

A Study On Customer Perception Towards Mutual Fund At Manavi Wealth Pvt Ltd

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ABSTRACT

In India Mutual funds plays a vital role in mobilizing funds for capital and financial markets. Mutual Funds are one in all the most effective investment choice out there to the small investors. A Mutual funds is a type of investment platform where it manages to collect investment from a lot investors to buy securities like stock, money market instrument, bonds and other assets because the investment firm sector had developed, there's been a growing acceptance by most policy holders that the assured come era may be a factor of the past. Mutual Fund are operated by professional money managers, who is allocated the funds asset and to attempt to produce capital gains or income for the fund's investors. Now days all types of investors investing in Mutual Funds. The Primary objective of the study is to assess investor's perception towards Mutual Funds through SIP and to identify the reasons for investment in mutual funds through SIP. This study also aims to measure the returns for investment made in Mutual Fund and to evaluate the risk tolerance level of investors. This study contains with a sample of 100 different kinds of investors and their diversification of investment plan. By this study it founded that most of the investors has a positive knowledge about SIP in Mutual Fund. Based on the findings and analysis it concluded that most of the investors are satisfied with the returns and performance of Mutual fund through Systematic investment Plan and it also found that tax-benefits, diversification and reduction in risk as more impact on the investor's perception for investing in mutual fund.

INTRODUCTION

A Mutual fund is a financial mediator which collect the money from the investors who are willing to take a position of their savings in Primary and secondary securities, like money market instruments, govt and corporate bonds, equity shares of joint stock companies. A Mutual fund is a trust that pools the savings of numbers of investors who share a common financial goal. The Mutual fund is a best instrument for the common man who want to invest his savings. Mutual funds help to his investors who don't seem to be ready to invest their savings in an exceeding right direction or right securities and mutual funds play a significant role for the investors. Now days Mutual funds are one amongst the fastest growing sectors in Indian economy and have awesome potential for supportable future growth. From the last decade, Mutual funds and its various instrument like Systematic Investment Plan, equity fund, debt and hybrid funds instruments attract the most of the investors to invest and also given lots of economic growth to the industry.

NEED FOR THE STUDY

A Mutual fund is a financial mediator which collect the money from the investors who are willing to take a position of their savings in Primary and secondary securities, like money market instruments, govt and corporate bonds, equity shares of joint stock companies. As the mutual funds sectors has developed, there's been a growing acceptance by most policy holders that the assured return era is a thing of the past. This study would help in explaining the investor's perception on Mutual fund through Systematic Investment Plan and their risk and returns of their investments. This study also to know the expectations of individual from their investment in systematic investment plan

OBJECTIVES OF THE STUDY

- To assess the perception of customers towards mutual funds schemes.
- To examine the penetration of mutual funds among Indian investors.
- To examine the various mutual fund investments available to investors in India.
- To understand the awareness about mutual funds among Indian investors.
- To identify the investor behavior while selecting a fund.

SCOPE OF THE STUDY

The scope of the study is to analyses and interpret the investor's perception towards the Mutual fund and perception towards Systematic Investment Plan. The research record around a general awareness on the Mutual fund and precautions towards Systematic Investment. To measure the experience of the investors in Mutual fund through Systematic Investment Plan.

METHODOLOGY

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall research design, the sampling procedure, data collection method and analysis procedure

Research Design:

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. The study design selected for this learning for both open research design and premise testing research design.

Descriptive Research Design

The reason taking descriptive research design is to get the features of individual an objective or the variable of attention in a situation. A descriptive research design is one that simply describes something such as descriptive something such as demographic characteristics of group or customers of products.

ANALYTICAL TOOLS

The data has been analyzed using the following methods,

- Simple Percentage method
- Independent t-test
- One way ANOVA

LIMITATIONS OF THE STUDY

- 1) The analysis of the present study has been carried out based on the information has collected directly from the respondents.
- 2) The study is an opinion survey caution may have to be exercised while extending the result to other areas.
- 3) Due to time constrict only 100 numbers of respondents were considered.
- 4) The result fully depends on the information given by the respondents which may be based.
- 5) This study has taken limited dependent variables like investment period, investment objectives and risk and return perception.

