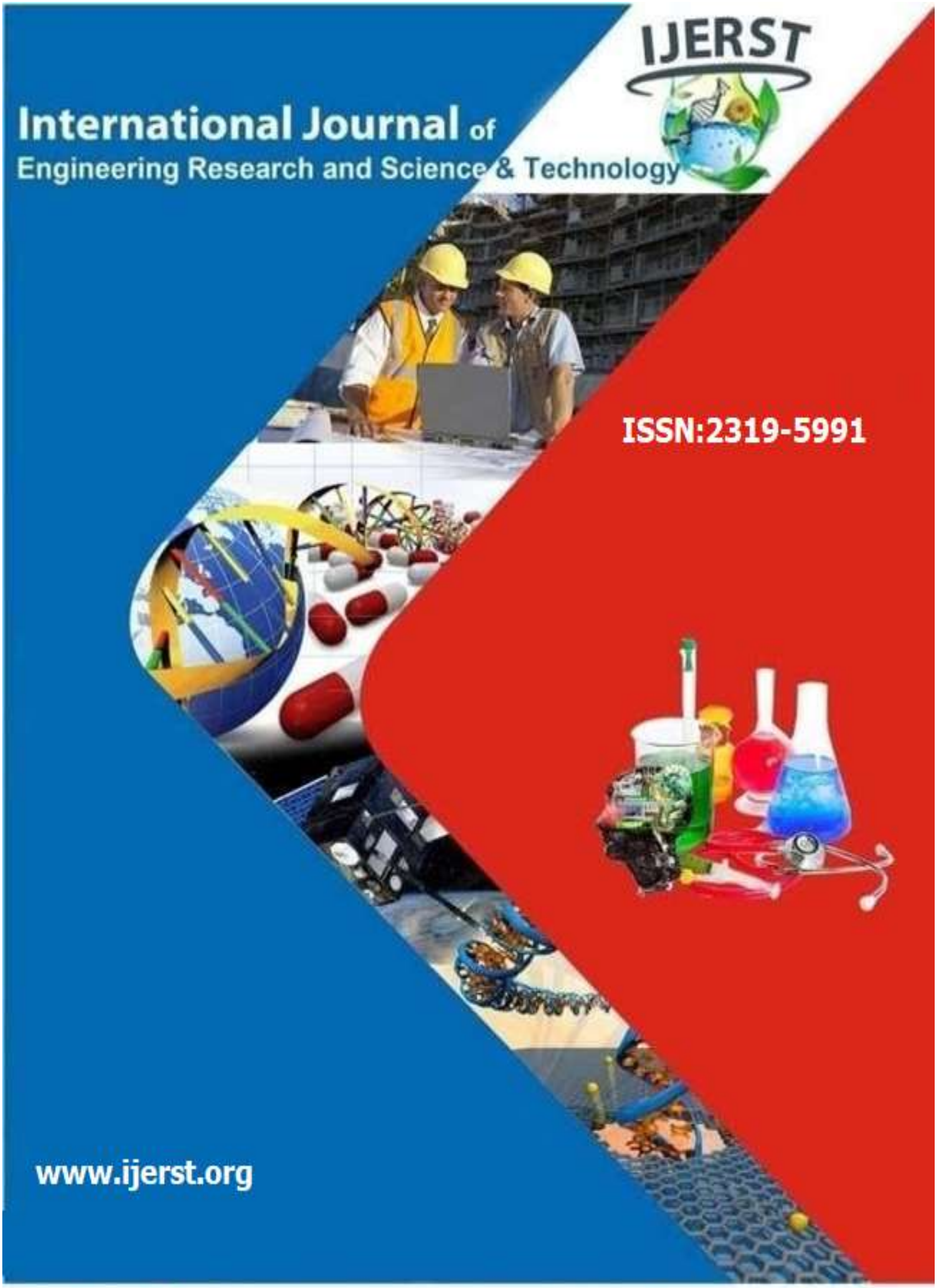

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A STUDY ON INVESTOR AWARENESS ABOUT INVESTMENT OF MUTUAL FUND WITH REFERENCE TO AXIS MUTUAL FUND

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ABSTRACT
The present study analyses the mutual fund investments in relation to investor's behaviour. Investors' opinion and perception has been studied relating to various issues like type of mutual fund scheme, main objective behind investing in mutual fund scheme, level of satisfaction, role of financial advisors and brokers, investors' opinion relating to factors that attract them to invest in mutual funds, sources of information, deficiencies in the services provided by the mutual fund managers, challenges before the Indian mutual fund industry etc. This study is very important to judge the investors' behaviour in a market like India, where the competition increases day by day due to the entry of large number of players with different financial strengths and strategies. The present investigation outlined that mostly the investors have positive approach towards investing in mutual funds. To maintain their confidence in mutual funds they should be provided with timely information relating to different trends in the mutual fund industry. For achieving heights in the financial sector, the mutual fund companies should formulate the strategies in such a way that helps in fulfilling the investors' expectations.

