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Investors Services Selection of Mutual Fund

Shriram K V

Assistant Professor Amrita Vishwa Vidhyapeetham University,Computer Science And Engineering-
Coimbatore

ABSTRACT

Investment is an type of activity for the people that are made from their savings. A variety of different investment options are available in savings avenues that are bank, Gold and financial instruments like mutual funds, bonds & shares etc. Investors are always investing their money with the different types of purpose and objectives such as profit, security, appreciation, Income stability. In this paper, the influence of investors' related services on mutual fund schemes have been analyzed using statistical tools. Based on the analysis, among various investors' related services on mutual fund schemes-_Mutual Fund's grievance redressal machinery has significant for Growth scheme, Income scheme and Money market scheme.

Keywords: Mutual fund**,** investors' related services, mutual fund schemes

I.   INTRODUCTION

A mutual fund is a type of financial vehicle made up of a pool of money collected from many investors to invest in securities like stocks, bonds, money market instruments and other assets [1-3]. Mutual funds are operated by professional money managers, who allocate the fund's assets and attempt to produce capital gains or income for the fund's investors. Thus, Mutual Fund is a trust that pools the savings of a number of investors who share a common financial goal [3-10]. Various studies on mutual fund schemes including yields of different schemes are being published by the financial newspapers on a weekly basis. Apart from these, many research agencies also publish research reports on performance of mutual funds including the ranking of various [11-22] schemes in terms of their performance. Investors should study these reports and keep themselves informed about the performance of various schemes of different mutual funds. Investors can analyze the performance of their schemes on the basis of investors related services. Hence this paper studies the influence of investors' related services on mutual fund schemes [23-29].

II.   LITERATURE REVIEW

The on hand "Behavioural Finance" studies are very few and insufficient information is available about investors' related services on mutual fund scheme. All efforts in this direction are scrappy. Its conducted a survey to get an insight into the Mutual fund operations of private institutions with special reference to Kothari Pioneer. The survey revealed that the awareness about Mutual fund concept was poor during that time in small cities. Agents play a vital role in spreading the Mutual fund culture; open-end schemes were much preferred then; age and income are the two important determinants in the selection of fund / scheme; brand image and return were their prime considerations.

Its carried out a survey with an objective to understand the behavioral aspects of the investors of the North Eastern Region towards equity and Mutual funds investment portfolio. The survey revealed that the salaried and self employed formed the major investors in Mutual funds primarily due to tax concessions [30-45].

Subramanya PR (2015) the research has been studied on socio economic factors like age, gender, education income and savings of investor's perception towards mutual fund is not encouraging but the age of investor's and saving habit of the respondent was closely correlated. Preeti Khitoliya (2014) examined through her research that majority of the respondents in the age of 35-44 wish to invest in mutual fund having moderate risk which ensures wealth maximization followed by balanced fund and income funds. Similar results have been seen in the age group of 25-34. But a reverse trend were seen in the age group of 45 above where majority is risk averse as they wish to invest in mutual fund schemes which guarantees safety of principal amount followed by balanced fund and growth fund. K.Lakshman Rao (2011) surveyed in their paper that majority of investing respondents were found to be in the age group of 31-50 years. People belonging to the age group of more than 60 years and less than 20 years were found to be less aware of different investment schemes and so their investments are comparatively much less [46-55].

R. Vasudevan & Peer mohaideen (2012) analyzed investor's perception of risk and expectation associated with specific mutual fund. The research revealed that investors perceive risk as under performance of risk and return in mutual fund investment were medium and not so satisfactory. Shanmugham (2000) conducted a survey of 201 individual investors to study the information sourcing by investors, their perceptions of various investment strategy dimensions and the factors motivating share investment decisions, and

reports that among the various factors, psychological and sociological factors dominated the economic factors in share investment decisions. Mukesh. H.V. (2015) had studied investor's perception on mutual fund for return, tax benefit and capital appreciation, but most of the investors lack awareness about mutual funds and their various schemes like, SIP (Systematic Investment Plan) [55-60]. Hence, it becomes necessary to create awareness among the investors through conducting seminars, workshops on financial market and published data like newspaper, magazines and journals.

S.Neelima & Dr.D.Surya Chandra Rao(2016) conducted a survey among 302 investors to study the factors influencing the fund/scheme selection behavior of retail investors by applying factor analysis tool. They reported that Companies should develop their image by securing identity, recognition and strengthen relations with investors through information disclosure approaches. The mutual fund companies should support the investors in providing advisory services as investors have to invest systematically with proper guidance of the advisor. Rajesh Trivedi et.al (2017) focused on the relationship between investment decision and factors like liquidity, financial awareness, and demography. He found low risk funds and liquidity of fund scheme was having impact on the investor's perception for investing in the mutual fund [61-65].

