

Project Dissertation Report on
MEASURING THE CONSUMER'S INTENTION TO
INVEST IN MUTUAL FUNDS

Submitted By

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2K19/DMBA/01

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CERTIFICATE

I hereby certify that the work which is being presented in the Master of Business Administration - Major Project Report(Course Code – MGT 44) entitled “**Measuring the consumer’s intention to invest in mutual funds**” undertaken in partial fulfillment of the requirements for the award of degree of Master of Business Administration and submitted to Delhi School of Management, Delhi Technological University, Delhi is an authentic record of my own work carried out during a period from **February, 2021** to **May, 2021** under the supervision of **Dr. Archana Singh, Associate Professor**, Delhi School of Management, Delhi Technological University, Delhi.

Aadyant Raaj
(2K19/DMBA/01)

This is to certify that the above statement made by the student(s) is correct to the best of my knowledge

Dr. Archana Singh
(Associate Professor)

DECLARATION

This is to declare that I have carried out this project titled '**Measuring the consumer's intention to invest in mutual funds**' myself in partial fulfillment of the Post Graduate Degree of Master of Business Administration from Delhi Technological University is a record of original work done under the guidance of **Associate Prof. Dr. Archana Singh**.

The information & data given in the report is authentic to the best of my knowledge.

AADYANT RAAJ

ACKNOWLEDGEMENT

This study has been carried out in the Delhi School of Management, Delhi Technological University.

I am deeply indebted to God, who provided me the courage and ability to undertake this task.

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EXECUTIVE SUMMARY

A mutual fund is a scheme in which several people invest their money for a common financial goal. The collected money invests in the capital market, debt and the money market, which they earned, is divided based on the number of units which they hold. The mutual fund industry in India has seen dramatic improvements in quantity as well as quality of product and service offerings in recent years. An effort has been made to work on the concepts that have been taught in class along with other useful parameters so that better study can be done.

Purpose:-

The basic purpose of the study is to focus on promoting Mutual Fund. Also measuring the consumer's intention to invest in mutual funds.

Research Design & Methodology:-

The research design employs inductive, observational, explorative and qualitative methods. The basic information is obtained through the survey method by administrating a questionnaire.

And for the methodology Chi Square Test has been applied for identifying factors affecting customer's intention towards mutual funds. Multiple Regressions is utilized to foresee the estimation of a variable dependent on the estimation of multiple factors.

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CHAPTER 1

INTRODUCTION

1.1 Industry Profile

Understanding the promoting marvel that encourages and 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 and use products or managements to fulfil their rations and needs. A purchaser's choices are additionally affected by close to home qualities like life cycle, occupation, monetary status, mode of lifecycle plus self-idea. Shoppers resemble to pickmarks whose identities coordinate their own identities.

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

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 and went to 122000 crores in 2003. Currently it is about 2145000 crores.

In 1987 only public sector banks are allowed to register as Mutual Fund Company; but in 1997 mutual fund markets are open for private sectors. At that time, Mutual funds are taken as the same meaning that is taken today. Today we understand Mutual fund as asset Management Company that collect the money from consumers who willing to invest for a certain scheme and the money pooled and invested for a certain objective are on the basis of the scheme, whatever the profit Or loss obtained from that investment are distributed among the investments as per their investments.

The asset management company charges the fee for 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 collects cash from the investors to put into different resources like stock, securities 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 and different securities.

1.2 Organizational Profile

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

Some of the Companies currently in the Mutual Fund Trade are-

Figure 1



SBI MUTUAL FUNDS-

It was founded in 1987 and Headquarter is in Mumbai. It is a cooperative endeavor of SBI and 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.

Figure 2



UTI MUTUAL FUND-

UTI mutual funds are generally multi-cap funds and 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.

Figure 3



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

Figure 4



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 1095. On December 2016 their asset under management was 1, 95,845 crores. Which covers the period of October to December, third quarter.

Figure 5



ICICI PRUDENTIAL MUTUAL FUNDS-

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

Figure 6



KOTAK MUTUAL FUNDS-

Kotak Mutual Funds can invest any sector in the market either small or mid cap fund which has low risk and 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.

