

A STUDY ON INVESTOR'S PERCEPTION TOWARDS MUTUAL FUNDS THROUGH SIP

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by
AICTE**

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of PASUPULETI NIKHILESH 39410142 who have done the Project work entitled “**A study on investor’s perception towards mutual funds through SIP**” under my supervision from January 2021 to March 2021.

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DECLARATION

I **PASUPULETI NIKHILESH 39410142** hereby declare that the Project Report entitled “**A study on investor’s perception towards mutual funds through SIP**” done by me under the guidance of **Dr. Y. AYSHA FATHIMA** at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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PASUPULETI NIKHILESH

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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 130 different kinds of investors and their diversification of investment plan. The data was collected from the investors through circulated questionnaire Google forms in Chennai city. 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.

Key words: SIP (systematic investment Plan), Mutual funds, perception

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLES	iii
	LIST OF CHARTS	v
1	INTRODUCTION	1
	1.1 Introduction about the study	1
	1.2 Industry profile	11
	1.3 Need for the Study	16
	1.4 Scope of the Study	16
	1.5 Objectives of the Study	17
	1.6 Limitations of the Study	17
2	REVIEW OF LITERATURE	18
3	RESEARCH METHODOLOGY	27
	3.1 Research Design	27
	3.2 Sampling Technique	27
	3.3 Sources of Data	27
	3.4 Structure of Questionnaire	28
	3.5 Sample Size	28
	3.6 Period of Study	28
	3.7 Hypothesis test	28
	3.8 Analytical test	29
4	DATA ANALYSIS AND INTERPRETATION	30
	4.1 Percentage Analysis	30
	4.2 Chi-square	60
	4.3 Correlation	62
	4.4 ANOVA	64
5	5.1 Findings	65
	5.2 Suggestions	67
	5.3 Conclusion	68
	REFERENCES	69
	APPENDIX – I (Questionnaire)	
	APPENDIX – II (Article)	

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1	Respondents based on the age	30
4.2	Respondents based on the Gender	31
4.3	Respondents based on the Education Qualification	32
4.4	Respondents based on the Occupation	33
4.5	Respondents based on the Annual- income	34
4.6	Respondents based on the savings from earnings	35
4.7	Respondents based on the Investment objective	36
4.8	Respondents based on the Investment period	37
4.9	Respondents based on the awareness on SIP (Systematic Investment Plan)	38
4.10	Respondents based on the better returns from Systematic Investment Plan	39
4.11	Respondents based on the influenced to invest in mutual fund through SIP	40
4.12	Respondents based on the investment in Systematic Investment Plan	41
4.13	Respondents based on the schemes/funds of Systematic Investment Plan investors invested	42
4.14	Respondents based on the Systematic Investment Plan whether fulfil the objective of maximizing the return from the investment	43
4.15	Respondents based on the primary reason to invest in mutual fund through SIP (Systematic Investment Plan)	44
4.16	Respondents based on the need and convinces to invest or withdraw in Mutual Funds	45
4.17	Respondents based on the Mutual funds generates the best return for its investors	46
4.18	Respondents' opinion as whether Mutual Funds has well-diversified portfolio securities	47
4.19	Respondents based on the Mutual Funds has met the objectives for which it is established	48
4.20	Respondents based on the majority of the schemes of Mutual Funds have outperformed the market returns	49

4.21	Respondents based on the Mutual fund has been helpful in the development of Indian capital markets	50
4.22	Respondents based on the Mutual fund are less risky way to invest as compared to directly invest in stock market:	51
4.23	Respondents' mutual fund good to respond to market volatility	52
4.24	Respondents based on the money invested in mutual fund is very secure:	53
4.25	Respondents based on whether mutual fund discloses all the relevant information to its investor	54
4.26	Respondents based on the opinion on security of mutual fund	55
4.27	Respondents based on the facing any problem while investing in mutual fund	56
4.28	Respondents based on the level of satisfaction in mutual fund through SIP	57
4.29	Respondents based on the choose the best returns scheme/company	58
4.30	Respondents based on the recommend others to invest in mutual fund through systematic investment plan	59
4.31	Relationship between investment objective and investment object.	60
4.32	Relationship between education qualification and mutual fund generates best return for its investors	61
4.33	Relationship between annual-income and mutual fund have outperformed the market returns	63
4.34	Relationship between response opinion on security of mutual fund and whether mutual fund discloses all the relevant information to its investor	64

LIST OF CHARTS

CHART NO	PARTICULARS	PAGE NO
4.1	Age of the respondents	30
4.2	Gender of the respondents	31
4.3	Education Qualification of the respondents	32
4.4	Occupation of the respondents	33
4.5	Annual-income of the respondents	34
4.6	Savings from earnings of the respondents	35
4.7	Investment objective of the respondents	36
4.8	Investment period of the respondents	37
4.9	Awareness on SIP of the respondents	38
4.10	Better returns from sip of the respondents	39
4.11	Influenced to invest in sip of the respondents	40
4.12	Investment in sip of the respondents	41
4.13	Schemes/funds of sip investors invested	42
4.14	SIP schemes whether fulfil objective of maximizing the return from the investment	43
4.15	Primary reason to invest in mutual funds through sip	44
4.16	Need and convinces to invest or withdraw in mutual fund of the respondents	45
4.17	Mutual funds generate best returns of the respondents	46
4.18	Mutual fund has Well-Diversified Portfolio Securities of the respondents	47
4.19	Mutual funds have met the objectives for which it is established	48
4.20	Mutual Fund have outperformed the market returns of the respondents	49
4.21	Mutual fund has been helpful in the development of Indian capital markets of the respondents	50

4.22	Mutual fund is less risky way to invest as compared to directly invest in stock market	51
4.23	Mutual fund good respond market volatility	52
4.24	Money invested in mutual fund is very secure	53
4.25	Mutual fund discloses all the relevant information to its investor	54
4.26	Investors opinion on security of mutual fund	55
4.27	Facing any problem while investing in mutual fund	56
4.28	level of satisfaction of the respondents	57
4.29	Choice on best return company	58
4.30	Recommend others to invest in mutual fund through SIP of the respondents	59

CHAPTER 1

INTRODUCTION

1.1 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.

The main concept of lot of investors to take a position in open-ended investment company to realize most advantages from Mutual funds such as reduction in risk, diversified portfolio, liquidity of investment especially they create advantage of tax benefit and professional management. Mutual funds are governed or regulated by SEBI (Securities and Exchange Board of India). SEBI has the authority to issue the all style of guidelines and to supervise the working of mutual funds through Mutual funds Regulations, 1993 had been modified from time to time.

Mutual funds are a trust at law: it a special type of financial service company that sell the shares, units, stock to the public for investing their savings in that. Mutual funds is a vehicle for retail investors and for institutional investors to benefits from the markets. There are different types of Mutual funds schemes which magnetize to varied types of investors, retail companies and institutions. Mutual funds are just one short cut method for the investors to invest their savings to grow their wealth.

1.1.1 CHARACTERISTICS OF MUTUAL FUNDS

1. Mutual funds are managed by the investment professionals and other services providers, who help the investors to get their returns and they take fee for their services from the fund.
2. Investor's purchase shares in the mutual fund from the fund itself, or through a broker of the fund. And investors cannot purchase the shares from other investors on a secondary market, such as New York stock Exchange or other type stock companies.
3. The price that investor pay for mutual fund shares is the fund's current net asset value (NAV) per share plus any fees that the fund may charge at purchase, such as sales charge or loads.
4. Mutual funds generally sell and buy their shares for continuous basis, although some funds will stop selling when, they certain level of assets under management.
5. Mutual funds shares are 'redeemable' that means -when investors want to sell their shares, they can sell them back to the fund or to a broker acting for the fund.
6. The investment portfolios of mutual funds typically are managed by separate entities known as investment advisers this because investment advisers are registered with the SEC (Securities and Exchange Commission). Mutual funds are registered with the SEC and subject to SEC regulations.

1.1.2 Advantages of Mutual Funds

Diversification: In mutual fund, funds manager will help the investor by investing in more than one asset class such as equities, debts, money market instruments etc to spread the risk. It is called portfolio diversification because when one asset class doesn't perform, the other asset can compensate with higher returns to avoid the loss for investors.

Convenience and Fair pricing Mutual funds are easy to buy and easy to understand, unless investor opt for close-ended mutual funds. Investor can sell their units at any point (when the market is high). Investors they typically have low minimum investments and they traded only once per day at closing Net Asset Value

(NAV). This eliminates price flotation throughout the day and various arbitrage opportunities that day traders' practice.

Professional Management Professional management mutual funds help the investor by offering expertise suggestions and also help to managing the investor funds. They make research and analysis to bring the benefits to the investors and process-driven approach of investing

The main advantage in mutual fund that the investor who investing in mutual fund are protected and they are **Governed by the Securities & Exchange Board of India (SEBI)**, under the regulation of 1996, which show wide disclosures and fair business practices.

The mutual funds also **encourage the investors to choose their schemes** such as Systematic Investment Plan or Systematic Withdrawal Plan.

Suit for Investor financial goal: Now days most of the investors love to invest their savings in mutual funds the reason behind is to achieve their financial goals. There a several types of mutual funds available in India catering to investors from all walks of life. In mutual fund there is no matter with income of investors it just makes investors to gain with the returns. It is easy to find a mutual fund that matches the investors income, expenditure, investment goals and risk hungriness.

Tax-efficiency Mutual funds help in reduction of tax. This may attract from lot of investors. The mutual fund can help full to the people who are struggling with the tax. They can invest in mutual fund.

1.1.3 Disadvantage of Mutual Fund:

Locked in period

There many mutual funds which have long-term lock in periods, ranging from five to fifteen years. Existing such funds before maturity can be expensive affair. A specific portion of the funds in the cash to pay out an investor who wants to exit the fund. This specific portion cannot be earning the interest for investors.

No direct control over the cost

Generally, Investors in mutual fund participate in the pools of funds, on the basis of proportion they had invested. Cost incurred for the managing the schemes are shared by all the Unit-holder in proportion to the holding of Units in the scheme. Therefore, no investors have a no direct control over the cost in a scheme. Securities & Exchange Board of India have imposed certain limits on the expenses that can be charged to any scheme.

Mutual funds offer too many products this may lead choice overload

In mutual funds there are so many products for its investors, making a choice among many funds become very difficult to choose, in mutual funds so many variants of same products are available in the market. Commonly mutual fund tries to differ their products, even there if slightly this is because to provide a choice to its investors. If there similar in objective and performance, investors may find it is hard to differentiate the product and they make right choice of their needs

Dilution: Dilution is the direct result of diversification while diversification averages investors risk of loss, it can also dilute investor profit. Since investor who spread their money across different assets the high returns earned does not make much of a difference. Hence, the investor should not to invest in more than 7 to 9 mutual funds at a time.

1.1.3 Structures of Mutual Funds

Mutual funds were set in the form of trust which they are few participants namely as sponsors, transfer register agent, Asset Management Company, trustee and custodian. The trust is recognized by sponsor or more than one sponsor. The trustee of mutual funds holds its property for the benefit of the unit holder. Asset Management company acts as invest manager of the Trust under the Board Supervision and direction of the Trustee. Asset Management Company has approved and registered with SEBI (Securities & Exchange and Board of India). Custodian who is registered with SEBI. Custodian should hold the securities of various schemes of the fund in its custody. The trustee is conferred with the general power of superintendence and direction over AMC (Asset Management Company).

The task to monitor the performance and compliance of SEBI Regulations by the mutual fund.

SEBI (Securities & Exchange and Board of India) necessity that at least two thirds of directors of trustee company must be independent because they should not be associated with the sponsors. In AMC (Asset Management company) 50% of the directors should be independent and also it required that all mutual funds to be registered with Securities & Exchange and Board of India before they launch any schemes.

The following are structures of Mutual funds:

Asset Management Company

1)The Asset Management Company are colloquially referring to as a money manager. The Asset Management Company is responsible for the functioning features of mutual fund. AMC holds an investment management agreement with trustees.

2) In Asset Management Company at least there should be 50% of the directors to be independent and it should not have any other business interest structured as a private limited company.

3) Asset Management Company is a SEBI registered entity, minimum of ten crores of net worth to be maintained at all times.

SEBI (Securities & Exchange and Board of India)

1)In 1992, SEBI act was passed, the main objective of SEBI to protect the interest of investors in securities and to help to develop and to regulate the securities market.

2)SEBI formulates strategies and controls the mutual fund to defend the interest of the investors. SEBI started controlling mutual funds from 1993.

3) All mutual funds whether sponsored by private sectors or public sectors or foreign entities are controlled by same set of rules or regulations.

4) Mutual funds are monitoring and inspections by SEBI.

Sponsor:

1)Sponsor are promotor of the mutual funds.

2) The sponsor also responsible for appointing the AMC (Asset Management Company) and Custodian.

3) The sponsor makes an application for the registration of mutual funds and they contribute at least 40% of the net worth of the Asset Management Company)

4) The sponsor could be bank, corporate company or financial institution and the sponsor must need to have 5(five) years of track record in financial services business and should have made profit for at least 3 Years.

Trustees:

1) The Board of Trustees or Trustee companies are appointed by Sponsor with SEBI approval.

2) There should be at least 4 Trustee and 2/3 should be independent persons shall not be associated with the sponsors and right to seek regular information and corrective actions.

3) The trustee holds the interest of unit holders and it also have the right to dismiss the AMC (Asset Management Company)

Custodian:

1) Custodian is registered with SEBI (Securities & Exchange and Board of Directors)

2) Custodian is responsible for the safe keeping of investments of the funds and receipt of all benefits due to the funds. Custodian participates in clearing system.

3) Custodian should be independent of the sponsors.

Register & Transfer Agent:

1) The responsible of transfer agent for updating the investors records and transactions.

2) A transfer agent's principal functions are to issue and reject certificates to reflect changes in ownership.

1.1.4 Types of Mutual fund

Mutual funds schemes based on Maturity Period

Open-ended funds- An open-ended funds allows investors to buy or sell the shares at any point of time. These do not have a fixed maturity time and is one that available for subscription all through the year. Investors can accessibly buy and sell units at Net Asset Value (NAV) related price.

Benefits of Open-ended funds:

i) Convenience:

In this an investor can buy or sell the funds units directly from a funds, through a broker agent or from a financial planner. The investor may opt for a Systematic Investment Plan or Systematic Withdrawal Advantage Plan (SWAP). In addition to this an investor can receives account statements and portfolios of the schemes.

ii) Liquidity:

One of the key features of open-ended schemes, in this investor can redeem all or part of any units any time of their wish. There are few schemes do have a lock-period where an investor cannot return the units until the completion of such a lock-in period.

iii) Flexibility:

Now days Mutual funds offering multiple schemes to allow investors to switch easily between various schemes. By this flexibility investor get a convenient a way to change the mix of his selection over time.

iv) Transparency:

In open ended funds shares have to buy and sell directly from the funds company. This confirms greater transparency as there are no mediator involved. The investors are in know of the quality of the portfolio that has been constructed by the investment manager.

Closed-ended Funds

A close-ended funds has a stipulated maturity period which generally ranging from 3-15 years. Some close ended schemes will give investor an additional option of

selling investor units directly to the mutual funds through periodic repurchase at NAV (Net Asset Value) related price. Investors can invest their savings in the schemes at time of initial public issue and then they can purchase or sell the units of the schemes on the stocks of exchange where they listed.

Interval Funds:

Interval funds operates combination of open and closed ended fund. Means interval funds combine the features or advantages of open-ended and close-ended schemes. Investors may have a choice on traded, they may be traded on the stock-exchange or they may even be open for sale or redemption during pre-determined intervals at NAV related prices.

Mutual Funds based on Investment Objective

Equity Oriented Fund:

Equity funds is to provide capital appreciation over the medium to long-term. Equity funds are those that invest predominately in fairness of shares in companies. In these schemes normally investor invest a major part of their savings in equity. Such funds have comparatively high risk. There are various types of equity funds; such as Growth funds, Specialty funds, Sector funds, Index fund, value funds, Diversified equity fund and Equity Linked Saving Scheme (ELSS).

Income Oriented Fund

The main objective of the Income Oriented Fund is to provide regular and steady income to the investors. Generally, these schemes invest in fixed income securities such as bonds, corporate debentures, Government securities and money market instruments like Treasury bill, Commercial paper, Certificate of deposits etc. These funds are less risky compared to equity schemes. Basically, these funds are not affected due to fluctuations in equity market. The Net Asset Value of such funds are affected because of change in interest rate in the country. There are various types of Income Oriented Funds such as Liquid or money market funds, Glit funds, Diversified debt funds, Focused debt fund, High yield debt funds and Assured return funds.

Balanced Oriented Funds

The main aim of balanced funds is to provide both growing & systematic or regular income from the funds as such schemes invest both in equities & fixed income securities in the proportion indicated in their offer document. These are suitable for investors looking for reasonable growth. They generally invest 40-60% in equities & debt instruments

Net Asset Value (NAV)

Net Asset value is the market value of the securities held by the schemes. The performance of any particular scheme of a mutual fund is signified by the Net Asset Value (NAV). NAV schemes also varies on day-to-day basis. The mutual funds invest the money collected from the investors in securities markets. NAV calculation

$$\text{NAV} = \text{Total asset} - \text{Total Liabilities}$$

No. of units outstanding

$$\text{Total Assets} = \text{Market value of the investment} + \text{Current assets} + \text{Accrued income}$$

$$\text{Total Liabilities} = \text{Current Liabilities} + \text{Accrued expenses}$$

1.1.5 Benefits of SIP (Systematic Investment Plan)

Systematic Investment Plan is the monthly installment plan which can attract lot of small type of investors. SIP is a weapon to build up the wealth of the investors. SIP better than Lump sum plan, in sip investors has got a chance to invest minimum amount of Rs. 500 this would be attracting lot of investors and returns would be better. SIP is the low risky scheme in mutual fund where lump sum is higher risky scheme. Now days sip attracts the lot of youth people to invest their savings in mutual funds. Youth want to increase their earnings in the form of sip. There are huge companies who offering sip schemes, and large amount of people invested in sip compare to other investment option such as Chit funds, Postal savings and Banking deposits. SIP is a long run investing which appeals to investor. SIP shows a direction people who are confused where you to invest their savings in SIP or Lumpsum schemes. Systematic Investment Plan will be an upcoming brand for

mutual funds. It helps to increase the mutual funds industries. There are few advantages in Sip such as

- 1) Investors can stop investing in systematic investment plan.
- 2) Investors can skip the systematic investment plan.
- 3) Investors can start a new systematic investment plan if they have more money
- 4) Investors can become more disciplined in his savings.
- 5) Investors can Invest very small amount compare to other schemes.
- 6) Investors do not need to worry about timing in the market.

1.2 INDUSTRY PROFILE

The first company of Mutual funds was the Unit Trust of India. It had been launched by venture of the Reserve Bank of India and the govt of India in 1963. The foremost concept of UTI was to guide small and uniformed investors who wanted to buy for shares and financial products in large organizations. Until 1987, UTI enjoyed monopoly in the Indian Mutual fund market at that point Mutual fund industry has acquired its own identity with the general public. From 1987, many public sectors banks had instigated the govt. for starting their own Mutual fund financial companies.

A feature of mutual fund scheme is the low minimum investment amount-as low as Rs 1,000 for more schemes. This makes more investors to require a footing. The expense ratio which is incredibly low it's not quite 2.5% in many schemes, especially in liquid and index funds are below than 0.05% and few schemes, there are lower compared to other schemes which will also help in making mutual fund an excellent instrument for build the investors wealth over the long-term plans.

