

Summer Internship Report

On

(Customer Perception towards Mutual Fund as a tool of Investment)

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BAJAJ CAPITAL

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Under The Guidance of: -

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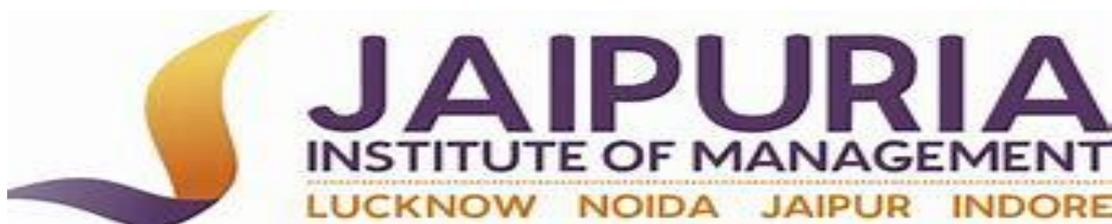
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PGFB2017

Session 2020- 2022



STUDENT'S DECLARATION

I declare that the Report on “**Customer Perception towards Mutual Fund as a tool of Investment**” is an original work done by me in accordance with the guidelines prescribed by the SIP office for preparation of Summer Internship Project Report and the work has not been submitted anywhere else for review.

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Certificate of Approval

The following Summer Project Report titled " **Customer Perception towards Mutual Fund as a tool of Investment** " is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of Post-Graduate Diploma in Management for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the Summer Project Report only for the purpose it is submitted. "Summer Project Report Examination Committee for evaluation of Summer Project Report"

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TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr Harshit Verma** student of **Jaipuria Institute of Management, Noida** has successfully completed the Internship in our Organization at Gurugram-Corporate office (Virtual Mode) from **14th May to 30th July 2021**.

The scope of project was:

"Customer Perception towards Mutual Fund as a tool of Investment"

The WP Intern undertook his/her training with dedication & sincerity.

We wish him/her all the best for future endeavour.

With Regards,

For Bajaj Capital Limited.

A handwritten signature in black ink, appearing to read 'Nitin', with a horizontal line underneath.

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Harshit Verma
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ABSTRACT

A mutual fund is essentially a financial intermediary that allows a group of participants to combine their cash and invest in a specific asset class. Financial markets are always improving their efficiency by offering more enticing alternatives to clients. The primary concern for the mutual fund industry is increasing investor knowledge and expanding into semi-urban and rural areas. These steps will help to keep the mutual fund industry alive and competitive. The study's goal is to learn about customers' impressions about mutual funds. The descriptive research method is used in the study. The researcher distributed the questionnaire to 150 people, and 113 people took part in the survey. Chi-square analysis was done to determine the association between the dependent and independent variables. The survey discovered that the majority of those who took part in the study were under the age of 28 and had completed their studies up to the level of graduation. Customers who invested the amount in mutual funds had expanding income as their primary investment goal and were somewhat satisfied with mutual funds' overall perception based on returns. Respondents who invest in mutual funds believe they accept high risk in exchange for a high return. The empirical data show that demographic indicators are strongly related to satisfaction with mutual fund investing, except for gender and annual income, which are not. Investors today have a wealth of investment options open to them in the financial markets. According to investors, the key reason for mutual funds' rising popularity is the assurance of redemption at net asset prices. Investors have realized the benefits of mutual funds. When selecting mutual funds, investors should consider more than one or two characteristics, such as greater returns, degree of transparency, good service, wealth management, and mutual fund reputation.

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CHAPTER-I INTRODUCTION

1. INTRODUCTION

The Indian financial system is one of the largest in the world, with a wide range of bank, economic, and financial market organizations and tools. The Indian financial system is thoroughly examined to determine initiatives aimed at developing a healthful, effective, and business system through interest rate liberalization, the advancement of financial products for valuing debt levels and personal loans, the alignment of India's legislative and financial reporting standards with global standards, monetary and financial policy adjustments, and so on.

An investor is someone who invests money to profit from it. Investors who do not like to take a chance on capital market volatility prefer mutual funds. The mutual fund sector has been in India since 1963. The mutual fund raises money by selling its stakes to the public, similar to any other business that can sell stock to the public. It then proceeds from selling its stakes to fund its operations (along with any money made from previous investments). It invests in various investment vehicles, including equities, bonds, and money market securities. In exchange, the public contributed funds to the mutual fund by purchasing holdings in its underlying schemes. Each unit in these schemes represents an investor's stake in the underlying fund, and the scheme's NAV determines the fund's appreciation. The NAV is directly related to market developments, as the pooled funds are invested in either equity shares, debentures, or treasury bills.

Today, investors have a plethora of investment possibilities. Bank deposits, bonds, stocks, mutual fund investments, and corporate debentures are just a few of them. Investors place their money in low-risk assets such as banks, bonds, and corporate debentures. On the contrary, company stocks carry a significant degree of risk and offer a high rate of return. Recent trends indicate that the average investor has lost money in equities over the last year. People are increasingly turning to portfolio managers with experience in the stock market. Numerous institutions around India offer wealth management services. The common investor has discovered a secure haven in mutual funds.

Mutual funds are critical in mobilizing resources and allocating them efficiently to the productive sources of the economic system. These funds are responsible for financial intermediation, capital market development, and corporate sector growth worldwide. The Indian economy's liberalization, deregulation, and restructuring have necessitated the efficient deployment of finite financial resources. Mutual funds have emerged as formidable financial mediators during this development phase. They are critical in ensuring the financial system's stability and efficiency in resource distribution.

The mutual fund industry in India is a rapidly rising segment of the financial markets. They have developed into a significant vehicle for mobilizing resources, particularly from small and home depositors, for capital market investment. Mutual funds joined the Indian capital market in 1964 to provide risk diversification, guaranteed returns, and professional management to regular investors. Since then, they have developed exponentially in terms of number, size of operation, investor base, and scope. As a participant in financial markets, the mutual fund sector responds quickly by understanding the dynamics of investors' perceptions of rewards.

However, they are still in a constant race to differentiate their products in response to economic shocks. Each sort of investment, including mutual funds, carries a certain level of risk. Risk refers to the chance that investors will lose money on an investment (both the principal and any earnings) or will fail to profit from it. The investing aim and holdings of a fund are significant factors in determining how hazardous the fund is. Reading the prospectus enables investors to get familiar with the risks connected with a particular fund. Thus, it is critical to comprehend and analyze investors' perceptions of such risks and expectations to uncover some incredibly significant data to aid in mutual fund financial decision-making.

A mutual fund pools the money of investors who share a common investment objective. The money is invested in various securities based on the mutual fund scheme's objectives, and the gains (or losses) are distributed to investors in proportion to their contribution. Securities investments span a broad range of companies and sectors. Diversification mitigates risk, as not all equities will move in the same direction or proportionately at the same time. Mutual funds distribute units to investors in proportion to their investment. Unitholders are investors in mutual funds. Profits and losses are shared proportionately by investors. Mutual funds typically offer various plans with varying investment objectives that are launched periodically. A mutual fund must be registered with the SEBI, which supervises the securities markets before accepting funds from the public.

A mutual fund is a type of collective investment vehicle. Mutual funds are critical in mobilizing small investors' assets and channeling them into productive companies in the Indian economy. In India, a mutual fund can raise funds by selling units to the general public. It may be established in the form of a trust by the Indian Trust Act. The mutual fund acts as a conduit between investors and the stock market by pooling investors' savings and investing them in the stock market to create profits. As a result, mutual funds are comparable to portfolio management services. While both are conceptually identical, they are not identical. Portfolio management services are available to high net worth people; their investments are managed independently based on their risk profile. Mutual funds aggregate the savings of small investors into a single plan, and the returns are dispersed in the same proportion as the individuals' deposits.

Mutual Fund

An MF is a type of financial instrument that consists of a pool of money that numerous participants pool together to invest in stocks, stocks, and other assets. MFs are typically managed by investment managers who distribute the fund's assets while attempting to produce capital gains or income for the fund in which it has invested. It develops and manages an MF portfolio to fulfill the investment aim.

An MF gives small and individual investors access to professionally managed bond, stock, and debt portfolios. That shareholder is entitled to a proportionate share of the fund's profits or losses. MFs invest in a wide range of securities, and the performance of the underlying stock often measures their performance. It is assessed as a decrease in market value overall.

An MF is a mostly untapped market in India

According to a recent Boston Analytics report on Mutual Fund Investments in India, although less than 10% of Indian families have invested in MFs, investors are afraid to participate in

MFs because of significant risk and lack of knowledge about how they operate. As of June 2013, 46 MFs were eligible.

The primary reason for not investing appears to be related to the city's size. Nearly 40% of those in underground and Tier I cities saved a significant amount of money, while 33% of people in Tier II cities said they didn't know where or how to spend these assets.

Advantages of Mutual Funds

Mutual funds have recruited retail investors for a variety of reasons over the years. Mutual funds are where the great majority of retirement assets are placed. Some fusions have never stopped raising funds.

Diversification

A fund manager can help you diversify your investments and reduce risk in your investments. Diversification is marketed as a means of enhancing portfolio returns while decreasing portfolio risk. Investors can reduce risk and diversify their portfolios by purchasing individual business stocks and balancing them with industry stocks. On the other hand, a diverse portfolio is not focused on a single sector of the economy. Buying a mutual fund is less expensive and provides more diversification than investing in individual assets. Large mutual funds own a diverse range of stocks from several industries. A corporation would be unable to construct this portfolio with a limited amount of funds

Easy Access

The large portfolio bursary market's equities are often traded, making their portfolios relatively liquid. Mutual funds are the most cost-effective way to invest in such securities as multinational stocks and exotic commodities.

Economies of Scale

Lower-cost mutual funds are also available. By investing in one, the investor saves the time and effort required to identify and purchase numerous investments. Buying only one security at a time incurs large transaction fees and restricts the investment's longevity. Mutual funds buy and sell a huge number of securities, so the cost of their transactions is less than the fee they charge for them.

Freedom of choice and variety

Investors can consider a management team with a diverse set of management strategies and performance objectives. A fund manager can concentrate on value, growth, or the larger macroeconomy, among many other investment approaches. Similarly, counselors may use a variety of strategies to manage the cash. Securities, mutual funds, trusts, and real estate are some of the investment alternatives available to investors.

Disadvantages of Mutual Funds

Younger investors, inexperienced investors, and other individual investors can acquire appealing investment options due to liquidity, diversification, and management abilities. However, no asset is completely safe, and mutual funds have disadvantages.

Fluctuating Returns

There is no guarantee that the value of your mutual fund will not deteriorate like any other investment. The interest rates and trustworthiness of common-service funds and their assets vary.

High Costs

Mutual funds require professional investment managers, but they come at a high cost. These payments reduce the total cost of the trust and are made regardless of how the trust performs. Such taxes amplify losses in years when the fund is losing money. The running costs of a mutual fund are significant. The expenses of this investment firm are entirely derived from the manager's compensation and the quarterly statements of the investors. These services will be charged to investors.

Diversification

The term "diversification strategy" refers to a portfolio or investment plan that requires too much uncertainty to provide negative results. Most investors appear to find investing too difficult. They have so many concentrated stocks that holding several stocks does not reduce their risk. Those shareholders should have revealed more information. If you invest in mutual funds, you will not be diversified. A fund that solely invests in one industry or country is a less desirable investment.

Lack of Liquidity

A mutual fund can consolidate and cash out the shares, but this option is only accessible after each trading day.

Role of SEBI in Mutual fund

SEBI is the policymaker in charge of mutual funds and also governs the sector. It establishes guidelines for mutual funds to protect investors' interests. Mutual funds have significantly different investment policies and asset allocation techniques. It is necessary to have consistency in the functioning of mutual funds, which can be identical in schemes. It will make it easier for shareholders to make investment decisions.