Figure 7



1.3 Objective of the Study

- To measure consumers intentions to invest in mutual funds.
- To know the awareness of mutual funds among consumers.
- To know the various fund offered by the mutual funds in India.
- To know various regulatory firm of mutual funds in India.
- To know what kind of investment does consumers prefer.
- To know about the factors influencing consumers decision to buy mutual funds.

CHAPTER 2

LITERATURE

REVIEW

2.1 Introduction

Review of literature is done to compare the results obtained in standard research journals and publications to understand the similarities and differences of those done as part of this study, to understand the reasons for those similarities or differences and to add value to one's arguments and as a validation that the results are consistent with those that have been done under highly standardized conditions

A mutual fund is an effectively overseen speculation organization that pools cash from people and establishments that offer a typical monetary objective. Proficient cash chiefs assemble an arrangement of protections that they accept will assist financial backers with accomplishing their goals. Portfolios commonly comprise of stocks, securities and currency market instruments, or a mix of the three (Franklin Templeton Investment, 2007)

A Mutual asset is a pool used to arrange financial backer assets and afterward the assets are put resources into protections portfolio by the venture administrator (Samsul, 2015)

Mutual funds are financial backers' assets accumulated by a professional speculation organization. The venture organization will do the speculation dependent on what is the financial backers' choice to put resources into terms of the types of stocks, bonds or another instrument. A shared asset is a venture for a financial backer that doesn't have the opportunity to control their cash in capital market and afterward hand over their cash to the venture chief. These days, individuals can begin to open a record in shared assets just with Rp. 100.000.

To open the record individuals can contact or go to securities that provide mutual fund service.

Securities that have the mutual funds administration are organizations that have been recorded furthermore, have a permit from JSX. There are different gatherings that include in this protections, which is a caretaker bank. The caretaker bank is a bank that has a position to save also, secure assets utilized in the common asset exchange. The speculation director don't have a position to keep the assets so that there is a caretaker bank that includes in the business..

CHAPTER 3

RESEARCH

METHODOLOGY

3.1 Research Design

The research design utilizes inductive, observational, explorative and subjective techniques. The fundamental data is gotten through the overview technique by administrating a survey.

Chi Square Test has been applied for recognizing factors influencing client's expectation towards common assets.

Multiple Regressions is used to anticipate the assessment of a variable ward on the assessment of different components.

Different backslide is used to foresee 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.

3.2 Data for the Study

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

3.2.1 Primary Data

The first hand figures were collected directly from the sample respondents who willing and have some interest area in Mutual Funds.

3.2.2 Secondary Data

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

3.2.3 Sampling Size and Unit

The absolute sample measure I had spread is 101.

Sample Size (n) = 101

the sample unit was customers

3.2.4 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 for promoting, and expectation towards shared assets.

Multiple Regression-

Multiple regressions is an extension of fundamental straight backslide assessment of variable ward on the assessment of in any event two distinct components. Different direct relapse is a development of straightforward straight relapse. It appraises the reliance of on the assessment of multiple elements. Numerous relapse appraises the β 's in the condition.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_i X_i$$

Y : Dependent variable

β_0 : Intercept

β_i : Slope for X_i

X = Independent variable

CHI SQUARE TEST-

A chi-squared test, moreover created as χ^2 test, is a quantifiable hypothesis test where the reviewing flow of the test estimation is a chi-squared spread when the invalid theory is legitimate. Without other capacity, 'chi-squared test' is used for Pearson's chi-squared test. Chi-squared test is used to choose if there is a basic differentiation between the ordinary frequencies and the watched frequencies in any event one arrangement.