Mutual fund is closely regulated by the (SEBI) Securities & Exchange Board of India. The regulation of Mutual fund is 1996, which is applicable in SEBI. Under this regulation Board of Trustee plays a really significant role in defending the interest of the investors in mutual fund schemes. Another defending feature is to test and balances in mutual fund system. For instance, while the Asset Management company handles the investment handle management activity, the particular custody of the investments is with an independent custodian. The investors records are normally maintained by the register and transfer agents (RTA), who offers their service to multiple mutual funds. In some cases, AMC itself maintains the investors records.

1.2.1 Emergence of Mutual Fund

Mutual Funds now signify the most appropriate investment opportunity for most investors; as financial market became more cultured and complex; investors need a financial intermediary who provides the required knowledge and specialized expertise on successful invest.

The birth place of Mutual fund -United States of America, the Mutual fund industry has already overtaken the banking industry, more funds were invested in mutual funds management than deposited with bank.

The Indian Mutual funds industry already started opening up many of the existing investment opportunities to Indian Investors. In India it is also find out that most of the investors using mutual fund instrument as an Investment tool.

Despite the expected continuing growth industry, Mutual funds are still a new financial intermediary(broker) in India.

Hence, it is important that the investors of mutual funds should be influenced by agent/distributors of mutual funds, as agents have acquired better information of what mutual funds are, how can they help for investors and how they cannot. In simple term agents show right direction and right safety for investors. The Association of mutual fund in India has commissioned this workbook as the basic complication of the minimum knowledge required by both the fund distributors and the employees. The course book will also serve as guide to AMFI Testing Programmed for distributor and human resources.

1.2.3 HISTROY OF MUTUAL FUNDS

The Mutual Funds industry was established in 1963 with formation of Unit Trust of India with help of the Government of Indian Reserve Bank. The main objective to start Mutual funds in India to attract the small investors and uninformed investors who wants to buy shares and other financial quality products. The Mutual funds industry in India can be broadly classified into four different phases.

Phase 1 of Inception (1964-1987)

This phase was marked by the setting up of the Unit Trust of India it was established by Art of Parliament and given a monopoly. Though it was collaboration between the Reserve Bank of India and the Indian government (IDBI), the latter was soon delinked from the day-to-day operations of the Unit Trust of India. The first scheme and one of the main schemes launched by Unit Trust of India was Unit scheme 1964.

In 1971 UTI started innovating and offering different schemes to suit the needs of different types of investors. In 1971 UTI launched the Unit Linked Insurance Plan

(ULIP) and UTI introduced several plans until 1986, the schemes like children's Glit Growth fund (1986) and Master share (1987) were introduced. And Master scheme could be termed at the first delivery equity asset schemes in India. UTI played a very big role in introducing the concept of mutual funds in India. When UTI was set up several years ago, the idea was to not just introduce the concept of mutual funds in India, a suggestion idea was to set up a corpus for national – building as well. The concept to encourage the small Indian investor, the govt built in several income- tax rebates in the UTI schemes. At end of this phase, not unpredictably, the investable corpus of UTI increased from 600 crores in 1984 to 6,700 crores in 1988.

Phase 2 (1987-1993) Entry of Public Sector:

By the end of 1988, the mutual fund industry had acquired its own identity. In 1987 marked the entry of non-UTI, many public sector banks had begun persuade the govt for starting their own mutual fund industries. More mutual funds companies made competitions among them, with the opening up of the economy, many public sectors banks are allowed to establish Mutual funds industry. In November 1987, the first non-UTI Asset Management fund was set up by the State Bank of India. After set up by the State Bank of India the Asset Management companies was quickly followed by the creation of other Asset Management companies by banks like Indian Bank, Canara Bank, Life Insurance Corporation, General Insurance Corporation and Punjab National Bank. The opening up Mutual funds companies help to increase the investor community and the investible fund and it has also delivered that desired results. In 1993 the swelling corpus of all the AMCs went up with up to howling Rs 44,000 crores. This phase was observed, not only increased the base of the industry and it also encouraged investors to spend to their higher percentage of their savings in mutual funds. It was noticeable that mutual fund industry in India was dignified for higher growth.

Phase 3 (1993-1996) (Entry of Private Sector)

In the period 1991-1996, the Government of India realized importance of liberalization of the Indian economy. A new era the Mutual fund industry began with the permission granted for the entry of private division funds in 1993. In this phase they find out that financial sector reforms were the need of the hour. And India needed private sectors participation for the re-building of the economy, so they

granted private sectors to enter in mutual funds. These private sectors had brought the latest product innovations, investment management techniques and investor serving technology that makes India Mutual fund industry today vibrant and growing financial intermediary. In this period some private companies' players had collaborated with foreign entities and launched their Asset Management Funds. ICICI Prudential it is joint venture between ICICI Bank of India, HDFC was launched in 1990s and HDFC mutual funds manages 800 above different kind of funds. Kotak Mahindra Mutual funds it is a joint venture of kotak financial services and the Mahindra group. During 1993-94 more than 4 private sector mutual fund companies launched their schemes followed by six others in 1994 -95. As the mutual funds industry grown up further in 1990's, Asset Management companies and the government thought this is a time to regulate and to introduce some control over mutual funds. To protect the investors from scams etc. This is because the India Mutual fund industry was suffered a lot of bank scams and it was real threat that investors might lose their money. And the Government introduced the SEBI (Securities & Exchange of Board of India) Regulations Act 1996 which made up a set of fair and clear rules for all the stakeholders. In 1999, the India government declared all the mutual funds dividends would be exempt from income tax. The reason behind this result was to spur for further growth in the mutual funds industry. In this phase mutual fund industry also realized that the importance of self-regulations.

Phase 4: Since February 2003

In February 2003, following the repeal of the original UTI Act of 1963 UTI was bifurcated into two separate entities were the UTI Mutual funds (which is under the SEBI regulations for mutual funds) and specified Undertaking of the Unit Trust of India, functioning under an administrator and under the rules framed by Government of India does not come under the purview of the Mutual fund regulations. The next is the UTI Mutual fund ltd, was sponsored by State bank of India, Punjab National Bank, Bank of Baroda and Life Insurance corporation and it is registered with SEBI and functions under the Mutual fund regulations. Following bifurcation of the erstwhile UTI which had in March 2000 more than 76,000 crores of assets under management and with setting up of a UTI Mutual fund, conforming to the Securities & Exchange Board of India regulations and UTI and occurrence numerous mergers

among different private sector entities, the mutual fund industry took a step towards the phase of consideration.

1.2.4 SIP (SYSTEMATIC INVESTMENT PLAN):

Systematic Investment Plan commonly known as SIP; it is a method of investing platform in Mutual funds. SIP allows investors to invest a small sum regularly in investors preferred mutual fund schemes. By activating an SIP, a fixed amount is deducted from investors bank account every month in a chosen date, which get invested in the mutual fund of their own choices. Systematic investment plan helps the small investors who want to save smaller amount of money while benefiting from the long-term advantages of rupee cost averaging. The most of brokerages and mutual funds companies offers Systematic Investment Plan.

Systematic Investment Plan offers more schemes compare to Lump-sum investment. Many of the investors choose SIP for more returns with small amount of money. The main motive of SIP is easy way to accumulate assets and the advantage of Rupee cost averaging means buying more share when price pulls down by allocating pre-determined periodic speculation into mutual funds.

Systematic Investment Plan is only scheme which available in mutual fund, to attract the small term investors. SIP generates more returns compare to other investment options such as postal savings and bank deposits and generally in SIP investors can make their payments on monthly bases this option will gives more benefits to the investors.

Systematic Investment Plan do not assure an income and do not protect against a loss in declining market. Since systematic investment plan (SIP) investing involves permeant participation in the market regardless of performance price level of securities, investor should consider his financial ability to continue your purchases through periods of low-price levels.

Why Systematic Investment Plan?

- i) The systematic investment plan option is accessible with all type's funds such as; equity fund, income fund etc.
- ii) An investor will have a choice on SIP by giving monthly post- dated cheques Rs. 500 or more than rs.500 in step with the fund's policy.

iii) If an investor desires to place over Rs. 500 or Rs. 1000 or above during any given method he can have to be compelled to fill a new kind of systematic investment plan intimating that he's changing his systematic investment plan. And an investor allowable to modify the systematic investment plan only within the multiples of the SIP amount.

iv) If an investor investing in two different schemes of the identical fund, he can fill in an exceedingly common systematic investment plan. However, if the primary holder in those schemes is different than they need to fill different systematic investment plan forms, because the first proprietor must check in the shape.

v) The investor has a choice of get out of the fund he can turn his units any time no matter whether or not he completed his least amount speculation in these schemes. In such a case his post-dated cheques are come back to him.

1.3 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.

1.4 SCOPE OF THE STUDY:

- The scope of the study is to analyse 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.

- Analyse and interpret the factors affecting the choice of Mutual fund and investors preference on the Systematic Investment Plan in Mutual fund.

1.5 OBJECTIVE OF THE STUDY:

1.5.1 Primary objectives

- To study the investor's perception towards Mutual fund through Systematic Investment Plan.

1.5.2 Secondary objectives

- To identify the reasons for investment in mutual funds through systematic investment plan.
- To measure the returns for the investment made in mutual funds.
- To evaluate the risk tolerance level of the investors.

1.6 LIMITATIONS OF THE STUDY

- The analysis of the present study has been carried out based on the information has collected directly from the respondents.
- The study is an opinion survey caution may have to be exercised while extending the result to other areas.
- Due to time constrict only 130 numbers of respondents were considered.
- The result fully depends on the information given by the respondents which may be based.
- This study has taken limited dependent variables like investment period, investment objectives and risk and return perception.

CHAPTER 2

REVIEW OF LITERATURE

Senthil. K and Maruthamutu. K (2010) This study has made an attempt to understand financial behaviour of mutual funds investors towards mutual fund investment. The study was basically focused on the investor's awareness and preferences on various mutual fund's schemes and what are the factors which influence them to invest in mutual fund schemes and to know the level of satisfaction obtained by them from the mutual fund it was done with the help of the survey conducted in Dharmapuri. The authors conclude while make investing decision the investors should seek advice from expert and consultants including agents and distributor of mutual fund schemes. The investors should compare the risks and expected yields after adjustment of tax on various instrument while investment decision. To make investors aware of mutual fund an attempt to be made by providing information in question answer format which may help the investors in taking in investment decisions.

Ramesh. M and Geetha. N (2011) the study was to observe the perceptions and behaviour of the small investors located in the town of Chidambaram, Tamil Nadu, South India towards the mutual fund, and also analyses the relationship between motivating factors and reasons for making investment in mutual funds. In this research they founded that many facts which would be inevitable for mutual fund companies to alter or modify their present strategies in order to sustain the existing pace, and the sustainability and acceleration of growth pace of mutual fund investment depends how far the mutual fund organization design, alter or modify their policies, schemes and market strategies according to the perception of the investors.

Manoj Sharma et.al. (2012): The study was conducted to know the customer's perception and level of satisfaction towards mutual fund companies. In this study the researchers also want to know expectations of customers towards mutual fund companies. For this purpose, they use SERVQUAL model to identify the gaps between expectations and satisfaction level of customers. This study was conducted in Chhattisgarh. The research concludes that the relationship between customer satisfaction service quality is controversial. Service quality and customer

satisfaction have been abstracted as a distinct. However, they also found that there is no important relationship between customer stratification and tangible aspect of service environment. The final statement made by researchers should improve mutual fund services to increase quality in India.

Dimple Batra (2012): The main concept of this research paper to make comparison of SIP (systematic investment plan) with lumpsum investment with the help of data environment analysis this will be very useful for the policy maker and fund manager for designing policies for future implications. The results conclude that many of people do not invested in SIP due to the lack of awareness although they have sufficient money to invest and the many investor prefer only to invest in their traditional investment options such as fixed deposits, postal savings because they think mutual funds risky then compare to other investment options. And they concluded that mutual funds organization should target more and more young investors as well as the person who want to highlight their career.

Punita.S and Iram Khan (2012) The objective of the study to understand the perception on mutual fund sip and to compare sip with other type of investment avenues. It resulted that lot of investors more aware of systematic investment plan compare to other type of investment avenue, this is because more numbers of investors chosen mutual fund systematic investment plan has a monthly based investment plan through which an individual investor can fixed amount into mutual funds every month at pre-given dates. Monthly instalment plan can attract the small investors who wish to invest a small amount regularly to build wealth for a long term.

Annapoorna. M.S and Pradeep K. Gupta (2013) The main aim of the study to evaluate the performance of the mutual fund schemes which is ranked by 1 CRISIL is an Indian analytical company and compare with these returns with the SBI company. By this research done to fulfil the belief of huge number of investors. The results obtained from the study clearly contempt that in most of the cases mutual fund have failed to give the returns of SBI domestic term deposits. It was concluded mutual funds as risky as compared to other investment platform, the investors should make good investment decision while investing.

Sindhu K.P and kumar (2014): The main aim of the objective of the research was to study the relationship between risk perception of investors in Kerala and what is

their investment decision in mutual funds. The investors decisions of the investment in mutual fund were influenced by risk perception. The authors analysed that investors have an idea of the principle that higher the risk the higher the returns and they also revealed that investors have more aware that diversification reduce risk.

Rupeet Kaur (2014): The study was conducted to examine the performance open-ended debt mutual fund in India. The researcher has taken selected a sample of 23 schemes on the basis of weekly returns compared to benchmark returns and tools are used for the research are statistical tools average, standard deviation, beta and co-efficient of determination. The study was concluded that open-ended debt funds are not performed better the benchmark indicators and average return of the schemes are less than the market index. The funds are found to be poor in earning better return.

Ramakrishna Mishra (2015): The study was conducted to explore different aspects affecting the perception of investors investing in mutual fund and to discover aspects of other investments, the difference of perception in large and small caps of mutual fund investment is examined. The study was done in Bhubaneswar city of Odisha with a sample of 136 investors. The analysis concluded that risk and returns are the most important characteristic which is affecting investor's perception.

Bharti Wadhwa et.al (2015) This study was revealed that comparison with other financial instruments such as fixed deposits in banking, postal savings, real-estates etc, investment in mutual fund are safer and more profits on portfolio investments. Study also reveals that the investors basically invest their earnings by seeing the review and rating of the market stock. Data analysis reveals that financial knowledge is more important for making investments decision in mutual funds. At last, they conclude that mutual fund organizations should formulate the more strategies to attract the investors and also to fulfilling the investors exception on returns.

Hemendra gupta (2015) "A study on performance of Sensex and evaluation of Investing Lump sum or Monthly regular Investment in equity on risk and returns for Investors" this study focuses how investors making their investment decisions while investing in systematic investment plan or in lump sum and the research tries to estimate whether there any significant difference in volatility and return while in systematic investment plan. They concluded that investors who are investing in

systematic investment plan or doing monthly investment has not shown any huge difference in returns neither in reducing risk, however they also conclude that investors who are investing in SIP it will a better option compare to lumpsum investment.

Mukesh. H.V (2015) the research has done to know the perception level of mutual funds and to know which variables has attract them while investing in mutual fund, and also want to know investors behaviour towards the mutual fund for returns, tax benefits and etc. It resulted that lot of respondents are low aware of systematic investment plan they were attracted only for lump-sum investment. Hence, it was concluded that mutual funds companies should create more awareness among the investors through conducting workshops on financial markets which can helps the investors to know more about the returns and risk.

Srilakshmi. S and Sekar. B (2016) “A study on Investors Perception towards Mutual Funds” the research was conducted in the cities of Hyderabad and Secunderabad. The study was to know the factors considered by the investors which attract or influence them while investing in mutual fund and to know the level of awareness towards the types of mutual funds. After the survey the authors concluded that the investors are mainly investing in mutual fund for the purpose of availing tax deduction and also, they concluded that lot of investors not fully aware about the numerous schemes offer by Mutual funds houses.

Ujjwal M and Vinod Peerapur (2016): The study was conducted to investigate the performance of funds of each AMC (Asset Management company) in a different category. The funds for this research taken are only of open-ended schemes, regular plan and growth option. Risk management tools are used to analyses the performance of selected schemes. This study was based own Birla Sun life mutual funds schemes and other asset management company’s schemes. In this research they found that only Birla fund company as more value than other asset management company.

Rajan. B and Sushil (2017) “A Study of Investor’s Preference towards Mutual funds in Kathmandu Metropolitan City, Nepal” the objective of this research is to find out the investor’s preference towards in Kathmandu metropolitan city. The research was done by using in structured questionnaire, descriptive statistical tools. From the

analysis, research has found that lot of investors are not feeling confidence to invest in mutual funds this is because they think mutual

funds are unsecure and it is related to more risk. And the most preference of the investors love to invest in bank deposit because they think this investment platform are more secure and fair returns compare to mutual fund.

Aruna K M. Senthamil Selvi (2017) this study was done to help the Mutual funds broking houses to understand the behaviour plan of individual while investing in Systematic Investment Plan schemes and to know the expectation and satisfaction level of individuals from their investment in Systematic Investment Plan. The authors explained that how systematic investment plan can be protects the investors from market volatility and derives maximum benefits as the investment is done at regular basis irrespective of market condition. This research concluded that there are only few people aware with systematic investment plan and there are people who are aware about Systematic Investment Plan but people are fear to invest in SIP. The investors should make their investment in such way that should match the inflation and this study reveals that investing in mutual fund especially in systematic investment plan definitely the investors will get good returns. And SIP will be a best option for small investor who wish to invest small amount regularly to build their wealth for future needs.

Subbalakshmi and Balachandar. R (2017) "A study on investor's Attitude towards Mutual funds as an Investment Option". The authors conducted a primary research on 100 respondents in Tamil Nadu and founded that many people have started investing in mutual funds instead of the conventional investment options. But still there are many people who unsure to invest in same due to their lack of knowledge about the benefits

Monty Kanodia and kiran khinchi (2017): The study was conducted to analysis varied mutual funds schemes and the way it'll facilitate to investors to judge which mutual fund scheme is healthier. The study also wants to examine the risk and return in mutual fund. The study was concluded that performance and comparison of mutual fund in India, should be provided to create a powerful study and a degree of correlation is extremely vital between funds and market return and the impact of funds specific characteristics on the mutual fund performance. This correlation

should have to develop so as to have better idea to investors on how parameter can affect the other.

Khan AH and Agarwal SK (2017) The study was conducted in Delhi and Meerut areas in different public sector and private sectors to know the investors perception towards in mutual fund with help of close- ended and open-ended questions. In this research Khan and Agarwal observed that despite being a lot of continues advertising by mutual funds houses still the investors of Meerut area are not believing on private mutual fund but in case of metro cities Delhi are more aware than tier two cities and in Delhi city people are more eager to invest in private and public sector of mutual funds. They founded that the few investors are not electing or feel confident to invest in mutual fund because they think that mutual funds are risky than other investment options and the awareness level of mutual funds among the investors are very low because of only having less knowledge about the mutual fund, there are few less educated people who knows lot about mutual funds but at end of the day they are not willing or ready to put their hard earn money in mutual fund to avoid risk bearing factors and danger of great loss. They observed that there are few people with more income but they are in confusion in absence of awareness.

