

A Study on Mutual Funds: Comparison of Various Schemes under Equity

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ABSTRACT

This study is to know the taste towards mutual fund and analyse the importance of demographic factors that affect the decision of investor towards making investments. This study attempts to find out the significance of figures, factors of population such as gender, age, education, occupation, income over investment decisions. Investment decision making behaviour has been taken as dependent variable and demographic factors (age, gender) are considered as independent variables. Data were taken through 100 respondents directly, classified and tested for the survey. The study is basically depending on primary data.

Keywords: Mutual Fund, Investment, Investor & Primary data.

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I. INTRODUCTION

A Mutual Fund is an investment programme funded by shareholders that traded in diversified holdings and is professionally managed. It is also a trust that puddle the savings of a lot of investors those who are having a common goal of generating more returns from their investment. The investment of the money which is done by the investors will further be used in investment like shares, debentures and etc. After investing into the capital market instruments the profit out of it will further be shared by its unit holder in equal part of their investment. Thus, a Mutual Fund is the most suitable investment for a common man as it is an opportunity for an investor to invest in a diversified, professionally managed basket of securities at a relatively low cost. Mutual funds are almost one of the best investments rather than other investment, Mutual funds are very cost efficient like normal people can also invest, thus by gathering money together in mutual funds investors can easily purchase stocks or bonds at lower cost than they get it through by their own investment policies.

II. REVIEW PAPERS

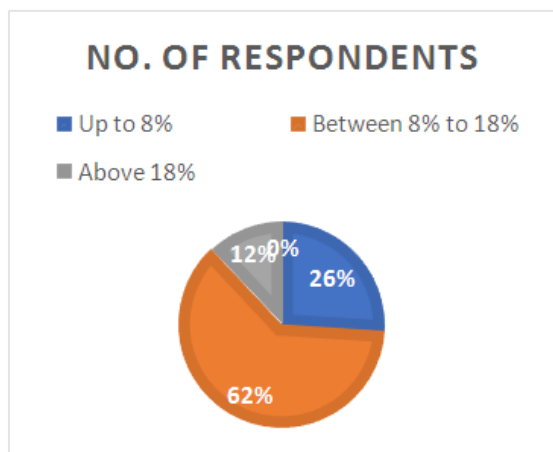
Dr. Sandeep Bansal, Deepak Garg and Sanjeev K Saini (2012), have studied Impact of Sharpe Ratio & Treynor's Ratio on Selected Mutual Fund Schemes. This paper examines the performance of selected mutual fund schemes, that the risk profile of the aggregate mutual fund universe can be accurately compared by a simple market index that offers comparative monthly liquidity, returns, systematic & unsystematic risk and complete fund analysis by using the special reference of Sharpe ratio and Treynor's ratio. **Dr. K. Veeraiah and Dr. A. Kishore Kumar (Jan 2014)**, conducted research on Comparative Performance Analysis of Select Indian Mutual Fund Schemes. This study analyses the performance of Indian owned mutual funds and compares their performance. The performance of these funds was analysed using a five-year NAVs and portfolio allocation. Findings of the study reveals that, mutual funds out perform naïve investment. Mutual funds as a medium-to-long term investment option are preferred as a suitable investment option by investors. **Dr. Yogesh Kumar Mehta (Feb 2012)**, has studied Emerging Scenario of Mutual Funds in India: An Analytical Study of Tax Funds. The present study is based on selected equity funds of public sector and private sector mutual fund. Corporate and Institutions who form only 1.16% of the total number of investors accounts in the MFs industry, contribute a sizeable amount of Rs. 2,87,108.01 crore which is 56.55% of the total net assets in the MF industry. It is also found that MFs did not prefer debt segment. **Dr Surender Kumar Gupta and Dr. Sandeep Bansal (Jul 2012)**, have done a Comparative Study on Debt Scheme of Mutual Fund of Reliance and Birla Sunlife. This study provides an overview of the performance of debt scheme of mutual fund of Reliance, and Birla Sunlife with the help of Sharpe Index after calculating Net Asset Values and Standard Deviation. **Prof. V. Vanaja and Dr. R. Karrupasamy (2013)**, have done a Study on the Performance of select Private Sector Balanced Category Mutual Fund Schemes in India. This study of performance evaluation would help the investors to choose the best schemes available and will also help the AUMs in better portfolio construction and can rectify the problems

of underperforming schemes. The objective of the study is to evaluate the performance of select Private sector balanced schemes on the basis of returns and comparison with their bench marks and also to appraise the performance of different category of funds using risk adjusted measures as suggested by Sharpe, Treynor and Jensen.