CHAPTER 4

RESULTS

4.1 Hypothesis

Hypothesis 1

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

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

Figure 9

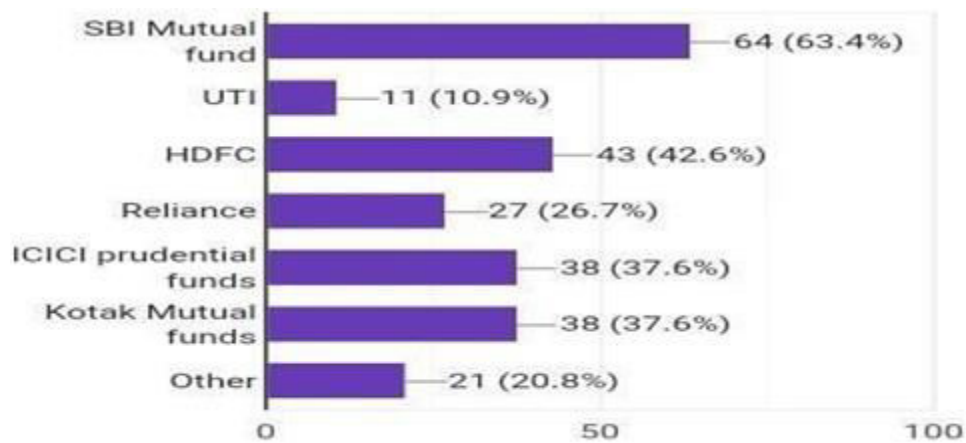
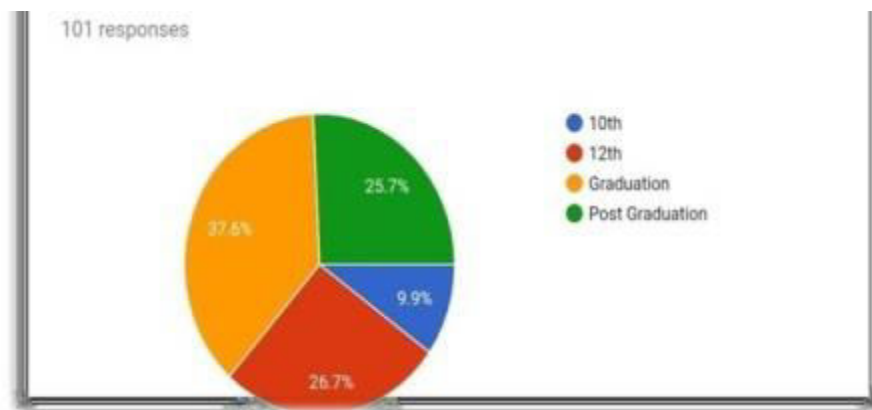


Figure 10



Educational Qualification

Figure 11

MUTUAL FUND AWARENESS(Y)	10th(Xi)	12th(X 2)	Graduate(X 3)	Post Graduate(X 4)
64	6	16	23	18
11	0	0	6	5
43	3	11	18	7
27	1	9	12	5
38	0	9	14	8
21	4	5	8	2

ANOVA						
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>	
Regression	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>
Intercept	-0.2852	5.347784237	-0.053330163	0.96231	23.294856	22.72446	23.294	23.294
X Variable 1	0.32102	0.80414458	0.399212322	0.72833	3.1389304	3.780979	3.1389	3.1389
X Variable 2	0.96904	1.149847792	0.842756346	0.48808	3.9783542	5.916437	3.9783	3.9783
X Variable 3	1.4969	1.183306718	1.265011097	0.33330	3.5944617	6.588254	3.5944	3.5944
X Variable 4	0.72368	0.568355576	1.273288654	0.33089	1.72175596	3.169117	1.7217	1.7217

Result

In this hypothesis 1, there is no connection between mutual fund awareness and Mutual Fund Education level. Mutual Fund awareness is taken as independent variable (Y) and education level is taken as depended variable(X). It has level of opportunity (df) for and p esteem is $p=0.962316664348381$. The basic esteem is 9.48 which is determined through chi square table $p=0.962316664348381$. Which is more noteworthy than the forbidden estimation of chi square which impels invalid speculation rejected and 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.

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

Hypothesis 2

H₀: THERE IS DIRECT ASSOCIATION BETWEEN AGE and INVESTMET DECISION.