Rajesh Trivedi et.al. (2017) state that Indian financial market is becoming more competitive and the supply of various financial instruments to be in stability to the demand perspective of the investors. The prime drive of every investors to get maximum return with a minimum risk, the same advantage can be seen in mutual funds. The research provides all types of risk which exist in mutual fund scheme. The research focused on the relationship between investment decision and different factors like financial awareness, and demography. The data was collected from investors as well as non-mutual fund investors of the industry. It was founded that mutual fund industry has more struggle to gain more investors. It was also founded that low-risk funds and liquidity of funds scheme are more having impact on investors perception for investing in mutual fund

Jyothi Ainapur (2018) conducted study on the awareness on mutual funds. In this research paper it was founded that awareness of mutual fund is less among the people. Mutual funds having more advantages compare to other investment platform like; comparatively higher Return of Investment, Tax benefit and Liquidity,

Ease of investing and monitoring, Diversification and Systematic Withdrawal Plan in spite of all these advantages still investors are not interested investing in mutual fund, may be because of lack of awareness. Only 24% of 36-45 age group are invested in mutual fund through brokers, 36% people are willing to invest through SIP and 69% of the respondents are not at all willing to recommend others to invest in mutual fund. So, to motivate people to invest in mutual funds broking houses to be organize to get more awareness among the people.

Mazhar et.al. (2018) “A Study on Mutual Fund Performance and Factors Affecting Mutual Fund Investments by Retail Investors in Eastern (UP)” the purpose of the research was conducted to regulate behaviour of the investors and investment preferences in eastern part U.P. Investors with different personality have different way of the investments, investors with different needs having the different objective of investments. To also analysis association between investment objective and investment attitude of the respondents and to know various factors that may affect selection of mutual fund schemes directly or indirectly. After analysis based on the respondents, they concluded that investors with different categories (gambling, cautious and rational) have different optimal of investment objective while making investment in mutual funds. So, when investors investing in mutual fund, they have their own behaviour and it depend on their attitude.

J K Raju et.al. (2018) The study aims at finding out the behaviour and perception of the investors in mutual fund in Devanagari city. The study shows that high income investors, invested their money in mutual fund and low-income investors have invested their money in systematic investment plan with their savings motive and the low-income investors not at all investment their money in mutual funds due to lack of knowledge in mutual fund and the study also reveals most of the respondents fear to invest in mutual fund due to unsecure and fear to invest in mutual fund.

Vipin Kumar & Preeti Bansa (2018) This research paper has focused more attention on various factors that highlights investor's perception on mutual funds. It was studied that the schemes of mutual fund investment were not all aware to many of the investors, who are following their own traditional pattern of the investment such as bank deposit and investment in postal savings. As in this study most of mutual fund investors used to invest in mutual fund for not more than 3 (three) years and

they automatically used to quit from the mutual funds because as they were not satisfying from the returns. It was also founded that the maximum investors of the mutual fund should depend upon their brokers and agent to invest in mutual fund.

Sridevi (2019): The study was conducted to examine the investors behaviour towards mutual fund investment. The study was conducted in Kerala, with a sample of 150 individual investors has been selected. The study was concluded that the Indian mutual fund industry is growing at good pace and it also concluded that there are people who are outside the umbrella of the mutual fund industry.

Jayalakshmi and Saraswathy (2019) In this research authors want to know the investors attitude towards Systematic Investment Plan in mutual funds and to study the various factors which motivate the investors to in mutual fund through SIP (Systematic Investment Plan). The study was conducted in Kozhikode city in Kerala city with the help of 160 investors by sampling method. The result of the study concludes in a positive manner that means most of the respondents made positive behavioural towards systematic investment plan in mutual funds. And also find out the factors which influence them to invest in mutual fund (reduction in risk, monthly investment facility and portfolio diversification and etc.,

Jaison David et.al. (2019) The research paper was made to help taxpayers' investors to get good returns for their investment and those investors who want to invest in SIP or Lumpsum. The research paper compares between five equity linked mutual fund schemes invested in 3 different way by the investors and also compares the return these investment after lock in period. The authors used secondary data for this research and after survey they concluded that systematic investment plan will be best option to the investors second option will be value averaging and the third option comes lump-sum method for the investments with the smallest possible returns.

Pragya Gupta (2019) The purpose of study was based on Systematic Investment Plan which has become an alternative investment plan for large numbers of investors and to know the motivating factors which attract the investors to invest in SIP. The study concluded that mutual fund sip is monthly basis investment plan where every investor is willing to invest in sip to make high returns with less-risk taking it also concluded that this type of investment made people to make more savings and become more simple, available and reasonable. The sip as lot of

benefits includes such as liquidity, diversification, monthly instalments, convenience etc which will better than other type of investment platform.

Alpesh Gajera et.al. (2020) The research was undertaken to compare the risk and return of the investment in mutual fund through SIP or Lump sum investment. The small investors also have more doubts regarding whether where to invest their funds in lumpsum or sip. The analysis given a very clear cut that lumpsum investment is better than compared to sip investment as far risk and return conditions. The lumpsum investment is always controversial point and also of great attraction for individual or retail investors. Commonly every investor makes more conditions while investing their funds such as flexibility, secure of funds and liquidity etc.

Ankit Kumar et.al. (2020) In this study researches want to know what are the various factor that attract the investors to invest in mutual fund. The researchers also explained how the Mutual funds shaping their strategies to attract the investors to invest more in market platform. From the analysis researches concluded that mutual funds new advantage for the beginners and investors from each selected sector such as semi-urban, urban and rural almost all are in same perception rural areas investors more interest in dividend variable whereas same condition in case of capital appreciation and semi-urban area people are influenced for liquidity.

CHAPTER 3

RESEARCH 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

3. 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.

3.1 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.

3.2 Sampling Technique:

3.2.1 Convenience sampling method:

A Convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.3 SOURCES OF DATA

3.3.1 Primary data

Primary data, by contrast, are collected by the investigator conducting the research. Primary data refer to demographic and socio-economic characteristics of the investors, behaviour and opinion of investors, their awareness and knowledge.

3.3.2 Secondary data

Secondary data has collected been collected from journals, Books, Websites and magazines.

3.3.3 Questionnaire

The questionnaire tried to capture the responses of the customers mainly from the Mutual fund investors and their key deliverables, derived from the survey conducted, and a few questions have been included to gauge the level of satisfaction and to gain insight into customer expectations.

3.4 STRUCTURE OF QUESTIONNAIRE:

There are three broad types of questions are used in this study are open ended questions, closed ended questions and Likert scale method. Open questions enable respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose. Likert scale provide respondents agree to particular statement.

3.5 SAMPLE SIZE:

A sample size is a component of population which is cautiously selected to signify the population. The study was conducted with the sample size of 130 investors.

3.6 PERIOD OF STUDY:

The period of study from January 2021 To March 2021 which is three months of study

3.7 HYPOTHESIS TEST

HYPOTHESIS: 1

Chi-square

Null Hypothesis (H₀): There is no association between investment objective and investment period.

HYPOTHESIS: 2

ANOVA

Null Hypothesis (H₀): There is no significant difference between education qualification and opinion on mutual funds generate best returns for its investors.

Null Hypothesis (H₀): There is no significant difference between annual-income and mutual fund have outperformed the market returns.

HYPOTHESIS: 3

Correlations

Null Hypothesis (H0): There is no correlation between respondents' opinion on the security of mutual funds and whether mutual funds disclose all the relevant information to their investors.

3.8 ANALYTICAL TOOLS:

The analytical tools used are SPSS for testing the One-way ANOVA test, chi-square test in SPSS tool and correlation in SPSS tool.

CHAPTER 4

DATA ANALYSIS AND INTERPERATATION

Table 4.1 Respondents based on the age.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Below 20 Years	06	4.6
21-30 Years	54	41.5
31-40 Years	29	22.3
41-50 Years	24	18.5
Above 50 Years	17	13.1
TOTAL	130	100

Source: Primary data

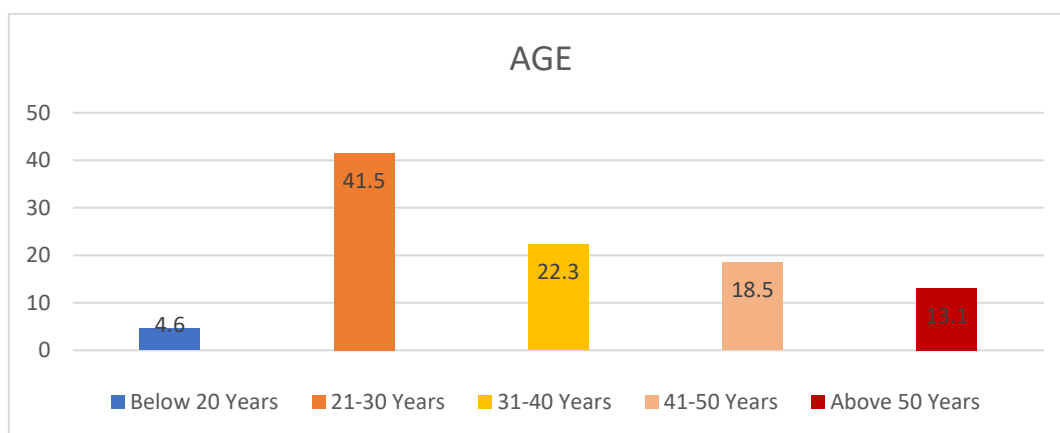


Chart 4.1 Age of the respondents

INTERPRETATION:

From the above table it is interpreted that 4.6% of the respondents are the age below of 20 years, 41.5% of the respondents are in the age group of between 21-30, 22.3% of the respondents are in the age group of 31-40 years ,18.5% of the respondents are in the age group of between 41-50 years, there are 13.1% of the respondents are the age above 50 years.

Table 4.2 Respondents based on the Gender.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
MALE	72	55.4
FEMALE	58	44.6
TOTAL	130	100

Source: Primary data

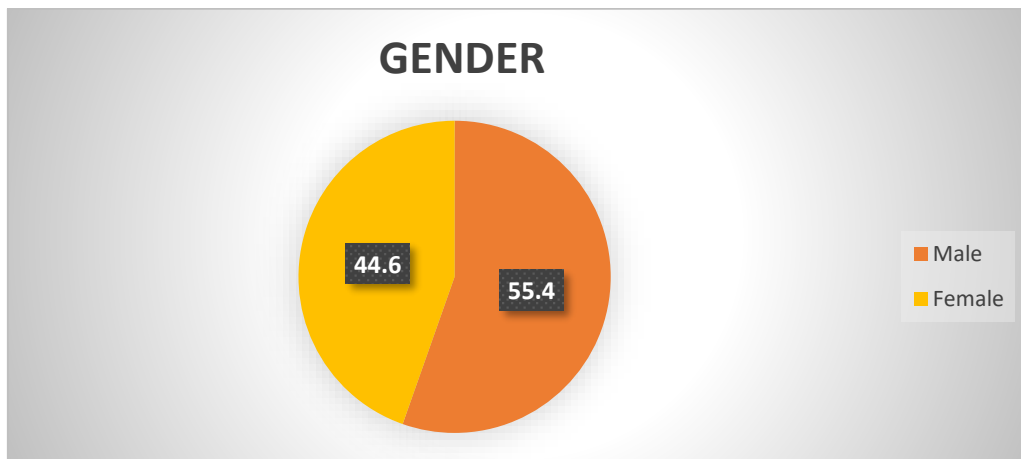


Chart 4.2 Gender of the respondents

INTERPRETATION:

From the above table it is interpreted that the total respondents are 130 from which 55.4% of the respondents are Male and 44.6 %respondents are women.

Table 4.3 Respondents based on the Education Qualification:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
HSC/SSLC	20	15.4
Under Graduate	35	26.9
Post Graduate	46	35.4
Professional	22	16.9
Others	07	5.4
TOTAL	130	100

Source: Primary data

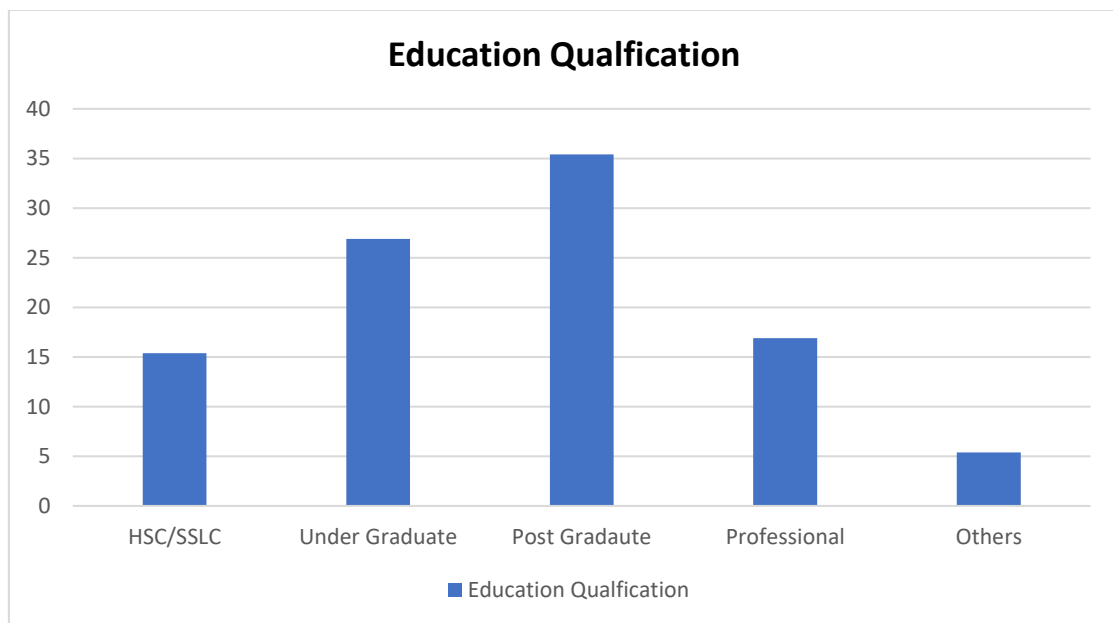


Chart 4.3 Education Qualification of the respondents

INTERPRETATION:

From the above table it can be interpreted that 15.4% of the respondents are HSC/SSLC, 26.9% of the respondents are under graduate, 35.4% of the respondents are post graduate, 16.9% of the respondents are professional and 5.4% of the respondents are others.

Table 4.4 Respondents based on the Occupation:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Government employee	30	23.1
Private employee	53	40.8
Business	25	19.2
Self-employed Professional	12	9.2
Others	10	7.7
TOTAL	130	100

Source: Primary data

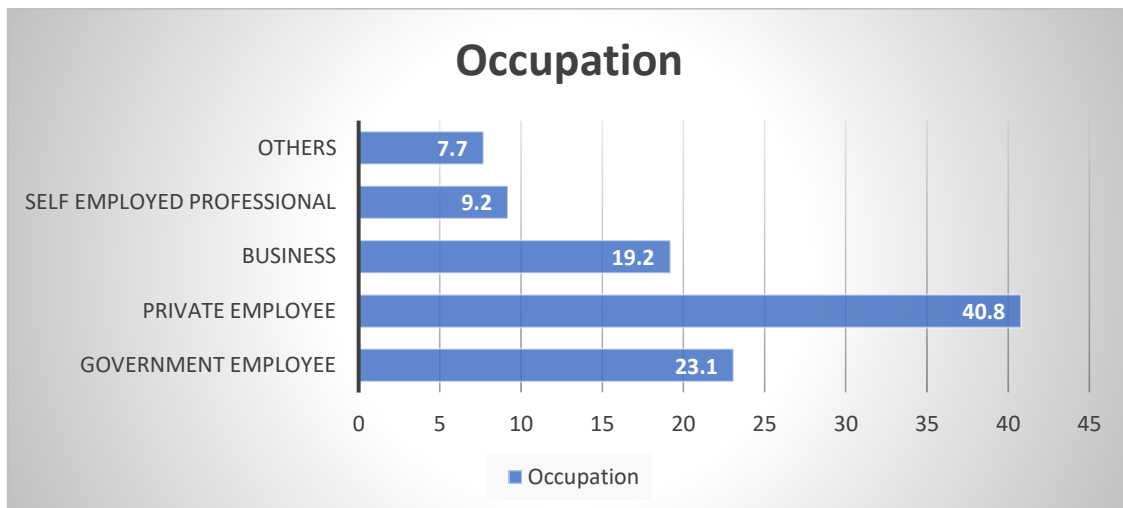


Chart 4.4 Occupation of the respondents

INTERPRETATION:

From the above table it is interpreted that 23.1% of the respondents are Government employee, 40.8% of the respondents are private employee, 19.2% of the respondents are Own business, 9.2% of the respondents are self-employed professional and 7.7% of the respondents are others occupation.

Table 4.5 Respondents based on the annual- income:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Less than 2,50,000	41	31.5
2,50,000-5,00,000	53	40.8
5,00,000-10,00,00	23	17.7
Above 10,00,000	13	10
TOTAL	130	100

Source: Primary data

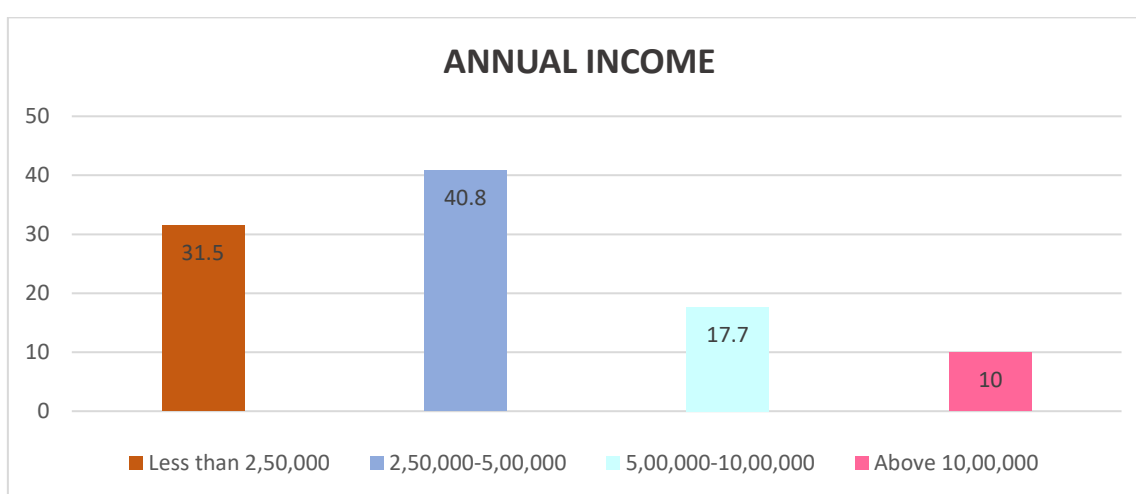


Chart 4.5 Shows annual-income of the respondents

INTERPRETATION:

From the above table it is interpreted that 31.5% of the respondents annual-income is less than 2,50,000, 40.8% of the respondents annual -income is between 2,50,000-5,00,000, 17.7% of the respondents annual- income is between 5,00,000-10,00,000, 10% of the respondents annual-income is above 10,00,000.

