

A Study on Individual Perception on Mutual Funds With Special Reference to Kumbakonam Town

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ABSTRACT - A mutual funds is an important investment benefitting both individual and the economic situation of the country, but, mutual funds are not very popular well among as the especially those living in small town village. This study is undertaken to create awareness of mutual funds among the people of Kumbakonam town. This would help investment in mutual funds the future benefiting to the people. This primary data collected was collected Kumbakonam town.

Keyword: mutual funds, small towns, awareness.

I. INTRODUCTION

A Mutual fund is a trust that pools the savings of a number of investors who share a common financial goal. The money thus collected is invested in capital market instruments such as share, debentures, and other securities. The income earned through this investments is shared by its unit holders in proportion to the number units owned by them. Thus a mutual fund is most suitable investments for the common man as it offers on opportunity to invest in a diversified, professionally, Managed basket of securities at a relatively low cost. Investment in securities is spread across a wide cross selection of industries and sectors and thereby reduces the risk.

II. REVIEW OF LITERATURE

Dr.Yogesh Kumar Mehta (2012) has studied emerging scenario of mutual funds India. An analytical study of tax funds. The present study biased on selected equity funds in biased on selected equity funds are public sector and private sector mutual funds.

Prof .V.Vanaja andDr. R.Karrupasamy (2013) have done a studied on the performance of select private sector balanced category mutual fund schemes in India. The study of the performance evaluation would help the investors to choose the best schemes available will also the help the AVM'S better portfolio construction and can rectify the problems underperforming schemes.

E.Priyadharshini and Dr Chandra Babu (2011) have been prediction of the net asset Values of Indian Mutual funds using Auto- Regressive integrated moving average (Arima) in their paper some of the mutual funds in Indian had been modeled using box.

III. RESEARCH METHODOLOGY

Statement of the problem

Mutual funds are the important investment benefitting both individual, and the economic situation of country. But Mutual funds are not well known among especially those living in small town and villages. This study is undertaken to create awareness of mutual funds among the people of Kumbakonam.

Kumbakonam is an ancient town located in the Thanjavur district of Tamil Nadu. Clustered with temples this town is also called as the "Temple Town" as it is easily accessible to the famous navagraha temples and the holy shrine of Velankkani and Nagoor dhargarh. As it lies in the river bed of river Kaveri, it is highly fertile. This historical town bustles with a wide range of business and economic activities. Sculptors, farmers, retailers, travel agents, real estate agents, weavers are some of the professionals. Kumbakonam also has many of its sons of the soil making a living by working abroad mostly as labourers or supervisors. Thus the economical topography reveals that this town is having a large flow of finance. This study is undertaken to make the people of Kumbakonam to realize their financial strength and to create awareness among them on long term investments especially the mutual funds.

Objective of the study

- To analyses the respondents knowledge about Mutual funds schemes
- To analysis the consumer preference about Mutual funds.
- To identify the customer expectation of Mutual funds.

LIMITATION OF THE STUDY:

The time consumption of the study is limited some of the respondents were engaged in daily work and it might be little bit burden to collect data's

RESEARCH DESIGN:

Data: Primary Data

Sampling Size: 50

Sampling Techniques: Well Structured Questionnaire

Research Methods

Statistical tool: Simple Average Method; Liker Scale

IV. DATA ANALYSIS

TABLE: 4.1 PERCEPTIONS ON AWARENESS OF MUTUAL FUNDS BY THE RESPONDENTS

S N O	Customers are aware of mutual funds schemes	Number of Respondents	Percentage
1	Strongly agree	25	50
2	Agree	12	24
3	Neutral	8	16
4	Dis agree	3	6
5	Strongly dis agree	2	4
	Total	50	100

Interpretation:

From the above table 50% of respondents of strongly agree that customers are aware of Mutual fund schemes 24% of respondents agreed. 16% of respondents were neutral 6% of respondent's disagreed and 4% of respondents strongly disagreed.

