IMPACT OF SOCIO-ECONOMIC CONDITIONS ON INVESTORS' PERCEPTION TOWARDS MUTUAL FUND INVESTMENT – A STUDY WITH SPECIAL REFERENCE TO VIRUDHUNAGAR DISTRICT

S. KULOTHUNGA PANDIAN

Assistant Professor of Commerce, Sri Kaliswari College, Sivakasi, Tamilnadu, India.

Email ID: kulothungapandian@gmail.com, Mob. No.: 9585121233
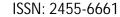
ABSTRACT

Mutual fund is more profitable investment in the financial market. There is an increasing trend in investing mutual fund in recent decades. Investors showing their interest in investing mutual fund but they have different perception towards mutual fund investment. Each and every investor differs in their style. Various factors influencing the investors' perception about mutual fund investment while investing their money. The researcher made an attempt to analyse the socio-economic conditions influencing investors' perception towards mutual fund investment in the study area of Virudhunagar district.

Keywords: Asset Management Company, Investment option, Investors Behaviour, Mutual Fund, Perception.

1. INTRODUCTION

Individual investors consider a number of factors before deciding to invest their funds in various securities involving varying degrees of risk and return. In the present economic scenario, the options available to them are different and the factors motivating the investors to invest are governed by their demographic profile including overall perception about mutual
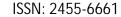
fund. In short, the investment decision making process is a multi-faceted subject to change over a period of time. An attempt will make in this study to identify the demographic factors which influence the investors to invest in mutual funds. There are a number of investment opportunities available to an investor. Each of these investments has its own risk and return features. The proverb "never put all the eggs in the same basket" guides the investor to diversify the risk.

2. LITERATURE REVIEW

Vyas and Moonat (2012) studied the perception and behaviour of mutual fund investors in Indore, Madhya Pradesh. The study was based on 363 mutual fund investors. The results revealed that most of the respondents invested in equity options with a time span of one to three years. Though 73 per cent of the investors were aware about the risk associated with mutual funds yet only 53 per cent investors analysed the risk. Lump sum investment was the most preferred mode followed by SIP. Gold was the most important option among investors and mutual funds ranked 6th in this regard. Further mutual funds got an average score on all parameters like safety, liquidity, reliability, tax benefits and high returns.

Rao and Daita (2013) in their study attempted to analyze the influence of fundamental factors such as economy, industry, and company on the performance of mutual funds. Efforts was made to carry out an in-depth analysis of the economy through a collection of monthly data pertaining to key macro-economic variables covering a period of 228 months spread over 19 years. The casual relationship between real economic variables and their impact on statistics, correlation matrix, and Granger's causality test. To appraise the mutual fund industry various aspects such as assets under management, investor type, and product classification were studied with the help of percentage analysis.

Sundar and Prakash (2014) in their study examined the awareness among the investor community in choosing the best mutual fund scheme as it conducted a comparative analysis of the mutual funds of three AMCs. This study also showed that much information about mutual funds is not available publicly. There is no information on fund styles or comprehensive league tables to allow the comparison of mutual funds in the market.

3. OBJECTIVES OF THE STUDY

- ➢ To analyze the investors perception regarding mutual fund investment.
- ➢ The primary objective of the study is to understand the socio-economic factors influencing the investors' perception towards mutual fund investment.
- ➢ To understand the overall perception towards mutual fund investment.

4. NEED OR IMPORTANCE OF THE STUDY

The present study analyse the mutual fund investments in relation to investors' behaviour. Investors' opinion and perception has been studied relating to various issues like type of mutual fund scheme, main objective behind investing in mutual fund scheme, role of financial advisors and brokers, investors' opinion relating to factors that attract them to invest in mutual fund, sources of information, deficiencies in the services provided by the mutual fund managers, challenges before the Indian mutual fund industry etc. This study is very important in order to judge the investors' perception in a market like Virudhunagar district, where the competition increases day by day due to the entry of large number of players with different financial strengths and strategies.

