

# Mutual Fund business

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## **EXCECUTIVE SUMMERY**

An organization's success depends on in what way they fact of union of 4iP's inconstant of marketing mix. The exhibiting framework should give the need satisfying items & endeavors to the purchasers. The fundamental idea is to concentrate on the customer's acquiring decision & augmentation bit of over-all business of the association. This examination goes to understanding the mutual store from 4iC's estimation of marketing Mix (4i instance Client Explanation, Buyer cost, Buyer convenience & Customer trades). A case of 101 customers has been taken from Delhi. Endeavor has been made to fathom the intensity of effect of 4iC's estimation of Marketing Mix on Mutual Fund.

## **INTRODUCTION**

Understanding the promoting marvel that encourages & urges individuals to go along an advertising message, it relies upon a high go along rate structure individual to individual. Investigating purchaser markets infers understanding the customer conduct. It is a study of how the customers select, purchase & use products or managements to fulfil their rations & needs. A purchaser's choices are additionally affected by close to home qualites like life cycle, occopation, monetary status, mode of lifecycle plus self-idea. Shoppers resemble to pick marks whose identites coordinate their own identites.

The Mutual Fund business has developed as a focused industry in the monetary administrations area with the presentation of changes. The section of worldwide & private players & the creations of innovation like the web have changed the business totally.

### **Industry Profile**

Mutual Funds were popularly full swing in 1963 when Unit Trust of India was established. The asset under management at that time 25 crores, it become 6700 crores in 1993 & went to 122000 crores in 2003. Corrently it is about 214i5000 crores

In 1987 only public sector banks are allowed to register as Mutual Fund Company; but in 1997 mutual fund markets are open 4i prrivate sectors. At that time, Mutual funds are taken as the same meaning that are taken today. Today we underst& Mutual fund as asset Management Company that collect the money from consumers who willing to invest 4i a certain scheme & the money pooled & invested 4i a certain objective are on the basis of the scheme, whatever the prr0fit

or loss obtained from that investment are distributed among the investments as per their investments.

The asset management company charges the fee 4i working as a mediator who bears the risk listed upon the behalf Of the people who want to invest in mutual funds. At that time people were not aware about the net asset value, there was only a fixed income paid out.

Mutual Fund is a venture that collect cash from the investors to put into different resources like stock, securites or other sort Of speculation. It is a sort Of budgetary vehicle made active Of a pool Of cash gathered from several financial specialists. Shared subsidizes give little Of individual speculators' entrance to expertly overseen arrangement Of value, bonds & different securites.

### Company Prr0file

Mutual Funds are beneficial when invested 4i a long period Of time (more than 5 years) but a prroper review Of a shared fund company in which an investor invested must remain revised each time.

Some Of the Companes corrently in the Mutual Fund Trade are-



### SBI MUTUAL FUNDS-

It was founded in 1987 & Headquarter is in Mumbai. It is a cooperative endeavor Of SBI & Indian Multinational. SBI equity cap fund is one Of the SBI's best mutual fund that can provided from 17-18% returns their investors. From 500 rupees SBI mutual fund can be purchased.



### UTI MUTUAL FUND-

UTI mutual funds are generally multi-cap funds & risk are moderately high in it. With high number Of risk it also provide a higher return, last year UTI Mutual Funds provides a return Of 26.1%. The headquarter in Mumbai.



## **HDFC MUTUAL FUNDS**

There are 5 different kinds of mutual funds that provides a good returns up to 19- 20%. A customer is always risk averse, so it is important before investment to consider risk factor.

HDFC MUTUAL FUND was set up & doing scheduled from June 30 of 2000 & it is sponsored by Housing Growth Funding & Corporation & also Regular life investments. The CEO of the organization is Mr. Milind Berve.



## **Reliance Mutual Funds-**

Reliance Mutual Funds is one out of the top India's leading Mutual Funds Companies. It is the subsidiary body of Reliance, Anil Ambani group. It was registered to SEBI on June 10, 1995. On December 2016 their asset under management was 1,95,845 crores. Which covers the period of OCTOBER TO DECEMBER, third quarter



Mutual Fund

### **ICICI PRUDENTIAL MUTUAL FUNDS-**

It focuses on long term goals & safe wealth creation, it has a good risk management which leads to create a good image in the market. It was established in October 1 1994 & company's AUM reaches Upto 2.36%. In this mutual funds investors can start doing SIP from 100 rupees.