FIGURE: 4.1 CUSTOMER ARE AWARE OF MUTUAL FUNDS SCHEMES

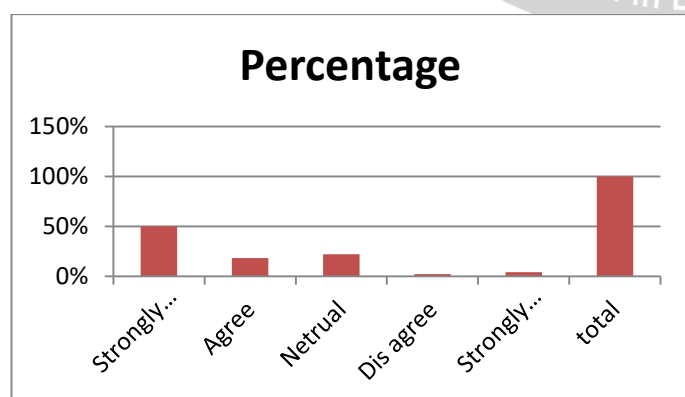


TABLE: 4.2 CONSUMER PREFERENCE ON MUTUAL FUND OF THE RESPONDENTS

SN O	Consumer preference on Mutual fund	Numbers of Respondent	Percentage
1	Strongly agree	27	54
2	Agree	9	18
3	Neutral	11	22
4	Dis agree	1	2
5	Strongly dis agree	2	4
	Total	50	100

Interpretation:

From the above table 54% of respondents of strongly agree that Consumer preference on Mutual fund 18% of respondents agreed. 22% of respondents were neutral 2% of respondent's disagreed and 4% of respondents strongly disagreed

FIGURE: 4.2

CONSUMER PREFERENCE ON MUTUAL FUND OF THE RESPONDENTS

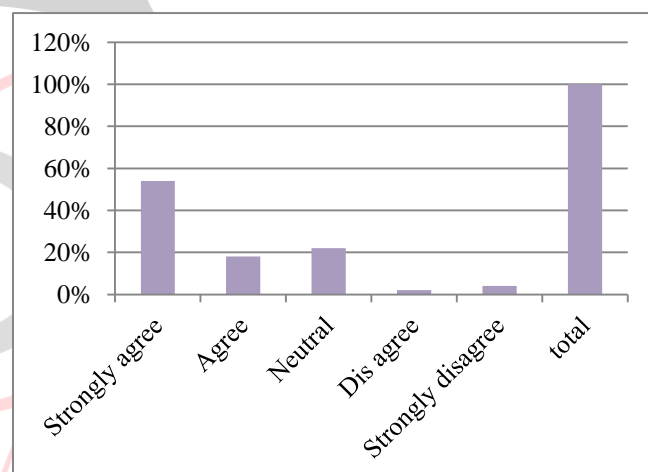


TABLE: 4.3 CUSTOMER EXPECTATION OF MUTUAL FUNDS BY THE RESPONDENTS

SN O	Customers expectation of mutual funds	Number of Respondents	Percentage
1	Strongly agree	23	46
2	Agree	10	20
3	Neutral	9	18
4	Dis agree	6	12
5	Strongly agree	2	4
	Total	50	100

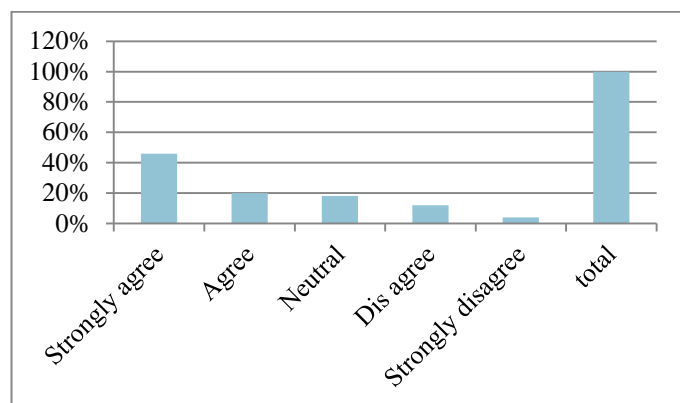
Interpretation:

From the above table it shows 46% of respondents strongly agree that they are satisfied with mutual fund schemes, 20% of respondents agreed. 18% of respondents

were neutral 12% of respondent disagreed and 4% of respondents strongly disagreed

FIGURE: 4.3

CUSTOMERS EXPECTATION OF MUTUAL FUNDS OF THE RESPONDENTS



V. SUGGESTION

Awareness of mutual funds among the general public is high. Hence the financial service providers need to convince the customer into the investing in mutual funds. Higher rate of investment in mutual fund will improve the social economic conditions and contribute economic development of the nation in the long run.

VI. CONCLUSION

For sustainable growth development it is essential for long-run investment in form of mutual fund. Hence more awareness on investment has to be promoted by financial service providers to the public.

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