



INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

(Peer-reviewed, Refereed, Indexed & Open Access Journal)

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 6.865 (SJIF 2023)

Investor's perception towards mutual fund investment in Kolhapur city

Sapana Ashok Shingade

Management Student,
Dept. of Management Studies,
Rajarambapu Institute of Technology, Sakharale,
Tal. Valva-islampur, Dist. Sangli
Affiliated to Shivaji University,
Kolhapur (Maharashtra, India)
E-mail: sapanashingade146@gmail.com

Shrikant S. Karanjkar

Assistant Professor,
Dept. of Management Studies,
Rajarambapu Institute of Technology, Sakharale,
Tal. Valva-islampur, Dist. Sangli
Affiliated to Shivaji University,
Kolhapur (Maharashtra, India)
E-mail: shrikant.karanjkar@ritindia.edu

DOI No. **03.2021-11278686** DOI Link :: <https://doi-ds.org/doi/10.2023-42536663/IRJHISIC2302064>

D) Introduction of Study:

The financial markets that support our economy enable investors to invest in a wide range of financial goods including conventional post office saves, bank savings, deposits, insurance and more modern financial products. Shares, bonds mutual funds debentures and derivatives are examples of investment alternatives. Mutual fund investing is attracting investor's attention today. They are being utilized more frequently as a tool to ensure financial security. Mutual funds have been more popular among Indian investors as a mechanism for attracting small and medium sized investors boosting the capital market.

The corporation gains through encouraging investment, participation in income, profit and gain generating activities as well as cost savings from the acquisition, holding, management and disposition of securities. Mutual funds may be used to benefit from diverse management and skilled management however much like other options, taxes and fees mutual funds carries some risk. investor can purchase stocks and bonds at far cheaper trading cost by combining their funds in an investor than they attempted to do so on their own .due to their lowcosts and easy uses mutual funds register with SEBI. The benefits of expert management and diversity may well be provided by mutual funds but there is risk involved with mutual fund just like there is with other options, other taxes and fees.

Investment involvement in income generating activities is encouraged to save from the buy holding management and disposal of securities .investors buy stock or bond at significantly lower

trading fees than they would pay if they attempted to do so on your own by joining money in such a mutual fund before the general public is charged for the securities market mutual funds must register.

II) Objective of the study:

1. To Study investor perception towards mutual fund.
2. To identify the factors affecting perception of investors towards mutual fund.
3. To study the effect of age factors on investment decision in mutual fund.
4. To identify reason for investor's preference for mutual fund investment.

III) Research Design:

Sources of data collection:

There are two types for sources of data collection using in this Research.

Primary data:

Through structured questionnaires and observations, respondents will be contacted in order to gather primary data.

Secondary data:

Studies based on both primary and secondary data. Secondary information will be collected from various published materials such as articles, journals, Google etc. It will be compiled from various websites published data sources.

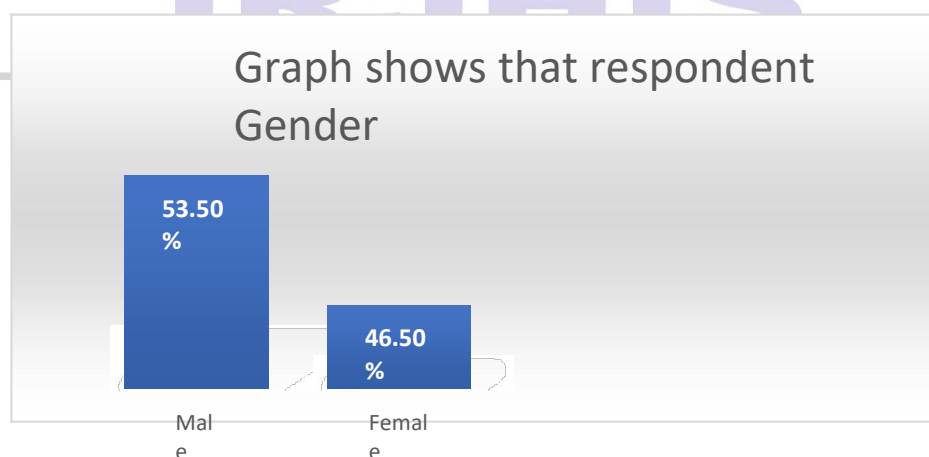
Sample size: The sample size for research is 385