RESEARCH METHODOLOGY

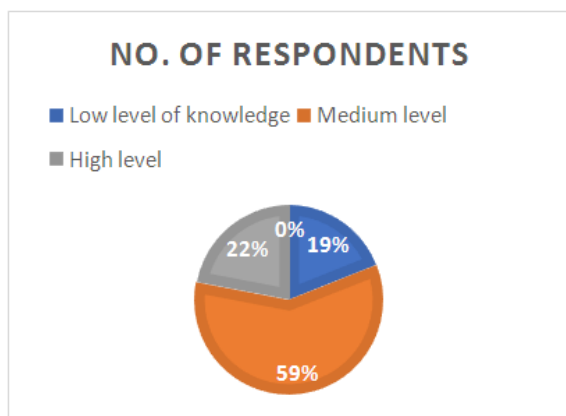
As research is design where the study is all about individual characteristics towards investment. The study is totally based on primary data where the responses are collected from 100 respondents of Gujarat. Questioners were circulated over the targeted sample and response was taken for data analysis. Here are the questions and responses received for that.

Q1. WHAT IS YOUR RETURN EXPECTATION ON YOUR INVESTMENT?



PARTICULARS	NO. OF RESPONDENTS
Up to 8%	26
Between 8% to 18%	62
Above 18%	12
TOTAL	100

Q2. HOW WOULD YOU DESCRIBE / RATE YOUR LEVEL OF KNOWLEDGE OF FINANCIAL PRODUCTS?



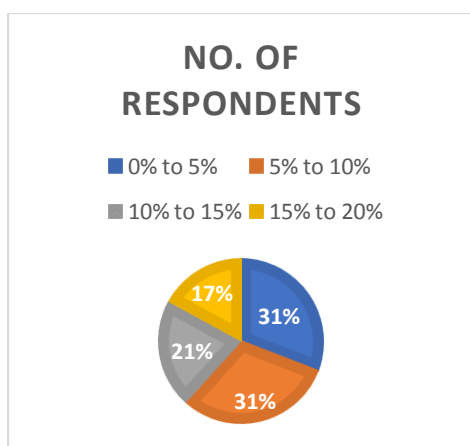
PARTICULARS	NO. OF RESPONDENTS
Low level of knowledge	19
Medium level	59
High level	22
TOTAL	100

Q3. WHAT LEVEL OF RISK ARE YOU WILLING TO ACCEPT ON YOUR INVESTMENT?



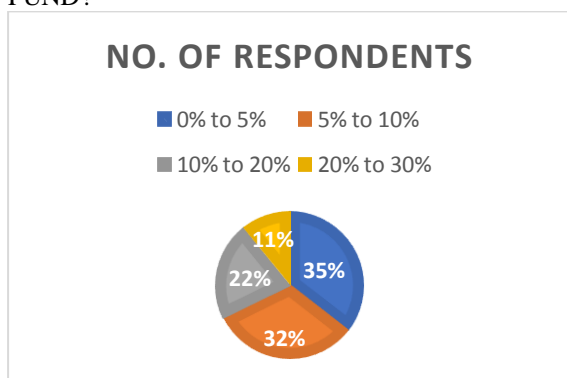
PARTICULARS	NO. OF RESPONDENTS
I want to protect my capital	23
I am comfortable with a small degree of risk	32
I am comfortable accepting the fact that investment could decline	26
I am willing to tolerate putting my principle at risk by investing in volatile investment	19
TOTAL	100

Q4. WHAT PERCENTAGE OF YOUR DISPOSABLE INCOME DO YOU KEEP ASIDE FOR DIFFERENT INVESTMENT OPTIONS?