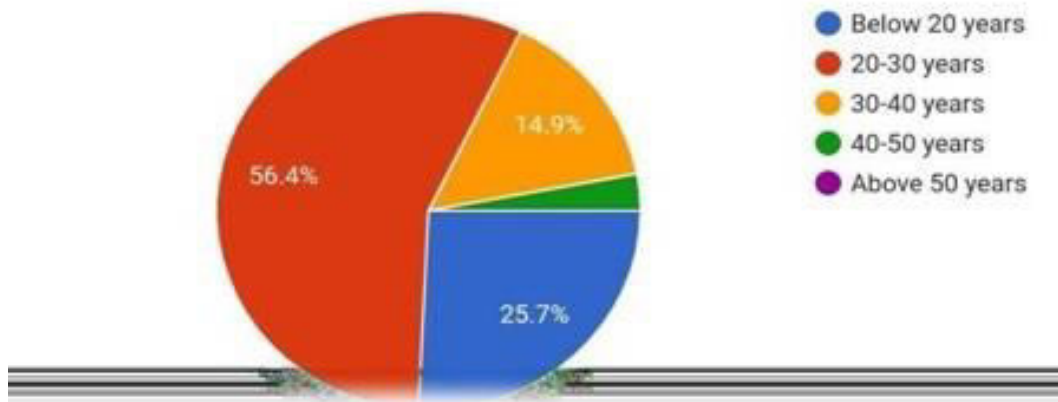
H₁: THERE IS NO ASSOCIATION BETWEEN AGE and INVESTMENT DECISION.

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

Figure 12

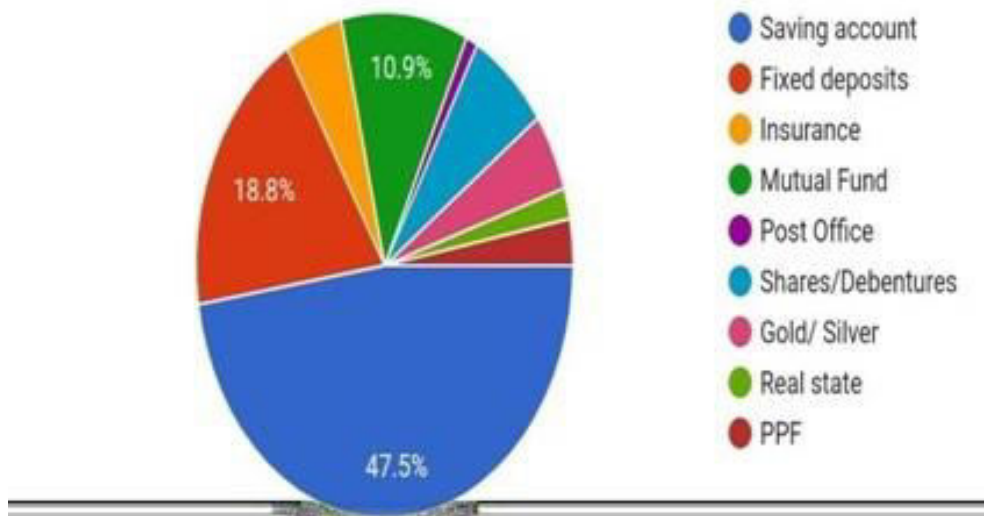
101 responses



Age

Figure 13

101 responses



What kind of Investment you prefer most?

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	4	2	1	1
Ppf	2	1	1	0	0
real estate	2	1	1	0	1
Saving account	39	12	18	8	0
Shares	5	0	5	0	0

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	1
R Square	1
Adjusted R Square	1
Standard Error	0.243
Observations	8

<i>ANOVA</i>		<i>Significance</i>		
	<i>df</i>	<i>MS</i>	<i>F</i>	<i>F</i>
Regression	4	436.424	7414.93	2.54261E-06
Residual	3	0.058857		
Total	7	5		

	<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	-0.13	-0.98447	0.39747	-0.53812549	0.283851002	-0.5381
XVariable 1	1.275	8.856575	0.00303	0.81689830	1.733245065	0.81689
XVariable 2	1.024	47.6804	2E-05	0.95606655	1.092820136	0.95606
XVariable 3	0.683	2.775518	0.06925	0.100066527	1.465105997	-0.1000
XVariable 4	0.078	0.259495	0.81204	0.879219246	1.035330967	-0.879

Result

In this hypothesis, there is direct relationship between Investment Decisions and Age. Investment decisions are taken as(Y) and Age group is taken as depended variable(X). It has degree of freedom (df) 4 and p value is $p= 0.397471919741134$. The critical value is 9.48 which is calculated through chi square table $p= 0.397471919741134$. Which is lesser than the tabular value of chi square which means null hypothesis accepted and 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.

