

IMPACT OF MUTUAL FUND MARKETING ON AWARENESS OF WOMEN INVESTORS

Dr.S.Remigius Mary

Ms.R.Amala Priya

Abstract: -

As we know that mutual fund scheme is very useful and important scheme of savings for each and every one of the citizens of the country. Though there are several schemes in mutual fund how it is exploring the ideas to invest for the women is special reference. Investments on various financial investment avenues has helped our country to attain a financial stability and economic growth. After Liberalization of trade policies in India, there has been a positive GDP growth rate in Indian economy. Investments helps in developing the economy by generating employment to the unemployed, generating revenues in the form of tax and incomes, financial stability to the government, development of infrastructure. In this regard, this paper mentioned about the women awareness on mutual fund schemes with special reference to Chennai city.

Key words: Mutual funds, investment schemes and Women's investment awareness

The Mutual fund industry in India made its debut with the setting up of the largest public sector mutual fund in the world. It was set up in the year 1964 by a special act of the Parliament. The basic objective of the trust was to mobilize small savings and to allow channelising of those savings into productive sectors of the economy, so as to accelerate the industrial and economic development of the country. Though there are numerous studies available on this topic, here researcher would like to mention some of the literature to defend the study.

Review of Literature: -

Jeyabal.G and G. Prabakaran, 2009 specified that the mutual fund investors are from low and moderate risk tolerant groups and the socio-economic variables alter the risk tolerance of individual investors. The mutual fund organizations must look into these socio-economic variables of the investors that have an important impact on investment decision making. In addition to that, mutual fund organization must concentrate on creating awareness among retail investors, controlling the operational costs, penetrating in the rural areas, curbing the unethical practices, spreading the mutual fund culture, maintaining transparency and flexibility, introducing creative products, creating a good rapport with the investors which also enables the mutual fund investors to have a high level of risk tolerance.

Inbalakshmi.M, 1992 found that investors invest money in Mutual Fund with a number of objectives in mind such as earning income, capital appreciation, tax planning and security to life, safety etc. Moreover investment of Mutual fund managers in various portfolios helps the investors to escape from high risk.

Significance of the study: -

Review available from literature reveals that the number of research studies has been done for identifying the awareness and perception level on investment of men throughout the world. Women investors behaviour is very less and their investment potentials are not brought by the previous researchers. Very few studies have concentrated on women and especially in India, this has been a neglected area of research.

Objectives

1. To identify the current awareness level of women towards mutual funds.
2. To analyse the preference of women towards mutual funds.
3. To understand the factors influencing investment decision of women investors.

Scope of the study: -

The present study is confined to the investment on mutual funds by women, the factors influencing the investment behaviour of women, their attitude and preference towards mutual funds, the satisfaction level and problems faced by them while investing their money.

Limitations of the study: -

1. The geographical area of research has been restricted to Chennai.
2. The study assumes that the information provided by respondent is valid and reliable.
3. Since the study is confined to women investor's the outcome could not be generalized to other category investor's.

Research Methodology: -

The research design employs descriptive, analytical and explorative methods. The data relating to the level of awareness of mutual funds, motivating factors and attitude and preference towards investment in mutual fund has been attempted with the help of questionnaire using personal interview method.

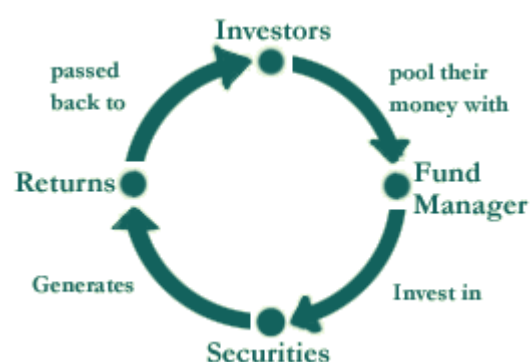
Sampling plan and Data collection: -

Women were chosen for the purpose of this study. The focus was mainly on women in Chennai city. Convenience sampling method was used to collect the primary data. 100 questionnaires were equally circulated to women in different parts of Chennai. Demographic information such as age, marital status, income, education, percentage of savings on income was obtained from all the respondents.

Mutual Fund services

A special type of institution that acts as an investment conduit is called a 'Mutual Fund'. It is essentially a mechanism of pooling together the savings of a large number of investors for collective investments with the objective of attractive yields and appreciation in their value. Mutual funds are an important segment of the financial system. It is a non-depository financial intermediary. Mutual funds are mobilizers of savings, particularly of the small and household sectors, for investment in the stock and money market.

Mechanics of Mutual fund operations: -



Investment pattern on Mutual funds of the Women Respondents

Mutual funds	Yes	No	Total
Monthly	12	88	100
Quarterly	18	82	100
Half Yearly	07	93	100
Annually	11	89	100

Source: Primary data

From the above table it is found that 12 percent of women respondents invest monthly on mutual funds, 18 percent quarterly, 7 percent half yearly and 11 percent annually. The sample unit is dominated by women respondents who invest quarterly on mutual funds.