To encourage standardization and uniformity in comparable schemes, the Mutual Fund was listed as follows:

- Debt Schemes
- Solution-Oriented Schemes
- Hybrid Schemes
- Equity Schemes
- Other Schemes

With a few exceptions, categorizing and streamlining mutual funds into these five primary categories means that mutual fund businesses may only have one program in each sub-category. It simplifies the fund selection process and works in the best interests of investors by examining the risk choices they make before investing in any scheme.

AMFI

The essential job of AMFI within the Mutual Fund is to protect the interests of Indian enterprises and asset management firms. It also supports transparency and accessibility of investments to attract more people. As a result, to make mutual fund investments more accessible, the funds of institutions, trustees, advisors, intermediaries, and other interested persons should be registered on the AMFI website. There are presently 44 registered members, including 42 asset management firms that are SEBI-registered. To promote transparency in the

mutual fund business, AMFI advertising frequently warns investors of their hazards. Through a gift from participating AMCs, AMFI has launched MF utilities, a Mutual Fund Investment Platform. This MF utility platform is free for investors and brings together various mutual funds to make investing simple. Mutual funds are popular around the world due to the variety of investment opportunities they provide. There's much to be said for profile and preference.



Investments

An investment is the present engagement of assets around an amount of time. The excitement of obtaining future assets could accommodate the shareholder for either the period the assets are perpetrated, the actual inflation rate, or the likelihood (uncertainty of future payments). People have invested because of the urge to withdraw money from those in the present to the long term. Institution's shareholders estimate potential cash requirements and expect that their profits cannot satisfy specific future needs. Another intention is the willingness to stimulate economic growth, enabling wealth creation, as the return on investment is not assured.

Classification of investment

Investments by persons are produced with those who intend to develop capital growth, tax deduction, or both. There will be numerous resources that give shareholders a confluence of investment returns and earnings. There is still a broad range of commodity choices available to investment firms to meet their expectations. All assets required for personal investment are usually classified into two types:

Financial Assets

Significant opportunities for individual people are accessible throughout this grade of resources. Investment funds are implicit allegations for financial assets. They are unquantifiable and available in different forms such as securities, stocks, investment funds, exchanged funds, property investment gets to know, or various equity and debt in different ratios. Unintended assertions on valuable metals such as silver and gold are categorized as investments. Financial assets premised on their features and traits are widely labeled into:

- Debt
- Equity
- Hybrid instruments

Trend in India

India has emerged as one of the world's significant economies, having enormous potential for long-term growth. The Indian economy is developing faster and is brimming with investment opportunities. According to Mckinsey, the income of the average Indian will grow by 2025. In the years ahead, this would result in further spending.

1.1 INDUSTRY PROFILE

The Indian market, which is presently worth USD 310 billion, is predicted to expand to USD 840 billion by 2025, at a CAGR of 22%.

While the Payments and Alternative Finance segments accounted for more than 90% of the sector's investment flows in 2015, there has been a significant shift in the sector's investment distribution since then. By 2020, FinTech SaaS and InsurTechs will have raised a total of USD 14.5 billion and USD 21.5 billion, respectively, reflecting a 4-5X increase in funding over 2015.

There are four wealth and broking FinTechs, five insurance FinTechs, and eight SaaS FinTechs among India's more than 50 FinTechs with a valuation of more than USD 1 billion.

UPI is likely to grow dramatically in the coming years, with domestic and multinational businesses continuing to dominate the industry and investing heavily in developing the payments infrastructure.

Industry trend

- **Digital Lending is a growing industry.**

Increased ticket sizes and demand from Tier-II, III, and IV markets, combined with improved risk management and service delivery approaches, have been observed progressively.

- **No-Cash Economy**

The expected rapid rise in digital payments (driven by UPI) as India draws closer to a cashless economy.

- **Wealth Management services are increasingly being delivered via WealthTech platforms**

India presently has around 440 WealthTech startups offering personal finance management, digital brokerage, financial research, and Robo advisers.

- **Indian government encourages innovation in the field.**

The Government of India is continuously developing a framework for growth and innovation in the sector through initiatives such as the IMSC on Fintech, Joint Working Groups on Fintech GIFT City.

- **Technology in Insurance**

Increased investment in the segment and AI and machine learning to generate personalized product segments have been observed significantly over the previous few years.

- **Blockchain**

Broad adoption of blockchain technologies for various reasons, particularly in the financial services and healthcare industries. Additionally, over the last few years, prominent Indian developers and service providers have emerged in the area, enabling a broad range of use cases for these technologies.

DRIVERS OF GROWTH

- **Funds Amount**

The sector's innovation is fueled by the huge volume of funding from venture capital, private equity, and institutional investors.

- **India stack**

Open API platforms for the India stack, namely Aadhar, UPI, Bharat Bill Payments, and GSTN

- **Innovative business models**

Implementation of new business models enabled by artificial intelligence and machine learning technologies

- **Digital behavioral trends of the Indian populace**

By 2020, India will have 550-600 million cellphones (60 percent more than in 2016), and the number of internet users would have increased significantly over the last four years (Primarily driven by lower data tariffs)

- **India's STEM capabilities are formidable.**

India's strong STEM mindset and educational institutions have facilitated the growth of the sector's talent pool.

1.2 COMPANY PROFILE



The Bajaj group was found during the turbulence and excitement of India's freedom fight. The founder of this company is 'Jamunalal Bajaj.' He was a friend and follower of Mahatma Gandhi and was participated in the freedom struggle. Honesty, commitment, resourcefulness, and the power to succeed are commonly traced back to those long days of uncompromising devotion to a single purpose.

Since 1968, Rahul Bajaj is the CEO of this company. He is widely considered one of the most outstanding business leaders in India. He has been recognized for his exploits in numerous worldwide excursions, and he is as dynamic and aspirational as his forebears. Nowadays, Bajaj is currently one of the major manufacturing companies of two-and three-wheelers. The former revenue of seventy million rupees has been drastically increased to almost four billion rupees. For almost four decades, Bajaj Capital has supported people in achieving their goals by expanding their money and organizing their financial lives. Among other things, Bajaj Capital offers financial advice, insurance, tax preparation, retirement planning, and kid future planning. Bajaj Capital provides a comprehensive range of investment opportunities, including

practically all significant public and private companies and the government sector. Bajaj Capital's nationwide network of around 200 branches provides these services and products. The organization serves individual Investors, Corporates, HNWIs, and Non-Resident Indians, a SEBI-approved Category I Merchant Banker. Over 800,000 individual investors and 3000 institutional clients have recognized the company's commitment to wealth building through impartial, need-based, and research-based guidance.

Journey

The company has made significant contributions to the Indian capital market's growth at every stage. We pioneered the Companies Fixed Deposit in 1965. Today, we are actively involved in the development of the Indian mutual fund business. This is a snapshot of our travels over the years.

Vision

The most respected and recommended wealth creation and protection brand in India.

Mission

Provide need-based solutions at an affordable price, establishing long-term client connections through a happy team and superior service.

Core value

- Entrepreneurial and ethical ideals
- Responsibilities
- Nurturing
- Collaboration
- Innovation
- Satisfied clients and teams

Services

- Bonds
- Insurance
- Mutual funds
- Real estate
- Fixed deposits

Competitors

- Sharekhan
- IIFL
- Indiabulls

SWOT analysis

Strengths

- A diverse array of financial products
- Well-known for mutual funds and term deposits
- Over 200 branches located throughout the US

Weaknesses

- Limited penetration in rural areas
- Lack of knowledge due to limited exposure
- Conservative investors prefer gold

Opportunity

- Capitalizing on expanding rural market prospects
- Earning urban youth seeking investment opportunities

Threats

- Strict economic measures by the government and RBI
- Foreign financial institutions enter the Indian market

1.3 SIGNIFICANCE OF THE STUDY

The study looked at mutual fund investors' perceptions as well as their attitudes. This gives you a complete overview of the mutual fund industry and its growth and potential. The current study will be tremendously useful to politicians, and mutual fund administrators formulate appropriate laws to promote mutual fund investor contentment and mutual fund business profitability. Furthermore, this study will help future researchers explore mutual funds and investor views in various other multi-dimensional disciplines. The current study supports individuals in saving and investing their extra money for a range of beneficial purposes. As a result, the country's capital accumulation increases, and investors earn larger returns.

CHAPTER-II

REVIEW OF LITERATURE

Saini et al. (2011) examined investor perceptions and investor behavior on a range of topics, including the MF schemes, the MF purpose, the role of financial advisors, sources of information, service deficiencies, investors' attitudes towards the aspects that encourage them to an investment portfolio, and the difficulties that Indian m faces. According to the report, investors want liquidity, ease of use in offer paperwork, internet trading, regular SMS notifications, and rigorous adherence to AMFI standards.

Walia and Kiran (2009) investigated investor perceptions of risk and returned to mutual funds. The study analyzed investors' perceptions of MF risk, MF returns in contrast to other financial outlets, and MF transparency and disclosure standards. The study examined the difficulties investors face as a result of poor MF services. According to the report, most individual investors do not view mutual funds as high-risk investments. Indeed, on a ranking scale, it is deemed to be superior to other financial routes. Additionally, the study found a substantial degree of interdependence between investors' income level and their impression of investment returns from mutual funds.

Rajasekar (2013) researched to ascertain investors' perceptions of their profile, income, saving habits, investment habits, and personality factors. A survey was undertaken to ascertain the level of investor preference, considering the numerous factors that influence investors' decision-making. Due to the size of the investor population, a questionnaire survey was used for the project. A sample size of 150 investors was used. The data indicate that the investor is extremely concerned with their investments' safety, growth, and liquidity. The majority of respondents are quite satisfied with the perks and services provided by mutual funds

Singh (2012) did an empirical study on customers and discovered that most respondents were unaware of mutual funds' various activities. When it comes to MF investing, they are bewildered. The survey revealed that demographic factors such as gender, wealth, and level of education had a significant impact on how consumers felt about mutual funds. Age and occupation, on the other hand, were determined not to affect an investor's thinking. According to the results, mutual funds' return potential and liquidity were deemed the most desirable investment benefits. Then there's adaptability, openness, and affordability.

Sharma and Agrawal (2015) investigated the impact of demographic factors on MF investment decisions. According to the survey, investor attitudes differ depending on their demographic profile. The age, marital status, and occupation of investors directly impact their investment decisions. Furthermore, the analysis indicates that the female sector is underutilized. Furthermore, the research shows that liquidity and transparency are two important factors influencing investment decisions.

According to Kumar and Bansal (2014), many parameters show investors' attitudes toward mutual funds. According to the report, many investors are ignorant of the MF investment approach since they continue to rely on traditional investing patterns such as bank deposits and postal savings. The majority of MF investors held the fund for a maximum of three years before departing. The fund did not achieve the intended results specified in the MF scheme's purpose at its inception. Furthermore, the study discovered that most MF investors rely on brokers and agents to invest in mutual funds.

Mane (2016) examined customer perceptions of mutual funds, specifically the schemes they prefer, the plans they choose, and the reasons for their choices. Additionally, this research examined alternative investment options that people prefer in addition to and apart from mutual funds, such as postal savings schemes, recurring deposits, bonds, and stocks. The findings of this study indicate that consumers are cautious about investing in new-age investments such as mutual funds and preferring to hedge their bets through less hazardous investment options such as recurring deposits.

According to Rathnamani (2013), many investors prefer to invest in mutual funds because they provide a high rate of return with a low level of risk, safety, and liquidity. Today's investment world is evolving, and as a result, investors' preferences for investment patterns have shifted as well. According to the demographic profile, most investors are ready to invest only 10% of their yearly personal income; around 39% of investors are between 31 and 40. Investors in this study are willing to take moderate and low-risk investments; most investors have a moderate investment style.