Table 4.6 Respondents based on the savings from earnings:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Less than 2000	31	23.8
2,001-5,000	48	36.9
5,001-10,000	24	18.5
10,001-20,000	17	13.1
Above 20,001	10	7.7
TOTAL	130	100

Source: Primary data

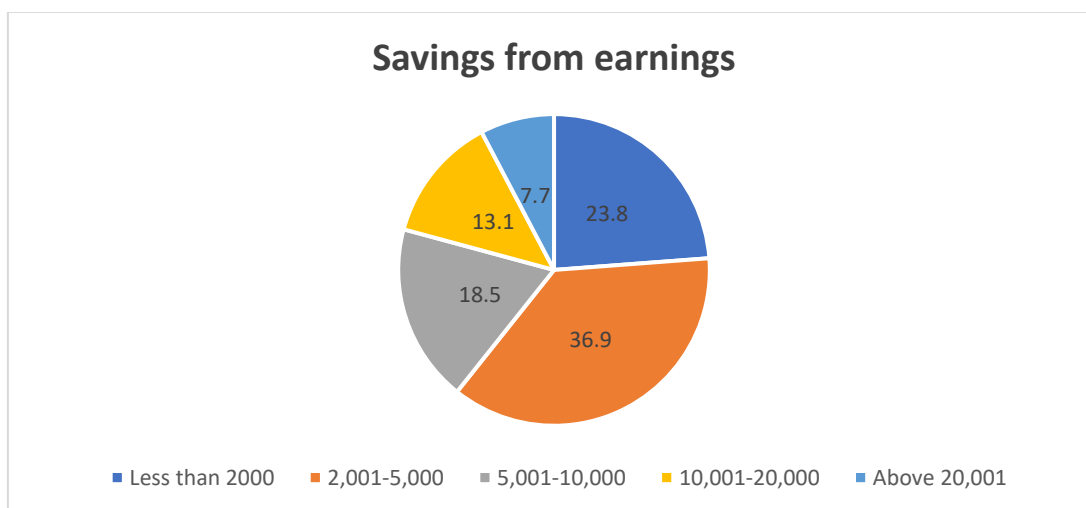


Chart 4.6 Savings from earnings of the respondents.

INTERPRETATION:

From the above table it is interpreted that 23.8% of the respondents are saving less than 2000rs, 36.9% of the respondents are saving between 2,001-5000rs, 18.5% of the respondents are savings between 5,001-10,000rs, 13.1% of the respondents are savings between 10,001-20,000rs, 7.7% of the respondents are saving above 20,001 rupees.

Table 4.7 Respondents based on the Investment objective:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Diversification	12	9.2
Better return & safety	46	35.4
Reduction in risk and cost	30	23.1
Regular income	27	20.8
Tax benefit	15	11.5
TOTAL	130	100

Source: Primary data

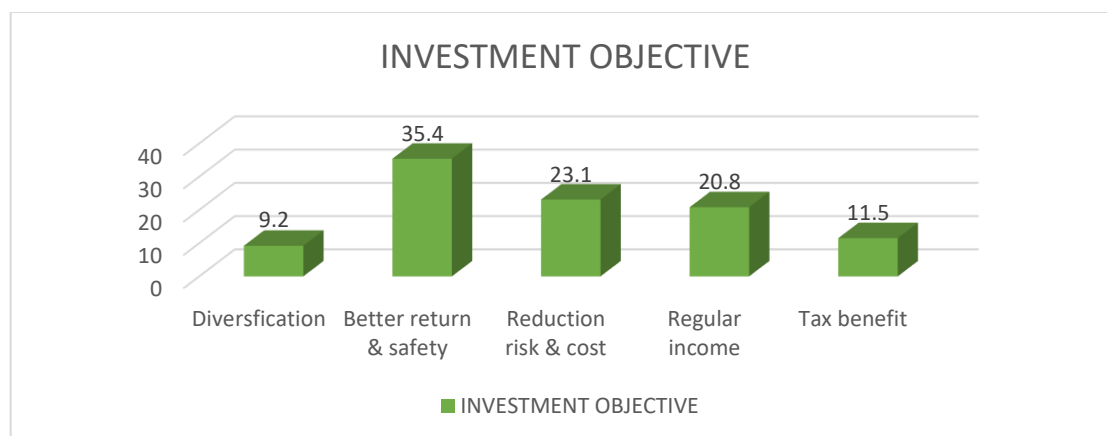


Chart 4.7 Investment objective of the respondents

INTERPRETATION:

From the above table it is interpreted that 9.2% of the respondents that investment objective is diversification, 35.4% of the respondents investment objective is better return and safety, 23.1% of the respondents investment objective is reduction in risk and cost, 20.8% of the respondents investment objective is for regular income and 11.5% of the respondents investment objective is for tax benefit.

Table 4.8 Respondents based on investment period:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
5-10 Years	46	35.4
11-15 Years	43	33.1
16-20 Years	23	17.7
Above 21 Years	18	13.8
TOTAL	130	100

Source: Primary data

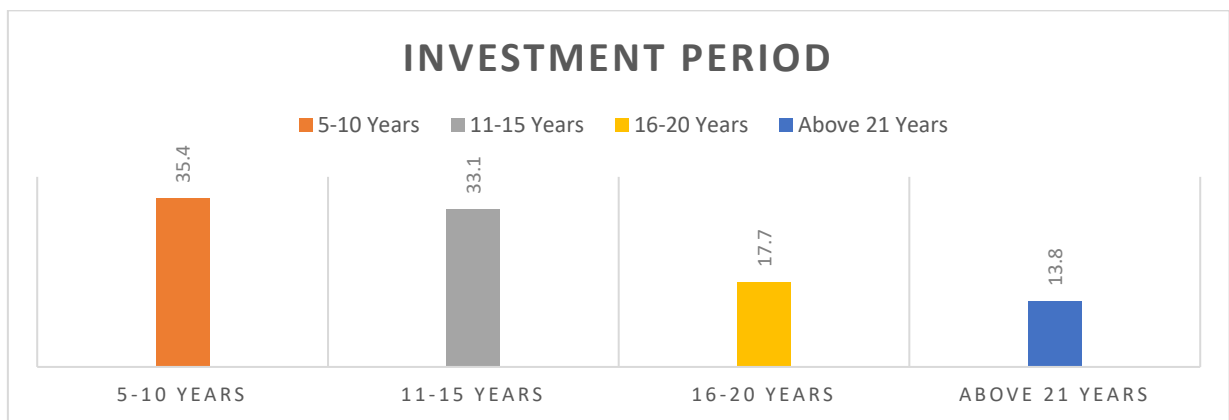


Chart 4.8 Investment period of the respondents:

INTERPRETATION:

From the above table it is interpreted that 35.4% of the respondents are investment period is 5-10 Years, 33.1% of the respondent's investment period is 11-15 Years, 17.7% of the respondent's investment period is 16-20 Years and 13.8 % of the respondent's investment period is above 21 Years.

Table 4.9 Respondents based on the awareness on SIP (Systematic Investment Plan):

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Extremely aware	46	35.4
Very aware	33	25.4
Moderately aware	25	19.2
Slightly aware	19	14.6
Not at all aware	07	5.4
TOTAL	130	100

Source: Primary data

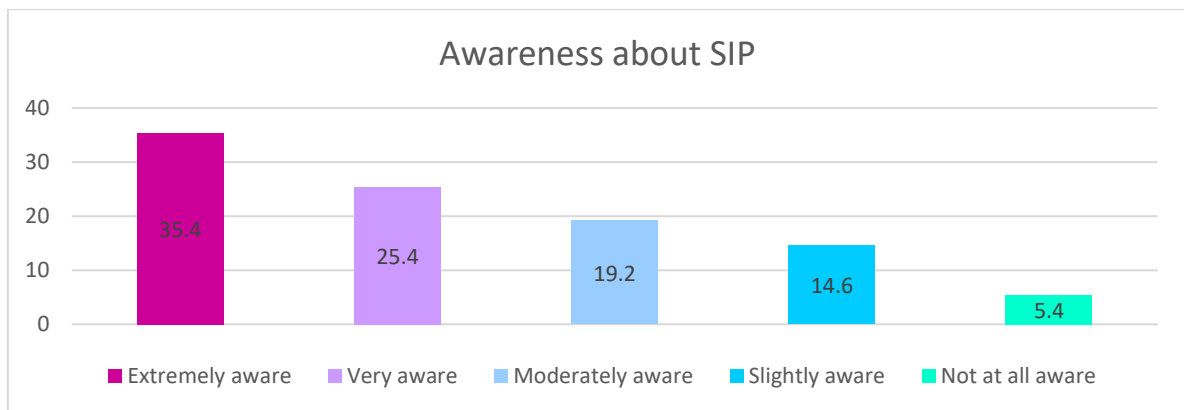


Chart 4.9 Shows awareness on SIP of the respondents

INTERPRETATION:

From the above table it is interpreted that 35.4% of the respondents are extremely aware about the Systematic Investment Plan (SIP), 25.4% of the respondents are very aware, 19.2% of the respondents are moderately aware. 14.6% of the respondents are slightly aware and 5.4% of the respondents are not at all aware about the Systematic Investment Plan (SIP).

Table 4.10 Respondents based on their return from Systematic Investment Plan:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Equity	36	27.7
Income fund	49	37.7
Glit fund	31	23.8
Balanced fund	14	10.8
TOTAL	130	100

Source: Primary data

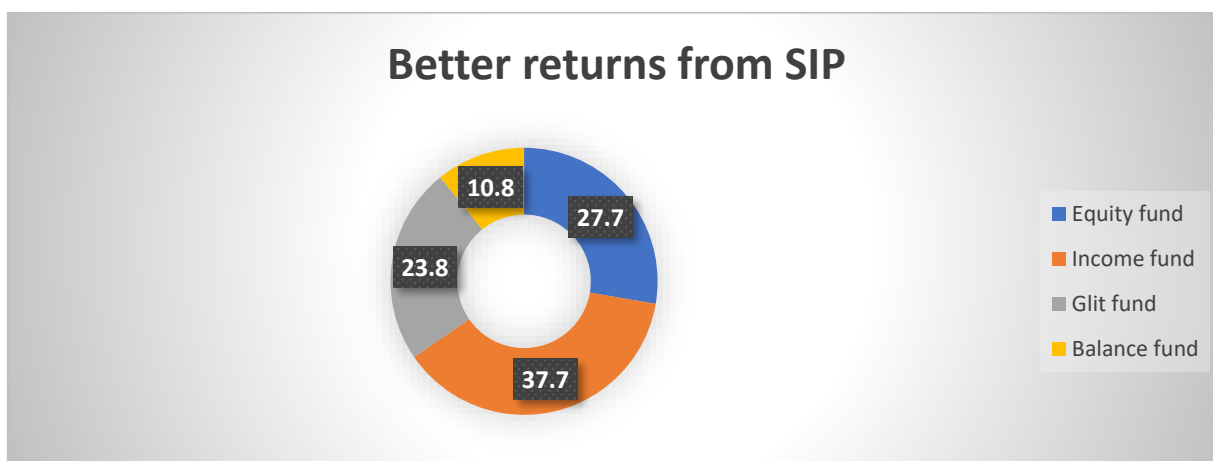


Chart 4.10 Better returns from sip of the respondents

INTERPRETATION:

From the above table it is interpreted that 27.7% of the respondents say equity fund gives better return from Systematic investment plan, 37.7% of the respondents say that income fund gives better return from systematic investment plan, 23.8% of the respondents say that glit funds gives better return from systematic investment plan and 10.8% of the respondents say that balance funds give better return from systematic investment plan.

Table 4.11 Respondents based on the influenced to invest in mutual fund through SIP:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Friends	43	33.1
Relative	26	20
Media	31	23.8
Brokers	21	16.2
Others	09	6.9
TOTAL	130	100

Source: Primary Data

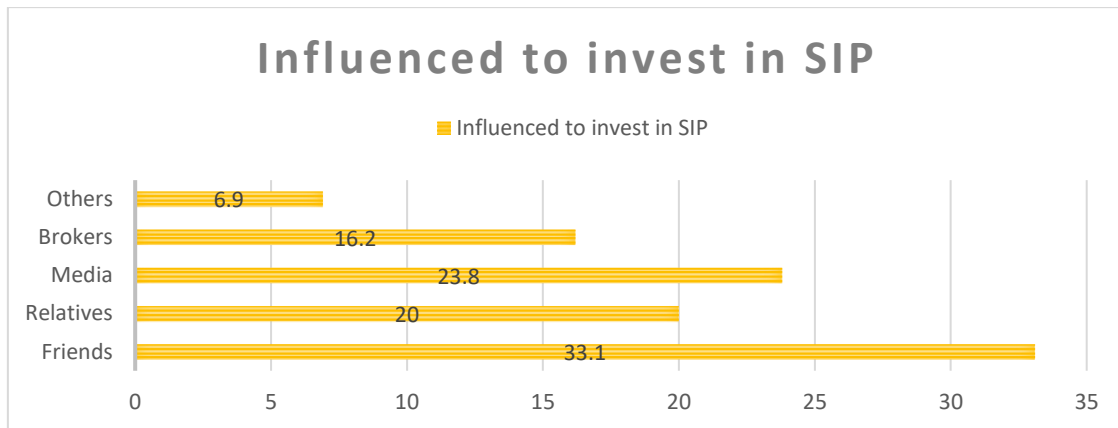


chart 4.11 Influenced to invest in sip of the respondents

INTERPRETATION:

From the above table it is interpreted that 33.1% of the respondents are influenced by friends to invest in mutual funds through SIP, 20% of the respondents are influenced by relatives, 23.8% of the respondents are influenced by media, 16.2% of the respondents are influenced by brokers and 6.9% of the respondents are got influenced by others.

Table 4.12 Respondents based on the investment in SIP:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Less than 10,000	32	24.6
10,000 to 25,000	55	42.3
25,000 to 50,000	19	14.6
Above 50,000	17	13.1
Not invested	07	5.4
TOTAL	130	100

Source: Primary data

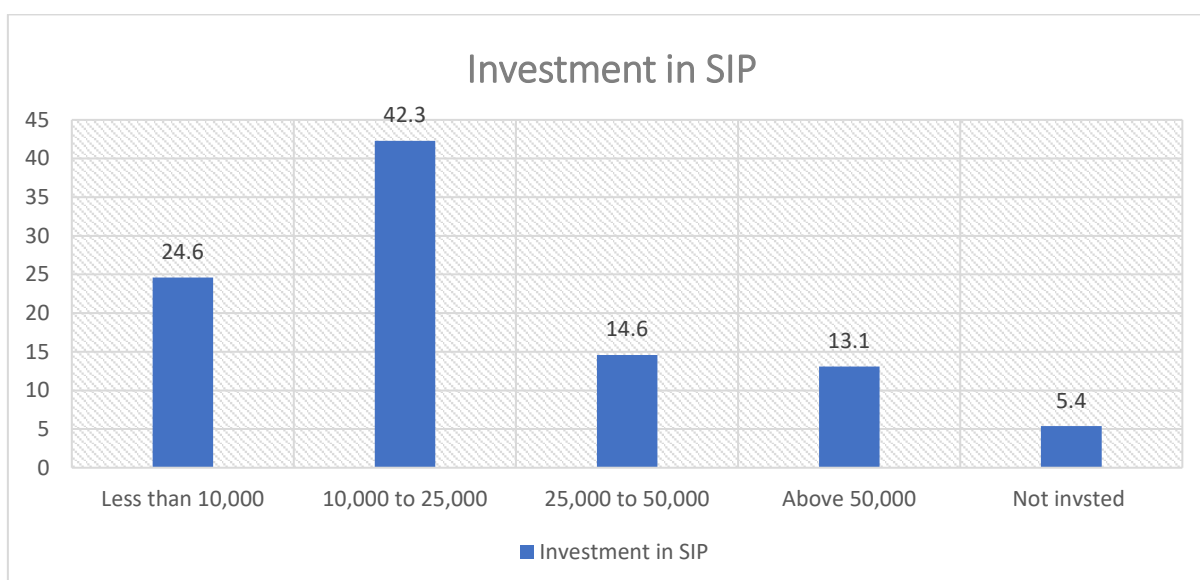


Chart 4.12 Investment in sip of the respondents

INTERPRETATION:

From the above the table it is interpreted that 24.6% of the respondents had invested less than 10,000 in Systematic Investment Plan, 42.3% of the respondents had invested 10,000 to 25,000, 14.6% of the respondents had invested 25,000 to 50,000, 13.1% of the respondents had invested above 50,000 and 5.4% of the respondents are not at all invested in Systematic Investment Plan.

Table 4.13 Respondents based on the schemes/funds of Systematic Investment Plan in invested.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Equity oriented	42	32.3
Debt oriented	54	41.5
Balanced fund	34	26.2
TOTAL	130	100

Source: Primary data

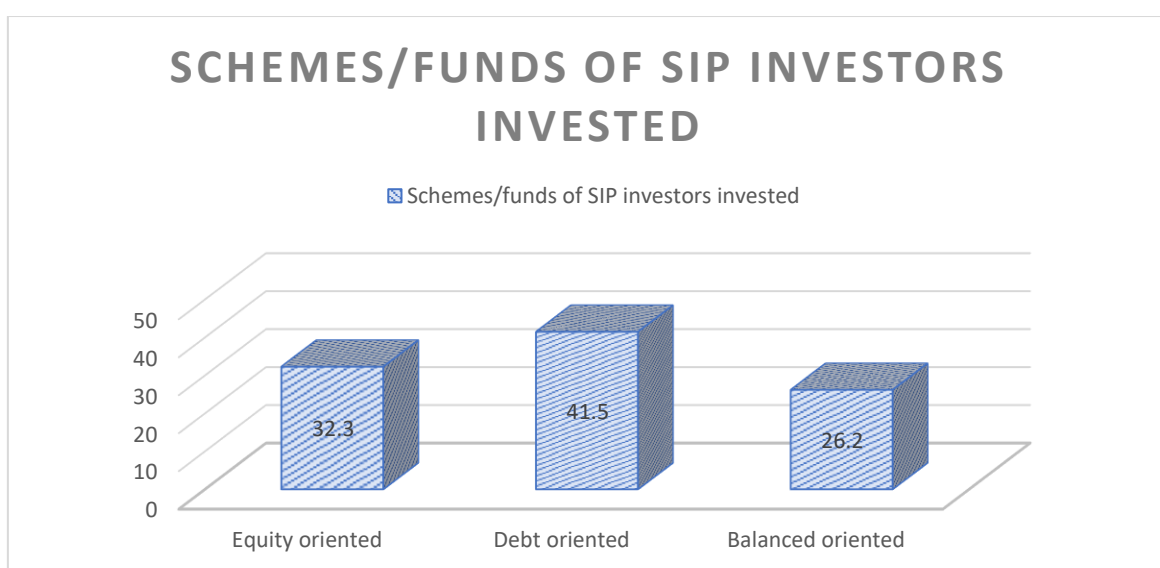


Chart 4.13 Schemes/funds of sip investors invested

INTERPRETATION:

From the above table it is interpreted that 32.3% of the respondents invested in equity-oriented schemes/fund of systematic investment plan, 41.5% of the respondents invested in debt-oriented schemes/funds of systematic investment plan, 26.2% of the respondents invested in balance-oriented schemes/funds of systematic investment plan.