5. STATEMENT OF THE PROBLEM

The study area Virudhunagar District is traditionally a business center but it is backward area in mutual fund investment. There are many governments and non government

agencies are servicing in mutual fund but the awareness of the people is very low. SEBI established authorized centers to monitor mutual fund investment only in major cities in Tamil Nadu. They take many steps to increase the investors in mutual fund and share. Still, they are finding it difficult to increase the investors.

In light of above problems, a study becomes inevitable to look into the perception of mutual fund investors with special reference to some important towns in Virudhunagar district. Hence, the present study is undertaken by the researcher.

6. LIMITATIONS OF THE STUDY

➢ The research restricted to mutual fund investors in some major cities in Virudhunagar district like, Virudhunagar, Aruppukottai, Thiruchuli, Sivakasi, Sattur, Srivilliputtur and Rajapalayam.

➢ As the survey was pertaining to investment perception of investors, biased information may restrict validity of inference possible.

➢ This study was constrained by limitations of time.

➢ The present study focused on individual investors. So the data were collected from the individual investors alone.

7. RESEARCH METHODOLOGY

7.1 Research design

The research design that is adopted in this study is descriptive design. Descriptive research is used to obtain information concerning the current status of the phenomena to describe, "What exists" with respect to variables or conditions in a situation. The focus of this study was on self-reported decisions made by various investors regarding the investments in mutual fund.

7.2 Data Collection Method

Primary data is a data, which is collected a fresh and for the first time, and thus happen to be original in character. The primary data with the help of questionnaire were collected from various investors. Secondary data consist of information that already exists somewhere, have been collected. Secondary data are collected from company websites, other websites, company fact sheet, magazines and brochures.

7.3 Sampling Design

The total mutual fund investors in Virudhunagar District are unknown. There is no possibility to make study with all mutual fund investors. Therefore it is decided to apply sampling techniques. The stratified random sampling technique has been employed in this study. The Virudhunagar District has 8 taluks namely, Kariapatti, Thiruchuli, Virudhunagar, Aruppukkotai, Sivakasi, Sattur, Srivilliputtur and Rajapalayam. The researcher was classified the Virudhunagar District into eight "stratum" on the basis of taluks and each stratum covering the area of a taluks.

Then, the researcher identified the mutual fund investors in these eight stratums with the help of mutual fund agents. A total of 500 investors were selected in eight stratums by adopting the convenient simple random sampling method. Thus, a totally five hundred investors were selected as respondents for this study. The strata-wise distribution of mutual fund investors in Virudhunagar District is shown in Table 1.

TABLE 1
Sample Design for Mutual Fund Investors

Stratum	Taluks	No. of Samples
1	Virudhunagar	70
2	Sivakasi	70
3	Sattur	60
4	Srivilliputtur	55
5	Rajapalayam	70
6	Aruppukkotai	60

7	Kariapatti	55	
8	Thiruchuli	60	
Total No. of Samples		**500**	

Source: https://en.wikipedia.org/wiki/Virudhunagar_district

8. PERIOD OF THE STUDY

The primary data for the study have been collected from the investors through interview schedules during January 2017 to June 2017.
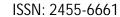
9. TOOLS FOR ANALYSIS

In order to analyse the investors' perception towards mutual fund investment in Virudhunagar District, the data has been analysed by using appropriate statistical techniques such as, Percentage analysis, Regression, Independent Sample 't' test and ANOVA (One Way) with the help of using SPSS.

10. SOCIO-ECONOMIC CONDITIONS OF THE MUTUAL FUND INVESTORS

The socio economic profile of the investors has influenced the perception of the mutual fund investment in very large extent. Hence, socio economic variables such as gender, age, marital status, education, occupation, monthly income and monthly savings have been taken into account.