CHAPTER-III RESEARCH DESIGN

3.1 OBJECTIVES OF THE STUDY

- To analyse the investors' satisfaction with mutual fund investments.
- To identify the preference of the customer towards MF schemes
- To determine the factor influencing the MF on investment
- To assess the customer's level of awareness regarding investment;
- To make a suitable recommendation for increasing the customer's investment in MF

3.2 Type of Research Used :-

In this research project, I have used the Descriptive Research for which the explanation is given below :-

Descriptive research is chosen as testing objective because it deals with theories and by examining the analyzed data of a single person or community's characteristics to achieve the research objectives. Descriptive analysis often deals with precise forecasts, the narration of facts, and features relating to people, groups, or circumstances (Kothari 2008).

3.3 SCOPE OF THE STUDY

This study looks at the future of the Mutual Funds sector and the general public's understanding of Mutual Funds. Furthermore, this Mutual Funds project report provides management insight into how mutual funds operate in the current market environment and the future. This mutual fund research paper is aimed to educate students who want to understand and finish sector assignments. This study also aids the general public by informing them on the importance of and opportunities for investing in Mutual Funds. Different financial organizations provide services that are both complementary and competitive. A solid financial system contributes directly to a country's economy. It requires, among other things, understanding the underlying concept of mutual funds, mutual fund schemes, investment alternatives, investment considerations, investor expectations for mutual funds, and investor preferences for various mutual fund schemes

3.4 SOURCE OF DATA COLLECTION

Primary data from individuals from various income groups and job areas invested in different alternatives and different investment sectors. Secondary data from different journals and books were obtained

3.5 SAMPLING TECHNIQUE :-

Sampling Technique that we used in this research project is given below :-
Simple Random Sampling: It is one of the finest sampling technique which helps in saving time of the researcher. It is the most trustable method for extracting information in which we choose a single person from the population and it is chosen randomly, where each and every person has similar probability of being selected and to be the part of a sample that we will use for the research.

3.6 SAMPLE SIZE

The researcher sent the questionnaire to 150 respondents, in which 113 respondents participated in the survey. Hence, the response rate for the study is 88% which is sufficient to execute the study in an appropriate way

3.7 HYPOTHESIS OF THE STUDY

- To check whether “Age of investor ” varies the level of satisfaction with mutual fund or not.
- To check whether “Gender” has an impact over the level of satisfaction on mutual fund or not.
- To test whether the Education Background of an investor has an impact over the level of satisfaction on mutual fund or not.
- To test whether the “Occupation” of an investor varies their level of satisfaction on mutual fund or not.
- To know whether “level of satisfaction” on mutual fund is varied with “Annual Income of an investor” or not.

3.8 LIMITATION OF THE STUDY

- The study is limited to respondents and cannot be considered as a general common view.
- The analysis was based on the data collected with the interview schedule’s help, which might have its limitation.
- The study is confined to the individual investors’ viewpoint, which could be biased

CHAPTER - IV
DATA ANALYSIS

Table 1: Age of respondents

Particulars	No. of respondents	Percentage
20-28 years	43	38.1
28 to 38 years	39	34.5
38 to 48 years	31	27.4
Above 48 years	0	0.0
Total	113	100.0

The table above reveals that 38.1% of respondents belong to the age group of 20 to 28 years, followed by 34.5% of respondents belonging to the age categories from 28 to 38 years, and 27.4% belong to the age categories of 38 to 48 years. It is also evident that most respondents who participated in the study belong to the ages of less than 28 years.

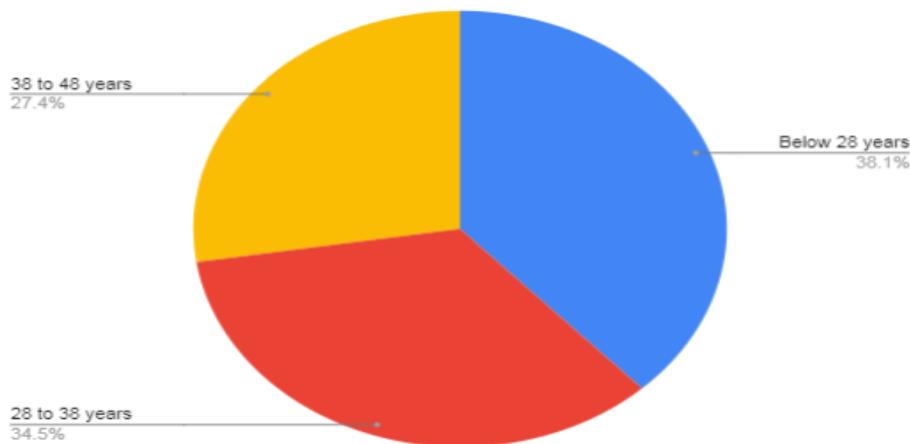


Figure 1: Age of respondents

Table 2: Gender of respondents

Particulars	No. of respondents	Percentage
Male	53	46.9
Female	60	53.1
Total	113	100.0

The study inferred that 46.9% of respondents are male, and the remaining 53.1% of respondents are female. Hence, it is concluded that 50% of respondents who participated in the study are female.

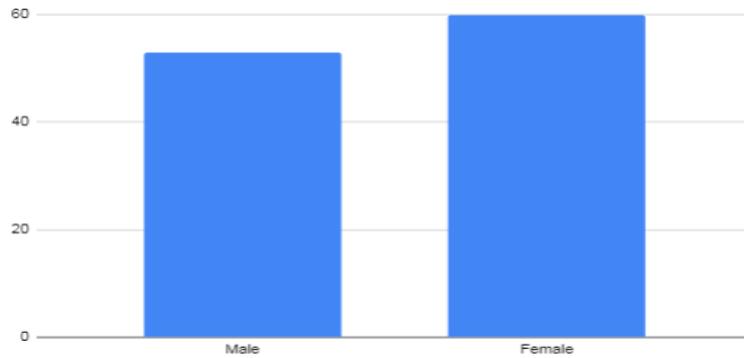


Figure 2: Gender of respondents

Table 3: Education level

Particulars	No. of respondents	Percentage
Diploma	17	15.0
Graduate	47	41.6
Postgraduate	36	31.9
Professional degree	13	11.5
Total	113	100.0

The table above indicates that 15% of respondents are educated up to diploma, followed by 41.6% have completed graduates degree, 31.9% of respondents have completed up to postgraduates, and 11.5% are professional degree. Thus, it is evident that most respondents who participated in the study have completed the studies up to graduates degrees.

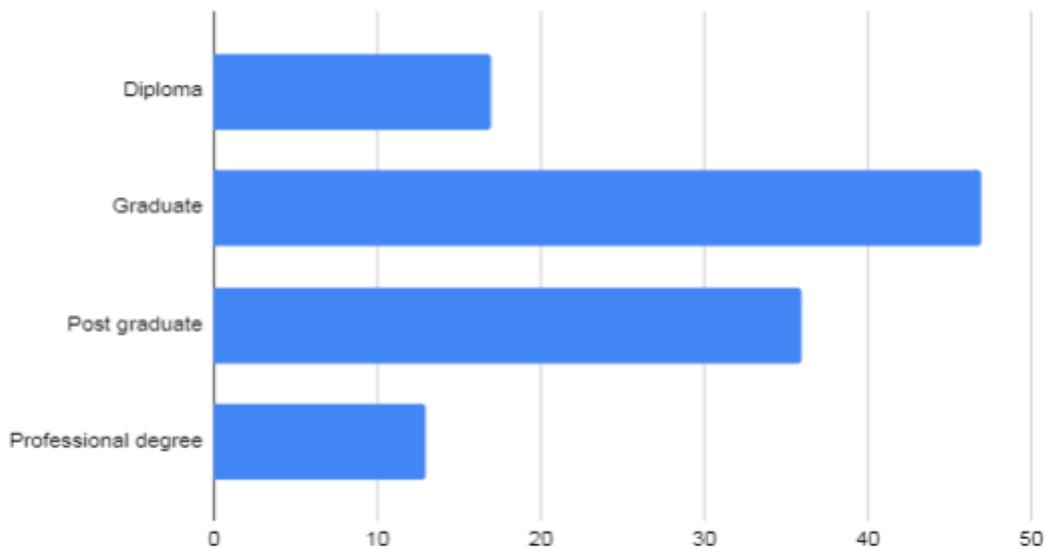


Figure 3: Education level

Table 4: Occupation

Particulars	No. of respondents	Percentage
Self-employed	29	25.7
Banker	13	11.5
Teacher	15	13.3
Government employee	4	3.5
Others	52	46.0
Total	113	100.0

It has been found from the above table that 25.7% of respondents are working as self-employed, followed by 11.5% of respondents are working as a banker, and 13.3% of respondents are working as a teacher. Also, an identical government employee has participated in the study is 3.5%, and 46% are others. Therefore, it concluded that most of the respondents who participated in the study are others.

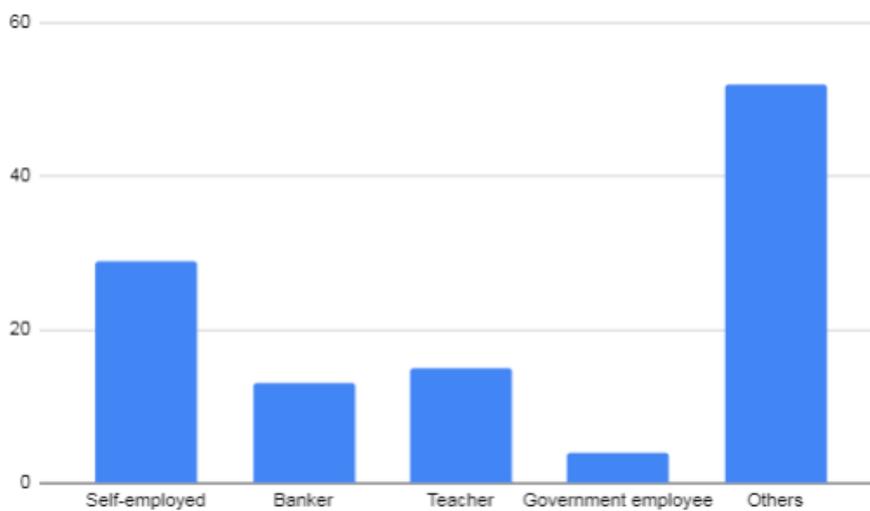


Figure 4: Occupation

Table 5: Annual income

Particulars	No. of respondents	Percentage
Below 2 lakh	35	31.0
2 to 6 lakh	35	31.0
Above 6 lakh	43	38.1
Total	113	100.0

The table above shows that 31% of respondents who participated in the survey earn less than 2 lakh, followed by 31% of respondents earning between 2 and 6 lakh, and 38.1% are earning more than 6 lakh. Thus, it is evident that most of the respondent those who participated in the study are earning more than 6 lakh.

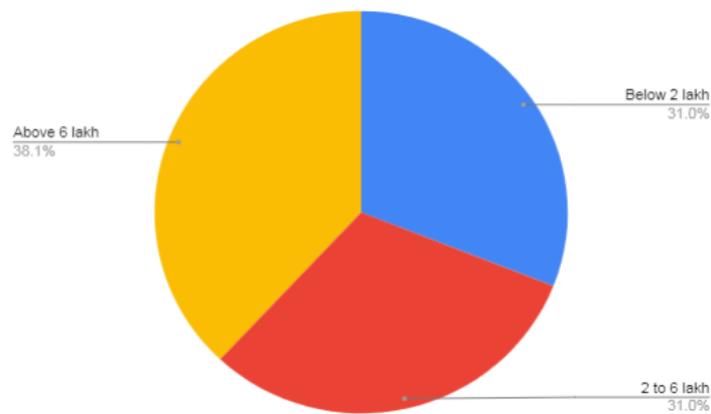


Figure 5: Annual income

Table 6: Marital status

Particulars	No. of respondents	Percentage
Married	44	38.9
Unmarried	69	61.1
Total	113	100.0

Out of 113 respondents, it has been observed that 38.9% of respondents are married, and the remaining 61.1% of respondents are unmarried. Hence, it is concluded that the majority of respondents who participated in the study are unmarried.