Key Words: Investor Awareness, Mutual Fund, Mutual Fund Schemes, Investment Preferences

INTRODUCTION

In the last decade we have seen enormous growth in the size of mutual fund industry in India. Especially the private sector has shown treatment growth. With unmatched advances on the information technology, increased role of the institutional investors in the stock market and the SEBI still in its infancy, the mutual fund industry players gained unparalleled and unlocked power.

REVIEW OF LITERATURE

1. **SambathKumar (2018)** examines that Indian mutual fund market has become transparent, automated, and globally integrated. The sector has seen increased investor protection and listing of Indian firms on foreign exchanges.
2. **O.V.A. M. Sridevi (2018)** analysed that Mid and small cap mutual fund schemes showed mixed performance, with some outperforming the benchmark while others underperformed.
3. **Saranya & Parthiban Thangavel (2018)** focused on Mutual funds offer a safe and diversified investment option for investors, despite varying scheme performances.
4. **B. Kishori & N. Bhagyasree (2016)** suggested that of the studied schemes outperformed benchmarks; positive Sharpe ratios indicated better returns over risk-free investments.
5. **Shefali Gupta (2015)** concluded that the Sectoral mutual funds like banking, FMCG, healthcare, and tech outperformed SENSEX between 2008 and 2012.

NEED AND IMPORTANCE

- The main purpose of doing this project was to know about mutual fund and its functioning. This helps to know in detail about mutual fund industry right from its inception stage, growth and prospects.

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- The research involves only a general study related to the investment Awareness of investors towards mutual funds.
- The research would reveal results regarding the Investment Awareness of identify the Awareness of identify the Awareness of various investors and to improve the marketing of mutual funds.

SCOPE OF THE STUDY

The scope of the study is to track out the investors' preferences, priorities and their awareness towards different mutual fund schemes. Keeping in view the various constraints the scope of the study is limited only to the investors residing in Salem. Datahe study is collected from a sample of 150 investors by using stratified sampling.

OBJECTIVES OF THE STUDY

- To know the growth and performance of mutual fund industry during past decades.
- To examine the awareness level of mutual fund investors.
- To found the level of satisfaction Indian's investment on mutual funds.
- To know the investor awareness and perception on risk while investing in mutual funds.

SOURCES OF DATA

PRIMARY DATA: - This type of data has been collected from the investors with the help of a Questionnaire.

SECONDARY DATA: - The second set of data used for the study is the secondary data. The secondary data relating to net resources mobilized by banks and financial institution sponsored mutual funds, assets under management, investors mix etc is collected for a period of 2021- 2025.

DATA ANALYSIS

TABLE 1 GENDER OF THE RESPONDENTS

RESEARCH METHODOLOGY

This report is based on primary as well as secondary data, however primary data collection was given more important since it is overhearing factor in attitude studies. One of the most important uses of Research methodology is that it helps in identifying the problem, collecting, analysing the required information or data and providing an alternative solution to the problem.

TOOLS AND TECHNIQUES FOR ANALYSIS

To carry out the research work different statistical tools are used to derive certain meaningful information and results. In case of primary data Chi-Square tests has been applied and in case of categories where respondents are required to provide ranks to different factors, the relative importance of the respective factor is calculated by assigning scores to them. In case of secondary data exponential growth rates has been calculated.

LIMITATIONS

- This research reflects on individual customer in Salem only. So findings and suggestions given based on this research cannot be extrapolated to the entire population.
- Sample size is 150 which is very small that is not enough to study the awareness of consumers of the country.
- Respondents are not sincere and care full to fill up the questionnaire so we cannot find right solution.
- As sampling technique is convenient sampling so it may result in personal bias. So perfect result cannot be achieved.