TABLE 2
Socio – Economic Profile of the respondents

Variables	Categories	Frequency	Percentage
Gender	Male	364	72.80
	Female	136	27.20
	Total	**500**	**100.00**
Age	Below 30 years	124	24.80
	31- 40 years	187	37.40
	41 - 50 years	106	21.20
	Above 50 years	83	16.60
	Total	**500**	**100.00**
Educational	Upto HSC	119	23.80
	Graduate	181	36.20

Qualification	Post Graduate	115	23.00
	Others	85	17.00
	Total	**500**	**100.00**
Occupation	Government Sector	103	20.60
	Private Sector	149	29.80
	Business	137	27.40
	Others	111	22.20
	Total	**500**	**100.00**
Marital Status	Married	304	60.80
	Unmarried	196	39.20
	Total	**500**	**100.00**
Monthly Family Income	Less than Rs. 50,000	127	25.40
	Rs. 50,000 to Rs.75,000	198	39.60
	More than Rs. 75,000	175	35.00
	Total	**500**	**100.00**
Monthly Family Savings	Below Rs.10,000	114	22.80
	Rs. 10,000 - Rs. 15,000	171	34.20
	Rs. 15,000 - Rs. 20,000	137	27.40
	Above Rs.20,000	78	15.60
	Total	**500**	**100.00**

Source: Primary Data

Table 2 reveals that, out of 500 respondents, 72.80% of the respondents are male and 27.20% of the respondents are female. In the age categories, 37.40% of the respondents are in the age group of 31-40 years, 36.20% of the respondents are graduates, 23.00% of the respondents are postgraduates and 23.80% of the respondents are below HSC are shown in the educational status. 29.80% of the respondents are employed in the private sector, 27.40% of the respondents are doing business, and remaining 22.20% of the respondents are belongs to other category like retired persons and house wife. 39.60% of the respondent's monthly family income in the income group of Rs. 50,000 to Rs. 75,000. 34.20% of the respondent's monthly family savings in the savings group of Rs. 10,000 to Rs. 15,000.

11. SOCIO-ECONOMIC CONDITIONS AND THE INVESTORS' PERCEPTION TOWARDS MUTUAL FUND INVESTMENT

In order to test the relationship between socio-economic variables, such as, gender, age, marital status, educational qualification, occupation, monthly family income and

monthly family savings of the investors and the perception towards mutual fund investment one way ANOVA test and independent simple 't' test has been applied.

For analytical purpose the researcher has used the independent socio economic variables of the investors, attitude variables towards the Mutual fund investment and attitude of the investors under six dimensions namely perception towards fluctuations, perception towards drops in stock market, perception towards challenges in mutual fund, reasons for selecting a particular company, factors considered for selecting a mutual fund and satisfaction towards mutual fund.

Hypothesis I

"The investors do not differ in their perception towards the mutual fund investment when they are classified based on their gender".

TABLE 3
Gender of the respondents and their perception towards the mutual fund investment – Group statistics

Perception towards the mutual fund investment	Gender	N	Mean	Std. Deviation	Std. Error Mean
Perception towards fluctuations	Male	364	3.2830	.79574	.04171
	Female	136	3.1838	.88780	.07613
Perception towards drops in stock market	Male	364	3.1511	.75092	.03936
	Female	136	3.0515	.70259	.06025
Perception towards challenges in mutual fund	Male	364	3.2995	.80350	.04212
	Female	136	3.2132	.66006	.05660
Reasons for selecting a particular company	Male	364	2.9918	1.19800	.06279
	Female	136	3.0368	1.14444	.09814
Factors considered for selecting a mutual fund	Male	364	3.0000	1.18531	.06213
	Female	136	3.0221	1.24999	.10719
Satisfaction towards mutual fund	Male	364	3.0467	.87229	.04572
	Female	136	3.0074	.86492	.07417

Source: Computed data

The above table shows that there is a difference between the mean and standard deviation values regarding the perception of the investors towards the mutual fund investment for the six aspects as per the gender wise classification. The result of equality of variances analysis obtained for the gender of the investors and their perception towards the mutual fund investment for six aspects is presented in the following table.