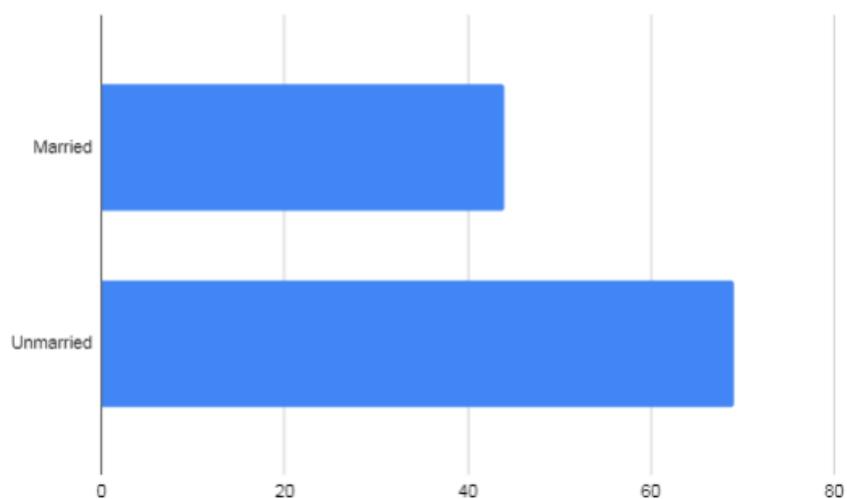


Figure 6: Marital status

Table 7: Investment experience

Particulars	No. of respondents	Percentage
Less than two years	59	52.2
2 to 4 years	36	31.9
Above four years	18	15.9
Total	113	100.0

According to the table, 52.2 percent of respondents had less than two years of investing experience, 31.9 percent have investing experience in mutual funds between 2 and 4 years, and 15.9 percent have invested in MF for more than four years. As a result, most of the respondents in the study have less than two years of investment experience in bajaj capital.

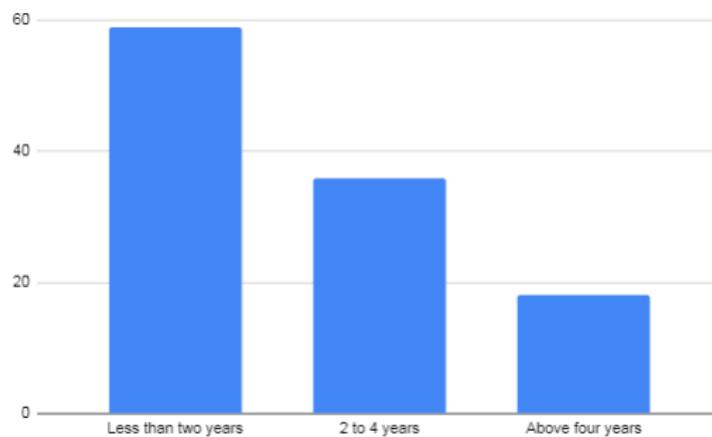


Figure 7: Investment experience

Table 8: Awareness of mutual fund

Particulars	No. of respondents	Percentage
Yes	84	74.3
No	29	25.7
Total	113	100.0

It has been found from the above table that 74.3% of respondents are familiar with mutual funds, and the remaining 25.7% are unaware. As a result, most respondents are familiar with and interested in investing in mutual funds.

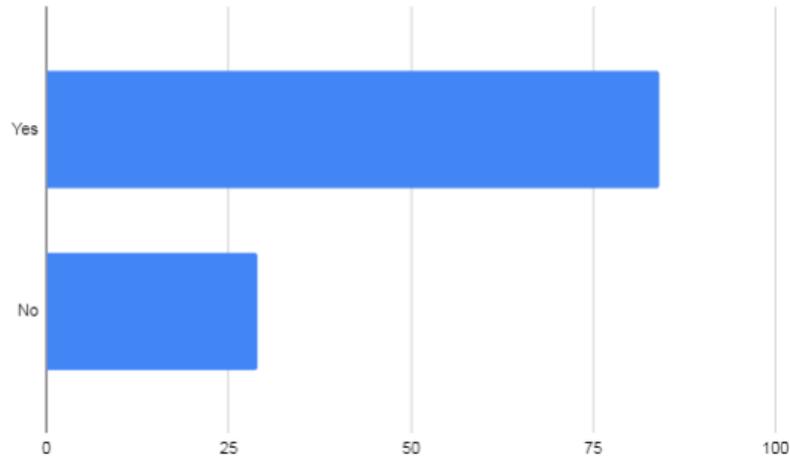


Figure 8: Awareness of mutual fund

Table 9: Source of information

Particulars	No. of respondents	Percentage
Newspaper	16	14.2
Internet	36	31.9
TV	22	19.5
Friends	26	23.0
Agent	13	11.5
Total	113	100.0

From the table, it has been found that 14.2% of respondents are known about the mutual fund by the newspaper, followed by 31.9% of respondents are known by internet, 19.5% of respondents are known by TV, 23% are friends, and the remaining 11.5% are an agent. Therefore, it is concluded that most of the respondents who participated in the study are come to know about the mutual fund through the internet.

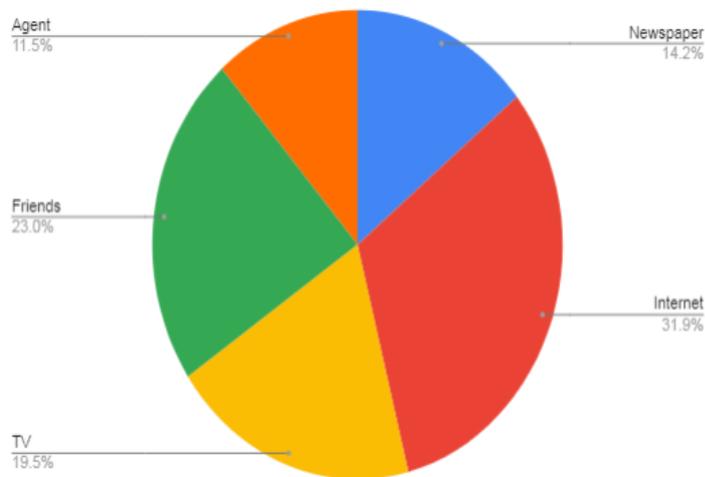


Figure 9: Source of information

Table 10: Purchase of mutual fund

Particulars	No. of respondents	Percentage
Online	42	37.2
Through broker	46	40.7
Post office	2	1.8
Bank branches	23	20.4
Total	113	100.0

The table shows that 37.2% of respondents have purchased their mutual fund scheme online, followed by 40.7% of respondents who have purchased through broker, 1.8% of respondents are purchase through the post office. The remaining 20.4% of respondents who have purchased through the post office are purchased through bank branches. Thus, it concluded that most of the respondents who participated in the study purchased the Bajaj capital mutual fund through a broker.

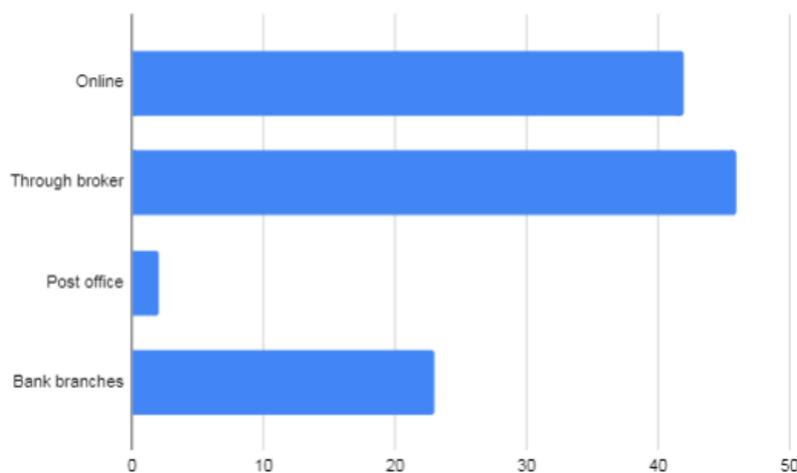


Figure 10: Purchase of mutual fund

Table 11: Mostly prefer to investment

Particulars	No. of respondents	Percentage
Bank deposit	36	31.9
Equity shares	35	31.0
Mutual fund	42	37.2
Total	113	100.0

The table above shows that 31.9% of respondents mostly preferred to invest in bank deposits, followed by 31% of respondents are preferred equity shares, and the remaining 37.2% of respondents are preferred to invest in a mutual fund. Hence, it is evident that the highest number

of respondents who participated in the study prefers to invest the amount for their plans in the mutual fund.

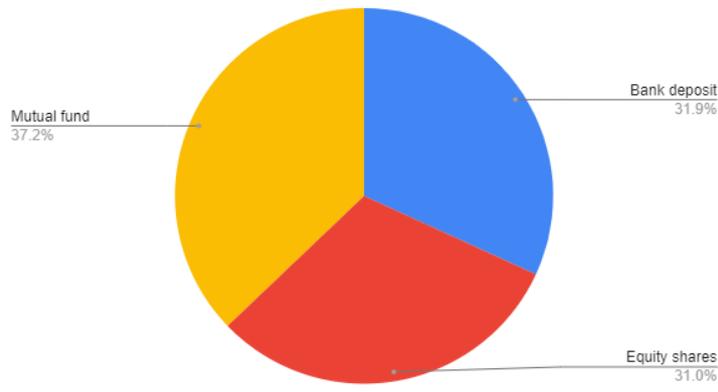


Figure 11: Mostly prefer to investment

Table 12: Amount spending mutual fund

Particulars	No. of respondents	Percentage
Less than 10000	49	43.4
10000 to 20000	38	33.6
Above 20000	26	23.0
Total	113	100.0

It has been observed from the table that 43.4% of respondents have invested the amount in a mutual fund should be less than 10000, followed by 33.6% have invested between 10000 and 20000 and 23% of respondents have invested the amount is more than 20000. Thus, it is inferred that most of the respondents who participated in the study have invested the amount in a mutual fund should be less than 10000.

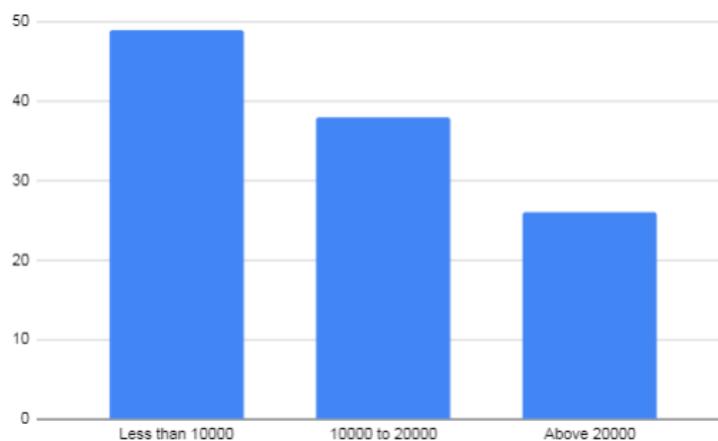


Figure 12: Amount spending mutual fund

Table 13: Reason for not investing in mutual fund

Particulars	No. of respondents	Percentage
Not aware of mutual fund	33	29.2
Difficult to understand	18	15.9
Not any specific reason	62	54.9
Total	113	100.0

It is found from the table that 29.2% of respondents are not aware of mutual funds, followed by 15.9% of respondents who are difficult to understand the mutual fund scheme, and the remaining 54.9% of respondents do not have any specific reason for not investing in a mutual fund. Thus, it is concluded that most respondents who participated in the study are not having any specific reason for not investing in the mutual fund.