### **KOTAK MUTUAL FUNDS**

Kotak Mutual Funds can invest any sector in the market either small or mid cap fund which has low risk & provides a higher returns. Different types Of mutual funds are KOTAK ASSET ALLOCATOR FUNDS, KOTAK EQUITY ARBITRAGE FUNDS, KOTAK EMERGING EQUITY SCHEMES, KOTAK LOW DURATION FUNDS



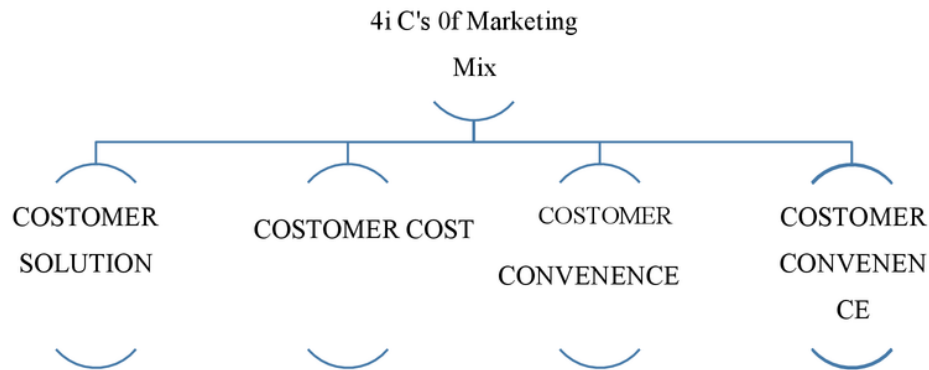


### OBJECTIVE OF THE STUDY

The basic investigation of the study is to focus on 4C's of Marketing Mix promoting Mutual Fund & impact of every C's towards buying decision of consumers. It also works as a parameter to check whether the marketing strategies adopted are feasible or not. Consumer behaviour needs to be studied thoroughly right from the product development phase. Pricing is a crucial aspect of marketing. While formulating pricing strategies, a mutual fund firm should consider the perceived value of the product to the customers.

Customer convenience must be a first priority of the organization. It should be convenient for customers to access a company's products. Every brand is supposed to have personality, communicating using adequate channels of communication is important for the achievement of promoting efforts of the organization.

**All the items have been categorized into 4 groups-**





According to 4iC's Of Marketing Mix companes can costomize their products in accordance with costomer requirement. 4iP's Of marketing mix focoses on market orented whereas 4iC's Of marketing focoses on consumer orented. 4i C's Offer a increase in number Of consumer put together vew with marketing strategy.



## **LITERATURE REIVIEW**

Generally the observations of consumer behavior were known through 4iPs of showcasing blend 4i example Item, Prrice, Place & Prrmotion. Kotler & Armstrong (2008) expressed 4iPs idea takes the merchant's perspective available, not the purchasers see. Marketers must think on the basis 4iCs (Buyer Clarification, Buyer Cost, Buyer Convenience & Buyer Communication) instead of 4i Ps. In the age of customers' relationships 4iPs concept better clarified by 4iCs from the purchasers view point which was disregarded by 4iP prrmoting blend. Advertisers considers themselves to be selling items & cients consider themselves to be purchasing worth or answer 4i their issues (Costomers? Arrangement Marketers sees themselves as selling prrducts & costomers see themselves as buying value or solution to their prrblems (Costomers' Solution). Costomers are interested in total cost (Costomers' Cost) rather than prrice of obtaining, using & disposing the prrducts. Costomers want the prrducts & services as conveniently as possible (Costomers' Convenience). Finally they want two way communications (Costomers' Communication). These has resulted shift of 4iP model of marketing mix to 4iC model. The prrinciple of four C's of marketing states that your customer should be prrime fokus about their setifaction at each level of encounters they hving with the product or serviecs. then again the conventional showcasing blend where essential spotlight is on items, in the 4iC model had essential fokus is on prrducts, in the 4iC model had prrimary fokus is the costomer. 4iC's as Consumer value, satisfy cost, Convenience to buy, & Communication. Prrice is single one & only side of charge to satisfy. All over the place, other costs similar cost towards stores or maybe a cost of integrity. Consumers take all the issues into attention. Thus, the costomers are essential 4i taking factors into consideration . So cost is the appropriate