III.   RESEARCH GAP

From survey of literature, it is evident that investors are improving in awareness and investment choice making and are looking for information for rational decision making. A study on this aspect is necessary to update the knowledge. The present study is proposed to analyze the influence of investors' related services on mutual fund scheme selection found from time to time. The studies gave a mixed outcome- sometimes have given positive result and sometimes not. In view of this there is an ample scope for a new study to the influence of investors' related services on mutual fund scheme.

IV.   RESEARCH METHODOLOGY

Research Design: This research study is an analytical and descriptive research. It is related to the investment towards mutual funds.

Sample Size: Primary source of data collection is used for present study with the sample size of 300 respondents. The respondents are met at the intervals specified and the primary data is collected from them.

Data collection: For carrying out investors study, the population was defined as residents of semi urban town, who have Mutual fund / life insurance policy in any company. The data was collected with the help of a questionnaire.

Questionnaire design: The questionnaire consists of 30 questions. The questionnaire consists of three parts – personal details, investor opinion related to fund qualities, fund sponsor qualities, investor related services.

Sampling Technique:
In order to increase the accuracy of results, the systematic sampling which is one among the probability sampling technique.

Data Analysis
In the present study to test the hypothesis, the data obtained from the primary sources have been analyzed by employing the statistical tools like analysis of variance (ANOVA)was carried out.

Table 1 Preference of Growth Scheme and Investor Related Services

Investor Related Services	Source of variation	Sum of Squares	DF	Mean Square	F	p value	Result
Disclosure of investment objective in the advertisement	Between Groups	8.2034	5	1.64	2.42	0.035	S
	Within Groups	198.7133	294	0.69			
	Total	206.9167	299				
Disclosure of NAV on every trading day	Between Groups	5.8146	5	1.19	1.47	0.199	NS
	Within Groups	232.4354	294	0.76			
	Total	238.2500	299				
MF's Investors grievance redressal machinery	Between Groups	15.1915	5	3.03	3.31	0.006	S
	Within Groups	269.7252	294	0.94			
	Total	284.9167	299				
Fringe benefits	Between Groups	7.7281	5	1.54	1.1	0.314	NS
	Within Groups	382.3086	294	1.34			
	Total	390.0367	299				

From Table 1, the result of analysis of variance shows that there is significant relationship between preference of growth scheme and disclosure of investment objective in the advertisement and mutual fund's investors grievance redressal machinery reveals that importance is given to these investor related service while preferring growth scheme and no importance is given to other investor related services.

H2₀ = Relationship between Income Scheme and Investor Related Services

$H2_0$ = Relationship between Income Scheme and Investor Related Services

Table-2 Preference of Income Scheme and Investor Related Services

Investor Related Services	Source of variation	Sum of Squares	DF	Mean Square	F	p value	Result
Disclosure of investment objective in the advertisement	Between Groups	0.8011	5	0.1602	0.2285	0.9499	NS
	Within Groups	206.1156	294	0.7011			
	Total	206.9167	299				
Disclosure of NAV on every trading day	Between Groups	3.3162	5	0.6632	0.8300	0.5292	NS
	Within Groups	234.9338	294	0.7991			
	Total	238.2500	299				
MF's Investors grievance redressal machinery	Between Groups	13.1680	5	2.6336	2.8492	0.0157	S
	Within Groups	271.7487	294	0.9243			
	Total	284.9167	299				
Fringe benefits	Between Groups	7.7773	5	1.5554	1.1963	0.3110	NS
	Within Groups	382.2594	294	1.3002			
	Total	390.0367	299				

It is observed from Table 2, there is a significant relationship between preference of income scheme and mutual fund's investors grievance redressal machinery while preference of income scheme has no significant relationship between preference of income scheme and other investor related services. It reveals that importance is given only to grievance redressal machinery while preferring income scheme.

V. FINDINGS

From Interpolation it is found that:

➢ Disclosure of investment objective in the advertisement of investor related services has significant only for Growth scheme.

➢ Disclosure of NAV on every trading day of investor related services has not significant for above mentioned schemes.

➢ Mutual Fund's grievance redressal machinery of investor related services has significant for Growth scheme, Income scheme and Money market scheme.

➢ Fringe benefits, i.e., insurance, credit cards, loans on collateral, tax benefits, etc. of investor related services has significant for Money market scheme.

VI. CONCLUSION

Mutual fund are said to be the best channels for mobilizing the funds of the small investors and contribute significantly to the capital markets. Mutual fund companies are growing day-by-day and they are introducing variety of schemes to attract all types of investors. Based on the analysis, among the various fund related schemes and investor related services, grievance redressal machinery of investor related services has significant for Growth scheme, Income scheme and Money market scheme.

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