Chi-Square Tests, Investments in Mutual funds

Periods	Monthly		Quarterly		Half yearly		Annually	
	Value	Sig.	Value	Sig.	Value	Sig.	Value	Sig.
Pearson Chi-Square	8.963	.011	5.525	.063	4.084	.130	8.048	.018
Likelihood Ratio	9.217	.010	5.438	.066	3.831	.147	9.204	.010
Linear-by-Linear Association	1.690	.194	2.182	.140	3.427	.064	5.550	.018
N of Valid cases	100		100		100		100	

Source: Computed Data

From the above table it is found that the monthly, half yearly and annually the Pearson's chi-square are statistically significant at 5%. It can therefore be concluded that there is a broad association between investor's behaviour and their pattern of investing monthly, half yearly, annually in mutual funds as these funds have been considered as a popular investment vehicle for investors.

One-Sample Statistics, Awareness towards Mutual funds

Mutual Funds	N	Mean	Std. Deviation	Std. Error Mean	T	Sig. (2-tailed)	Rank
NAV calculation	100	2.4168	1.27241	.05564	-10.481	.000	4
Liquidate holdings	100	2.7610	1.27841	.05590	-4.276	.000	2
Mutual fund schemes	100	2.5124	1.17499	.05138	-9.490	.000	3
Complaints to SEBI	100	2.7648	1.38276	.06046	-3.890	.000	1

Source: Computed Data

From the above table it is found that the four variables of Mutual funds possess the mean values ranging from 2.4168 to 2.7648, standard deviation ranges from 1.17 to 1.38, standard error mean has the range .05 to .06, and t-values have the ranges -10.481 to - 3.890. All the four variables are significant with respect to test value 3. The ranking analysis also revealed that the women investors are only slightly aware in the method of Net annual value calculation of Mutual fund, slightly aware of the liquidity facilities allowed to investors by Mutual funds.

Findings: -

The present study was carried out with the general objective of studying the investment behaviour of women. The specific objectives of the study is to analyse the level of awareness of various types of mutual funds, to study the motivating factors which makes the women prefer a particular investment avenue, to identify the decision making factors in mutual funds while investing their savings and to measure their satisfaction level towards these investments. Both primary and secondary data are collected for the study.

1. The women investors are slightly aware about the method of Net annual value while investing in Mutual fund and also about the liquidity facilities, fees and other expenses in Mutual funds, and they are also not much aware about the complaints which can be filed with SEBI in case of any problem.
2. Women investors, before making an attempt to invest on various instruments consider liquidity, good will of the company, past experience etc.
3. Women investors are satisfied with investment avenues with good returns, communication of new schemes, and prompt payment on maturity, excellent distribution network and excellent technology.
4. Many companies have a regular policy of informing their investors regarding introduction of any new schemes and schemes designed especially for women. Many investors feel satisfied if their grievances are being heard and feedback is solicited regularly.
4. Women are very much satisfied as their requests are being heard politely and the agility in which their requests are being heard. Investors are also interested in good interpersonal relationship.

Suggestions: -

1. Women investors before making any investment should give preference for Capital appreciation, prefer to get financial advice from companies, prefer to consider entry and exit load before investing, prefer liquidity factor and past experience.
2. To make the investors satisfied with their investments the dividend ratio can be increased, the brokers or agents can guide and advice their clients properly and personal attention can be given by banks.
3. The companies should identify the personal needs of investors and offer appropriate products and services. The companies should also provide them with prompt delivery of statements and transaction summary.

Conclusion: -

Women's age plays a dominant role for investment in various financial investment avenues. Most of the women are aware only of the traditional investment avenues such as Insurance, National savings certificate, Public provident fund and Fixed deposits. They are less aware of the modern investment avenues like Mutual funds, Systematic investment plan, Shares, Debt instruments etc.

Women prefer to invest on investment avenues based on their annual income, investments with less risk, investments with high rate of return and investments which have more tax benefits. They are not much interested on corporate securities considering the risk involved. Insurance, Fixed deposits, Public provident fund and National savings certificate is preferred by working women for its safety, though returns are less. Equity is preferred by some working women for its high returns though risk is also high. ELSS is preferred mainly by salaried employees as it is one of the best tax saving option.

Women decide to invest on investment avenues with more return like Equity and tax benefits like Insurance. They also decide to invest on investments based on grade of credit rating companies. Women who expect capital appreciation invest on corporate securities. Working women are happy and satisfied with investment companies which try to identify their needs, provides them with latest news and schemes and also have excellent distribution network.

Bibliography: -

1. AnandaVikatan, Tamil Weekly Magazine, 7.2.99.
2. Bhagawati Prasad, Subha.M.S, “Problems Faced by the Investors”
3. Challan.G.V, “Investors Behavioural Pattern of Investment and their Preference of Mutual Funds”,
4. David spiceland.J., “Intermediate Accounting”, 2012.
5. Intelligent Investors, 7th Oct. 1998, Fortnightly Magazine, Mumbai.