IV) Data Analysis & Interpretation:

Table shows Gender Classification of Respondents:

Particular	Frequency	Percentage
Male	205	53.5%
Female	180	46.5%
Total	385	100

Graph shows that Gender Classification of Respondents:

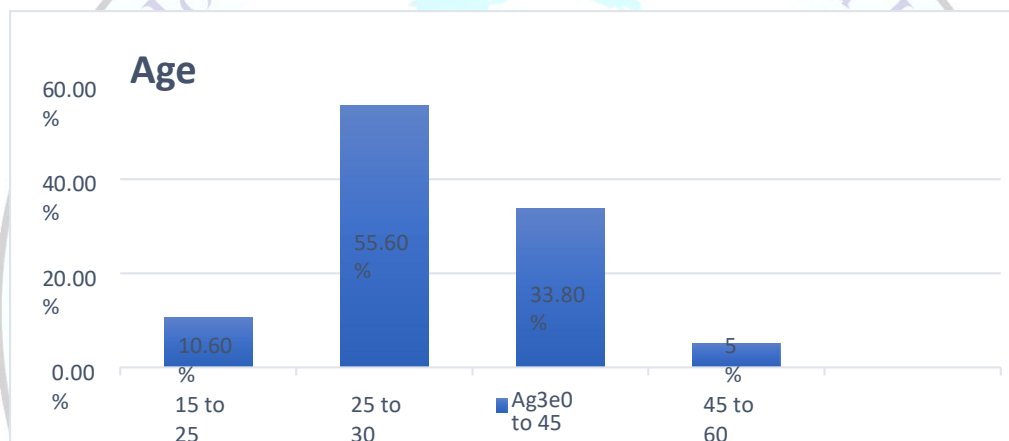


Interpretation: From the above graph and table, it is observed that 53.5% respondents are male and 46.5% respondents are female.

Table shows Age Classification of Respondents

Particular	Frequency	Age
15to25	41	10.6%
25to30	195	50.6%
30to45	130	33.80%
45to60	19	5%
Total	385	100

Graph Shows that Age Classification of Respondents



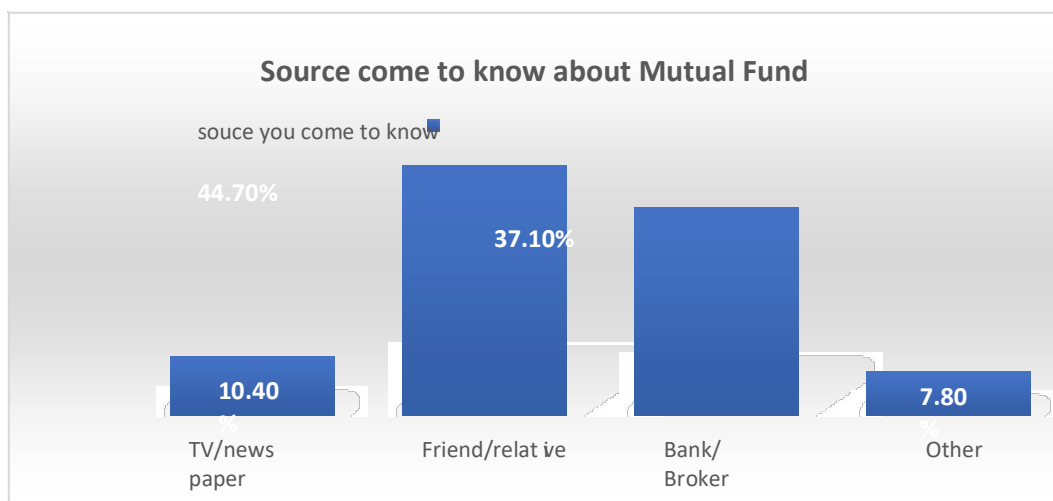
Graph No. 2.1

Interpretation:

From the above graph and table, it is observed that 10.60% respondents having age categories up to 15 to 25 year old and 55.60% respondents are 25 to 30 year old. Also 30 to 45 and above are respectively 33.80% and 5%.