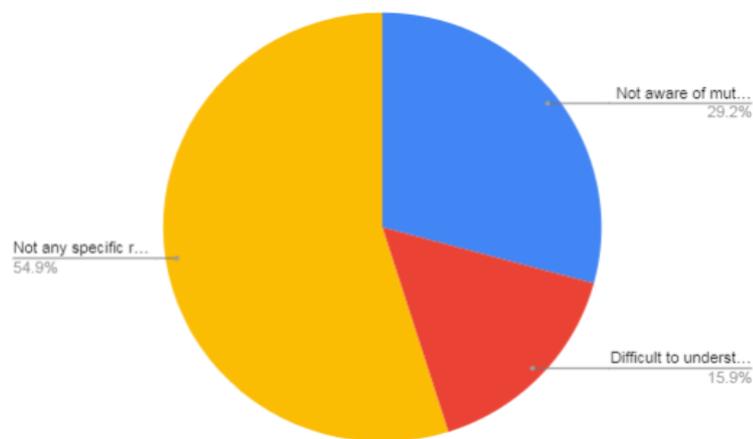


Figure 13: Reason for not investing in mutual fund

Table 14: Issues faced by mutual fund investors

Particulars	No. of respondents	Percentage
Low income	17	15.0
Unable to aware of market	48	42.5
Fees and commission	13	11.5
Poor service of broker	18	15.9
Non-availability of branch	17	15.0
Total	113	100.0

From the table above, it shows that 15% of respondents are facing low-income issues, 42.5% of respondents are unable to aware of the market, 11.5% of respondents are facing the fees and commission problem, 15.9% are poor service of a broker, and 15% are non-availability of the branch. Hence, it is inferred that most of the respondents who participated in the study have said that mutual fund investors cannot be aware of the market.

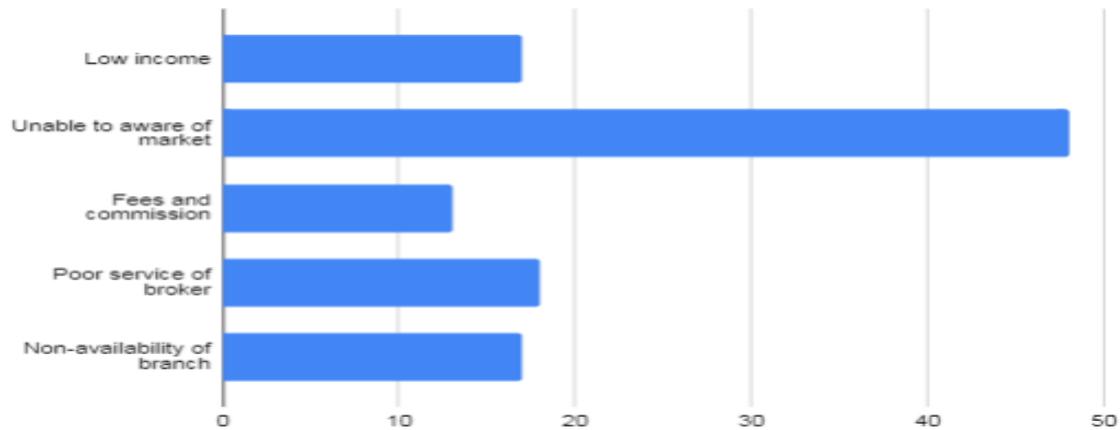


Figure 14: Issues faced by mutual fund investors

Table 15: Investment objective behind investment in mutual fund

Particulars	No. of respondents	Percentage
Growth in income	52	46.0
Tax saving	17	15.0
Earning high return	38	33.6
Future expense	6	5.3
Total	113	100.0

According to the above table, 46 percent of respondents have a mutual fund investment objective of growth income, 15 percent are interested in mutual funds for tax savings, 33.6 percent have a mutual fund investment objective of earning a high return, and 5.3 percent have a mutual fund investment objective for future planning. As a result, most respondents had growth income as their primary investment goal when investing in mutual funds.

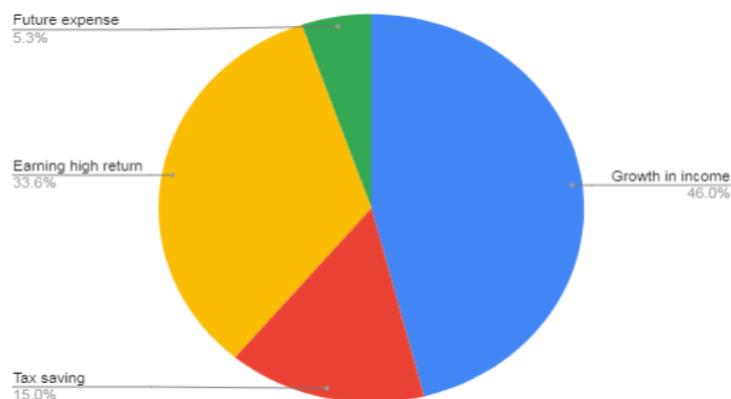


Figure 15: Investment objective behind investment in mutual fund

Table 16: Factors influencing investment in mutual fund

Particulars	No. of respondents	Percentage
High return	52	46.0
Risk	4	3.5
Liquidity	25	22.1
Tax exemption	29	25.7
Prompt services	1	.9
Schemes performance	2	1.8
Total	113	100.0

According to the table, 46 percent of respondents have a high return influencing their mutual fund investment, followed by 3.5 percent influencing their mutual fund investment due to risk, 22.1 percent influencing their mutual fund investment due to liquidity, 25.7 percent influencing their mutual fund investment due to tax exemption, and 0.9 percent influencing their mutual fund investment due to tax exemption. As a result, the majority of respondents believe that high returns affect mutual fund investment.

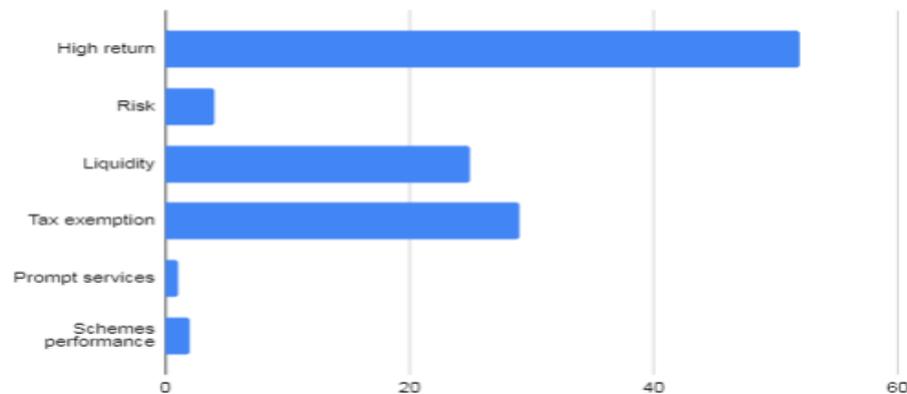


Figure 16: Factors influencing investment in mutual fund

Table 17: Type of schemes

Particulars	No. of respondents	Percentage
Equity fund	29	25.7
Balanced fund	23	20.4
Index fund	8	7.1
Debt fund	12	10.6
Growth fund	39	34.5
Others	2	1.8
Total	113	100.0

The table above reveals that 25.7% of respondents are preferred to invest the money in an equity fund, followed by 20.4% have preferred the balanced fund, and 7.1% are preferred to invest in an index fund. Besides, an identical 10.6% of respondents have preferred the debt fund. 34.5% have preferred to invest in a growth fund, and 1.8% are others. Therefore, it is concluded that the highest number of respondents have preferred to invest in a growth fund.

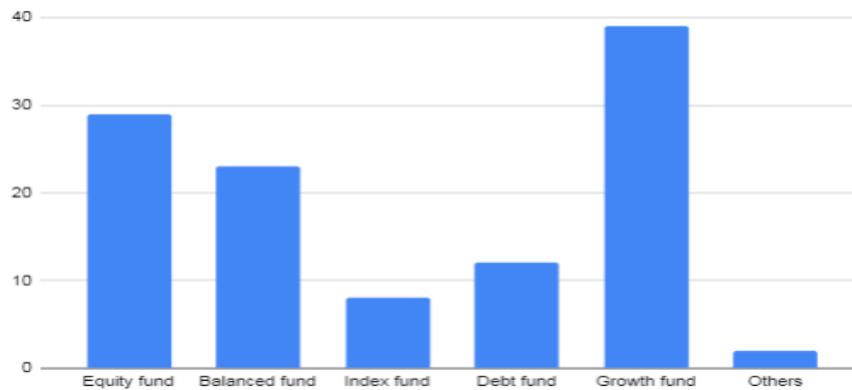


Figure 17: Type of schemes

Table 18: Features of mutual fund

Particulars	No. of respondents	Percentage
Diversification	12	10.6
Regular income	19	16.8
Better Return & Safety	53	46.9
Tax Benefit	28	24.8
Others	1	.9
Total	113	100.0

According to the table, 10.6 percent of respondents are attracted to mutual funds primarily for diversification, 16.8 percent for regular income, 46.9 percent for better return and safety, 24.8 percent for tax benefits, and 0.9 percent for other reasons. As a result, it is stated that the majority of the respondents who participated in the study are mostly attracted to mutual funds due to higher returns and safety.

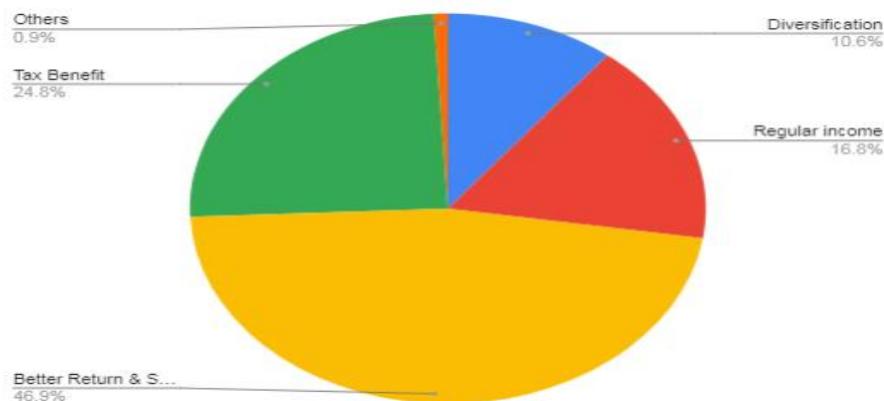


Figure 18: Features of mutual fund

Table 19: Perception towards mutual fund based on return

Particulars	No. of respondents	Percentage
High satisfactory	22	19.5
Satisfactory	40	35.4
Average	51	45.1
Total	113	100.0

According to the table, 19.5 percent of respondents are highly satisfied with the perception of mutual funds based on return, 35.4 percent are satisfied with the perception of mutual funds based on return, and the remaining 45.1 percent are averagely satisfied with mutual funds based on return. As a result, it is found that the majority of respondents are averagely satisfied with the overall perception of mutual funds based on returns.

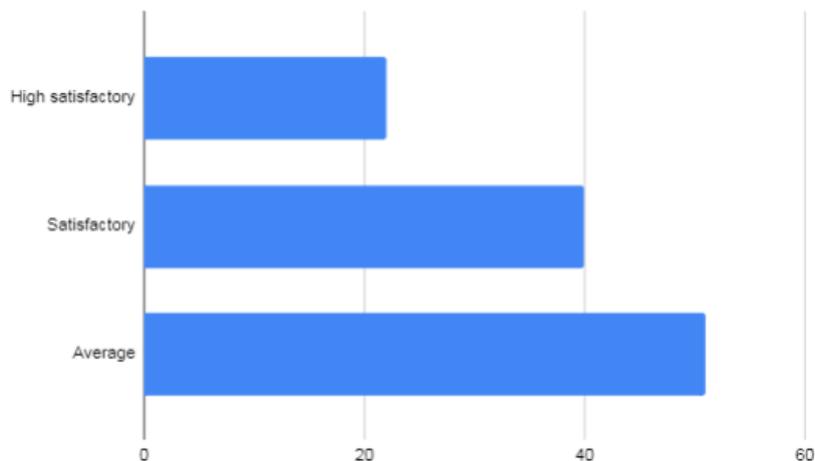


Figure 19: Perception towards mutual fund based on return

Table 20: Risk feel that investing in mutual funds

Particulars	No. of respondents	Percentage
No risk	4	3.5
Low risk	48	42.5
High risk	60	53.1
Very high risk	1	.9
Total	113	100.0

According to the table above, 3.5 percent of respondents believe that investing in mutual funds is risk-free, while 42.5 percent believe it is moderate risk, 53.1 percent believe it is a high risk, and 0.9 percent believe it is extremely high risk. As a result, it is concluded that the majority of those who participated in the study felt that investing in mutual funds is high risk.