Table 4.14 Respondents based on the Systematic Investment Plan whether fulfil the objective of maximizing the return from the investment:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	59	45.4
Agree	44	33.8
Neither agree nor disagree	14	10.8
Disagree	07	5.4
Strongly disagree	06	4.6
TOTAL	130	100

Source: Primary data

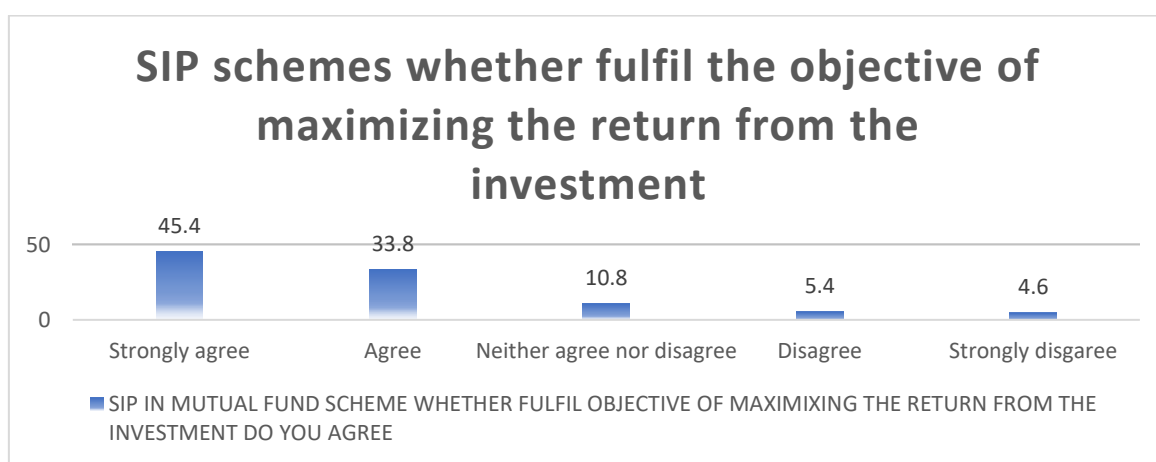


Chart 4.14 SIP schemes whether fulfil objective of maximizing the return from the investment do you agree.

INTERPRETATION:

From the above table it is interpreted that 45.4% of the respondents strongly agree that the systematic investment plan schemes fulfil the objective of maximizing the returns from the investment, 33.8% of the respondents agree, 10.8% of the respondents neither agree nor disagree, 5.4% of the respondents disagree and 4.6% of the respondents strongly disagree with the systematic investment plan schemes fulfil the objectives of maximizing the returns from the investment they made.

Table 4.15 Respondents based on the primary reason to invest in mutual fund through SIP:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Easy to invest	51	39.2
Portfolio diversification	27	20.8
Professional management service	20	15.4
Risk prediction	14	10.8
Monthly investment- (small amount to investment)	18	13.8
TOTAL	130	100

Source: Primary data

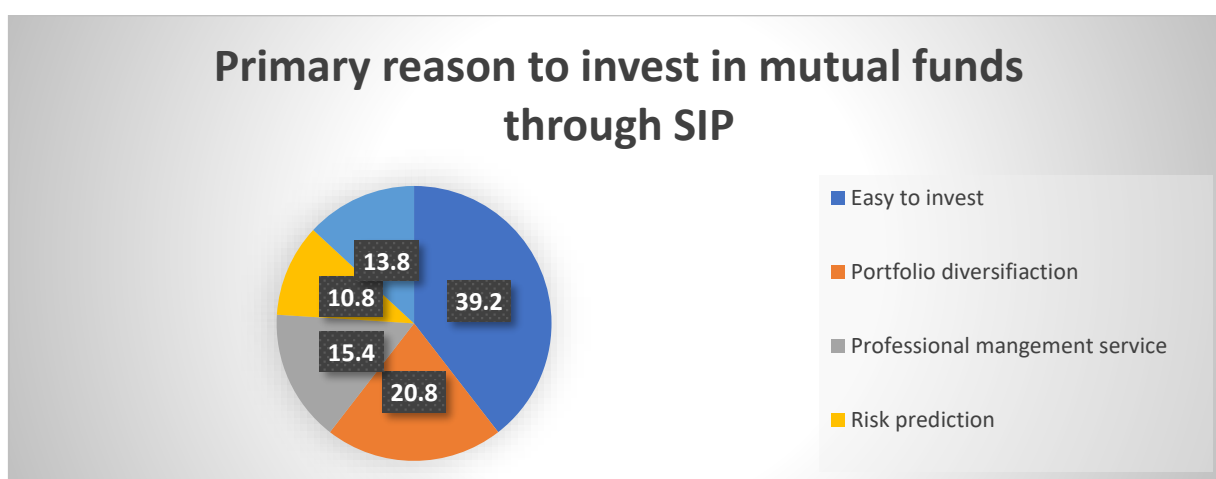


Chart 4.15 Primary reason to invest in mutual funds through sip

INTERPRETATION: From the above table it is interpreted that 39.2% of the respondents say that easy to invest is the primary reason to invest in mutual funds through SIP, 20.8% of the respondents say portfolio, 15.4% of the respondents say that professional management service, 10.8% of the respondents say that risk prediction and 13.8% say that monthly investment is the primary reason to invest in mutual funds through SIP.

Table 4.16 Respondents based on the need and convinces to invest or withdraw in mutual Funds

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	30	23.1
Agree	46	35.4
Neither agree nor disagree	25	19.2
Disagree	18	13.8
Strongly disagree	11	8.5
TOTAL	130	100

Source: Primary data

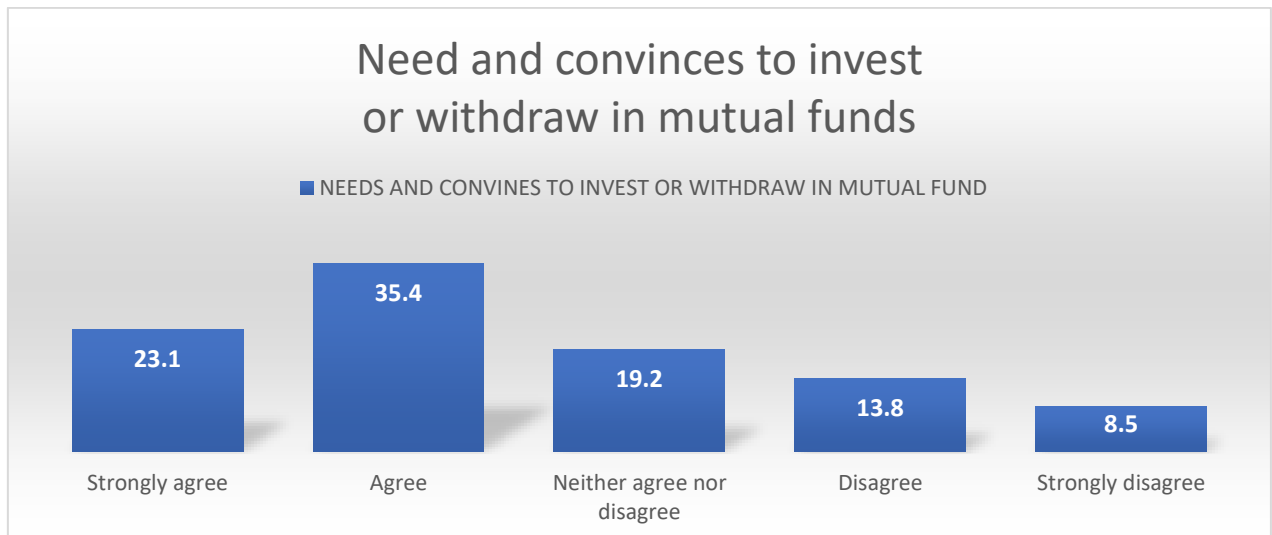


chart 4.16 Need and convinces to invest or withdraw in mutual fund of the respondents

INTERPRETATION:

From the above table it is interpreted that 23.1% of the respondents strongly agree that the needs and convinces to invest or withdraw in mutual funds, 35.4% of the respondents agree, 19.2% of the respondents neither agree nor disagree, 13.8% of the respondents disagree and 8.5% of the respondents strongly disagree that the investor withdraw in mutual funds.

Table 4.17 Respondents based on the mutual funds generates the best return:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	35	26.9
Agree	50	38.5
Neither agree nor disagree	22	16.9
Disagree	15	11.5
Strongly disagree	08	6.2
TOTAL	130	100

Source: Primary data

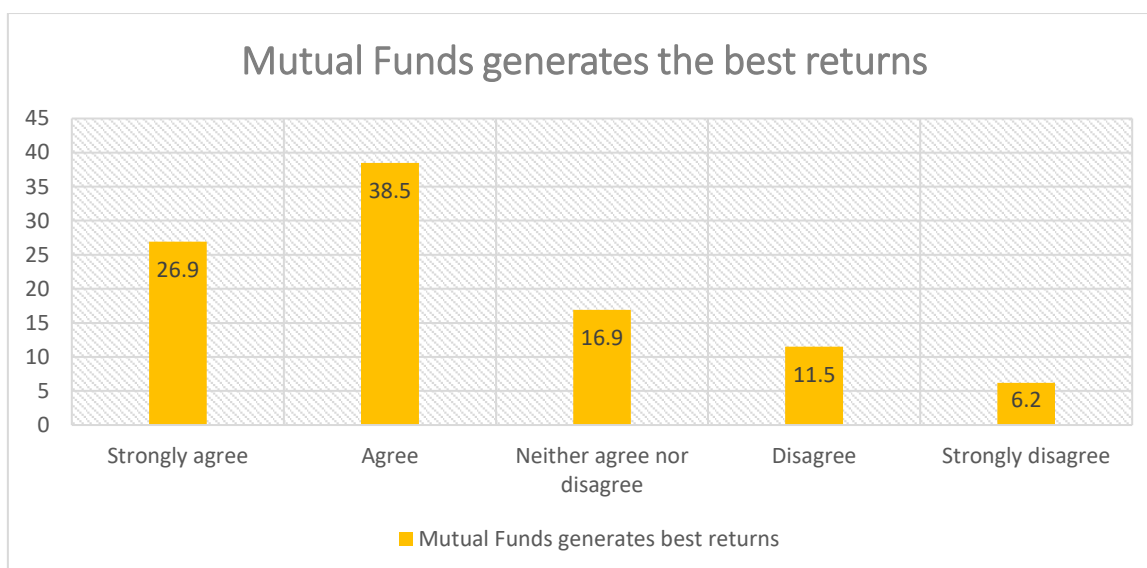


Chart 4.17 Mutual funds generate best returns of the respondents

INTERPRETATION:

From the above table it is interpreted that 26.9% of the respondents strongly agree that the mutual funds generate best returns, 38.5% of the respondents agree, 16.9% of the respondents neither agree nor disagree, 11.5% of the respondents disagree and 6.2% of the respondents strongly disagree with the mutual funds generates best returns.

Table 4.18 Respondents opinion as whether mutual funds has well-diversified portfolio securities:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	38	29.2
Agree	42	32.3
Neither agree nor disagree	24	18.5
Disagree	19	14.6
Strongly disagree	07	5.4
TOTAL	130	100

Source: Primary data

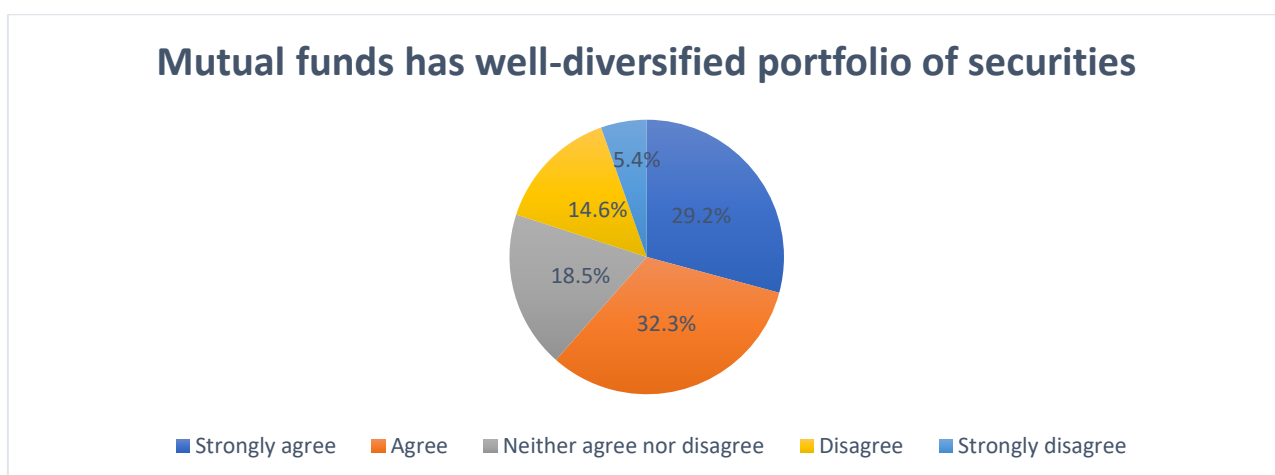


Chart 4.18 Mutual fund has well-diversified Portfolio Securities of the respondents

INTERPRETATION:

From the above table it is interpreted that 29.2% of the respondents strongly agree that mutual funds has well-diversified portfolio of securities, 32.3% of the respondents agree, 18.5% of the respondents neither agree nor disagree, 14.6% of the respondents disagree and only 5.4% of the respondents told that they strongly disagree with mutual funds has well-diversified portfolio securities.

Table 4.19 Respondents based on the mutual funds has met the objectives for which it is established:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	39	30
Agree	46	35.4
Neither agree nor disagree	29	22.3
Disagree	10	7.7
Strongly disagree	06	4.6
TOTAL	130	100

Source: Primary data

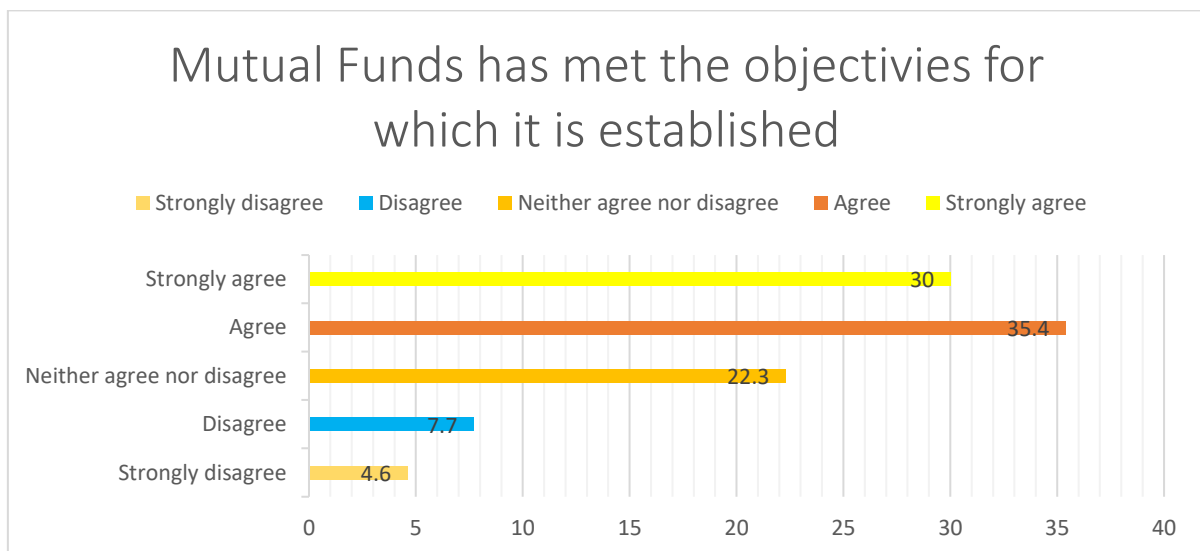


Chart 4.19 Mutual funds has met the objectives for which it is established:

INTERPRETATION: From the above table it is interpreted that 30% of the respondents strongly agree that mutual fund has met the objectives for which it is established, 35.4% of the respondents agree, 22.3% of the respondents neither agree nor disagree, 7.7% of the respondents and 4.6% of the respondents strongly disagree that mutual fund has met the objectives for which it is established.

Table 4.20 Respondents based on whether mutual funds have outperformed the market returns:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	34	26.2
Agree	53	40.8
Neither agree nor disagree	22	16.9
Disagree	15	11.5
Strongly disagree	06	4.6
TOTAL	130	100

Source: Primary data

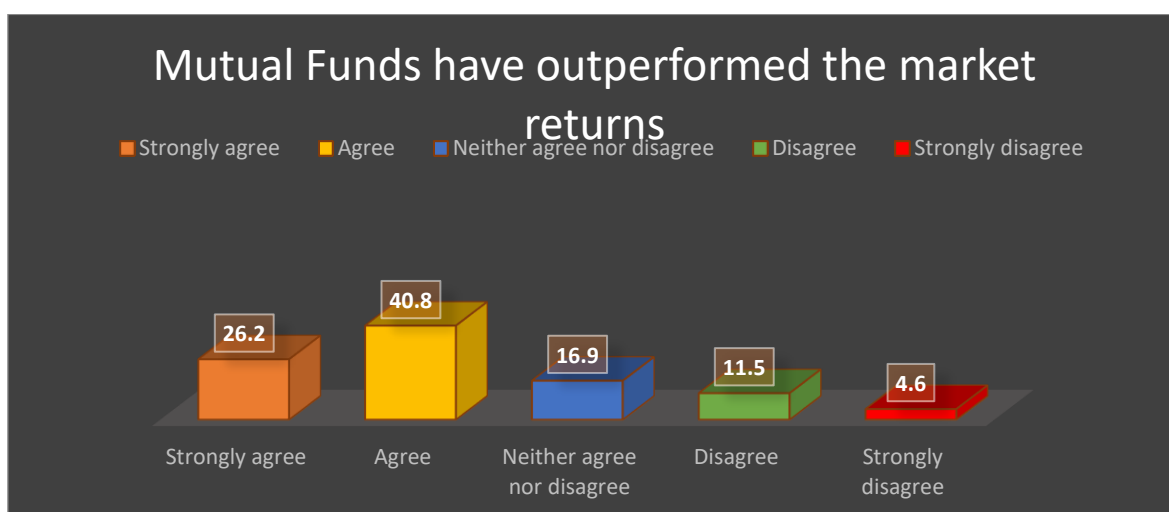


Chart 4.20 Mutual funds have outperformed the market returns of the respondents:

INTERPRETATION:

From the above table it is interpreted that 26.2% of the respondents strongly agree that mutual funds have outperformed the market returns, 40.8% of the respondents agreed, 16.9% of the respondents neither agree nor disagree, 11.5% of the respondents disagree and 4.6% of the respondents strongly disagree that mutual fund have outperformed the market returns.