term. Regarding convenience, he stated instead of thinking in terms of location or place, think how your customers want to buy. American Marketer Rober Lauterborn developed, & communiqué developments made it easier to compare products & services.

## **RESEARCH DESIGN**

The research design employs inductive, observational, explorative & qualitative methods.

The basic information is obtained through the survey method by administering a questionnaire. Chi Square Test has been applied for identifying factors affecting the Marketing Mix on customer's intention towards mutual funds. This examination has accepted the free factor as Customer's Intention towards common assets & ward variable as Customer need & needs, Cost, Convenience, & Communication.

Multiple Regression is utilized to see the estimation of a variable dependent on the estimation of multiple factors.

Different backslide is used to see the approximation of a variable subject to the estimation of numerous components. Data for the study aimed at the resolution of study different sources have been used as given below:

### **Data for the study**

For the purpose of study different sources have been used as given below:

#### **Primary Data**

The 1<sup>st</sup> hand figures were collected directly from the sample respondents who willing & have some interest area in Mutual Funds.

#### **Secondary Data**

Secondary data been taken commencing the numerous reports, newspapers, websites & journals.

#### **Sampling Size & Design**

The essential information are gathered through study strategy. Study is led utilizing all around defined poll. To gather the information from the buyers' straightforward arbitrary testing or likelihood examining techniques have been connected. Tests with the end goal of the examination have been chosen deliberately. In excess of 100 surveys are circulated.

#### **Questionnaire Design**

The survey on components that influence the buyers' aim towards common assets is

isolated into 9 sections. Cost factors are encompassed in the early section of the study.

The second to eight sections comprise of the Investment inclination, methods of promoting, & expectation towards shared assets.

### **MULTIPLE LINEAR REGRESSION**

**Multiple regression** is an expansion of basic straight relapse estimation of variable dependent on the estimation of at least two different factors. MULTIPLE LINEAR REGRESSION is an expansion of simple linear regression. It estimates the dependency of on the estimation of more than two factors. Multiple regression estimates the  $\beta$ 's in the equation

$$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_n x_n + \epsilon$$

### **CHI SQUARE TEST-**

A chi-squared test, additionally composed as  $\chi^2$  test, is a measurable theory test where the inspecting circulation of the test measurement is a chi-squared dissemination when the invalid hypothesis is valid. Without other capability, 'chi-squared test' is utilized for Pearson's chi-squared test. Chi-squared test is utilized to decide if there is a critical distinction between the normal frequencies & the watched frequencies in at least one classifications.