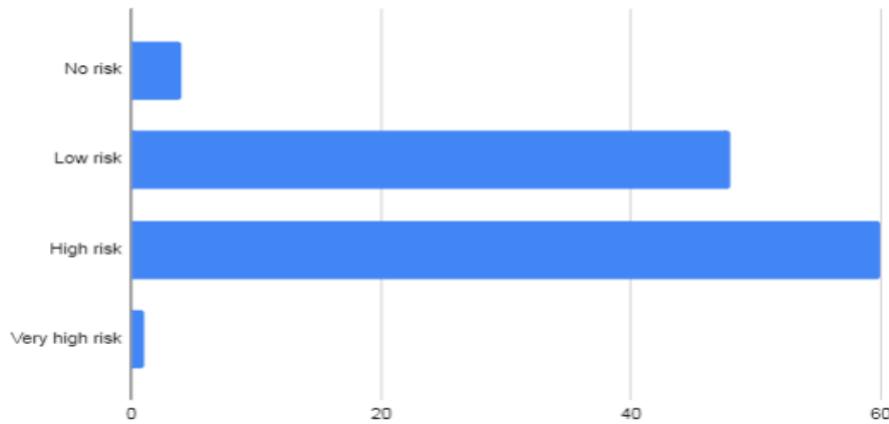


Figure 20: Risk feel that investing in mutual funds

Table 21: Returns have expected while investing in mutual funds

Particulars	No. of respondents	Percentage
High	45	39.8
Low	22	19.5
Moderate	45	39.8
Very high	1	.9
Total	113	100.0

The table indicates that 39.8 percent of respondents expect a high return when investing in mutual funds, 19.5 percent expect a low return, 39.8 percent expect a moderate return, and 0.9 percent expect a very high return. As a result, it is concluded that the majority of those who participated in the study expect high and moderate returns while investing in mutual funds.

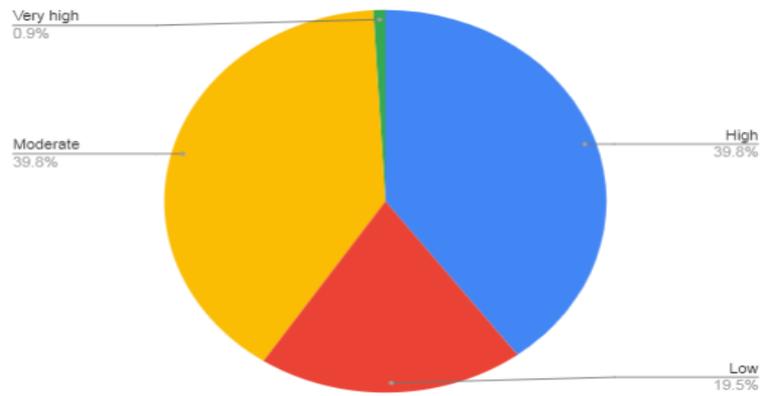


Figure 21: Returns have expected while investing in mutual funds

Table 22: Issues in investing on mutual funds

Particulars	No. of respondents	Percentage
Lack of information in advertisements	11	9.7
Lack of initiatives by the industry	41	36.3
No clear idea about a public issue	58	51.3
Insufficient agent and brokers	3	2.7
Total	113	100.0

According to the table above, 9.7 percent of respondents are experiencing difficulties when investing in mutual funds due to a lack of information in advertisements, followed by 36.3 percent experiencing difficulties due to a lack of industry initiatives, 51.3 percent experiencing difficulties due to a lack of clarity about a public issue, and 2.7 percent experiencing difficulties due to insufficient agent and brokers. As a result, it is concluded that most respondents are having difficulties investing in mutual funds due to a lack of understanding of a public issue.

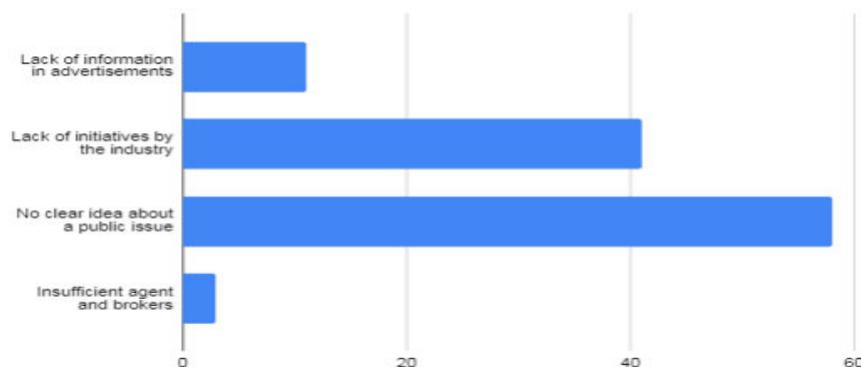


Figure 22: Issues in investing on mutual funds

Table 23: Level of satisfaction towards mutual funds

Particulars	No. of respondents	Percentage
Highly satisfied	15	13.3
Satisfied	33	29.2
Medium	56	49.6
Dissatisfied	8	7.1
Highly dissatisfied	1	.9
Total	113	100.0

The table above indicates that 13.3% of respondents are highly satisfied with mutual funds, 29.2% of respondents are satisfied, 49.6% are moderately satisfied, 7.1% are dissatisfied, and 0.9% are highly dissatisfied. Hence, it is evident that the majority of respondents are moderately satisfied with investment in mutual funds

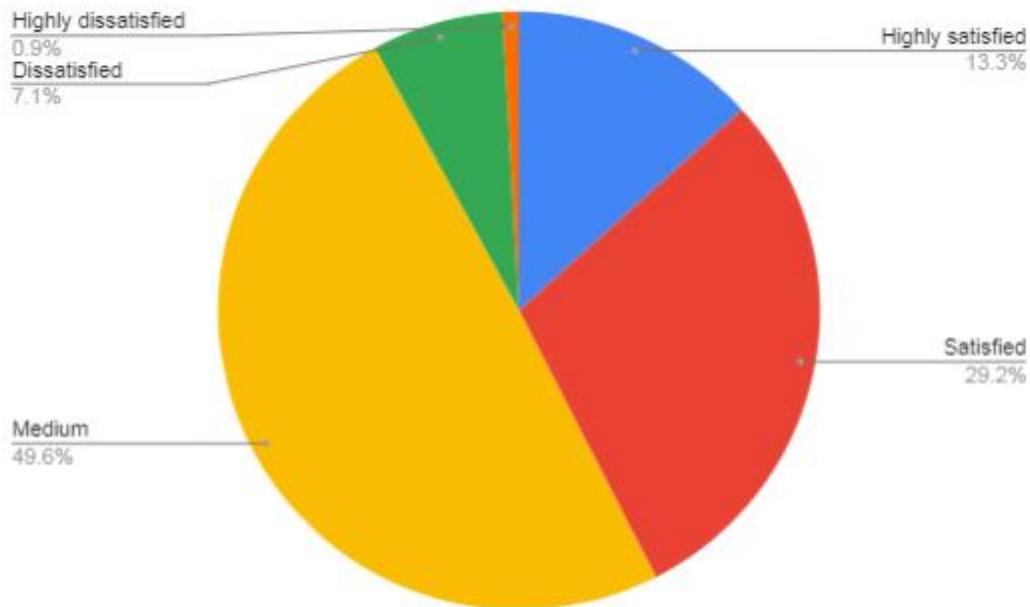


Figure 23: Level of satisfaction towards mutual funds

Table 24: Mean and standard deviation for the level of preferences

Particulars	Mean	Standard deviation
Bank Deposits	2.3097	1.10259
Post office savings schemes	3.2212	1.28685
Company Fixed Deposits	3.3186	.58654
Public Provident Funds	2.4513	.95423
Government Securities	2.5929	1.12311
Mutual Fund	2.5575	1.10144
Real estates	2.8761	1.41505
Gold/Silver	2.7434	1.55712

It has been observed from the table that the mean value of investment preference has a range of 2.3 to 3.3. However, the highest mean value representing the company fixed deposit with 3.31, and the least mean value in bank deposit with 2.31. Although, the standard deviation may vary from 0.5 to 1.6, which means that the standard deviation indicates the precision of the statement. It is found that company fixed deposit has a high precision when compared to others. As a result, it is assumed that most respondents prefer the investment level due to the company fixed deposit.

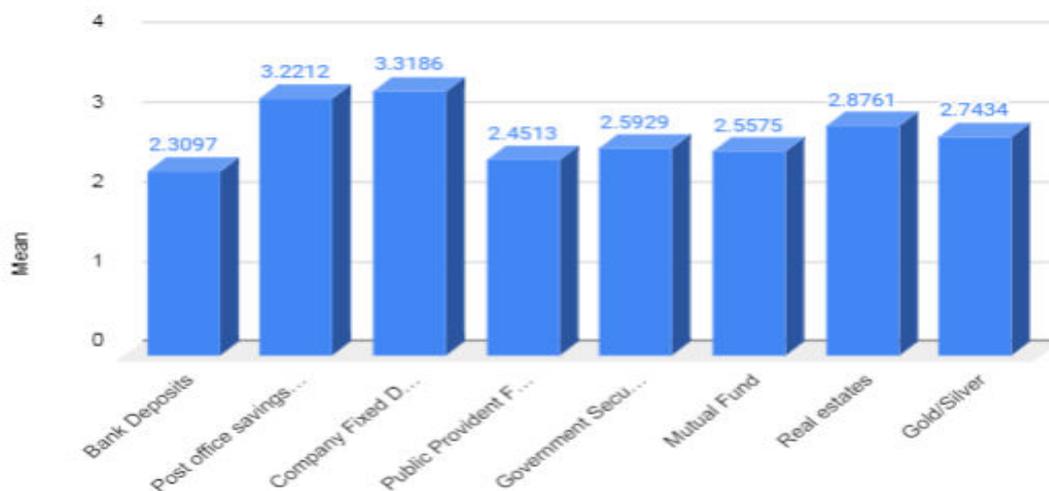


Figure 24: Mean and standard deviation for the level of preferences

Table 25: Mean and standard deviation for investment awareness

Particulars	Mean	Standard deviation
Knowledgeable of investment avenues	2.3363	.63542
Track investment through TV/Newspapers	2.4248	.60953
Often get advice from financial experts	2.9381	.85860
Investment consist of opportunity and risk	2.4513	.99095
Experienced in Stocks and Mutual fund investments	2.8496	1.12774

The table above shows that the average value of investment awareness is 2.3 to 2.95. However, the highest average value in the statement of “Often get advice from financial experts” with 2.93, and the least average value representing “Knowledgeable of investment avenues” with 2.33. Further, the standard deviation may vary from 0.6 to 1.2. It is evident that the statement “Track investment through TV/Newspapers” has high precision compared to others. Thus, it is concluded that most of the respondents have said that they Often get advice from financial experts.