Table shows respondents source come to know about Mutual fund

Particulars	Frequency	Percentage
TV/News Paper	40	10.4%
Friends /Relatives	172	44.7%
Bank/Broker	143	37.1%
Other	30	7.8%
Total	385	100



Interpretation:

From the above graph and table, the way of respondents are known about the mutual fund. The 10.4% respondents are known through TV/newspaper. The 44.7% respondents are known through Friends and relatives. The 37.1% respondents are known through bank/broker and 7.8% respondents are known through other factors.

Table shows respondents goal in investment of Mutual Fund

Particular	Frequency	Percentage
Safety	115	30%
Income	127	33%
Growth	108	28%
All Above	35	9%
Total	385	100

Interpretation:

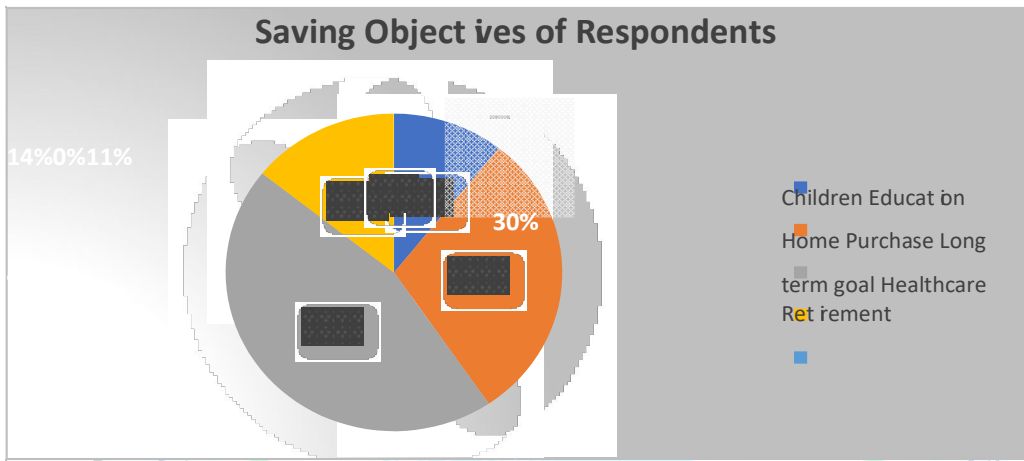
From the above graph and table, 30% respondents goal in investment of mutual fund prefer safety, 33% respondents goal in investment of mutual fund prefer income, 28% respondents goal in investment of mutual fund prefer Growth, 9% respondents goal in investment of mutual fund prefer all above factors.

Table shows respondent saving objective

Particular	Frequency	Percentage
Children Education	35	9%
Home Purchase	96	25%
Long Term Goal	146	38%

Healthcare	46	12%
Retirement	62	16%
Total	385	100

Graph Shows Respondent Saving Objective



Interpretation:

From the above graph and table , 9% respondents saving objective are children education, 25% respondents saving objective are home Purchase,38% respondents saving objective are long term goal , 12% respondents saving objective are healthcare and 16% respondent saving objective are retirement.

Table shows Respondent Percentage of income Investment

Particular	Frequency	Percentage
0 to 15%	125	32.7%
15 to 30%	229	59.2%
30 to 50%	31	8.1%
50% above	0	0
Total	385	100

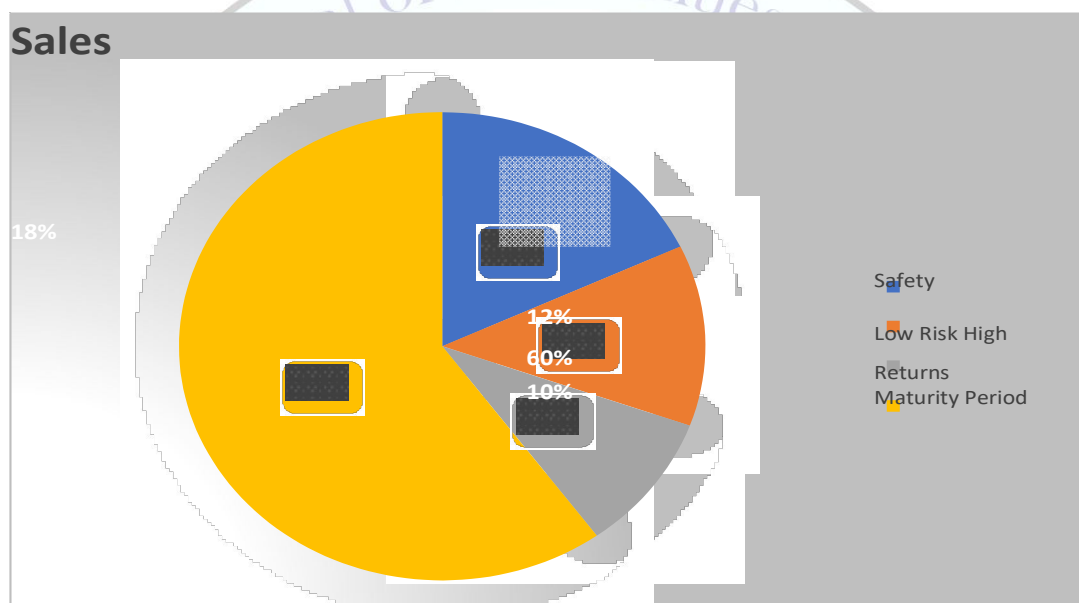
Interpretation:

From the above graph and table, 32.70% Respondents percentage of income investment are 0 to 15%, 59.20% respondents percentage of income investment are 15 to 30%, 8.10% respondents percentage of income investment are 30 to 50% and 0 respondents percentage of income investment are 50% above.

Table Shows respondents factor consider before investing

Particular	Frequency	Percentage
Safety	138	36%
Low Risk	96	25%
High Returns	73	19%
Maturity Period	77	20%
Total	385	100

Graph shows respondents factor consider Before Investing



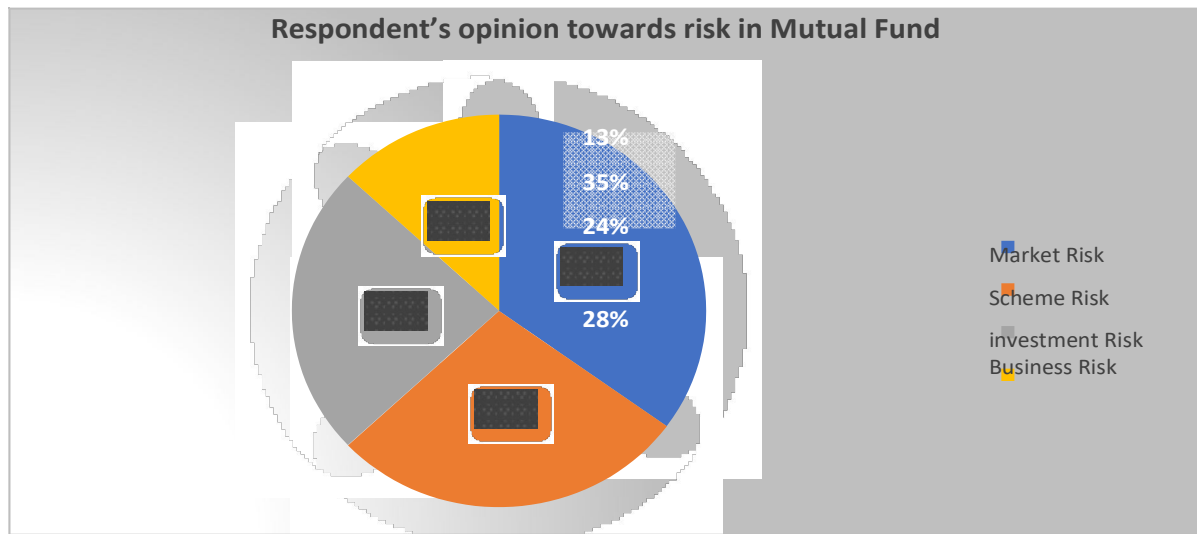
Interpretation:

From above graph and table, 36% respondents factor consider before investing in mutual fund in safety, 25% respondents factor consider before investing in mutual fund low risk, 19% respondent factor consider high return and 20% respondents factor consider maturity period.

Table shows Respondent’s opinion towards risk in Mutual Fund

Particular	Frequency	Percentage
Market Risk	135	35%
Scheme Risk	107	28%
Investment Risk	93	24%
Business Risk	50	13%
Total	385	100

Graph shows Respondent’s opinion towards risk in Mutual Fund



Graph

Interpretation:

From the above graph and table, 30.40% respondents prefer risk of mutual fund are Market risk, 64.90% respondents prefer risk of mutual fund are scheme risk, 73.80% respondents prefer risk of mutual fund are investment risk and 15.10% respondents prefer risk of mutual fund are business risk.