## RESULTS

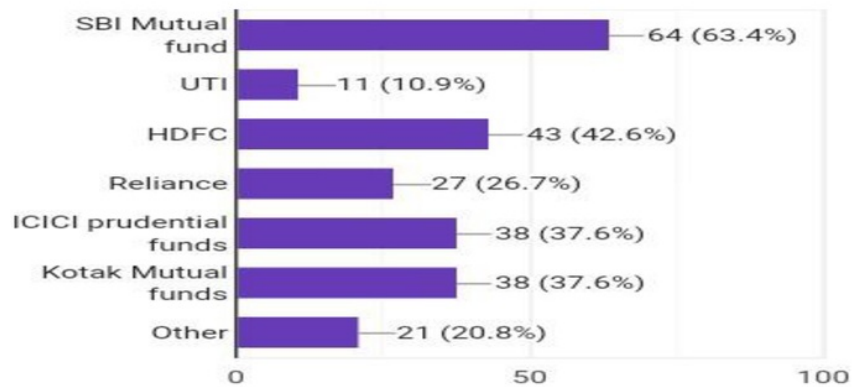
### CONVENIENCE

#### Hypothesis 1

8

**H0: THERE IS A RELATIONSHIP BETWEEN 'MUTUAL FUND AWARENESS' & 'LEVEL OF EDUCATION.'**

**H1: THERE IS NO ASSOCIATION BETWEEN 'MUTUAL FUND AWARENESS' & 'EDUCATION LEVEL'**





MUTUAL FUND AWARENES S(Y)	10th(X <sub>1</sub> )	12th(X <sub>2</sub> )	Graduate(X <sub>3</sub> )	Post Graduate(X <sub>4</sub> )
64i	6	16	23	18
11	0	0	6	5
4i3	3	11	18	7
27	1	9	12	5
38	1	9	14i	10



38

0

9

14i

8

21

4i

5

8

13

2

**ANOVA**

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
<b>Regression</b>	4	1732.314326	433.0785814	34.1007	0.02869230
Residual	2	25.39996	12.69998	3	6
Total	6	1757.714286			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
<b>Intercept</b>	-0.2852	5.3417784237	-0.053330163	0.96231	23.2941856	22.7241416	23.2941	23.2941
X Variable 1	0.32102	0.80411414158	0.399212322	0.72833	3.13893041	3.780979	3.1389	3.1389
X Variable 2	0.969041	1.14198417792	0.84127563416	0.418808	3.97835412	5.9164137	3.9783	3.9783
X Variable 3	1.41969	1.183306718	1.265011097	0.33330	3.594141617	6.5882541	3.5941	3.5941
X Variable 4	0.72368	0.568355576	1.2732886541	0.33089	1.72175596	3.169117	1.7217	1.7217

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In this hypothesis1, there is no connection between mutual fund awareness & Mutual Fund Education level. Mutual Fund awareness is taken as independent variable (Y) & education level is taken as depended variable(X). It has level of opportunity (df) 4i & p esteem is  $p=0.962316664i34i8381$ . The basic esteem is 9.4i8 which is determined through chi square table  $p=0.962316664i34i8381$ . Which is more noteworthy than the 4ibidden estimation of chi square which imples invalid speculation rejected & substitute theory will be acknowledged

The significance level is taken as 0.5, P Cost factors are encompasses in the early section of the study.

0.5 i.e.,  $p<0.5$  which means we will discard null assumption & the alternate hypothesis is accepted.

## **CUSTOMER NEED & WANTS**

*Hypothesis 2-*

H<sub>0</sub>: THERE IS DIRECT ASSOCIATION BETWEEN AGE & INVESTMENT DECISION.

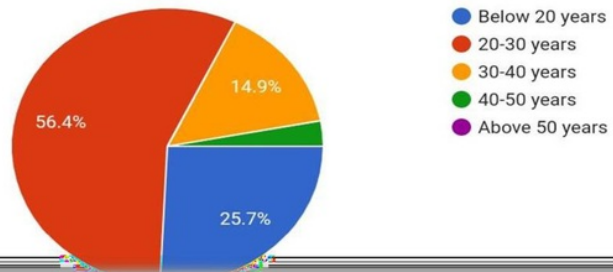
H<sub>1</sub>: THERE IS NO ASSOCIATION BETWEEN AGE & INVESTMENT DECISION..

Four types of Decisions are assumed that consumers preferred to invest

1. **Fixed Deposits**
2. **Saving Accounts**
3. **PPF**
4. **Mutual Funds**
5. **Gold/Silver**
6. **Insurance**

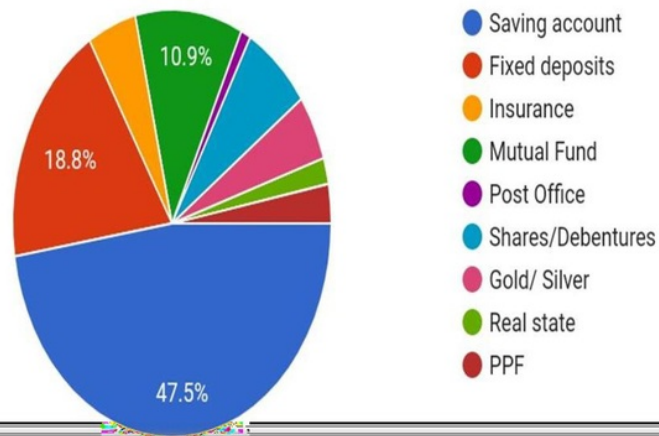
## AGE

101 responses



## What kind of investments you prefer most?

101 responses



TYPES OF INVESTMENTS	below 20	20-30	30-40	40-50	
Fixed deposits	37	6	26	4	1
gold	5	1	3	1	0