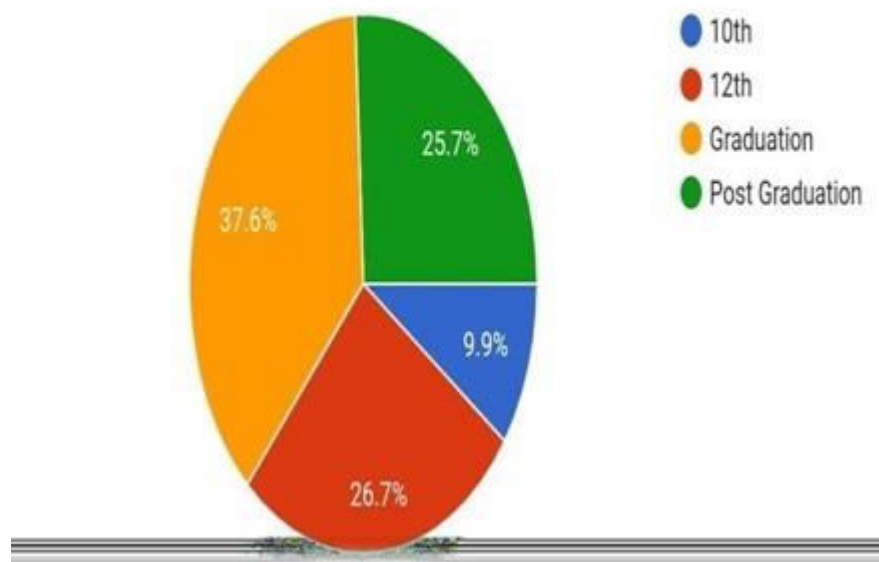
Hypothesis 3

Ho: POSITIVE RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION and MODE of COMMUNICATION

H1: THERE IS NO RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION and MODE of COMMUNICATION

Figure 14

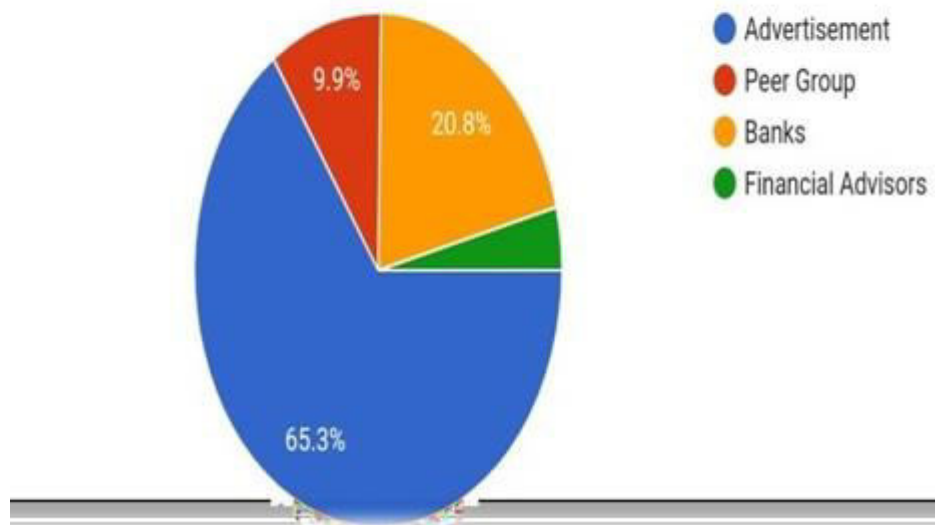
101 responses



Educational Qualification

Figure 15

101 responses



How do you come to know about Mutual Funds?

Result

In this hypothesis, chi square value is 9.48 and degree of freedom (df) is 4, p value $p=0.127048477012$ and the significance level has been taken 0.05 and 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 and $p>0.05$. Hence, the hypothesis is accepted, and alternative hypothesis is rejected.

