringing financial services to the common man, it becomes essential to understand the options for the consumers. The results obtained may show broad patterns but may not be applicable bank wide (country as a whole). However, there are many opportunities to execute a similar study in different geographical locations of the country. This may also validate the research findings of the current study. Further, since this research is carried out in an urban area, this can be further extended to rural areas and study whether the opinion differs between them. Study can be further extended to know the similar products of other banks too and other financial products for investment like insurance, stock market, etc.

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***CHAPTER SCHEME***

**Chapter 1:** Introduction to the study

**Chapter 2:**  Bank’s Profile

**Chapter 3:**  Review of literature

**Chapter 4:**  Research methodology

**Chapter 5:** Data analysis and interpretation

**Chapter 6:**  Findings and suggestions

**Chapter 7:**  Conclusion

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