PARTICULARS	NO. OF RESPONDENTS
0% to 5%	29
5% to 10%	29
10% to 15%	20
15% to 20%	16
20% to 30%	3
Above 30%	3
TOTAL	100

Q5. WHAT PERCENTAGE OF ABOVE MENTION PERCENTAGE PART DO YOU INVEST IN MUTUAL FUND?



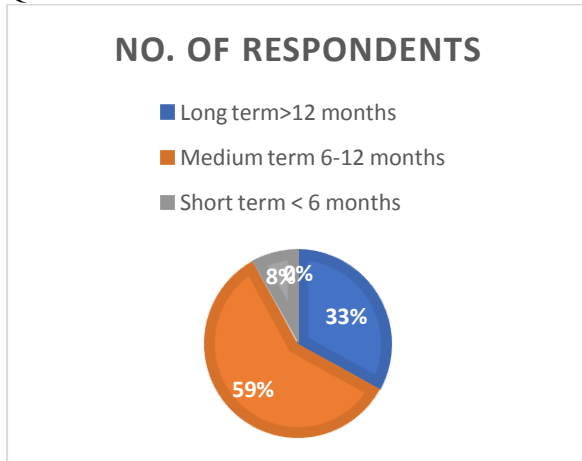
PARTICULARS	NO. OF RESPONDENTS
0% to 5%	33
5% to 10%	30
10% to 20%	20
20% to 30%	10
30% to 50%	4
Above 50%	3
TOTAL	100

Q6. WHICH OF THE FOLLOWING SOURCE OF MUTUAL FUNDS INFORMATION DO YOU LIKE TO OPT FOR?



PARTICULARS	NO. OF RESPONDENTS
Professional advisory	18
Company advisory	31
Mutual fund prospects	28
Newspaper, Magazine, Television	17
Mutual fund rating service	6
TOTAL	100

Q7. HOW LONG ARE YOU PLANNING TO STAY INVESTED?



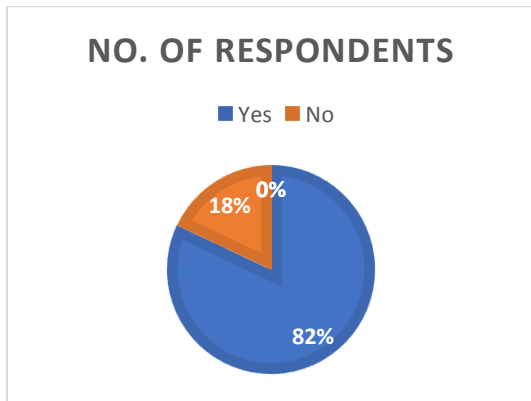
PARTICULARS	NO. OF RESPONDENTS
Long term >12 months	33
Medium term 6-12 months	59
Short term < 6 months	8
TOTAL	100

Q8. HOW LIKELY ARE YOU STAY INVESTED DURING VOLATILE TIMES?



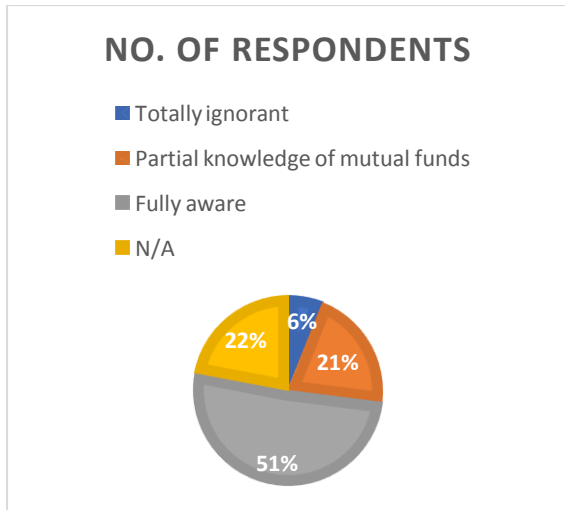
PARTICULARS	NO. OF RESPONDENTS
Unlikely you will stay invested	12
Likely you will stay invested	70
Highly likely to return invested	18
TOTAL	100

Q9. HAVE YOU EVER INVESTED YOUR MONEY IN MUTUAL FUND?