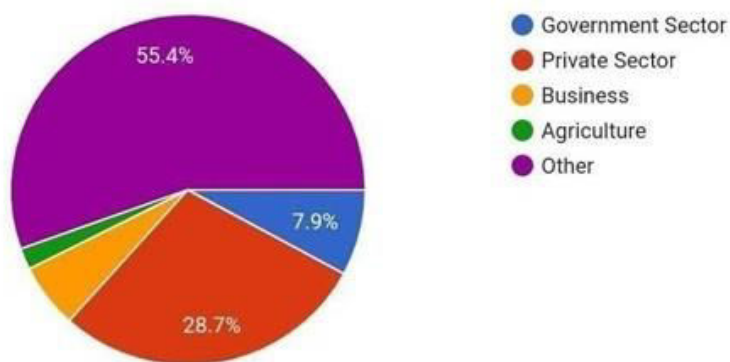
Hypothesis 4

Ho: Here is a optimistic connection among Occupation and the issues moving investment Choice Making

H1: Here is no connection among Occupation and the factors of investment Decision Making

Figure 16

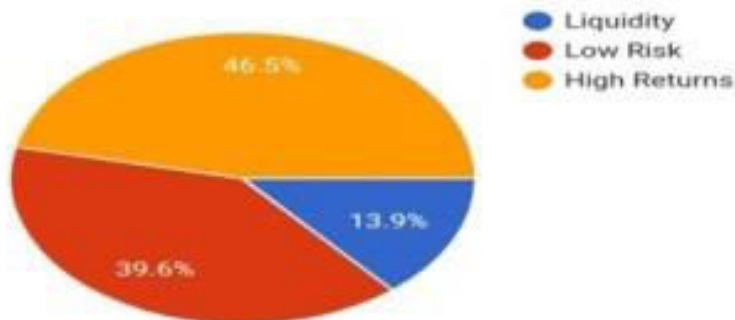
101 responses



Occupation

Figure 17

101 responses



While investing your money, which factor you prefer most?

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

SUMMARY OUTPUT

Regression Statistics

Multiple R	0.9981493
R Square	0.9963021
Adjusted R Square	0.9852082
Standard Error	2.7471354
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	7.5467526		
Total	4			

	<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	1.4696059	0.38037229	20.384622	25.71672775	-20.3846
XVariable 1	0.4776601	0.9308452	0.52279131	6.04248583	6.99780596	-6.04249
XVariable 2	-1.945877	-0.906644	0.5311461	29.21646024	25.32470529	-29.2165
XVariable 3	1.944725	2.605609	0.23329083	7.538694705	11.42814657	-7.53869

Result

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

CHAPTER 5

CONCLUSION

5.1 Findings

<u>HYPOTHESIS</u>	<u>p value</u>	<u>CHI-Square</u>	<u>DEGREE OF FREEDOM</u>	<u>LEVEL OF SIGNIFICANCE</u>
<u>Hypothesis 1</u>	<u>p=0.962316664348381</u>	<u>9.48</u>	<u>4</u>	<u>P>0.05</u>
<u>Hypothesis 2</u>	<u>p=0.397471919741134</u>	<u>9.48</u>	<u>4</u>	<u>P<0.05</u>
<u>Hypothesis 3</u>	<u>P=0.12704847701</u>	<u>9.48</u>	<u>4</u>	<u>P<0.05</u>
<u>Hypothesis 4</u>	<u>p=0.380372290955587</u>	<u>7.81</u>	<u>3</u>	<u>P<0.05</u>

From the examination, it is obvious that financial specialists have moderate and 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 and 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.

5.2 Limitations of the Study

Mutual Fund Marketing unique in relation to showcasing of different merchandise. The present examination endeavor to investigate the advertising blend embraced by shared assets.

Following are the restrictions of the investigation:-

1. People are less confident to disclose information
2. There is an impact in consumers mind that investing in Mutual funds may be Harmful
3. Less information is available about marketing strategies used by Mutual Fund Industries
4. Vulnerability powers people to defer some portion of their profit for utilization at some future points. As the target here is to deal with harsh fix of the time when experienced, in this manner, desires are that buying intensity of profit, whose utilization have been delayed, would show some development or if nothing else will stay flawless.