REVIEW OF LITERATURE

1. **Investor Redemption Behavior in Mutual Funds (2023):** A survey by Axis Mutual Fund revealed that approximately 48.7% of equity investors redeem their mutual fund investments within two years, despite understanding the benefits of long-term investing. This behavior underscores the need for enhanced investor education and engagement.
2. **Performance of Value Mutual Funds (2024):** In 2024, value mutual funds attracted inflows of ₹22,757 crore, nearly doubling the previous year's figures. This surge was driven by strong returns and a shift towards undervalued stocks, highlighting evolving investor preferences.
3. **Equity Mutual Funds' Benchmark Performance (October 2024):** A study by PL Wealth Management found that 80% of equity mutual funds outperformed their respective benchmarks in October 2024. Notably, value, contra, and dividend yield funds led this performance, with 96% surpassing benchmarks.

DATA ANALYSIS AND INTERPRETATION

Table 4.1.19 Classification on the basis of the awareness about various types of mutual funds, ie equity, hybrid, debt, liquid sectorial/thematic, gold etc

Option	No. of respondents	Percentage
Yes	98	65.52%
No	52	34.48%
Total	150	100%

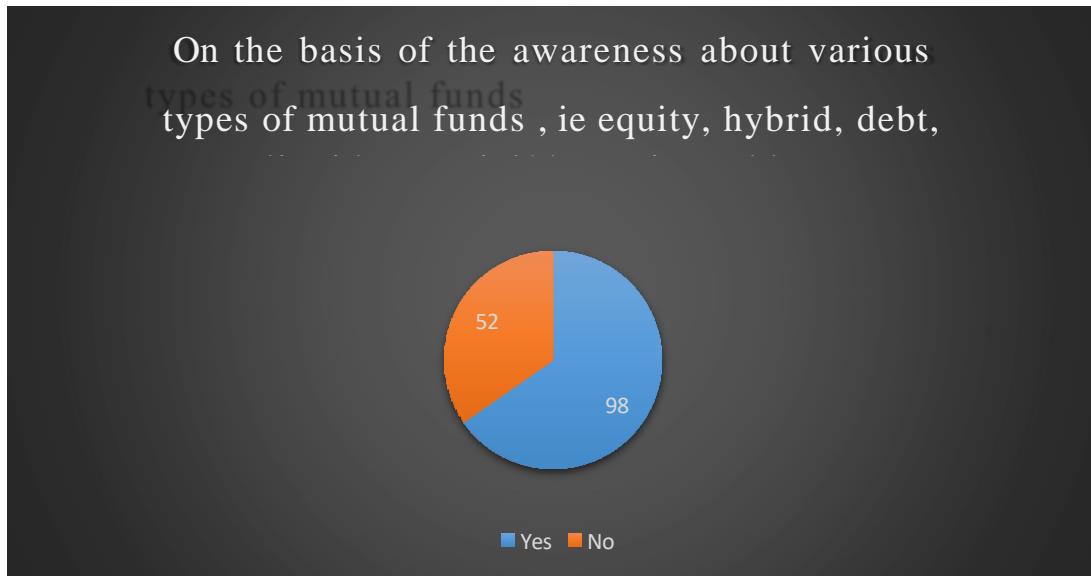


Figure 4.1.19 Classification on the basis of the awareness about various types of mutual funds, ie equity, hybrid, debt, liquid sectorial/thematic, gold etc

Interpretation

Among the respondents, 65.52% are aware about the various types of mutual funds whereas 34.48% are not aware about the types of mutual funds.