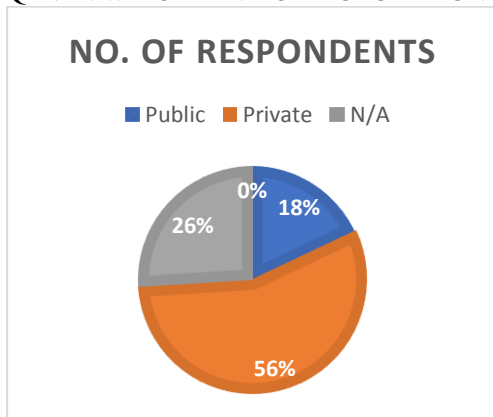
PARTICULARS	NO. OF RESPONDENTS
Yes	82
No	18
TOTAL	100

Q10. IF ABOVE ANSWER IS YES, (A) WHERE DO YOU FIND YOURSELF AS A MUTUAL FUND INVESTOR?



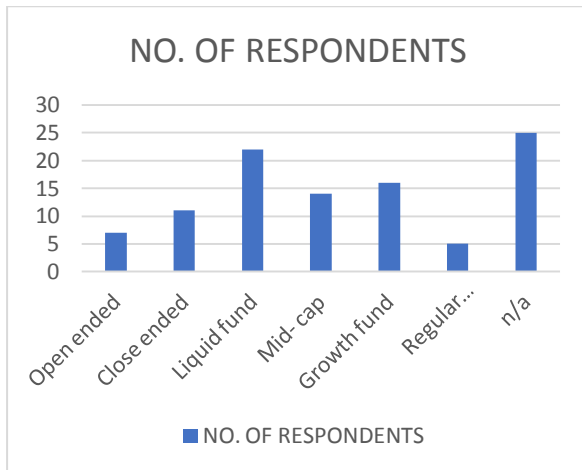
PARTICULARS	NO. OF RESPONDENTS
Totally ignorant	6
Partial knowledge of mutual funds	21
Fully aware	51
N/A	22
TOTAL	100

Q11. IN WHICH KIND OF MUTUAL FUND, YOU WOULD LIKE TO INVEST?



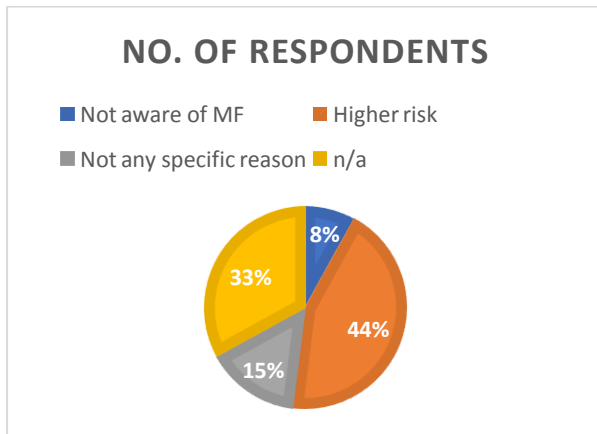
PARTICULARS	NO. OF RESPONDENTS
Public	18
Private	56
N/A	26
TOTAL	100

Q12. WHICH MUTUAL FUND SCHEME HAVE YOU USED?



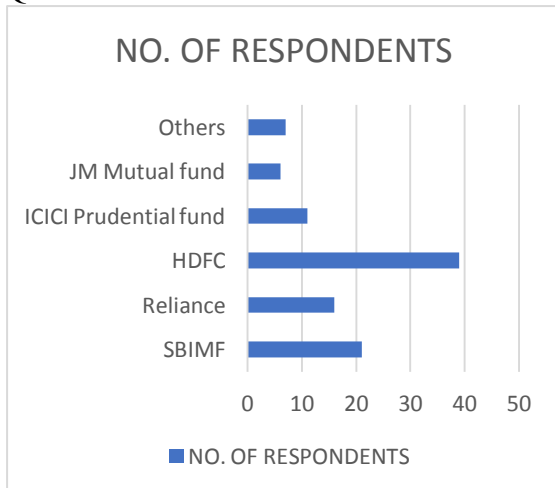
PARTICULARS	NO. OF RESPONDENTS
Open ended	7
Close ended	11
Liquid fund	22
Mid- cap	14
Growth fund	16
Regular income fund	5
n/a	25
TOTAL	100

Q13. IF NO, (A) IF NOT INVESTED IN MUTUAL FUND, THEN WHY?