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ANNEXURE

Chi-square Distribution Table

d.f.	.995	.99	.975	.95	.9	.1	.05	.025	.01
1	0.00	0.00	0.00	0.00	0.02	2.71	3.84	5.02	6.63
2	0.01	0.02	0.05	0.10	0.21	4.61	5.99	7.38	9.21
3	0.07	0.11	0.22	0.35	0.58	6.25	7.81	9.35	11.34
4	0.21	0.30	0.48	0.71	1.06	7.78	9.49	11.14	13.28
5	0.41	0.55	0.83	1.15	1.61	9.24	11.07	12.83	15.09
6	0.68	0.87	1.24	1.64	2.20	10.64	12.59	14.45	16.81
7	0.99	1.24	1.69	2.17	2.83	12.02	14.07	16.01	18.48
8	1.34	1.65	2.18	2.73	3.49	13.36	15.51	17.53	20.09
9	1.73	2.09	2.70	3.33	4.17	14.68	16.92	19.02	21.67
10	2.16	2.56	3.25	3.94	4.87	15.99	18.31	20.48	23.21
11	2.60	3.05	3.82	4.57	5.58	17.28	19.68	21.92	24.72
12	3.07	3.57	4.40	5.23	6.30	18.55	21.03	23.34	26.22
13	3.57	4.11	5.01	5.89	7.04	19.81	22.36	24.74	27.69
14	4.07	4.66	5.63	6.57	7.79	21.06	23.68	26.12	29.14
15	4.60	5.23	6.26	7.26	8.55	22.31	25.00	27.49	30.58
16	5.14	5.81	6.91	7.96	9.31	23.54	26.30	28.85	32.00
17	5.70	6.41	7.56	8.67	10.09	24.77	27.59	30.19	33.41
18	6.26	7.01	8.23	9.39	10.86	25.99	28.87	31.53	34.81
19	6.84	7.63	8.91	10.12	11.65	27.20	30.14	32.85	36.19
20	7.43	8.26	9.59	10.85	12.44	28.41	31.41	34.17	37.57
22	8.64	9.54	10.98	12.34	14.04	30.81	33.92	36.78	40.29
24	9.89	10.86	12.40	13.85	15.66	33.20	36.42	39.36	42.98
26	11.16	12.20	13.84	15.38	17.29	35.56	38.89	41.92	45.64
28	12.46	13.56	15.31	16.93	18.94	37.92	41.34	44.46	48.28
30	13.79	14.95	16.79	18.49	20.60	40.26	43.77	46.98	50.89
32	15.13	16.36	18.29	20.07	22.27	42.58	46.19	49.48	53.49
34	16.50	17.79	19.81	21.66	23.95	44.90	48.60	51.97	56.06
38	19.29	20.69	22.88	24.88	27.34	49.51	53.38	56.90	61.16
42	22.14	23.65	26.00	28.14	30.77	54.09	58.12	61.78	66.21
46	25.04	26.66	29.16	31.44	34.22	58.64	62.83	66.62	71.20
50	27.99	29.71	32.36	34.76	37.69	63.17	67.50	71.42	76.15
55	31.73	33.57	36.40	38.96	42.06	68.80	73.31	77.38	82.29
60	35.53	37.48	40.48	43.19	46.46	74.40	79.08	83.30	88.38

65	39.38	41.44	44.60	47.45	50.88	79.97	84.82	89.18	94.42
70	43.28	45.44	48.76	51.74	55.33	85.53	90.53	95.02	100.43
75	47.21	49.48	52.94	56.05	59.79	91.06	96.22	100.84	106.39
80	51.17	53.54	57.15	60.39	64.28	96.58	101.88	106.63	112.33
85	55.17	57.63	61.39	64.75	68.78	102.08	107.52	112.39	118.24
90	59.20	61.75	65.65	69.13	73.29	107.57	113.15	118.14	124.12
95	63.25	65.90	69.92	73.52	77.82	113.04	118.75	123.86	129.97
100	67.33	70.06	74.22	77.93	82.36	118.50	124.34	129.56	135.81

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Aadyant Raaj

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