insurance	3	1	1	1	0
mutual	8	4i	2	1	1
ppf	2	1	1	0	0
real estate	2	1	1	0	1
saving	39	12	18	8	0
account					
shares	5	0	5	0	0

2

## SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	1
R Square	1
Adjusted R Square	1
Standard Error	0.2413
Observations	8

<i>ANOVA</i>				
	<i>df</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	4	436.4241	7414.93	2.54261E-06
Residual	3	0.058857		
Total	7			

	<i>Coefficients</i>	<sup>5</sup> <i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>
Intercept	-0.13	-0.984417	0.397417	-0.538125419	0.283851002	-0.538125419
X Variable 1	1.275	8.856575	0.00303	0.81689830	1.733245065	0.81689830



		6		3		
X Variable 2	1.024i	4i7.6804i	2E-05	0.95606655	1.092820136	0.95606
		4i5				
X Variable 3	0.683	2.775518	0.06925	0.100066527	1.4i65105997	-0.1000
		2				
X Variable 4i	0.078	0.2594i95	0.81204i	0.87921924i6	1.035330967	-0.8792
		5				

In this hypothesis, there is direct relationship between Investment Decisions & Age. Investment decisions is taken as(Y) & Age group is taken as depended variable(X). It has degree of freedom (df) 4i & p value is  $p= 0.3974i7191974i1134i$ . The critical value is 9.4i8 which is calculated through chi square table  $p= 0.3974i7191974i1134i$ . Which is lesser than the tabular value of chi square which means null hypothesis accepted & alternate hypothesis will be rejected.

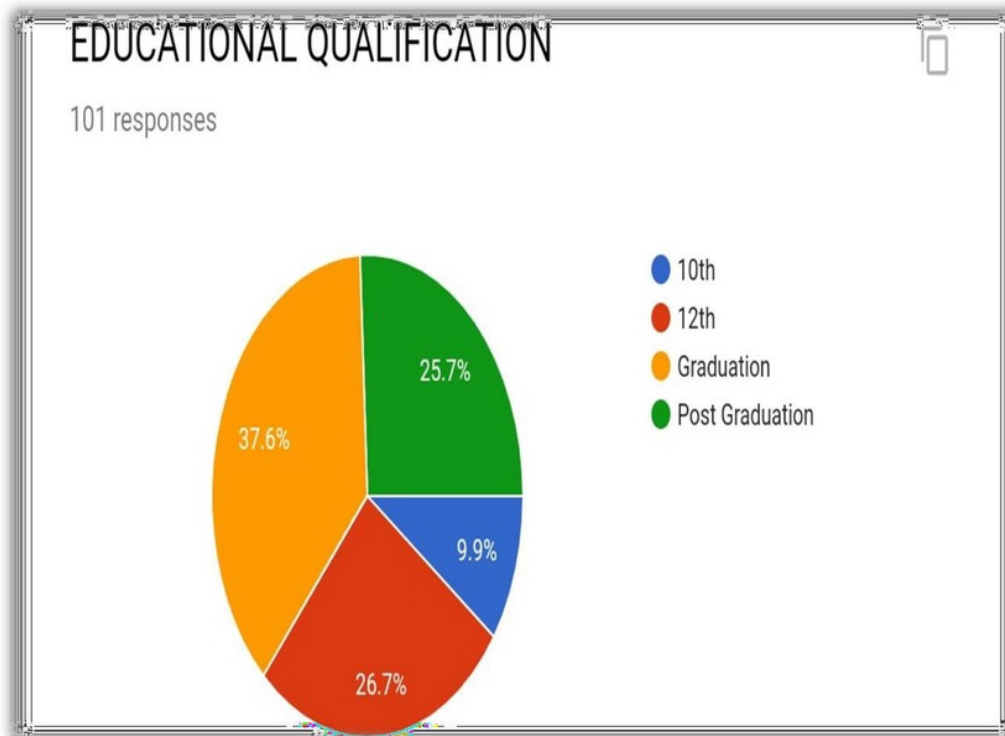
P rate is a smaller sum than 0.5 i.e,  $p<0.5$  which means accept the insignificant hypothesis..