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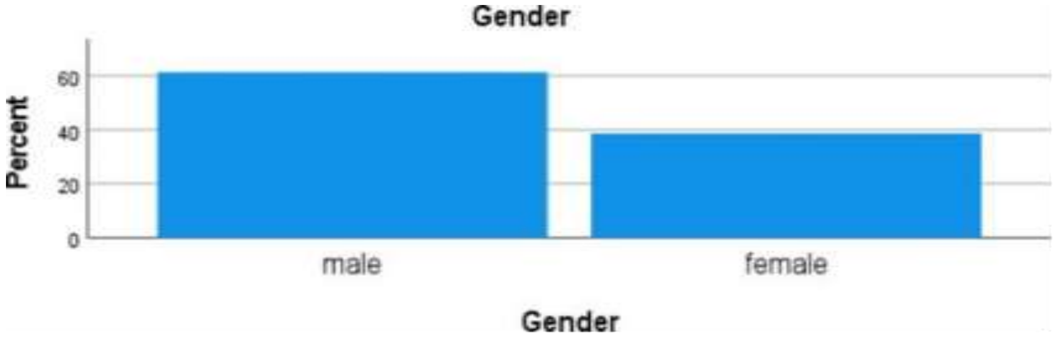
Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	92	61.3	61.3	61.3
	Female	58	38.7	38.7	100.0
	Total	150	100.0	100.0	

Source: Primary data

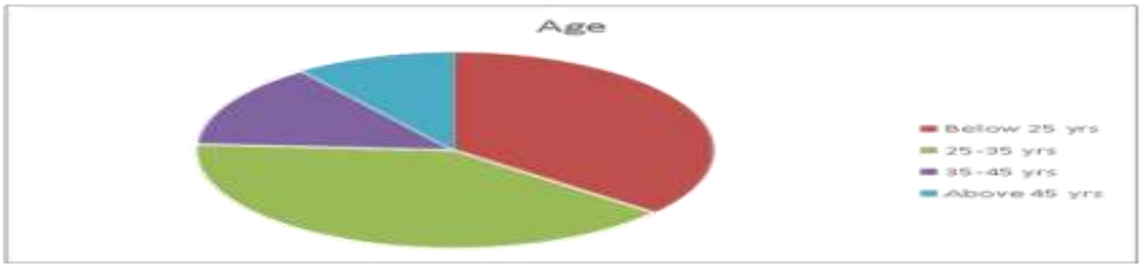


INTERPRETATION: From all respondents there are 61.3% male and38.7% female. It shows that there is a greater number of male than the female.

TABLE 2 AGE OF THE RESPONDENTS

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25 yrs	54	36.0	36.0	36.0
	25-35 yrs	60	40.0	40.0	76.0
	35-45 yrs	21	14.0	14.0	90.0
	Above 45 yrs	15	10.0	10.0	100.0
	Total	150	100.0	100.0	

Source: primary data



INTERPRETATION: From all the respondents there are more people who have age between 25-35 years, and a smaller number of people are having age of less than 45 years.

TABLE 3 EDUCATION OF THE RESPONDENTS

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	higher secondary	13	8.7	8.7	8.7
	Graduate	101	67.3	67.3	76.0
	Post Graduate	36	24.0	24.0	100.0
	Total	150	100.0	100.0	

source: Primary data

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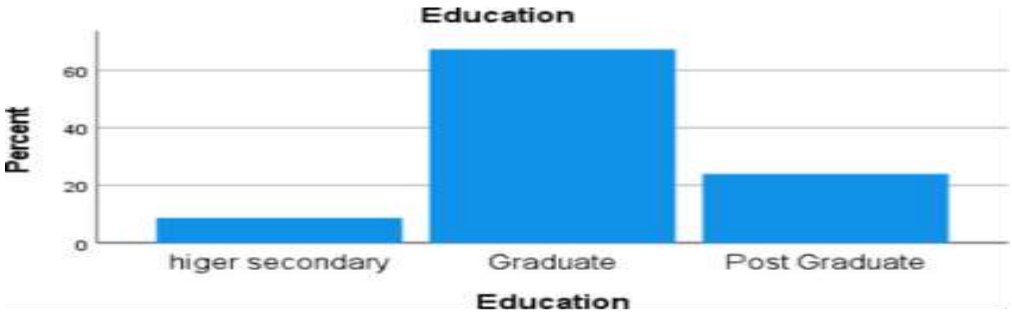

INTERPRETATION:

- Above graph shows that there are more people
- complete there graduate and post graduate and higher secondary people are less number it shows that now a days education level is increased.