Table 4.1.20 Classification on the basis of the opinion of respondents to advise others to invest in mutual funds

Options	No. of respondents	Percentage
Certainly	8	3.57%
Yes, with caution	119	82.14%
No	23	14.29%
Total	150	100%

Figure 4.1.20 Classification on the basis of the opinion of respondents to advise others to invest in mutual funds

Interpretation

Among the respondents, 82.14% will advise others to invest in mutual funds with caution, 14.29% wont advise to invest whereas 3.57 will certainly advise others to invest in mutual funds.

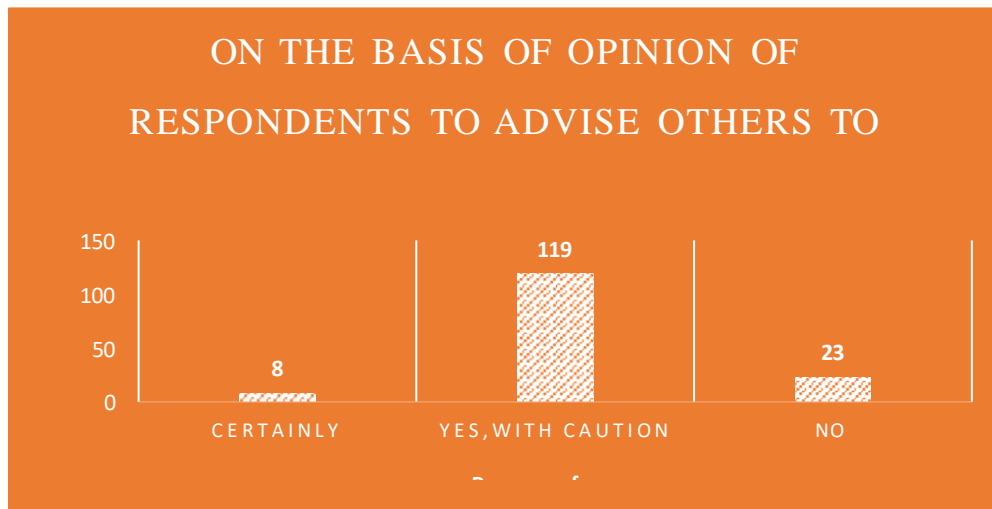


Table 4.1.21 Classification on the basis of the satisfaction level on the decision to invest in mutual funds

Satisfaction level	No. of respondents	Percentage
Highly satisfied	10	3.85%
Satisfied	55	38.46%
Neutral	75	53.85%
Not satisfied	10	3.85%
Highly dissatisfied	0	0.00%
Total	150	100%

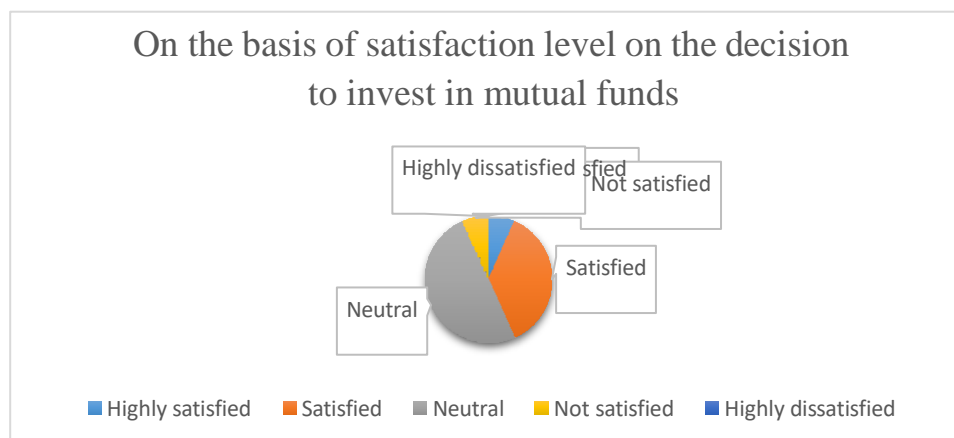


Figure 4.1.21 Classification on the basis of the satisfaction level on the decision to invest in mutual funds

Interpretation

Among the respondents, 53.85% are neutral about their satisfaction on mutual funds, 3.85% are highly satisfied, 38.46% are satisfied whereas, 3.85% are not satisfied with their decision to invest in mutual funds.