Table 4.21 Respondents based on the mutual fund has been helpful in the development of Indian capital markets:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	25	19.2
Agree	37	28.5
Neither agree nor disagree	23	17.7
Disagree	33	25.4
Strongly disagree	12	9.2
TOTAL	130	100

Source: Primary data

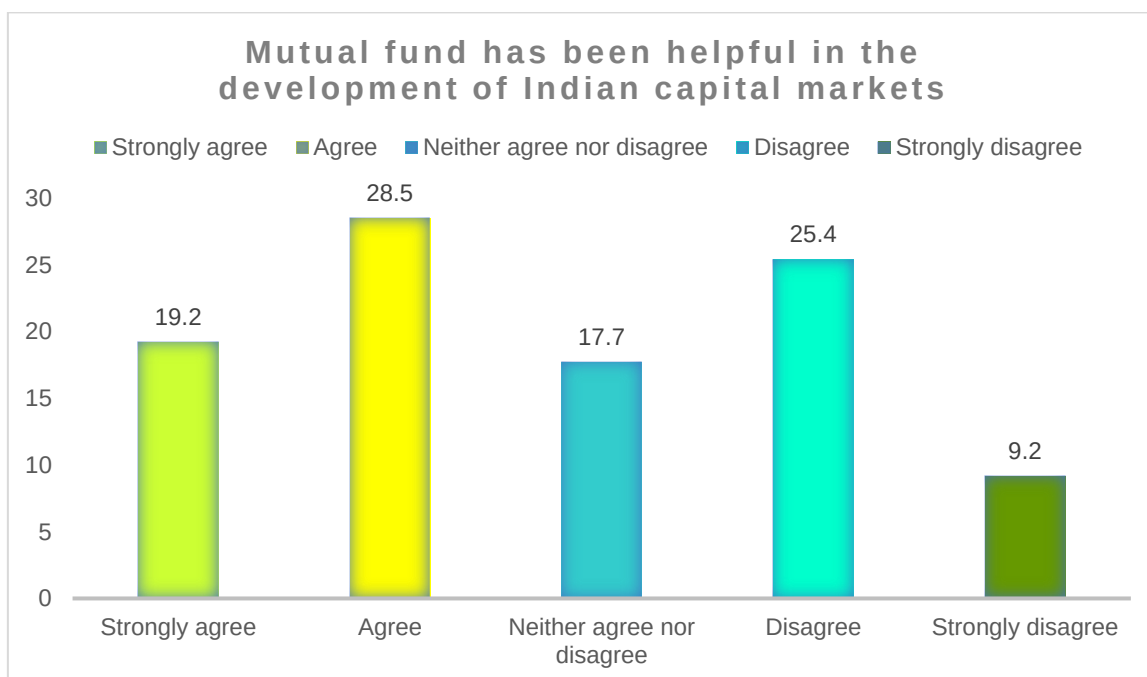


Chart 4.21 Mutual fund has been helpful in the development of Indian capital markets of the respondents

INTERPRETATION:

From the above table it is interpreted that 19.2% of the respondents strongly agree that mutual fund has been helpful in the development of Indian capital market, 28.5% of the respondents agree, 17.7% of the respondents neither agree nor disagree, 25.4% of the respondents disagree and 9.2% of the respondents strongly disagree.

Table 4.22 Respondents based on the mutual funds are less risky way to invest:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	32	24.6
Agree	40	30.8
Neither agree nor disagree	26	20
Disagree	18	13.8
Strongly disagree	14	10.8
TOTAL	130	100

Source: Primary data

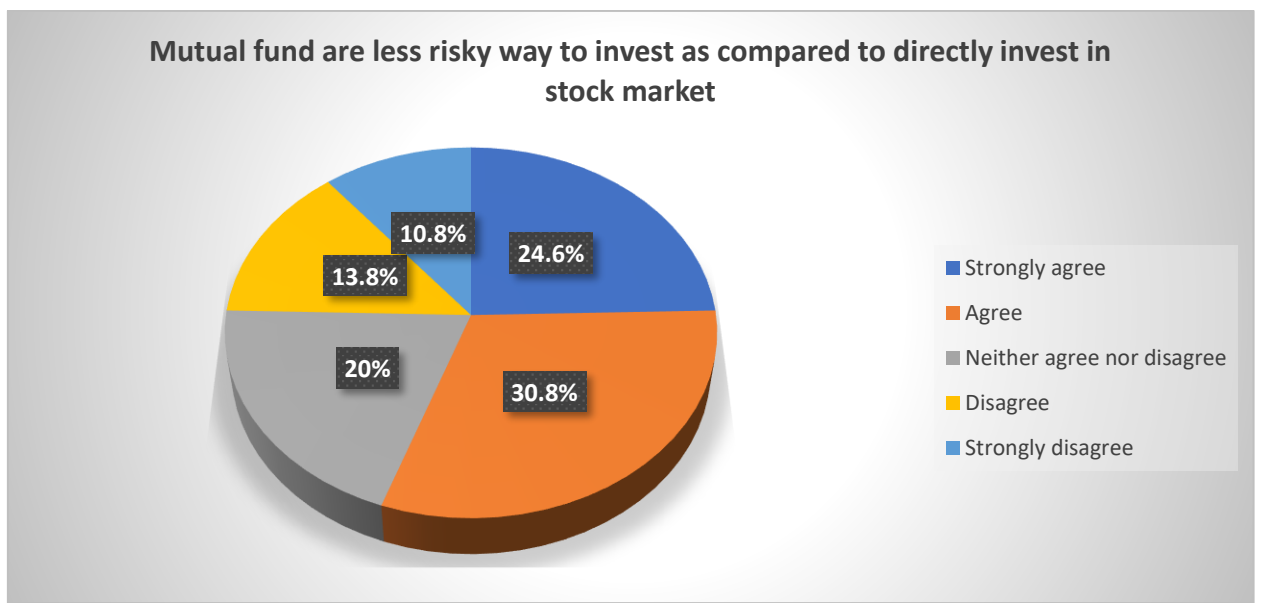


Chart 4.22 Mutual fund are less risky way to invest as compared to directly invest in stock market

INTERPRETATION:

From the above table it is interpreted that 24.6% of the respondent strongly agree that the mutual funds are less risky way to invest compared to directly invest in stock market, 30.8% of the respondents agree, 20% of the respondents neither agree nor disagree, 13.8% of the respondents and 10.8% of the respondents strongly disagree that the mutual funds are less risky way to invest compared to directly invest in stock market.

Table 4.23 Respondents based on the mutual funds is good to respond to market volatility:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	36	27.7
Agree	44	33.8
Neither agree nor disagree	23	17.7
Disagree	19	14.6
Strongly disagree	08	6.2
TOTAL	130	100

Source: Primary data

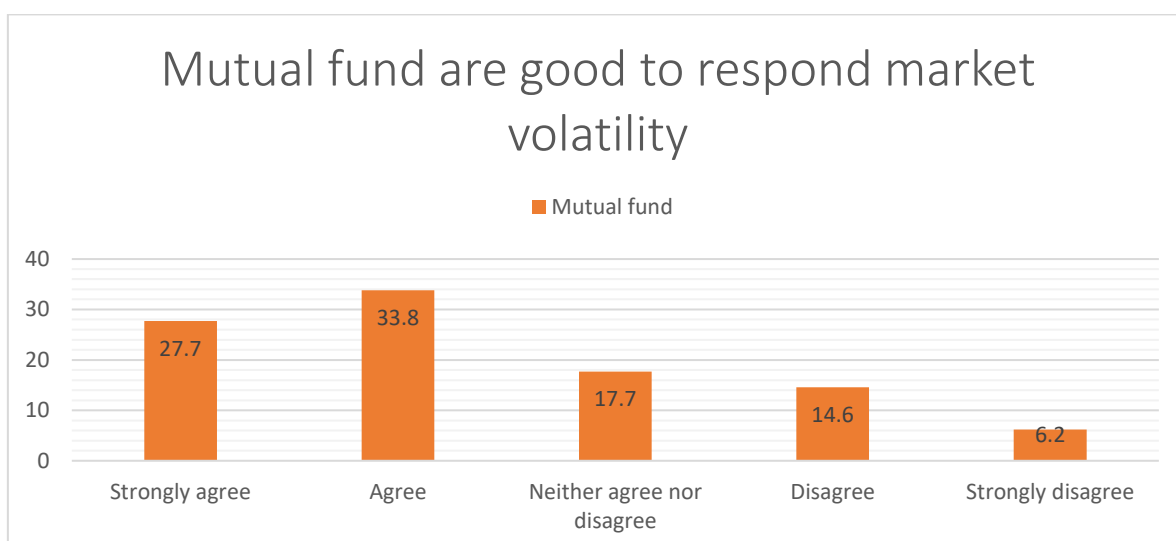


Chart 4.23 Mutual funds are good respond to market volatility

INTERPRETATION:

From the above table it is interpreted 27.7% of the respondents strongly agree that the mutual fund is good to respond to market volatility, 33.8% of the respondents agree, 17.7% of the respondents neither agree nor disagree, 14.6% of the respondents are disagree and 6.2% of the respondents are strongly disagree with the statement.

Table 4.24 Respondents based on the money invested in mutual fund is very secure:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	24	18.5
Agree	55	42.3
Neither agree nor disagree	28	21.5
Disagree	16	12.3
Strongly disagree	07	5.4
TOTAL	130	100

Source: Primary data

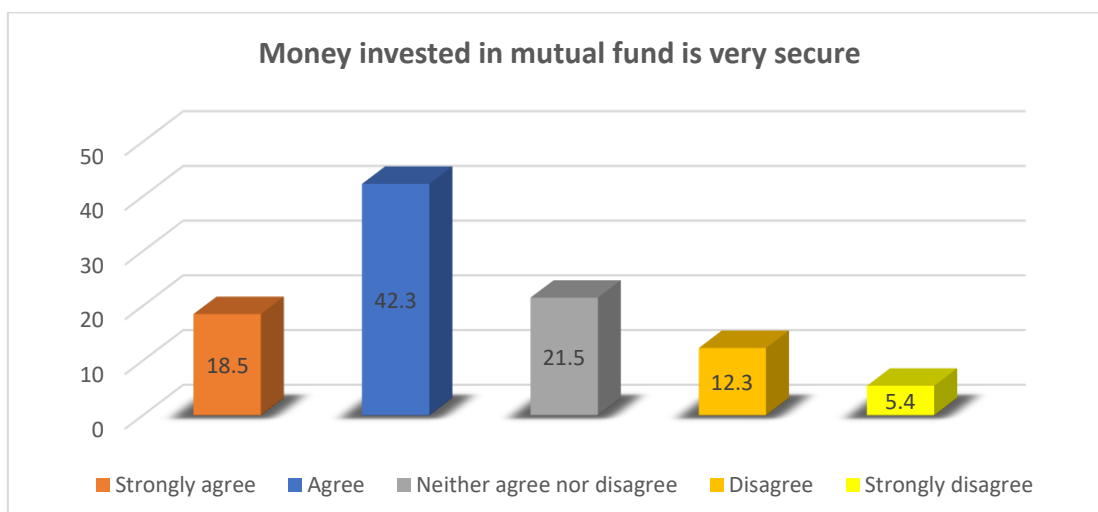


Chart 4.24 Money invested in mutual fund is very secure

INTERPRETATION:

From the above table it is interpreted that 18.5% of the respondents are strongly agree that the money invested in mutual fund is very secure, 42.3% of the respondents agree, 21.5% of the respondents neither agree nor disagree, 12.3% of the respondents disagree and 5.4% of the respondents are strongly disagree with the statement.

Table 4.25 Respondents based on whether mutual fund discloses all the relevant information to its investors.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	39	30
Agree	51	39.2
Neither agree nor disagree	21	16.2
Disagree	10	7.7
Strongly disagree	09	6.9
TOTAL	130	100

Source: Primary data

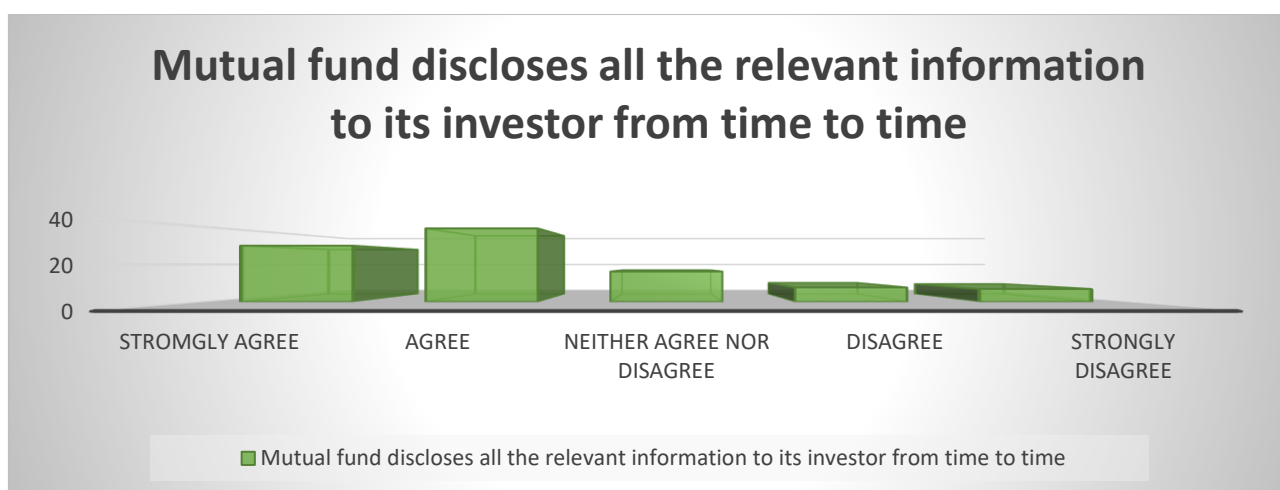


Chart 4.25 Mutual fund discloses all the relevant information to its investor from time to time of the respondents:

INTERPRETATION:

From the above table it is interpreted that 30% of the respondents are strongly agree with the statement that mutual fund discloses all the relevant information to its investors from time to time, 39% of the respondents agree, 16.2% of the respondents neither agree nor disagree, 7.7% of the respondents are disagree and 6.9% of the respondents are strongly disagree with statement that mutual fund discloses all the relevant information to its investors from time to time.

Table 4.26 Respondents based on the opinion on security of mutual fund.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	36	27.7
Agree	44	33.8
Neither agree nor disagree	30	23.1
Disagree	14	10.8
Strongly disagree	06	4.6
TOTAL	130	100

Source: Primary data

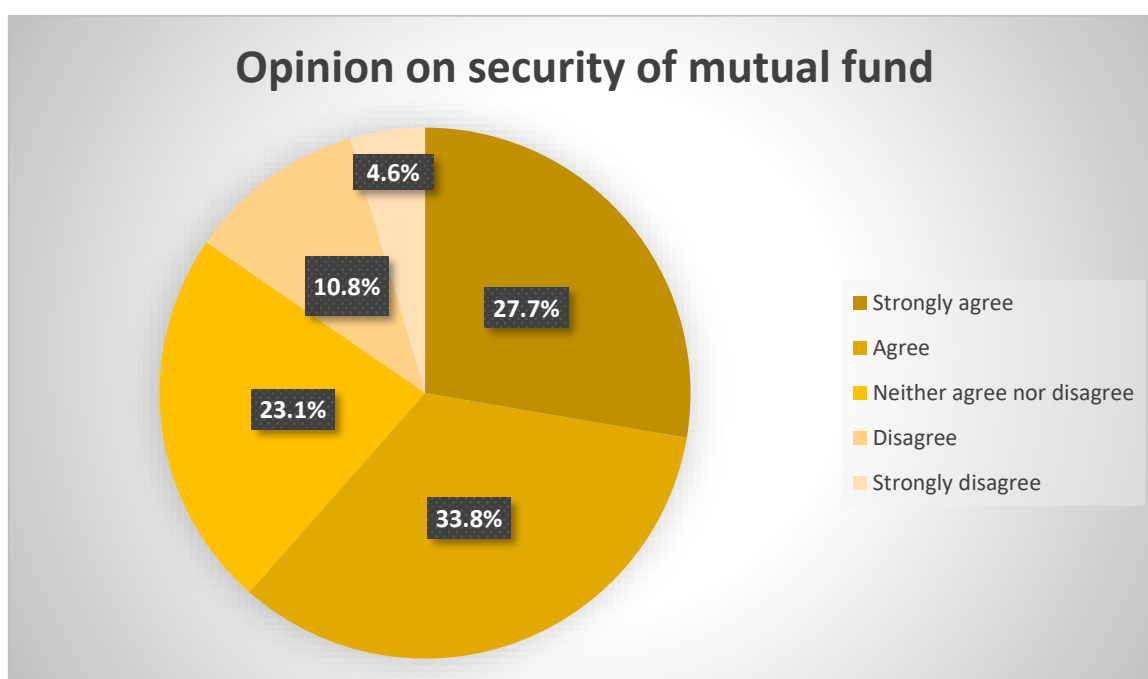


Chart 4.26 Investor's opinion on security of mutual fund

INTERPRETATION:

From the above table it is interpreted that 27.7% of the respondents strongly agreed when market goes down investors tend to sell some of riskier investment and put their money in safer side. 33.8% of the respondents are agreed, 23.1% of the respondents are neither agree nor disagree, 10.8% of the respondents disagreed and 4.6% of the respondents are strongly disagreed with the statement.

Table 4.27 Respondents based on the facing any problem while investing in mutual fund:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Always	17	13.1
Often	12	9.2
Rarely	36	7.7
Sometimes	10	27.7
Never	55	42.3
TOTAL	130	100

Source: Primary data

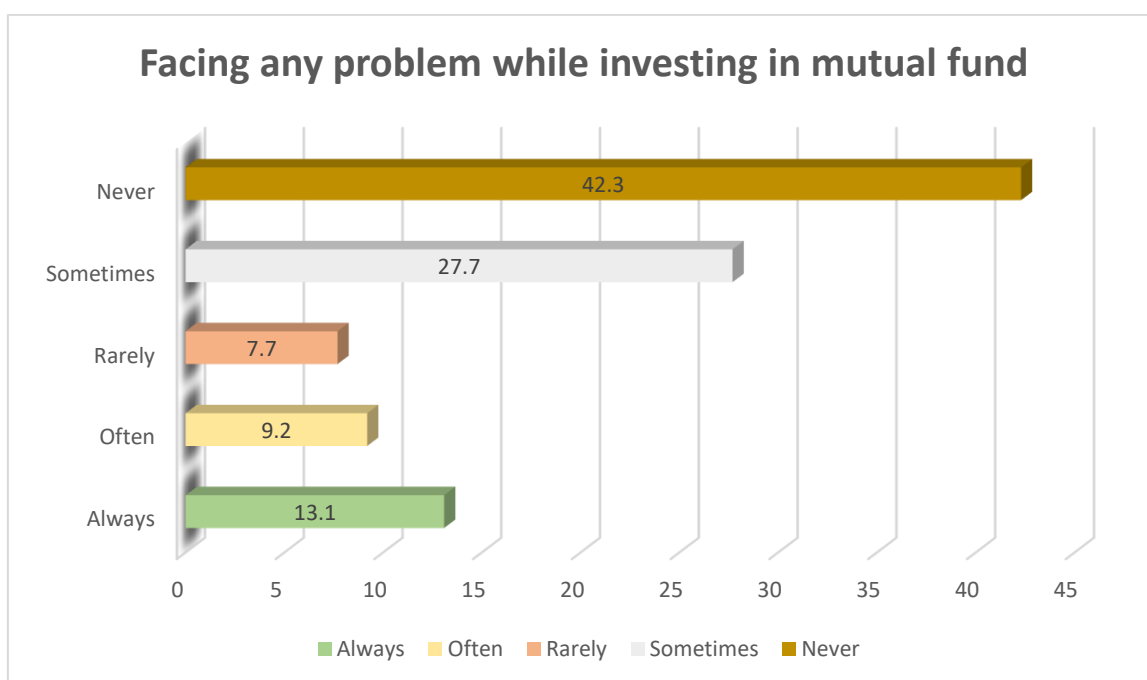


Chart 4.27 Facing any problem while investing in mutual fund:

INTERPRETATION:

From the above table it is interpreted that 13.1% of the respondents are always facing a problem while investing in mutual funds, 9.2% of the respondents are often facing a problem while investing in mutual fund, 7.7% of the respondents are rarely facing a problem while investing in mutual fund, 27.7% of the respondents are sometimes face a problem while investing in mutual fund and 42.3% of the respondents are never face a problem while investing in mutual fund.

