

Study on investors Perception towards mutual funds

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Abstract

The mutual fund sectors are one of the fastest growing sectors in Indian Economy and have awesome potential for sustained future growth. Mutual funds make saving and investing simple, accessible, and affordable. The advantages of mutual funds include professional management, diversification, variety, liquidity, affordability, convenience, and ease of recordkeeping—as well as strict government regulation and full disclosure. Financial markets are becoming more extensive with wide-ranging financial products trying innovations in designing mutual funds portfolio but these changes need unification in correspondence with investor's expectations. Thus, it has become imperative to study mutual funds from a different angle, which is to focus on investor's perception and expectations. This research paper focused attention on number of factors that highlights investors' perception about mutual funds. It was found that mutual funds were not that much known to investors, still investor rely upon bank and post office deposits, most of the investor used to invest in mutual fund for not more than 3 years and they used to quit from the fund which were not giving desired results. Equity option and SIP mode of investment were on top priority in investors' list. It was also found that maximum number of investors did not analyze risk in their investment and

Key Words: Investors perception, mutual funds, performance, investment.

INTRODUCTION: Financial Service

Financial services are cash assistance provided by the budget sector, which includes a wide range of cash, banks and card managing companies such as credit card companies and stock financiers. Financial institutions can be found in any monetary developed geographical location and usually meet in boroughs, territories, districts and global financial centers such as London, New York and Tokyo.

The financial services industry can be defined as a group of companies that facilitate and enhance money-

related exchange between individual clients and institutional financial professionals to increase value over asset allocations over time. All activities involved in the transfer of reserve funds to investment capital are included in the money related categories.

Types of financial services

- Fund based services
- Fee based services
- Money market services
- Capital market services

FUND BASED SERVICES

Evaluation based financial services is another name for fund based financial services. The financial facilities of the assets generated are either built into the assets or supported by the assets and converted into money transfers or assets. It also contains files.

- Forfeiting
- Lease financial
- Consumer finance.
- Factoring
- Exchange traded fund
- Mutual fund

LITERATURE REVIEW

- **Dimenjani and Dr. Rajiv Jain (December 2013)** IDissociation with the operation of shared resources as a separate component of the Indian monetary system. The purpose of this article is to understand how Asset Under Management (AUM) adopted by the required store branch is related to the Indian GDP camp. From 1998-9910 to 2009-2010, the data were analyzed to determine whether the combination coefficient of Kendall's Tau B and Spearman's Row Dispatch were correlated.
- **Dr. NarayanaSwamy f. Ratmanani (April 2013):** They guessed the show shop introduction. This assessment is mainly related to the generalization of umps in many Indian transport communities. This estimate covers all aspects of the overall best class and certified store strategy for a risky return relationship. The general purpose of this test work is to examine the test care of selected components using measurable parameters (e.g., alpha, beta, standard deviation, r squared, sharpness).

- **Dr. Ashok Khorana and KawaitPanjwai** examined the joint resources in November 2010. The average switch numbers and compound annual growth rate show excellent US salaries. A beta standard deviation scan can be used to assess risk. Enforcement tests are based on the risks of reversing changes. For risk / re-assessment, popular scores such as Sharp and Coach scores are used.

Objectives of the study:

Investor option for entry into a mutual fund

- SIP (systematic investment planning)
- To help the retail investor in decision making in selected categories mutual fund scheme.
- To analyze the expectations implication of up to date changes with the intention of are implemented by the regulated at swastika investment.
- To achieve a comprehensive understanding regarding the Indian mutual fund industry.

Scope of the study:

This initiative will help current and potential investors to understand the different styles of mutual fund investment and why systematic investment plans offer higher returns than investments in a single amount. As a result, investors are better able to use the money they earn to maximize their profits.

RESEARCH METHODOLOGY:

SOURCES OF DATA COLLECTION:

Information for the study is collected in the following ways: -

- Primary data is collected by filling out a questionnaire and asking dealers as soon as possible.
- Secondary Source: Extracted ICICI AMC Information Sheet entitled "Product" from journals, used for reference only.

Limitations of the study

- The time allotted for research is completely limited, making it impossible to conduct a comprehensive investigation.
- Of course there are no adequate investment responses for the project duration.
- Search only two months using closing prices.
- Information The exact or exact start date could not be obtained because the company withheld specific information.
- Statistics may differ as secondary information is obtained from different sources.