INDEPENDENT T-TEST

The classification of satisfaction of the investors in mutual funds and the knowledge gained about mutual funds.

HYPOTHESIS

HO= There is no significance difference between satisfaction of the investors in mutual funds and the knowledge gained about mutual funds.

H1= There is significance difference between satisfaction of the investors in mutual funds and the knowledge gained about mutual funds.

Satisfied with the mutual funds	Levene's Test for Equality of Variances		t-test for Equality of Means	
	1 year	more than 1 year	t	Sig. (2-tailed)
	.720	.308	-.523	.532

INFERENCE:

Since the significance value is higher than the probability value 0.05, we accept the null hypothesis, hence there is no significance difference between satisfaction of the investors in mutual funds and the knowledge gained about mutual funds.

ONE-WAY ANOVA

Analysis of variance for the frequency of returns received with the satisfaction level

HYPOTHESIS

H0=There is no significance difference between frequency of returns received with the satisfaction level

H1=There is significance difference between frequency of returns received with the satisfaction level

		Sum of Squares	df	Mean Square	F	Sig.
Satisfaction level	Between Groups	23.223	3	4.893	3.036	.004

	Within Groups	156.478	122	1.378		
	Total	179.225	108			

ANOVA

INFERENCE:

Since the significance value is lower than the probability value 0.05, we accept the hypothesis; hence there is significance difference between the frequency of returns received with the satisfaction level.

FINDINGS

- From this survey, 56.67% of the respondents are male and the rest 43.33% are female.
- Among the 150 respondents 80% are between the age group 18 – 24 years. 6.67% of them are from the age group 24 – 30 years. 13.33 % are from the age group 30– 50 years and 0.00% are above the age 50.
- In the survey, majority of the respondents i.e. 83.33% are single, 10% are married and 6.67% prefer not to say
- A majority of 63.33% of the respondents are qualified to graduation. 3.33% of the respondents have completed only their higher secondary. 33.33% had completed their Post-Graduation.
- Among the 150 respondents majority of the respondents i.e. 48% are working privately, 24% are into business, 4% are into government jobs agriculture and 20% are into other occupation
- 39.29% of the respondents are earning both below 10000 and in a range of 20000 to 50000 whereas 21.43% of the respondents are earning in a range of 10000 to 20000.
- 50% of the respondents have average knowledge about financial products, 40% of them have good knowledge whereas 6.67% have below average knowledge about financial products.
- Among the respondents, 36.67% came to know about mutual funds through friends/relatives, 30% through tv/news, 23.33% through social media platforms 6.67% through company websites and rest through banks.

SUGGESTIONS

After a thorough study and analysis of the data and information, the following are the few recommendations and suggestions, if implemented, would definitely benefit the financial market in India, which is in its booming stage, in short run and in long run as well. Recommendations and suggestions are normally given when there are some problems or difficulties lying in market. Here in this research report recommendations and suggestions are totally based on the facts, reactions, attitudes, perceptions, and many other things of the respondents which were received from them during research work. The recommendation part of this research work has three parts only, which can push the mutual fund market in India to a higher level.

CONCLUSION

We can infer from the analysis that the concept of mutual fund in India is still in its growing phase. With the growing importance of mutual fund in other areas in country, this place is witnessing the same rate of growth in

mutual funds. Apart from these facts the following are some other important facts which can easily be inferred from the paper.

Huge opportunities of Mutual funds exist in India. In short the market in this city is a growing market As because many companies exist in this market, competition is cut to throat.

Mindsets of the investors are not towards mutual funds. They still think of investing in traditional investment alternatives. Customers are not properly educated about the mutual funds. Few private sectors banks like ICICI, HDFC, UTI, TATA etc. sell mutual funds through their branches only.

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