TABLE 4
Gender of the respondents and perception towards the mutual fund investment – Result of independent sample 't' test

Perception towards the mutual fund investment		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Perception towards fluctuations	*	.043	.835	1.201	498	.230	.09914	.08258
	**			1.142	220.809	.255	.09914	.08680
Perception towards drops in stock market	*	3.942	.048	1.343	498	.180	.09963	.07418
	**			1.384	257.391	.167	.09963	.07196
Perception towards challenges in mutual fund	*	12.233	.001	1.118	498	.264	.08622	.07711
	**			1.222	292.526	.223	.08622	.07055
Reasons for selecting a particular company	*	.333	.564	-.378	498	.705	-.04501	.11896
	**			-.386	252.433	.700	-.04501	.11650
Factors considered for selecting a mutual fund	*	4.083	.044	-.182	498	.855	-.02206	.12092
	**			-.178	231.240	.859	-.02206	.12389
Satisfaction towards mutual fund	*	.081	.777	.450	498	.653	.03935	.08747
	**			.452	243.997	.652	.03935	.08713

*Source: Computed Data   Note: *   - Equal Variances Assumed   ** - Equal Variances Not Assumed*

The above table shows the result of equality of variances for the gender of the investors and their perception towards the mutual fund investment. From the result it is noted that the perception of the investors is do not varied for all the six aspects of the mutual fund investment. That is the significance value for the all aspects of the mutual fund investment is more than the acceptance level of 0.05. Hence it is possible to accept the null hypothesis and it is concluded that the investors do not differ in their perception towards the mutual fund investment when they are classified based on their gender. It is inferred that the mutual fund investors do not differ in their perception about six aspects namely perception towards fluctuations, perception towards drops in stock market, perception towards challenges in mutual fund, reasons for selecting a particular company, factors considered for selecting a mutual fund and satisfaction towards mutual fund when they are classified based on their gender.

Hypothesis II

"The investors do not differ in their perception towards the mutual fund investment when they are classified based on their marital status".

TABLE 5
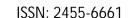### Marital status of the respondents and their perception towards the mutual fund investment – Group statistics

Perception towards the mutual fund investment	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Perception towards fluctuations	Married	413	3.2494	.81150	.03993
	Unmarried	87	3.2874	.87482	.09379
Perception towards drops in stock market	Married	413	3.1211	.74382	.03660
	Unmarried	87	3.1379	.71808	.07699
Perception towards challenges in mutual fund	Married	413	3.2591	.78096	.03843
	Unmarried	87	3.3563	.69845	.07488
Reasons for selecting a particular company	Married	413	2.9903	1.17824	.05798
	Unmarried	87	3.0690	1.20843	.12956
Factors considered for selecting a mutual fund	Married	413	2.9927	1.21377	.05973
	Unmarried	87	3.0690	1.14925	.12321
Satisfaction towards mutual fund	Married	413	3.0291	.85567	.04210
	Unmarried	87	3.0690	.93750	.10051

Source: Computed data

The above table shows that there is a difference between the mean and standard deviation values regarding the perception of the investors towards the mutual fund investment for the six aspects as per the marital status wise classification. The result of equality of variances analysis obtained for the marital status of the investors and their perception towards the mutual fund investment for six aspects is presented in the following table.