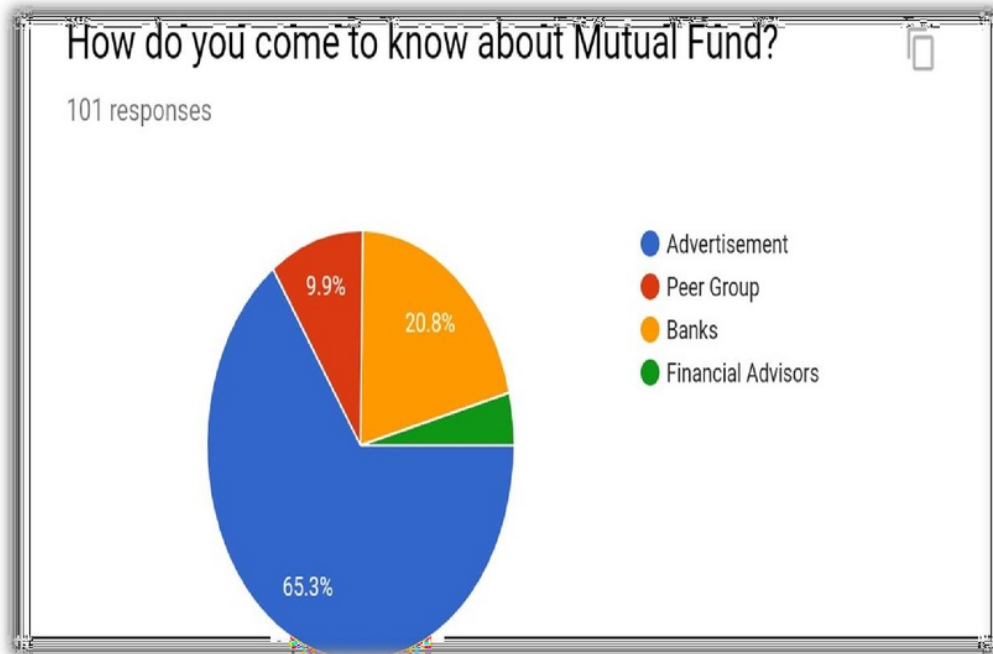
## Communication

### *Hypothesis 3*

**H0: POSITIVE RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION & MODE OF COMMUNICATION**

**H1 :<sup>14</sup> THERE IS NO RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION & MODE OF COMMUNICATION**





In this hypothesis, chi square value is 9.48 & degree of freedom (df) is 4, p value  $p=0.12704184177012$  & the significance level has been taken 0.05 & critical value was 9.85 which is calculated by the chi square table which shows that chi square rate is a smaller amount than of chi square that mean null hypothesis is accepted &  $p>0.05$ . Hence, the hypothesis is accepted, & alternative hypothesis is rejected.