TABLE 4 OCCUPATION OF THE RESPONDENTS

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Govt employee	17	11.3	11.3	11.3
	Pvt.sec employee	79	52.7	52.7	64.0
	Business	17	11.3	11.3	75.3
	Professional	15	10.0	10.0	85.3
	Student	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

Source: Primary data

INTERPRETATION:

- From all the respondents more respondents are
- private sector employees and student. We can see that less respondents are professional, business and government sector employee.

TABLE 5 WHAT IS YOUR MONTHLY INCOME?

What is your monthly income(apx)?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Rs.25000	63	42.0	48.5	48.5
	Rs.25000-Rs.35000	33	22.0	25.4	73.8
	Rs.35000-Rs.45000	16	10.7	12.3	86.2
	Above Rs.45000	18	12.0	13.8	100.0
	Total	130	86.7	100.0	
Missing	System	20	13.3		
Total		150	100.0		

Source: Primary data

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Figure 4.5

INTERPRETATION: There are more people who have there monthly income within Rs.25000 to Rs.45000. People having income below Rs.25000 is more and above Rs.45000 is very less.

TABLE 6 WHICH OF THE FOLLOWING YOU ARE INTERESTED TO INVEST IN?

Which of the following you are interested to invest in?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Share Market	34	22.7	22.7	22.7
	Mutual Fund	22	14.7	14.7	37.3
	Both	37	24.7	24.7	62.0
	Not interested above	57	38.0	38.0	100.0
	Total	150	100.0	100.0	

Source: Primary data

INTERPRETATION:

- 22.7% of the respondents are interested to invest in share market.
- 15% of the respondents are interested to invest in Mutual Funds.
- 24.7% of the respondents are interested to invest in Both.
- 38% of the respondents are not interested to invest in.
- So, most respondents are not interested to invest in share market and mutual fund.

TABLE 7 ARE YOU AWARE ABOUT MUTUAL FUNDS

Statistics		
Are you aware about mutual funds?		
N	Valid	150
	Missing	0

Are you aware about mutual funds?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	83	55.3	55.3	55.3
	no	67	44.7	44.7	100.0
	Total	150	100.0	100.0	

Source: Primary data

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INTERPRETATION:

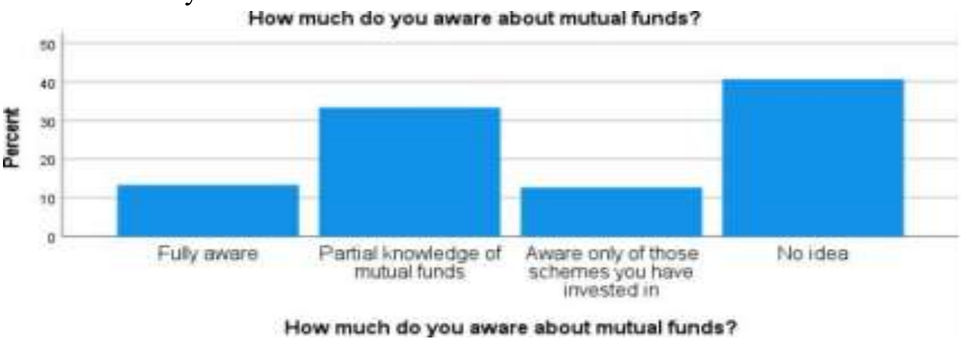
- 55.3% of the respondents are aware about mutual fund.
- 44.7% of the respondents are not aware about mutual fund.
- So, majority of the respondents are aware about mutual fund.

TABLE 8 HOW MUCH DO YOU AWARE ABOUT MUTUAL FUNDS?

Statistics		
How much do you aware about mutual funds?		
N	Valid	150
	Missing	0

How do you know about mutual funds?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertisements	16	10.7	16.5	16.5
	Distributors	28	18.7	28.9	45.4
	Friend referrals/employee	21	14.0	21.6	67.0
	Internet	32	21.3	33.0	100.0
	Total	97	64.7	100.0	
Missing	System	53	35.3		
Total		150	100.0		

Source: Primary data



INTERPRETATION:

- 13.3% of the respondents fully aware about mutual funds.
- 33.3% of the respondents have partial knowledge of mutual fund.
- 12.7% of the respondents aware only of those schemes they have invested in MF.
- 40.7% of the respondents no idea about mutual fund.
- So, most of the respondents have no idea about mutual fund.