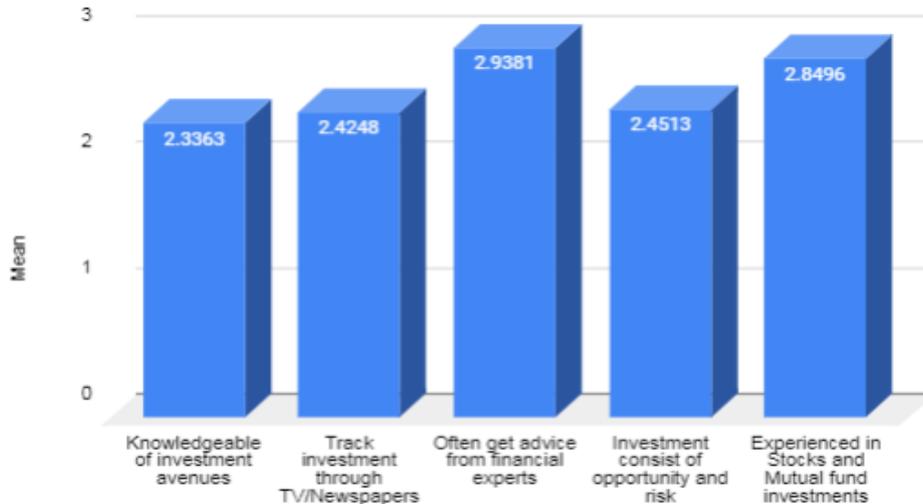


Figure 25: Mean and standard deviation for investment awareness

Table 26: Association between the age and satisfaction towards mutual fund

H₀: Age is not associated with the satisfaction towards mutual fund

H₁: Age is associated with the satisfaction towards mutual fund

Age	Satisfaction level			Chi-square value	Sig
	Satisfied	Medium	Dissatisfied		
Below 28 years	14 (32.6%)	28 (65.1%)	1 (2.3%)	17.521 ^a	.002
28 to 38 years	13 (33.3%)	22 (56.4%)	4 (10.3%)		
38 to 48 years	21 (67.7%)	6 (19.4%)	4 (12.9%)		

From the above table, it is evident that the respondents who belong to the ages less than 28 years had moderately satisfied (65.1%) on investment in a mutual fund, followed by the respondents between the ages of 28 and 38 years have average satisfaction (56.4%) towards investment in mutual fund and respondents who belong to the age categories of 38 to 48 years were also satisfied (67.7%) with the mutual fund investment. However, the chi-square value is 17.521, and the significance value is 0.002, which is lesser than 5%. It is also concluded that age is associated with satisfaction towards mutual funds and statistically significant.

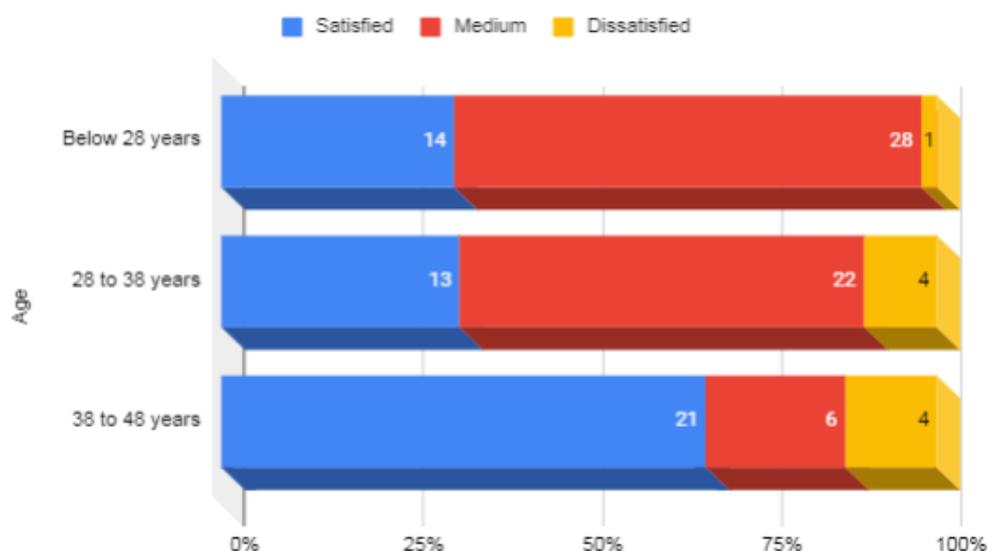


Figure 26: Association between the age and satisfaction towards mutual fund

Table 27: Association between gender and satisfaction towards mutual fund

H₀: Gender is not associated with the satisfaction towards mutual fund

H₁: Gender is associated with the satisfaction towards mutual fund

Gender	Satisfaction level			Chi-square value	Sig
	Satisfied	Medium	Dissatisfied		
Male	26 (49.1%)	24 (45.3%)	3 (5.7%)	2.050 ^a	.359
Female	22 (36.7%)	32 (53.3%)	6 (10.0%)		

The table found that the male respondents are satisfied (49.1%) with investment in a mutual fund, and the female respondents are moderately satisfied (53.3%) with investment in a mutual fund. The value of the chi-square is 2.050, and then the p-value is 0.359. It is also clear that there is no significant relationship between gender and satisfaction.

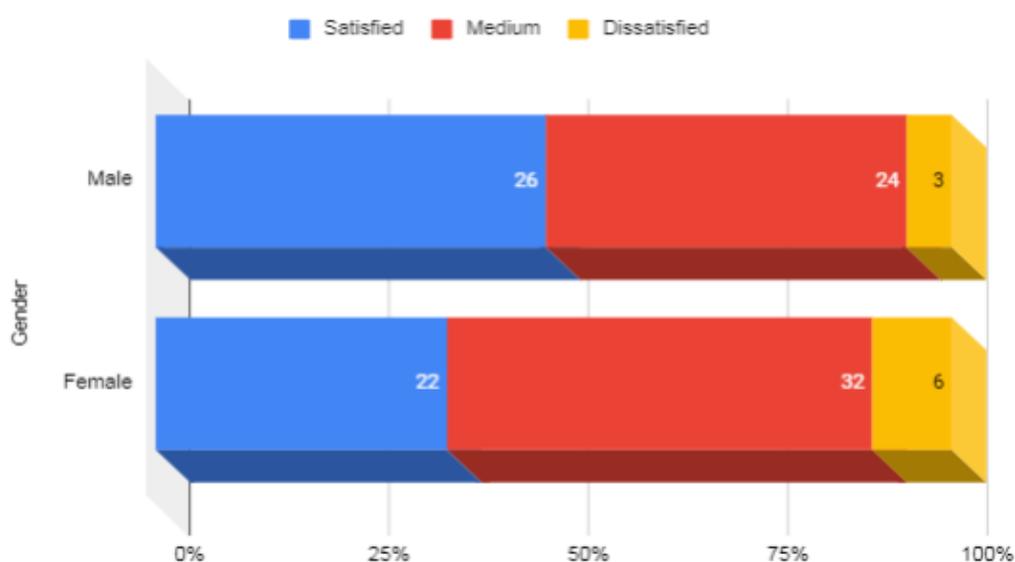


Figure 27: Association between gender and satisfaction towards mutual fund

Table 28: Association between education and satisfaction towards mutual fund

H₀: Education is not associated with the satisfaction towards mutual fund

H₁: Education is associated with the satisfaction towards mutual fund

Education level	Satisfaction level			Chi-square value	Sig
	Satisfied	Medium	Dissatisfied		
Diploma	2 (11.8%)	14 (82.4%)	1 (5.9%)	12.658^a	.009
Graduate	24 (51.1%)	18 (38.3%)	5 (10.6%)		
Post graduate	14 (38.9%)	19 (52.8%)	3 (8.3%)		
Professional degree	8 (61.5%)	5 (38.5%)	0 (0.0%)		

The table above indicates that respondents who educated up to diploma are moderately satisfied (82.4%) towards mutual fund, followed by graduates respondents are satisfied (51.1%) towards mutual fund, postgraduates respondents are moderately satisfied (52.8%) towards mutual fund, and professional degree respondents are satisfied (61.5%) towards mutual fund. The value of chi-square is 12.658, and the value of p is less than 5 per cent. It is therefore concluded that education is associated with the satisfaction towards mutual fund.

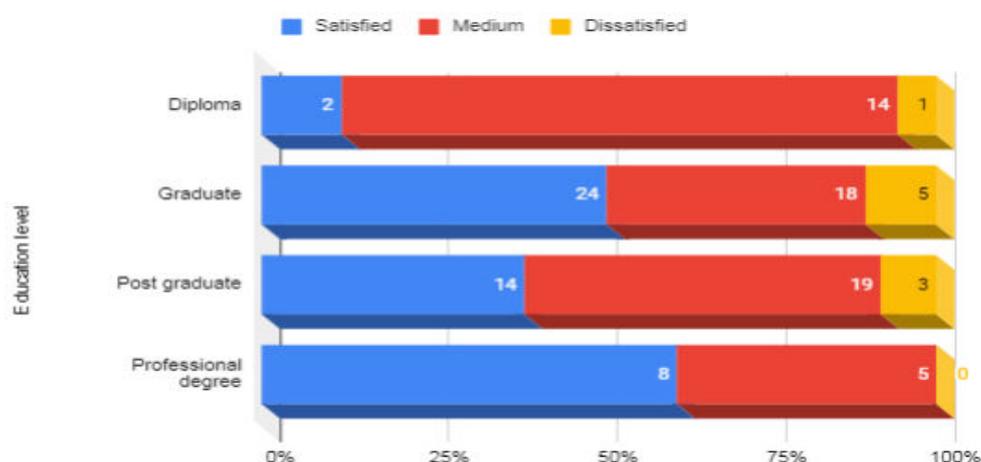


Figure 28: Association between education and satisfaction towards mutual fund

Table 29: Association between occupation and satisfaction towards mutual fund

H₀: Occupation is not associated with the satisfaction towards mutual fund

H₁: Occupation is associated with the satisfaction towards mutual fund

Occupation	Satisfaction level			Chi-square value	Sig
	Satisfied	Medium	Dissatisfied		
Self-employed	18 (62.1%)	10 (34.5%)	1 (3.4%)	36.676^a	.000
Banker	8 (61.5%)	4 (30.8%)	1 (7.7%)		
Teacher	5 (33.3%)	8 (53.3%)	2 (13.3%)		
Government employee	0 (0.0%)	1 (25.0%)	3 (75.0%)		
Others	17 (32.7%)	33 (63.5%)	2 (3.8%)		

The table above shows that the self-employed respondents are satisfied (62.1%) with mutual fund investment, followed by banker respondents are satisfied (61.5%) with mutual fund investment, respondents who are working as a teacher are moderately satisfied (53.3%) with mutual fund investment, a government employee is dissatisfied (75%) with mutual fund investment and others are moderately satisfied (63.5%) with mutual fund investment. However, the chi-square value is 36.676, and the p-value is 0.000 ($p < 5\%$). Thus, it is concluded that the occupation has a significant association with satisfaction towards investment in a mutual fund.

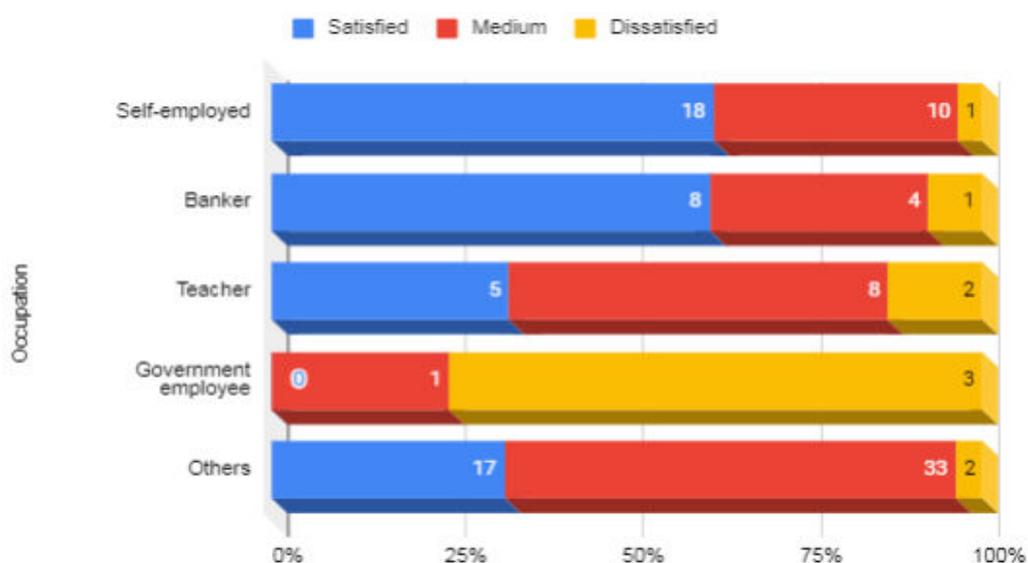


Figure 29: Association between occupation and satisfaction towards mutual fund

Table 30: Association between annual income and satisfaction towards mutual fund

H₀: Annual income is not associated with the satisfaction towards mutual fund

H₁: Annual income is associated with the satisfaction towards mutual fund

Annual income	Satisfaction level			Chi-square value	Sig
	Satisfied	Medium	Dissatisfied		
Below 2 lakh	13 (37.1%)	21 (60.0%)	1 (2.9%)	5.371^a	.251
2 to 6 lakh	13 (37.1%)	19 (54.3%)	3 (8.6%)		
Above 6 lakh	22 (51.2%)	16 (37.2%)	5 (11.6%)		

The table above indicates that respondents earning below 2 lakh are moderately satisfied with investment in mutual funds (60.0%), followed by respondents between 2 and 6 lakh who are moderately satisfied (54.3%). Respondents earning above 6 lakh are satisfied (51.2%) towards investment in a mutual fund. The chi-square value is 5.371 and the p-value is 0.251 ($p > 5\%$) respectively. Therefore, it is concluded that the annual income has no significant association with satisfaction.