Table 4.28 Respondents based on the level of satisfaction

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Highly satisfied	28	21.5
Satisfied	43	33.1
Neutral	32	24.6
Dissatisfied	17	13.1
Highly dissatisfied	10	7.7
TOTAL	130	100

Source: Primary data

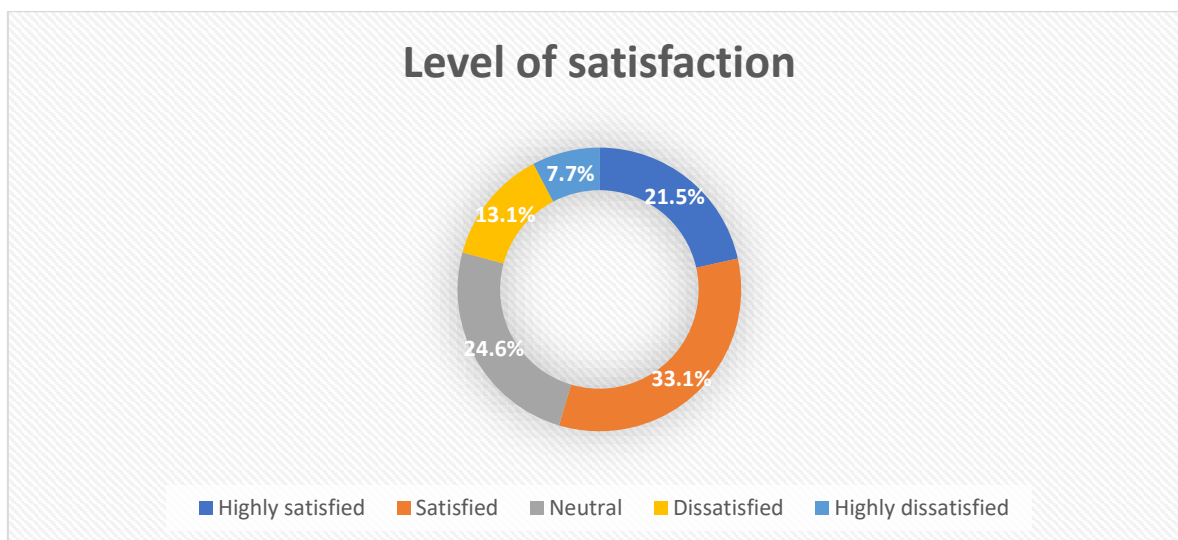


Chart 4.28 Level of satisfaction of the respondents:

INTERPRETATION:

From the above table it is interpreted that 21.5% of the respondents say highly satisfied from their returns in mutual fund through sip, 33.1% of the respondents say that they satisfied from their returns in mutual fund through sip, 24.6% of the respondents say that they neither satisfied or dissatisfied from their returns in mutual fund through sip, 13.1% of the respondents say that they dissatisfied after seeing their returns in mutual fund through sip and 7.7% of the respondents are highly dissatisfied from their returns in mutual fund through sip.

Table 4.29 Respondents based on the choose the best returns scheme/company.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Systematic Investment Plan Income fund	40	30.8
Grind lays super save	09	6.9
Chole Triple ace	04	3.1
IDBI prime income fund	23	17.7
Prudential ICICI flexible income plan	29	22.3
Templeton India Income builder	10	7.7
Others	15	11.5
TOTAL	130	100

Source: Primary data

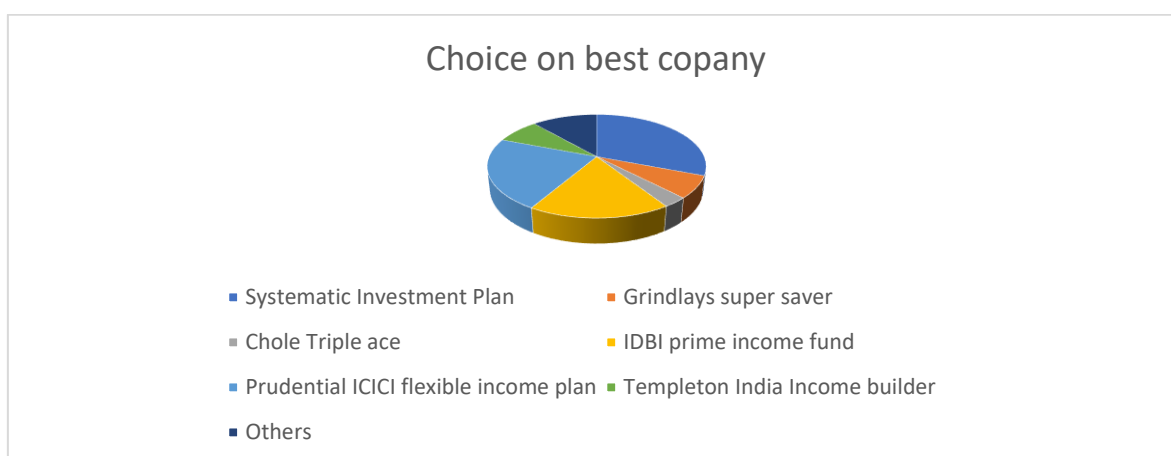


Chart 4.29 Choice on best return company

INTERPRETATION:

From the above table it is interpreted that 30.8% of the respondents are satisfied with the returns from systematic investment plan income fund, 6.9% of the respondents are grindlays company, 3.1% of the respondents chola triple ace company, 17.7% of the respondents IDBI prime income fund, 22.3% of the respondents ICICI prudential flexible income fund, 7.7% of the respondents are Templeton Indian income plan and 11.5% of the respondents are satisfied with the returns from other companies.

Table 4.30 Respondents based on the recommend others to invest in mutual fund through systematic investment plan:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Yes	98	75.4
No	32	24.6
TOTAL	130	100

Source: Primary data

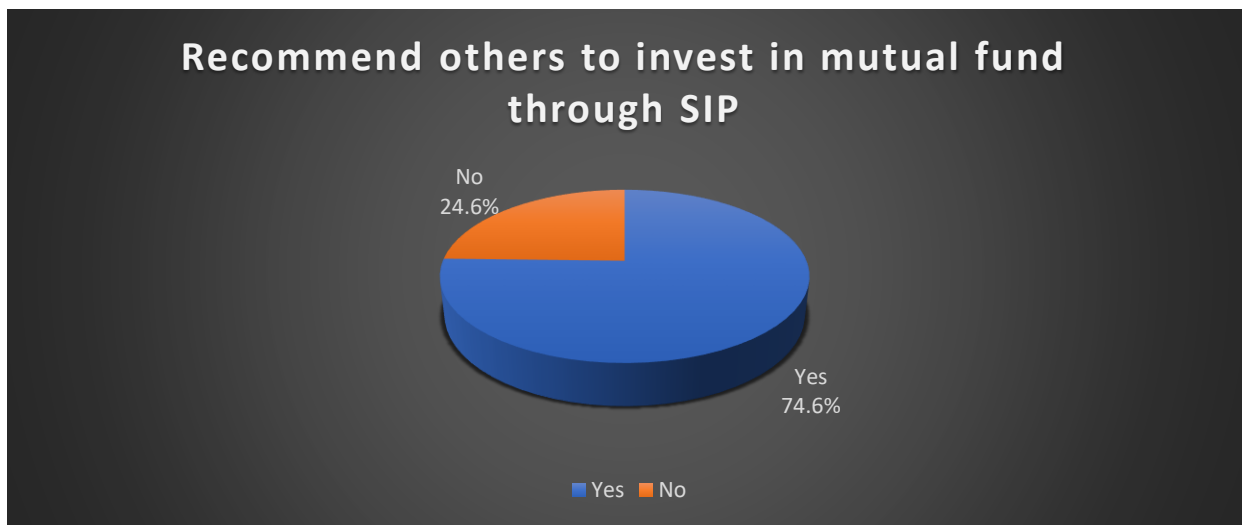


Chart 4.30 Recommend others to invest in mutual fund through SIP of the respondents.

INTERPRETATION:

From the above table it is interpreted that 74.6% of the respondents are interest to recommend others to invest in mutual fund through sip and 24.4% of the respondents are not interest to others to invest in mutual fund through sip.

4.31 CHI-SQUARE TEST:

Table 4.31 The table showing the relationship between investment objective and investment period.

Null hypothesis (Ho):

There is no association between investment objectives and investment period.

Alternate hypothesis (H1)

There is association between investment objective and investment period.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Investment objective * Investment period	130	99.2%	1	0.8%	131	100.0%

INVESTMENT OBJECTIVE		INVESTMENT PERIOD				TOTAL
		5-10 Years	11-15 Years	16-20 Years	Above 21 Years	
Diversification	Count	12	0	0	0	12
Better return & safety	Count	34	12	0	0	46
Regular income	Count	0	1	23	3	27
Tax benefit	Count	0	0	0	15	15
Total	Count	46	43	23	18	130

Chi-square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	296.689 ^a	12	.000
Likelihood Ratio	261.619	12	.000
Linear-by-Linear Association	113.013	1	.000
N of Valid Cases	130		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is 1.66.

RESULTS: A chi-square test of independent was performed to examine the association between investment objective and investment period.

Results of the Chi-square test of independence showed that the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a significant association between investment objective and investment period. Hence, the Alternative hypothesis [H1] is accepted

4.32 The tables showing the relationship between education qualification and Mutual funds generate best return for its investors.

Null Hypothesis (H0): There is no significant difference between education qualification and opinion on mutual funds generate best returns for its investors.

Alternate Hypothesis (H1): There is significant difference between education qualification and opinion on mutual fund generate best returns for its investors.

Descriptives**								
EDUCATION QUALIFICATION								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Agree	48	3.48	1.185	.171	3.14	3.82	1	5
Disagree	15	3.53	1.246	.322	2.84	4.22	1	5
Neither agree nor disagree	29	2.97	1.451	.269	2.41	3.52	1	5
Strongly agree	31	3.35	1.473	.265	2.81	3.90	1	5
Strongly disagree	7	3.57	1.618	.612	2.07	5.07	1	5
Total	130	3.35	1.345	.118	3.11	3.58	1	5

ANOVA					
EDUCATION QUALIFICATION					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.934	4	1.483	.815	.518
Within Groups	227.489	125	1.820		
Total	233.423	129			

RESULTS:

ANOVA was performed to examine the difference among education qualification and opinion mutual funds best return for its investors.

Results of ANOVA shows that significant value is higher than 0.05, we accept null hypothesis and reject alternate hypothesis. Therefore, there is no significant difference between education qualification and opinion on mutual fund generate best return for its investors. Hence, the null hypothesis is accepted (H0).

Table 4.33 The table showing the relationship between annual-income and mutual fund have outperformed the market returns:

Null Hypothesis (H0): There is no significant difference between annual-income and mutual fund have outperformed the market returns.

Alternate Hypothesis (H1): There is significant difference between annual-income and mutual fund have outperformed the market returns.

Descriptives**								
ANNUAL INCOME								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Agree	53	2.32	1.283	.176	1.97	2.67	1	4
Disagree	15	1.80	1.265	.327	1.10	2.50	1	4
Neither agree nor disagree	22	2.55	1.299	.277	1.97	3.12	1	4
Strongly agree	34	2.38	1.326	.227	1.92	2.85	1	4
Strongly disagree	6	2.50	1.378	.563	1.05	3.95	1	4
Total	130	2.32	1.295	.114	2.10	2.55	1	4

ANOVA					
ANNUAL INCOME					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.500	4	1.375	.815	.518
Within Groups	210.931	125	1.687		
Total	216.431	129			

RESULTS:

Results of ANOVA shows that significant value is greater than 0.05, we accept the null hypothesis(H0) and reject alternate hypothesis (H1). Therefore, there is no significant difference between annual-income and mutual fund have outperformed the market returns. Hence, the null hypothesis is accepted.

Table 4.34 The table showing relationship between respondent's opinion on security of mutual fund and whether mutual fund discloses all the relevant information to its investor

Null Hypothesis(H0): There is no correlation between respondent's opinion on security of mutual fund and whether mutual fund discloses all the relevant information to its investors.

Alternate Hypothesis (H1): There is correlation between respondent's opinion on security of mutual fund and whether mutual fund discloses all the relevant information to its investors.

Correlations

Correlations			
		Respondent's opinion on security of mutual fund	Whether mutual Funds discloses all the relevant information to its investor
Money Invested in mutual fund is very secure	Pearson Correlation	1	.109
	Sig. (2-tailed)		.219
	N	130	130
Mutual Funds discloses all the relevant information to its investor from time to time	Pearson Correlation	.109	1
	Sig. (2-tailed)	.219	
	N	130	130

RESULTS:

The results from table 4.34 indicates that respondent's opinion on security of mutual fund and whether mutual fund discloses all the relevant information to its investors are positively and significantly correlated with each other. The correlation value is 0.109. hence the two variables are low correlation.

CHAPTER 5

5.1 FINDINGS:

- 1) Most (41.5%) of the Investors are in the age group between 21-30 years.
- 2) Majority (55.4%) of investors are male.
- 3) Most (35.4%) of the investors are post graduate.
- 4) Most (40.8%) of the investors are private employee.
- 5) Most (40.8%) of the investors Annual income is between 2,50,000-5,00,000.
- 6) Most (36.9%) of the investors are saving between 2,001-5,000 rupees from earnings.
- 7) Most (35.4%) of the investors of Investment objective is better return & safety.
- 8) Most (35.4%) of the investors Investment period is 5-10 years.
- 9) Most (35.4%) of the investors are extremely aware about the systematic investment plan.
- 10) Most (37.7%) of the investors say that income fund gives better return from systematic investment plan.
- 11) Most (33.1%) of the investors are influenced via friends to invest in mutual fund through sip.
- 12) Most (42.3%) of the investors are invest between 10,000 to 25,000 in systematic investment plan.
- 13) Most (41.5%) of the investors are invested in debt-oriented schemes/funds of systematic investment plan.
- 14) Most (45.4%) of the investors are strongly agree that the systematic investment plan in mutual fund schemes fulfil the objective of maximizing the return from the investment.
- 15) Most (39.2%) of the investors say that easy to invest is a primary reason to invest in mutual fund through sip.

- 16) Most (35.4%) of the investors are agree that the need and convinces to invest or withdraw in mutual fund.
- 17) Most (38.5%) of the investors are agree that the best returns in mutual fund.
- 18) Most (32.3%) of the investors are agree that the mutual fund has a well-diversified portfolio of securities
- 19) Most (35.4%) of the investors are agree that the mutual fund has met the objectives for which it is established.
- 20) Most (40.8%) of the investors are agree that mutual fund have outperformed the market returns.
- 21) Most (28.5%) of the investors are agree that mutual fund has been helpful in the development of Indian capital market.
- 22) Most (30.8%) of the investors are agree that the mutual fund is less risky way to invest as compared to directly invest in stock market.
- 23) Most (33.8%) of the investors are agree that mutual funds are good to respond to market volatility
- 24) Most (42.3%) of the investors are agree with that money invested in mutual fund is very secure.
- 25) Most (39.2%) of the investors are agree that the mutual funds disclose all time relevant information to its investor from time to time.
- 26) Most (33.8%) of the investors agree that when market goes down, investors tend to sell some of risk investment and put their money in safer side.
- 27) Most (42.3%) of the investors had never faced any problem while investing in mutual fund.
- 28) Most (33.1%) of the investors satisfied with the investment in mutual fund through SIP after seeing their returns.
- 29) Most (22.3%) of the investors choose systematic investment plan income fund which is the best income fund based on the satisfaction available from their returns.

30) Majority (74.6%) of the investors said that they will recommend others to invest in mutual fund through SIP.

31) There is association between investment objective and investment period. Hence, the alternative hypothesis is accepted (H1)

32) There is no significant difference between education qualification and opinion on mutual fund generate best return for its investors. Hence, the null hypothesis is accepted (H0).

33) There is no significant difference between annual-income and whether mutual fund performed the market returns. Hence, the null hypothesis is accepted (H0).

34) Pearson correlation coefficient indicates that respondent's opinion on security of mutual fund and whether mutual fund discloses all the relevant information to its investors are positively and significantly correlated with each other. Hence the two variables are low correlation.

5.2 SUGGESTIONS

- Mutual funds companies should bring an innovative scheme which would help the investors to invest their savings in the Mutual funds. And the Mutual fund companies should attract more youngster investors as well as investor who want height of their carrier. which will lead to develop the mutual fund industries in future.
- Mutual funds companies should bring more awareness among the investors and schemes which they had. There are few people who still invest their savings in traditional investment options such as bank deposits, postal savings etc, they think that mutual funds are more risky compare to their traditional investment options.
- Systematic Investment plans give more better returns compare other investment options. Systematic investment plan main concept is benefit of rupee cost averaging. SIP should attract more small term investors who want to invest their savings on basis of monthly. Tax discount should be providing to the investors for investing in mutual fund this will help them encourage to invest in Systematic Investment plan apart from Equity Linked Saving Schemes.

- Systematic Investment Plan gives more returns to investors compare to Lump sum plan systematic investment plan helps to the investors to increase their wealth growth.
- For achieving heights in financial sector, the mutual fund companies should express in such a way that helps in fulfilling the investor's expectation.
- Mutual fund industries need to take more advantage of modern technology like social networking and telecommunication to render service to investors.
- Growth of Mutual funds tends to increase the shareholdings in good companies give rise the fear of threatening among industrial group, hence introduction of nonvoting shares and lowering the debt-equity ratio helps to remove these worries.
- Mutual funds companies as to create more and more impact on investors to increase their wealth for future needs.

5.3 Conclusion:

The study on investors perception towards mutual funds through systematic investment plan this enables that the most of the respondents has positive attitude towards mutual fund through systematic investment plan. Most of the respondents are invested their savings in mutual fund through systematic investment plan and by findings it is conclude that factors which encourage them to invest in mutual fund through systematic investment plan are Easy to invest facility is most encouraged factors followed by portfolio diversification and professional management services. The risk tolerance is very low for the investors. It is also concluded that most of respondents are satisfied with mutual funds and got better returns from systematic investment plan in mutual fund.

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APPENDIX- 1 (QUESTIONNAIRE)

Demographical

1) Age

- ☐ Below 20 Years
- ☐ 21-30 Years
- ☐ 31-40 Years
- ☐ 41-50 Years
- ☐ Above 50 Years

2) Gender

- ☐ Male
- ☐ Female

3) Education Qualification

- ☐ HSC/SSLC
- ☐ Under Graduate
- ☐ Post Graduate
- ☐ Professional
- ☐ Others

4) Occupation

- ☐ Government employee
- ☐ Private employee
- ☐ Self-employed professional
- ☐ Business
- ☐ Others

5) Annual-income

- ☐ Less than 2,50,000
- ☐ 2,50,000-5,00,000
- ☐ 5,00,000-10,00,00
- ☐ Above 10,00,000

6) How much do you save from your earnings

- ☐ Less than 2000
- ☐ 2001-5000
- ☐ 5001-10,000
- ☐ 10,001-20,000
- ☐ Above 20,001

VARIABLES

7) What is your Investment objective?

- ☐ Diversification
- ☐ Better return & safety
- ☐ Reduction in risk and cost
- ☐ Regular Income
- ☐ Tax benefit

8) What is your investment Period?

- ☐ 5-10 Years
- ☐ 11-15 Years
- ☐ 16-20 Years
- ☐ Above 21 Years

9) Your awareness about Systematic Investment Plan is

- ☐ Extremely aware
- ☐ Very aware
- ☐ Moderately aware
- ☐ Slightly aware
- ☐ Not at all aware

10) Which of the following gives you better return from Systematic Investment Plan?

- ☐ Equity
- ☐ Income fund
- ☐ Gilt fund
- ☐ Balanced fund

11) Who influenced you to invest in Systematic Investment Plan?