TABLE 9 HOW DO YOU KNOW ABOUT MUTUAL FUNDS?

Statistics		
How do you know about mutual funds?		
N	Valid	97
	Missing	53

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How do you know about mutual funds?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertisements	16	10.7	16.5	16.5
	Distributors	28	18.7	28.9	45.4
	Friend referrals/employee	21	14.0	21.6	67.0
	Internet	32	21.3	33.0	100.0
	Total	97	64.7	100.0	
Missing	System	53	35.3		
Total		150	100.0		

Source: Primary data

Figure 9

INTERPRETATION:

- 10.7% of the respondents know through advertisements about mutual fund
- 18.7% of the respondents know through distributors about mutual fund.
- 14% of the respondents know through friend referrals/employee about MF.
- 21.3% of the respondents know through Internet about mutual fund.
- So, most of the respondents know through internet about mutual fund.

TABLE 10 DID YOU INVESTED IN MUTUAL FUNDS?

Statistics		
Did you invested in mutual funds		
N	Valid	150
	Missing	0

Did you invested in mutual funds					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	62	41.3	41.3	41.3
	no	88	58.7	58.7	100.0
	Total	150	100.0	100.0	

Source: Primary data

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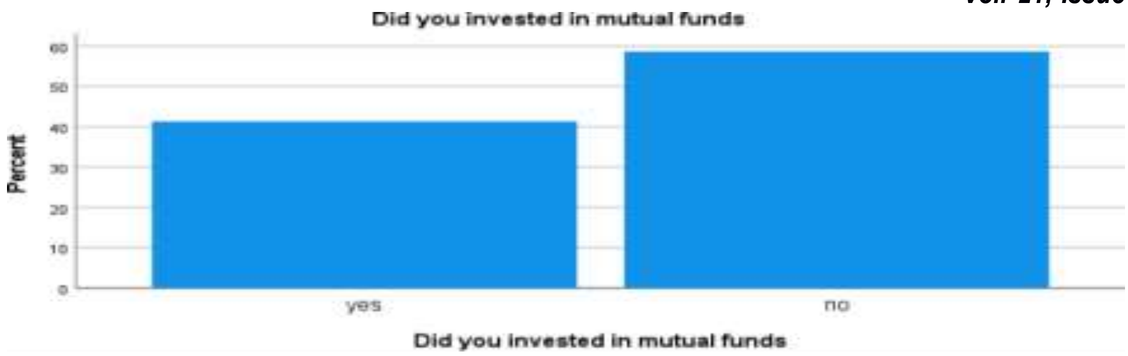

INTERPRETATION:

- 41.3% of the respondents invested in mutual fund.
- 58.7% of the respondents never invested in mutual fund.
- So, most of the respondents never invested in mutual fund.

FINDINGS

- Among all the respondents 56% are aware about Mutual Fund and 44% are not aware about Mutual Fund.
- From all aware respondents only 41% respondents have invested in Mutual Fund
- There are 61% male and 39% female out of all the respondents and a greater number of males are aware than the female about Mutual Fund.
- From the age of 25-35 years have more aware than others.
- Among 79 private sector employee 48 are aware and 31 are not aware about Mutual Fund it shows that there is more awareness in private sector employees.

SUGGESTIONS

- The company should also attract the medium level Income people by showing them the benefits of the liquidity funds for the short Term to attract them.
- As per survey Bank creates higher awareness so the mutual fund companies should more collaborate with the banks.
- The company should also attract the customer through different schemes who having knowledge about the Mutual Funds but not investing in Mutual Funds.
- The company should also make aware the people about the AMFI exam and should motivate them to be financial advisor to get more business.
- The company should give information regarding Tax benefit to Invest into Mutual Fund.

CONCLUSION

Today a lot of investment opportunities are available to the investors in the financial markets. Investors can invest in corporate bonds, debentures, bank deposits, post office schemes etc. But nowadays investors opt for portfolio managers to invest money on their behalf. These portfolio managers are experts in stock market operations and invest the money in such a way that the investors would get minimum assured returns. Today many institutions are busy in providing wealth management services to the investors. But these services are very costly. Thus to help the investor's mutual funds provide a protective shed to the small and big investors.

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