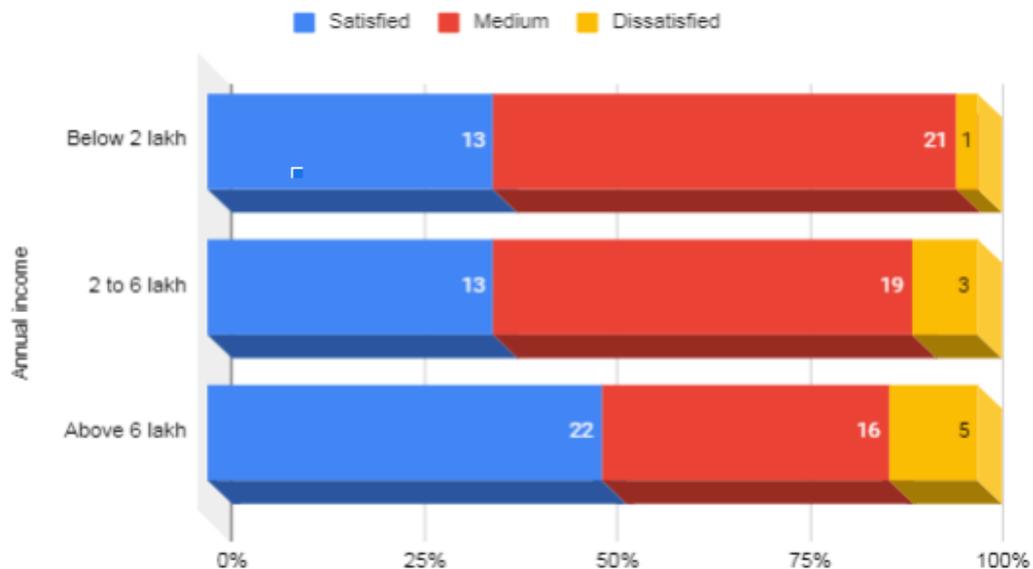


Figure 30: Association between annual income and satisfaction towards mutual fund

CHAPTER-V

RESULTS

- The study reveals that most respondents who participated in the study belong to the age in between 20 to 28 years
- The study reveals that more than 50% of respondents are female.
- According to responses it's very clear and evident that most respondents who participated in the survey have completed the studies up to graduates degrees.
- It can be concluded that most of the respondents who participated in the survey belongs to others category in occupation.
- The study reveals that most of respondents have annual income more than 6 lakhs.
- The study reveals that most of the respondents who participated have less than two years of investment experience in mutual fund.
- The study reveals that most of respondents are familiar with them and also interested in investing in them.
- It can be concluded that most of the respondents who participated in the study are come to know about the mutual fund through the help of internet.
- The study reveals that most of the respondents who participated in the survey, has purchased the mutual fund through a broker/ a third party and Bajaj capital is one among them all.
- The study reveals that the most of respondents who participated in the survey have invested the amount less than 10000 in mutual fund.
- It can be concluded from the study that most respondents who participated in the survey does not have any specific reason for not investing in the mutual fund.
- The study reveals that most of respondents invests in mutual fund to grow their income over the period of time because it's their primary investment goal.
- The study reveals that the majority of respondents believe that returns of a mutual fund affects the amount which is to be invested in it.
- The study reveals that most of respondents wants to invest in growth fund category in mutual fund.
- The study reveals that most of respondents are interested in investing mutual funds because of the high returns and safety that they offer.

- In the study, it is found that the majority of respondents are averagely satisfied with the overall perception of mutual funds based upon their returns.
- The study reveals that the majority of respondents those who participated in the survey felt that investing in mutual funds is highly risky.
- Through the study we found that the majority of those who participated in the survey expect high and moderate returns while investing in mutual funds.
- The study reveals that the majority of respondents are moderately satisfied with investment in mutual funds.
- Through the study, we are able to found out that most of demographic parameters are highly connected with the level of satisfaction with mutual fund investing, except for the two factors like gender and annual income, which are not associated.

Chapter – VI

CONCLUSION

Bajaj Capital should provide full support to investors in terms of advisory services, investor participation in portfolio design, full disclosure of relevant information to investors, and ensuring that mutual fund companies provide adequate consultation to investors for them to understand the terms and conditions of various mutual fund schemes, such as the type of fund design. Investors should be made well-informed about mutual funds through relevant, investor-friendly language and styles. Bajaj Capital should emerge to enable investors to assess the risks involved with their investments. The mutual fund business in India has grown tremendously, garnering substantial investment from domestic investors and global investors. Increasing middle family members with limited risk-bearing ability offer superior returns to other long-term investments. The strong savings and rapidly liberalizing economies are likely to propel the mutual fund industry to new heights.

The study aims to know customer perceptions of mutual funds. The study found that most of the respondents who took part in the study were under the age of 28 and had completed their studies up to the level of graduation. Customers of Bajaj Capital have fewer than two years of mutual fund investment experience and bought them through a broker. Bajaj Capital Customers may be unaware that the market had difficulties during the investment process. Customers who invested the amount in mutual funds had growing income as their primary investment aim and were moderately satisfied with mutual funds' overall perception based on returns. Respondents who invest in mutual funds believe they are taking a high risk while anticipating a high return. The empirical findings demonstrate that demographic parameters are highly connected with satisfaction with mutual fund investing, except for gender and annual income, which are not associated. Today, investors have a plethora of investment choices available to them in the financial markets. According to investors, the primary reason for mutual funds' rapid popularity is the certainty of redemption at net asset values. Investors have recognized the advantages of mutual funds.

CHAPTER-VII

RECOMMENDATIONS

- Customers' perceptions of investing are contingent upon their investment objectives and their level of satisfaction with the performance of mutual fund products. As a result, it is suggested that they prefer the most suitable schemes for them, thereby shifting risk to the mutual fund managers.
- Throughout the study period, the majority of investors placed their money in growth-oriented funds. This indicates that mutual funds must make a greater effort to educate investors about the earning potential gain out of their schemes.
- Education is also critical when it comes to mutual fund investing. Highly qualified individuals use the internet to gather information. Their information-gathering habit is distinct from that of other respondents. Bajaj Capital's websites should be updated regularly.
- Bajaj Capital should provide a diverse range of products with varying risk-reward profiles to cater to the investment requirements of various segments.
- Bajaj Capital does not provide appropriate information about its schemes. As a result, it is proposed that Bajaj Capital disseminate information to investors via newspapers, prospects, and magazines, among others.
- Bajaj Capital's investment portfolio should be effectively managed to deliver superior service to its unitholders.
- The company should increase their promotional activity or they should make change in their existing promotional/marketing activity and that will increase their brand awareness in the market.
- The company can organize various types of webinars in order to increase the awareness about mutual fund among the customers.
- It is suggested that investors should evaluate more than one or two variables when selecting mutual funds, including higher returns, degree of transparency, excellent service, wealth management, and mutual fund reputation.

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APPENDIX
QUESTIONNAIRE

1. Age
 - a. Below 28 years
 - b. 28 to 38 years
 - c. 38 to 48 years
 - d. Above 48 years
2. Gender
 - a. Male
 - b. Female
3. Education level
 - a. Diploma
 - b. Graduate
 - c. Postgraduate
 - d. Professional degree
4. Occupation
 - a. Self-employed
 - b. Banker
 - c. Teacher
 - d. Government employee
 - e. Others
5. Annual income
 - a. Below two lakh
 - b. 2 to 6 lakh
 - c. Above 6 lakh
6. Marital status
 - a. Married
 - b. Unmarried
7. Investment experience
 - a. Less than two years
 - b. 2 to 4 years
 - c. Above four years
8. Are you aware of mutual fund
 - a. Yes

- b. No
- 9. How do you come to know about the mutual fund scheme
 - a. Newspaper
 - b. Internet
 - c. TV
 - d. Friends
 - e. Agent
- 10. How do you purchase the MF
 - a. Online
 - b. Through broker
 - c. Post office
 - d. Bank branches
- 11. What do you prefer mostly to investment
 - a. Bank deposit
 - b. Bonds
 - c. Equity shares
 - d. Mutual fund
 - e. Others
- 12. How much amount do you invest in MF
 - a. Less than 10000
 - b. 10000 to 20000
 - c. Above 20000
- 13. What is the reason for not investing in Mf
 - a. Not aware of MF
 - b. Difficult to understand
 - c. Not any specific reason
- 14. What are the issues faced by Mutual Fund Investors
 - a. Low income
 - b. Unable to aware of market
 - c. Fees and commission
 - d. Poor service of broker
 - e. Non-availability of branch
- 15. What is your investment objective behind investment in Mutual Fund
 - a. Growth in income

- b. Tax saving
 - c. Earning high return
 - d. Future expense
16. What are the factors influencing investment in MF
- a. High return
 - b. Risk
 - c. Liquidity
 - d. Tax exemption
 - e. Prompt services
 - f. Schemes Performance
17. Which type of schemes do you prefer to invest
- a. Equity fund
 - b. Balanced fund
 - c. Index fund
 - d. Debt fund
 - e. Growth fund
 - f. Other
18. Which features of Mutual Fund allure you most
- a. Diversification
 - b. Regular income
 - c. Better Return & Safety
 - d. Tax Benefit
 - e. Others
19. What is your perception towards Mutual Fund based on return
- a. High Satisfactory
 - b. Satisfactory
 - c. Average
 - d. Dissatisfactory
 - e. High Dissatisfactory
20. What extent of risk do you feel that investing in mutual funds?
- a. No risk
 - b. Low risk
 - c. High risk
 - d. Very high risk

21. How much returns you have expected while investing in mutual funds

- a. High
- b. Low
- c. Moderate
- d. Very high

22. Do you face any problems while investing in mutual funds

- a. Lack of information in advertisements
- b. Lack of initiatives by the industry
- c. No clear idea about a public issue
- d. Insufficient agent and brokers

23. What is your level of satisfaction towards mutual funds?

- a. Highly satisfied
- b. Satisfied
- c. Medium
- d. Dissatisfied
- e. Highly dissatisfied

24. State the level of preferences on the following investment (1- Very high to 5- Very low)

Particulars	1	2	3	4	5
Bank Deposits					
Post office savings schemes					
Company Fixed Deposits					
Public Provident Funds					
Government Securities					
Mutual Fund					
Real estates					
Gold/Silver					

25. Investment awareness (1- strongly agree to 5- strongly disagree)

Particulars	1	2	3	4	5
Knowledgeable of investment avenues					
Track investment through TV/Newspapers					
Often get advice from financial experts					
Investment consist of opportunity and risk					
Experienced in Stocks and Mutual fund investments					

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