V) Findings:

- 53.23% Respondents are male because of more Awareness of Mutual Fund of male candidate.
- The age range of the most of respondents is 25 to 30 years old Investment in Mutual Fund.
- The 58.4% of respondents have a bachelor’s degree.
- Businessmen’s constitute the 46.5% of the respondents Investment in Mutual fund.
- The earn between annual income 200000 to 500000, Respondents are 59.7%.
- The 86.2% of the respondents are familiar with the idea of mutual fund saving and investment.
- The 44.7% of those surveyed had friends and relatives who are familiar with mutual fund. Because analyses of investors Trust Friends and relatives to the Investments in mutual Fund.
- The 33 % of the respondent’s goal to invest in mutual fund that generate income.
- The 38% of respondents indicated that saving was a long term aim because of the Long term goal Investment are more Profitable.
- The 59.2% of the respondents have income investment ranging from 15% to 30% all over Income of Investment in Mutual fund. The 55.8% of respondents choose to invest over long periods of time.
- Before investing in mutual funds with safety the of respondents take into account certain factors

are 36%.

12. The 35% of respondent's preferred the mutual fund risk component in the Market risk.

13. The 73.8% of the respondents were satisfied with their mutual fund investment. Because of this Respondents are aware about mutual Fund Investment.

VI) Suggestions:

1) The study shows that the majority of investors accept moderate risks and are interested in balance funds since they offer them the opportunity to make money. Modest risk with a fair reward. In India, people still priorities saving over taking risks and investing in high equities markets in order to maximize their returns. People Like to investment in low risk options, so mutual fund firms should inform investors about their funds that are achieving each investor's specific investment goal.

2.) First-time mutual fund investors are sometime recommended to start modest and all investors can practice diversification to minimize the risks by starting small. Knowing the objective of an investment is important and the first thing to consider before investing in a fund is whether the goal corresponds with the plan. It is necessary because any inconsistency of the same would negatively impact the potential profits. Investors should regularly examine their portfolios and make revisions to them as necessary to reflect market conditions in order to maximize returns.

3) Sources of awareness raising information besides websites and magazines that provide the most recent information on the funds additionality, one should review the prospectus which is free and available with current information on the funds just by making a phone call. A Funds prospectus explains the goal of the investment, the type of securities it holds and the risks involve Knowledge of the fund manager, it is advised for investors to follow fund managers market positions if they aware of their professionalism in order to maximize returns.

References / Bibliography:

1. Arpita Naik, P. S. (2020). A Study on investors' perception Towards Mutual Funds with Due Reference to 'SBI Mutual Funds'. 10.
2. B, D... (2020). A Investor Perception towards mutual Fund Schemes Investment A study with special reference to chennai city.
3. Dr Neelam, D. S. (2021). Investors Awareness and Perception towards mutual fund investment: an Exploratory Study.
4. Dr venkateswarao Podile, D. N. (2022). A Study on Investors Perception towards Mutual Fund.
5. G, A. N. (2020). A Study on investors Perception toward Mutual fund With Due Reference to SBI Mutual Fund.
6. Garg, C... (2019). *Research Methodology*.

7. Mishra, s. (2019). Study on Investors Perception towards Mutual Fund in the city of Bhubaneswar.
8. Raja Rehan, S. N. (2018). Awareness and Perception of investors towards mutual Fund industry.
9. S.G, A. N. (2020). A Study on Investors Perception Towards mutual Funds with due reference to" SBI Mutual Funds".
10. Sailaga, v. n. (2018). A study on investor's awareness towards mutual fund investments.
- sangeetha .S, H. .. (2018). A study on Investors Perception towards Mutual Funds with Special Reference to Coimbatore City.
11. Sharma, P. (2019). Identification Of factors inflecting investor's perception towards investment in Mutual Fund.

Books:

12. Research Methodology: methods and Techniques by C.R Kothari and Gaurav Garg.1 September 2019
13. Indian Mutual Funds Handbooks 5th edition: A Guide for industry Professional 30 January 2009
14. Common Sense on Mutual Funds by John c. Bogle 1999 Mutual Fund dummies 8th edition by Eric Tyson 2022