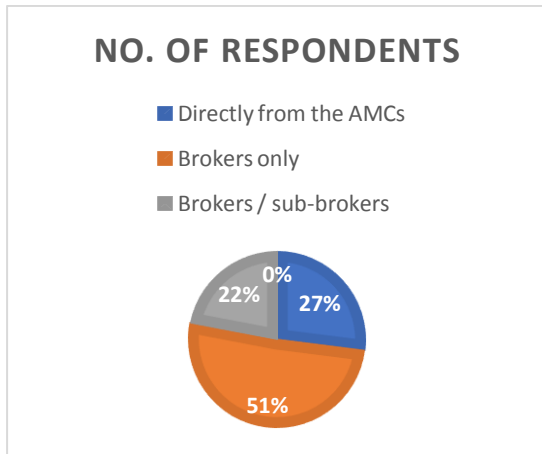
PARTICULARS	NO. OF RESPONDENTS
Not aware of MF	8
Higher risk	44
Not any specific reason	15
n/a	33
TOTAL	100

Q14. IN WHICH MUTUAL FUND YOU HAVE INVESTED?



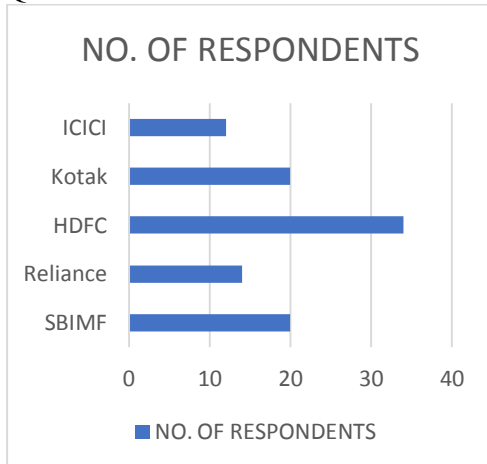
PARTICULARS	NO. OF RESPONDENTS
SBIMF	21
Reliance	16
HDFC	39
ICICI Prudential fund	11
JM Mutual fund	6
Others	7
TOTAL	100

Q15. WHEN YOU INVEST IN MUTUAL FUNDS WHICH MODE OF INVESTMENT WILL YOU PREFER?



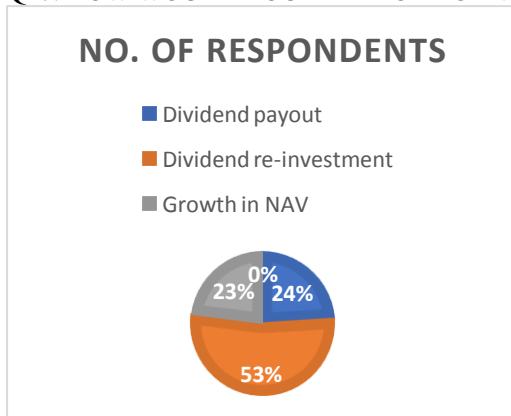
PARTICULARS	NO. OF RESPONDENTS
Directly from the AMCs	27
Brokers only	51
Brokers / sub-brokers	22
TOTAL	100

Q16. WHICH AMC WILL YOU PREFER TO INVEST? (AMC)



PARTICULARS	NO. OF RESPONDENTS
SBIMF	20
Reliance	14
HDFC	34
Kotak	20
ICICI	12
TOTAL	100

Q17. HOW WOULD YOU LIKE TO RECEIVE THE RETURNS EVERY YEAR?



PARTICULARS	NO. OF RESPONDENTS
Dividend pay-out	24
Dividend re-investment	53
Growth in NAV	23
TOTAL	100

III. CONCLUSION

This study shows that the respondents/investors prefer brokers for their investment in Mutual funds 100 responses were taken for this survey this shows that from various equity schemes Mutual funds are more preferred schemes. HDFC AMC is the top most priority by the investors and HDFC mutual funds are majorly preferred to be invested most by the respondents. Over all Mutual funds has become the easy way of investment by the investors or it may help in gaining higher returns.

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