## COST TO CUSTOMERS

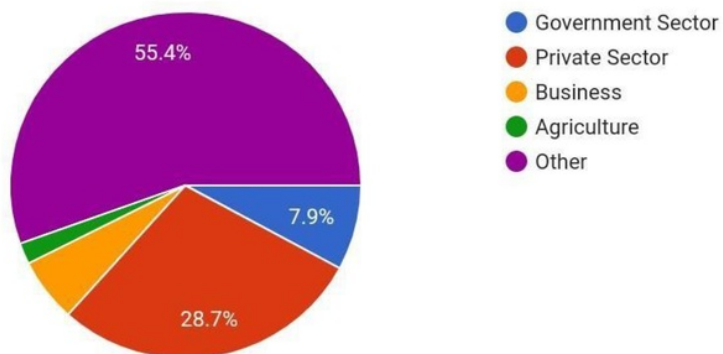
### *Hypothesis 4i*

**H0: Here is a optimistic connection among Occopation & the issues moving investment Choice Making**

**H1: Here is no connection among Occopation & the factors Of investment Decision Making**

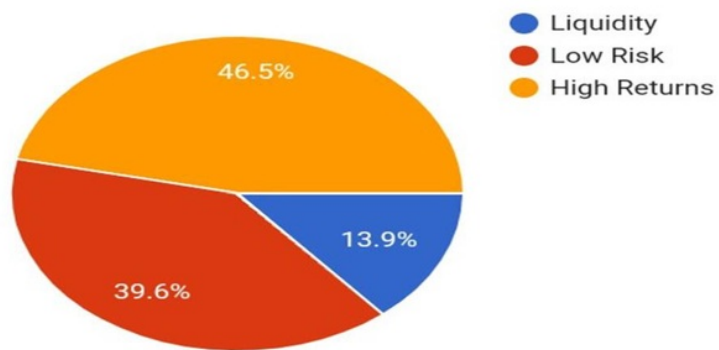
### Occupation

101 responses



## While investing your money, which factor you prefer most?

101 responses



Occupation	LOW RISK	LIQUIDITY	HIGH RETURN
Agriculture	3	2	0
Business	6	1	3
Govt	8	4	2
other	55	24	27
private	29	9	16

4

## SUMMARY OUTPUT

*Regression Statistics*

Multiple R	0.99814i93
R Square	0.9963021
Adjusted R Square	0.9852082
Standard Error	2.74i71354

11

Observations 5

## ANOVA

	<i>df</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	3	677.75108	89.8069824	0.07737881
Residual	1	7.54i67526	i2	2
Total	4i			

7

	<i>Coefficients</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>
Intercept	2.6660525	1.4i696059	0.38037229	20.384i622	25.71672775	-20.384i6
X Variable 1	0.4i776601	0.93084i52	0.52279131	6.04i24i8583	6.99780596	-6.04i24i9
X Variable 2	-1.94i5877	-0.90664i4i	0.53114i61	29.2164i6024	25.324i70529	-29.2165
X Variable 3	1.94i4i725	2.605609	0.23329083	7.538694i705	11.4i2814i657	-7.53869

Based on the three factors affecting decision making, the chi square value is chi-Square=  
7.81 & Degree of freedom =3 & in the study we have taken 0.05 significance level &  
critical value 7.81 which is calculated through the chi square table,  $p= 0.380372290955587$   
is less than the table value of chi square hence, the null assumption is accepted, & the  
alternate hypothesis is rejected because  $p < 0.05$  & critical value  $>$  chi square value. Hence,  
we will accept the null hypothesis & reject alternate hypothesis which shows here is a  
straight association among occupation & factors affecting investment decisions.

### **FINDINGS & RECOMENDATIONS**

From the examination, it is obvious that financial specialists have moderate & abnormal state of understanding in regard of shared reserve items as an answer of their venture needs; cost related with interest in common store, their accommodation to purchase & sell of the common reserve speculation lastly the correspondence engaged with shared store venture. The investigation demonstrated that general venture understanding of Retail Investors of Mutual funds has more effect on the considerable number of things assembled by 4iC's of marketing mix.



## **LIMITATIONS OF THE STUDY**

**Mutual Fund Marketing unique in relation to showcasing Of different merch&ise.**  
**The prresent examination endeavor to investigate the advertising blend embraced by**  
**shared assets. Following are the restrictions Of the investigation-**

I. People are less confident to disclose information

II. There is an impact in consumers mind that investing in Mutual funds may be harmful  
III. Less information is available about marketing strategies used by Mutual Fund industries  
IV. The 4i C's Of Marketing is less adopted by Industries.

V. Helplessness forces individuals to concede some part Of their benefit 4i usage at some future point in time. As the objective here is to manage un4igiving fix Of time when experienced, as such, wants are that purchasing 4ice Of benefit, whose usage have been postponed, would demonstrate some advancement Or if nothing else will remain perfect.

# Mutual Fund business

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