Sample size:

The sample size for the study in 100 customers

Data analysis**1. Plans do you have invested in mutual fund?**

| Particulars | No of Respondents |
|-------------------|-------------------|
| Balanced fund | 18 |
| Equity fund | 22 |
| Money market fund | 42 |
| Income fund | 18 |

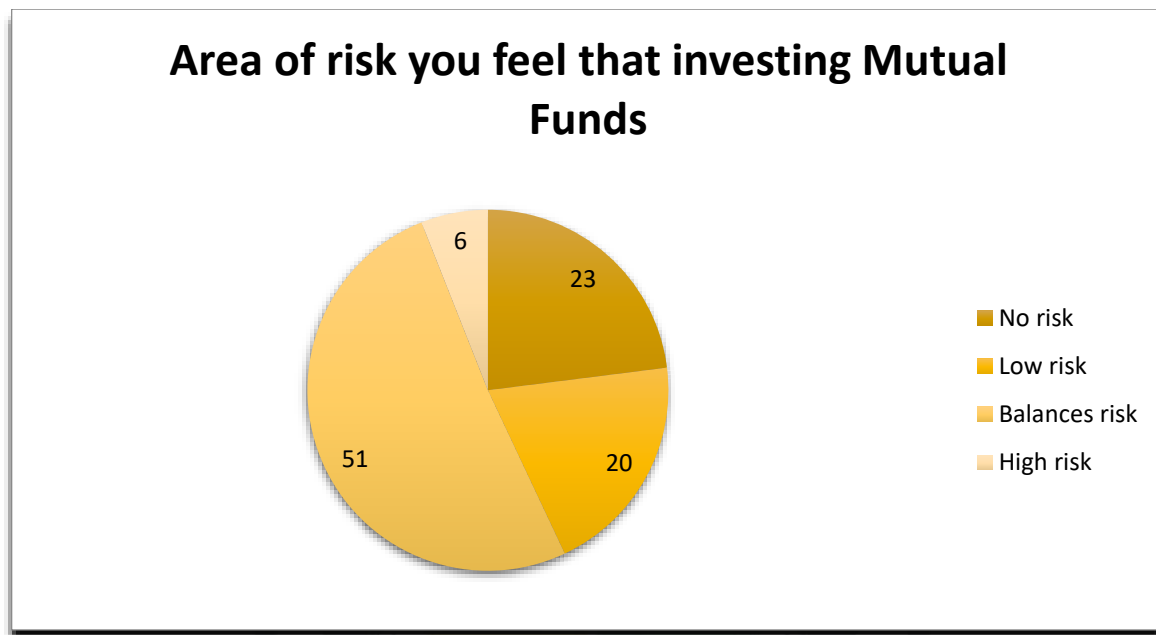
Plans do you have invested in mutual fund

**Interpretation:**

Starting the higher than pie graph, it is obvious so as to nearly all of the respondents spends in income fund scheme and it constitutes 42%. And remaining people are invested in different schemes which are available.

2. What area of risk you feel that investing Mutual Funds?

| Particulars | No of Respondents |
|---------------|-------------------|
| No risk | 23 |
| Low risk | 20 |
| Balances risk | 51 |
| High risk | 6 |



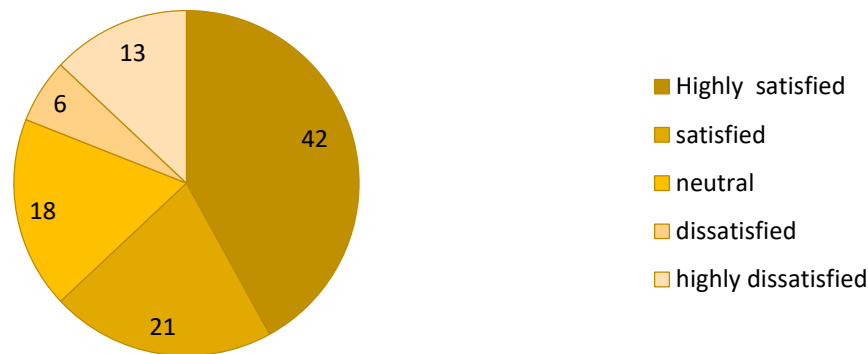
Interpretation:

From starting the over pie diagram it is obvious to a large amount of the buyer feel that there is a balanced risk in mutual funds. And some of the respondents informed that there is low risk and some said no risk in investing mutual funds.

3. What is your level of consultants to investment in Mutual Funds?

| Particulars | No of Respondents |
|---------------------|-------------------|
| Highly satisfied | 42 |
| satisfied | 21 |
| neutral | 18 |
| dissatisfied | 6 |
| highly dissatisfied | 13 |

level of consultants to investment in Mutual Funds



Interpretation:

Commencing the over diagram it is apparent to facilitate the largest part of the respondents highly satisfied towards investing in mutual this is due to more return and tax benefit.

CONCLUSION:

Partnership resources are one of the most important aspects of cash in the business world. Core Resources offers a variety of return options, including risk-free returns, fixed returns, pre-linked returns, and more. Shared resources are ideal for money related masters, professionals, reluctant people, etc. Theorists do not need to promote themselves; Pooled resources are adequate. Suspended chiefs are experts in this field, and they can help you build a strong portfolio with high returns and a high level of security. Examiners these days are more confident in getting similar funding than other cash related matters. You do not need a financial guide if you have extensive knowledge of general resources and their types. Although it performs better than the cash business, the general suspension is subject to increased risk. Store managers use Sharps and Jensen to make decisions about projects that are not part of the permanent part of the collection.

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