- ☐ Friends
- ☐ Relatives
- ☐ Media
- ☐ Brokers
- ☐ Others

12) Your Investment in Systematic Investment Plan so far is ?

- ☐ Less than 10,000
- ☐ 10,000 to 25,000
- ☐ 25,000 to 50,000
- ☐ Above 50,000
- ☐ Not invested

13) Which the following schemes/ funds of systematic investment plan you have invested?

- ☐ Equity oriented
- ☐ Debt oriented
- ☐ Balanced oriented

14) The Systematic Investment Plan in mutual fund schemes whether fulfil your objective of maximizing the return from the investment. Do you agree?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree

15) What is the primary reason you to invest in mutual funds through systematic investment plan.

- ☐ Easy to invest
- ☐ Portfolio diversification
- ☐ Professional Management service
- ☐ Risk Prediction

- Monthly Investment -small amount to investments

16) One can invest or withdraw Funds according to its needs and convince in Mutual Fund? Do you agree

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

17) Mutual Fund generates the best return for its investors?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

18) Whether Mutual Fund has a well-diversified portfolio of Securities Do you agree?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

19) Mutual Fund has met the objectives for which it is established?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

20) Majority of the schemes of Mutual Fund have outperformed the market returns?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree

21) Mutual Fund has been helpful in the development of Indian capital market?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree

22) Mutual Funds good to respond to market volatility?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree

23) Mutual Fund are less risky way to invest as compared to directly invest in stock market? Do you agree

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree

24) Money Invested in mutual fund is very secure?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree

- Disagree
- Strongly disagree

25) Mutual Funds discloses all the relevant information to its investor? Do you agree

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

26) When the market goes down, I tend to sell some of my riskier investment and put the money in safer investment?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

27) Do you face any problem while investing in Mutual Fund?

- Never
- Always
- Often
- Sometimes
- Rarely

28) What is the level of satisfaction towards investment in mutual fund through SIP after seeing your returns?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

29) choose the best company for income fund based on the satisfaction available from their return:

- ☐ Systematic Investment Plan Income Fund
- ☐ Grin lays super saver
- ☐ Chole Triple ace
- ☐ IDBI prime income fund
- ☐ Prudential ICICI flexible income plan
- ☐ Templeton India Income builder
- ☐ Others

30) Will you recommend others to invest in Mutual fund through SIP?

- ☐ Yes
- ☐ No

A STUDY ON INVESTOR'S PERCEPTION TOWARDS MUTUAL FUND THROUGH SIP

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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 130 different kinds of investors and their diversification of investment plan. The data was collected from the investors through circulated questionnaire Google forms in Chennai city. 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.

Index Terms— SIP (systematic investment Plan), Mutual funds, perception.

1. INTRODUCTION

The concept of Mutual fund emerged in India in 1963, when Government of India launched the unit trust of India (UTI). UTI has launched few schemes for investors one of scheme was UTI plan scheme. Until 1987 the growth rate was very slow and UTI was the only Mutual fund company enjoyed a monopoly in India mutual fund market. The entry of public sectors after few years of establishing UTI the growth was accelerated further in succeeding decade. After few years, in 1993 private sectors has started in Indian mutual fund industry and that was the year where government has brought a new regulation under which all mutual funds industry and Unit Trust of India has to be registered and governed. In 1993, SEBI (Securities and Exchange Board of India) regulations were substituted by a more complete and revised Mutual fund regulations in 1996. Now 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. Mutual funds are just one short cut method for the investors to invest their savings to grow their wealth.

Systematic Investment Plan commonly known as SIP; it is a method of investing platform in Mutual funds. SIP allows investors to invest a small sum regularly in investors preferred mutual fund schemes. By activating an SIP, a fixed amount is deducted from investors bank account every month in a chosen date, which get invested in the mutual fund of their own choices. Systematic investment plan helps the small investors who want to save smaller amount of money while benefiting from the long-term advantages of rupee cost averaging. The most of brokerages and mutual funds companies offers Systematic Investment Plan.

Systematic Investment Plan offers more schemes compare to Lump-sum investment. Many of the investors choose SIP for more returns with small amount of money. The main motive of SIP is easy way to accumulate assets and the advantage of Rupee cost averaging means buying more share when price pulls down by allocating pre-determined periodic speculation into mutual funds.

Systematic Investment Plan is only scheme which available in mutual fund, to attract the small term investors. SIP generates more returns compare to other investment options such as postal savings and bank deposits and generally in SIP investors can make their payments on monthly bases this option will gives more benefits to the investors.

Systematic Investment Plan do not assure an income and do not protect against a loss in declining market. Since systematic investment plan (SIP) investing involves permeant participation in the market regardless of performance price level of securities, investor should consider his financial ability to continue your purchases through periods of low-price levels.

1.1 OBJECTIVE OF THE STUDY:

Primary objective:

- To study the investor's perception towards mutual fund through Systematic Investment Plan.

Secondary Objective:

- To identify the reasons for investment in mutual funds through SIP
- To measure the returns for the investment made in mutual fund
- To evaluate the risk tolerance level of the investors.

II. REVIEW OF LITERATURE

Senthil. K and Maruthamutu. K (2010) This study has made an attempt to understand financial behaviour of mutual funds investors towards mutual fund investment. The study was basically focused on the investor's awareness and preferences on various mutual fund's schemes and what are the factors which influence them to invest in mutual fund schemes and to know the level of

satisfaction obtained by them from the mutual fund it was done with the help of the survey conducted in Dharmapuri. The authors conclude while making investment decision the investors should seek advice from expert and consultants including agents and distributor of mutual fund schemes. The investors should compare the risks and expected yields after tuning of tax on various instrument while investment decision. To make investors aware of mutual fund an attempt to be made by providing information in question answer format which may help the investors in taking investment decisions.

Ujjwal M and Vinod Peerapur (2016): The study was conducted to investigate the performance of funds of each AMC (Asset Management company) in a different category. The funds for this research taken are only of open-ended schemes, regular plan and growth option. Risk management tools are used to analyse the performance of selected schemes. This study was based on Birla Sun life mutual funds schemes and other asset management company's schemes. In this research they found that only Birla fund company as more value than other asset management company.

Dimple Batra (2012): The main concept of this research paper to make comparison of SIP (systematic investment plan) with lumpsum investment with the help of data environment analysis this will be very useful for the policy maker and fund manager for designing policies for future implications. The results conclude that many of people do not invest in SIP due to the lack of awareness although they have sufficient money to invest and the many investor prefer only to invest in their traditional investment options such as fixed deposits, postal savings because they think mutual funds risky then compare to other investment options. And they concluded that mutual funds organization should target more and more young investors as well as the person who want to highlight their career.

Punita.S and Iram Khan (2012) The objective of the study to understand the perception on mutual fund sip and to compare sip with other type of investment avenues. It resulted that lot of investors more aware of systematic investment plan compare to other type of investment avenue, this is because more numbers of investors chosen mutual fund systematic investment plan has a monthly based investment plan through which an individual investor can fixed amount into mutual funds every month at pre-given dates. Monthly instalment plan can attract the small investors who wish to invest a small amount regularly to build wealth for a long term.

Mukesh. H.V (2015) the research has done to know the perception level of mutual funds and to know which variables has attract them while investing in mutual fund, and also want to know investors behaviour towards the mutual fund for returns, tax benefits and etc. It resulted that lot of respondents are low aware of systematic investment plan they were attracted only for lump-sum investment. Hence, it was concluded that mutual funds companies should create more awareness among the investors through conducting workshops on financial markets which can help the investors to know more about the returns and risk.

Monty Kanodia and kiran khinchi (2017): The study was conducted to analysis varied mutual funds schemes and the way it'll facilitate to investors to judge which mutual fund scheme is healthier. The study also wants to examine the risk and return in mutual fund. The study was concluded that performance and comparison of mutual fund in India, should be provided to create a powerful study and a degree of correlation is extremely vital between funds and market return and the impact of funds specific characteristics on the mutual fund performance. This correlation should have to develop so as to have better idea to investors on how parameter can affect the other.

III. RESEARCH METHODOLOGY:

3.1 Population and sample size:

The population size of the investors in the Chennai city is indefinite. The sample size is confined to 130 respondents. The research uses Convenience sampling method.

3.2 Primary and Secondary data:

The study was based on the primary data. Primary data for the study is collected through questionnaire which was circulated through Google forms. The study uses Secondary data has collected from journals, Books, Websites and magazines.

3.3 Questionnaire

The structured questionnaire are three broad types of questions are used in this study are open ended questions, closed ended questions and Likert scale method. Open questions allow respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose. Likert scale provide respondents agree to particular statement.

The perception on mutual fund was measured with the help of 5-point Likert scale namely (strongly agree, Agree, neither agree nor disagree, Disagree, strongly disagree)

3.4 Research Hypothesis:

H₀ 1: There is no association between investment objective and investment period.

H₀ 2: There is no correlation between response opinion on security of mutual fund and whether mutual fund discloses all the relevant information to its investors.

IV. DATA ANALYSIS AND INTERPRETATION

In Demographic Profile:

4.1 Percentage analysis of Demographic factors

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
AGE	Below 20 Years	06	4.6
	21 to 30 Years	54	41.5
	31 to 40 Years	29	22.3
	41 to 50 Years	24	18.5
	Above 50 Years	17	13.1
Gender	Male	72	55.4
	Female	58	44.6
Education Qualification	HSC/SSLC	20	15.4
	Under Graduate	35	26.9
	Post Graduate	46	35.4

Occupation	Professional	22	16.9
	Others	07	5.4
	Government employee	30	23.1
	Private employee	53	40.8
	Business	25	19.2
	Self- employed Professionals	12	9.2
	Others	10	7.7
Annual Income	Less than 2,50,000	41	31.5
	2,50,000-5,00,000	53	40.8
	5,00,000-10,0000	23	17.7
	Above 10,00,000	13	10

In table 4.1 shows the demographic profile of the investors such as age, gender, education qualification, occupation and their income this will be helpful to know the investment plan for their future plan and it is felt that important to know whether the investment objective and investment period would have a direct influence over their investment decisions. For this purpose, the data have processed and presented in table.

It is observed that from table 4.1 that most of the investors are from the age group of 21-30 years (41.5%) and followed by age group of 31-40 years (22.3%). By this concept it clearly reveals that Mutual funds more attracted investors of age group of 21-30 years. Respondents based on the gender shows more investors are male (55.4%) and followed by female (44.6%), the concept reveals that now days female are also investing in mutual fund. It explains the fact that the maximum number of investors are post graduate (35.4%), followed by under graduate (26.9%) and investors with professional education are (16.9%). Hence this study reveals that some time education qualifications play a vital role in mutual fund. Respondents based on investors occupations (40.8%) of total investors comes under private employee category, followed by government employee (23.1%) and the own business investors constitute of (19.2%). This shows that private employee and government employee investor are more aware about mutual fund. The different skills and knowledge have influenced their investment decision. Respondents based on Annual income (40.8%) of investors comes under 2,50,000-5,00,000, followed by less than 2,50,000 (31.5%) and (17.7%) of the investors annual-income of 5,00,000-10,00,000.

4.2 Investors respondents based on Investment objective

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE RESPONDENTS	OF
Diversification	12	9.2	
Better return & safety	46	35.4	
Reduction in risk and cost	30	23.1	
Regular income	27	20.8	
Tax benefit	15	11.5	
TOTAL	130	100	

Source: Primary data

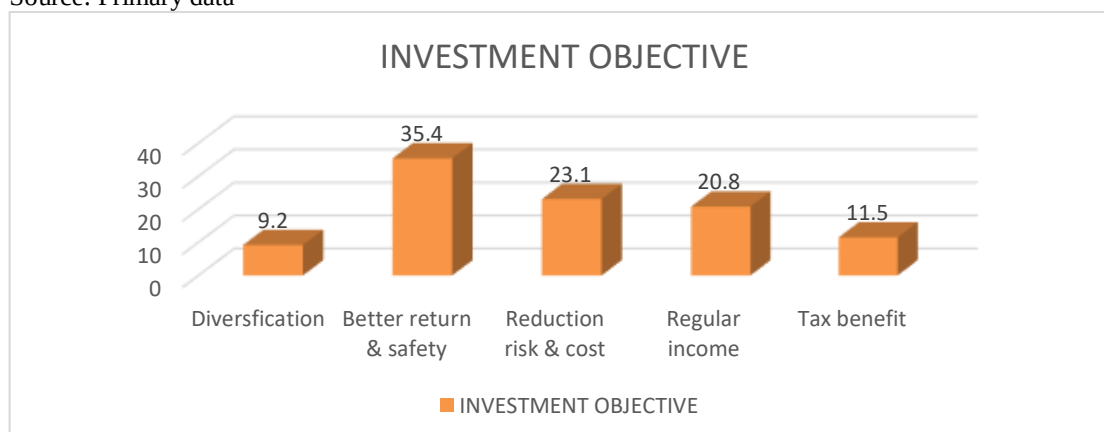


Chart 4.2 Investment objective of the respondents

INTERPRETATION:

From the above table it is interpreted that 9.2% of the respondents that investment objective is diversification, 35.4% of the respondent's investment objective is better return and safety, 23.1% of the respondent's investment objective is reduction in risk and cost, 20.8% of the respondent's investment objective is for regular income and 11.5% of the respondent's investment objective is for tax benefit.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
5-10 Years	46	35.4
11-15 Years	43	33.1
16-20 Years	23	17.7
Above 21 Years	18	13.8
TOTAL	130	100

Table 4.3 Respondents based on investment period:

Source: Primary data

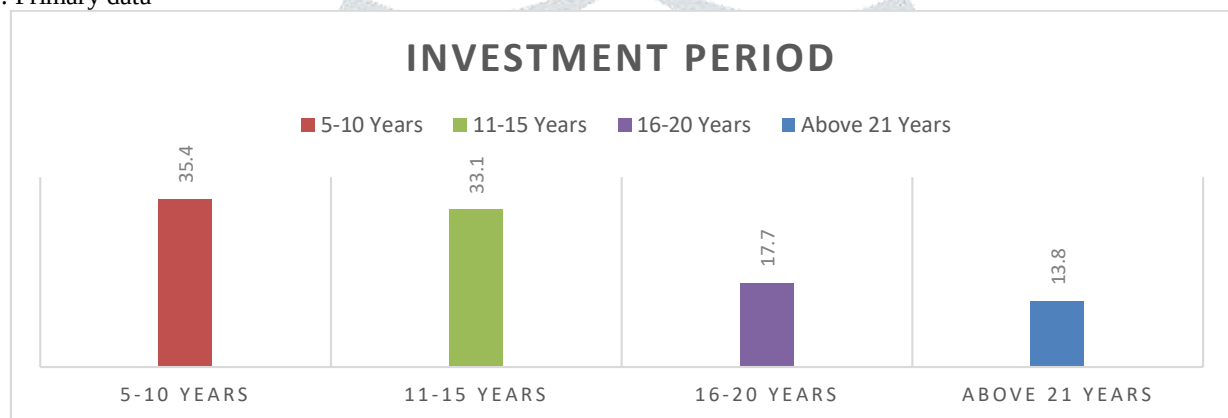


Chart 4.3 Investment period of the respondents:

INTERPRETATION:

From the above table it is interpreted that 35.4% of the respondents are investment period is 5-10 Years, 33.1% of the respondent's investment period is 11-15 Years, 17.7% of the respondent's investment period is 16-20 Years and 13.8 % of the respondent's investment period is above 21 Years.

V. HPOTHESIS TESTING**The HYPOTHESIS 1****Relationship between investment objective and investment period:**

Null Hypothesis (H0): There is no association between investment objective and investment period.

Alternate Hypothesis(H1): There is association between investment objective and investment period.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Investment objective * Investment period	130	99.2%	1	0.8%	131	100.0%

INVESTMENT OBJECTIVE		INVESTMENT PERIOD				TOTAL
		5-10 Years	11-15 Years	16-20 Years	Above Twenty-one Years (21)	
Diversification	Count	12	0	0	0	12
Better return & safety	Count	34	12	0	0	46
Regular income	Count	0	1	23	3	27
Tax benefit	Count	0	0	0	15	15
Total	Count	46	43	23	18	130

Table chi-square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	296.689 ^a	12	.000
Likelihood Ratio	261.619	12	.000
Linear-by-Linear Association	113.013	1	.000
N of Valid Cases	130		

RESULTS: Since H1 is accepted, there is association between the investment period and investment period.

HYPOTHESIS 2

Pearson correlation coefficient between response opinion on security of mutual fund and whether mutual fund discloses all the relevant information to its investors.

Null Hypothesis(H0): There is no correlation between respondent's opinion on security of mutual fund and whether mutual fund discloses all the relevant information to its investors.

Alternate Hypothesis (H1): There is correlation between respondent's opinion on security of mutual fund and whether mutual fund discloses all the relevant information to its investors.

Correlations			
		Respondent's opinion on security of mutual fund	Mutual Funds discloses all the relevant information to its investor
Money Invested in mutual fund is very secure	Pearson Correlation	1	.109
	Sig. (2-tailed)		.219
	N	130	130
Mutual Funds discloses all the relevant information to its investor from time to time	Pearson Correlation	.109	1
	Sig. (2-tailed)	.219	
	N	130	130

RESULTS: Since the values of Pearson Correlation 0.109, this indicates that respondent's opinion on security of mutual fund and whether mutual fund discloses all the relevant information to its investors are positively and significantly correlated with each other. Hence the two variables are low correlation.

VI. FINDINGS:

- 1) Most (41.5%) of the Investors are in the age group between 21-30 years.
- 2) Majority (55.4%) of investors are male.
- 3) Most (35.4%) of the investors are post graduate.
- 4) Most (40.8%) of the investors are private employee.
- 5) Most (40.8%) of the investors Annual income is between 2,50,000-5,00,000.
- 6) There is association between investment objective and investment period. Hence, the alternative hypothesis.
- 7) Pearson correlation value is 0.109 which is below 0.05 therefore, there is a correlation between respondent's opinion on security of mutual fund and whether mutual fund discloses all the relevant information to its investors.

VII: SUGGESTIONS:

- Mutual funds companies should bring an innovative scheme which would help the investors to invest their savings in the Mutual funds. And the Mutual fund companies should attract more youngster investors as well as investor who want height of their carrier. which will lead to develop the mutual fund industries in future.

- Mutual funds companies should bring more awareness among the investors and schemes which they had. There are few people who still invest their savings in traditional investment options such as bank deposits, postal savings etc, they think that mutual funds are more risky compare to their traditional investment options.
- Systematic Investment plans give more better returns compare other investment options. Systematic investment plan main concept is benefit of rupee cost averaging. SIP should attract more small term investors who want to invest their savings on basis of monthly. Tax discount should be providing to the investors for investing in mutual fund this will help them encourage to invest in Systematic Investment plan apart from Equity Linked Saving Schemes

VIII. CONCLUSION:

A study on investors perception towards mutual fund through SIP as help us to understand better about the investor's investment objective, investment period, risk tolerance and returns for the investment made in mutual fund. From the research it enables that the most of the respondents has a positive attitude towards mutual fund through systematic investment plan. Most of the respondents invest in their savings in systematic investment plan. There were independent variables as demographic variables such as education qualification, annual-income, age, occupation and gender.

The conclusion for this research that factors which encourage them to invest in mutual fund through systematic investment plan are Easy to invest facility is most encouraged factors followed by portfolio diversification, monthly investment, professional management services. It is also concluded that most of respondents are satisfied with mutual funds and got better returns from systematic investment plan in mutual fund.

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