TABLE 6
Marital status of the respondents and perception towards the mutual fund investment – Result of independent sample 't' test

Perception towards the mutual fund investment		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Perception towards fluctuations	*	1.532	.216	-.391	498	.696	-.03796	.09706
	**			-.372	119.185	.710	-.03796	.10194
Perception towards	*	1.091	.297	-.193	498	.847	-.01687	.08723

drops in stock market	**			-.198	127.906	.843	-.01687	.08524
Perception towards challenges in mutual fund	*	.669	.414	-1.074	498	.283	-.09724	.09052
	**			-1.155	135.304	.250	-.09724	.08417
Reasons for selecting a particular company	*	.206	.650	-.563	498	.573	-.07865	.13961
	**			-.554	122.865	.581	-.07865	.14194
Factors considered for selecting a mutual fund	*	.662	.416	-.537	498	.591	-.07623	.14190
	**			-.557	129.669	.579	-.07623	.13692
Satisfaction towards mutual fund	*	1.144	.285	-.389	498	.698	-.03991	.10267
	**			-.366	118.072	.715	-.03991	.10897

*Source: Computed Data Note: *   - Equal Variances Assumed ** - Equal Variances Not Assumed*
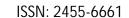
The above table shows the result of equality of variances for the marital status of the investors and their perception towards the mutual fund investment. From the result it is noted that the perception of the investors do not varied for all the six aspects of the mutual fund investment. That is the significance value for the all aspects of the mutual fund investment is more than the acceptance level of 0.05. Hence it is possible to accept the null hypothesis and it is concluded that the investors do not differ in their perception towards the mutual fund investment when they are classified based on their marital status. It is inferred that the mutual fund investors do not differ in their perception on the six aspects namely perception towards fluctuations, perception towards drops in stock market, perception towards challenges in mutual fund, reasons for selecting a particular company, factors considered for selecting a mutual fund and satisfaction towards mutual fund when they are classified based on their marital status.

Hypothesis III

       "The investors do not differ in their perception towards the mutual fund investment when they are classified based on their age".

TABLE 7
Age of the investors and their perception towards the various aspects of the mutual fund investment – Result of ANOVA

Perception towards the mutual fund	Groups	Sum of Squares	Df	Mean Square	F	Sig.
Perception towards fluctuations	Between Groups	2.211	3	.737	1.091	.352
	Within Groups	335.021	496	.675		

Perception towards drops in stock market	Total	337.232	499			
	Between Groups	.771	3	.257	.469	.704
	Within Groups	271.541	496	.547		
	Total	272.312	499			
Perception towards challenges in mutual fund	Between Groups	1.211	3	.404	.684	.562
	Within Groups	292.701	496	.590		
	Total	293.912	499			
Reasons for selecting a particular company	Between Groups	2.861	3	.954	.680	.564
	Within Groups	695.131	496	1.401		
	Total	697.992	499			
Factors considered for selecting a mutual fund	Between Groups	4.598	3	1.533	1.061	.365
	Within Groups	716.384	496	1.444		
	Total	720.982	499			
Satisfaction towards mutual fund	Between Groups	2.076	3	.692	.915	.434
	Within Groups	375.276	496	.757		
	Total	377.352	499			

Source: Computed Data

The result of Levene's test for homogeneity of variance for the analysis regarding the age of the investors and their perception towards the various aspects of the mutual fund investment is shown in the above table. From the result it is noted that the perception of the investors do not varied for all the six aspects of the mutual fund investment. That is the significance value for all aspects of the mutual fund investment is more than the acceptance level of 0.05. Hence it is not possible to reject the null hypothesis and it is concluded that the investors do not differ in their perception towards the mutual fund investment when they are classified based on their age. It is inferred that the mutual fund investors do not differ in their perception on the six aspects of the mutual fund investment namely perception towards fluctuations, perception towards drops in stock market, perception towards challenges in mutual fund, reasons for selecting a particular company, factors considered for selecting a mutual fund and satisfaction towards mutual fund when they are classified based on their age.

Hypothesis IV

"The investors do not differ in their perception towards the mutual fund investment when they are classified based on their educational qualification".
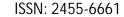
TABLE 8

Educational qualification of the investors and their perception towards the various aspects of the mutual fund investment – Result of ANOVA

Perception towards the mutual fund	Groups	Sum of Squares	Df	Mean Square	F	Sig.
Perception towards fluctuations	Between Groups	5.657	3	1.886	2.821	.038
	Within Groups	331.575	496	.668		
	Total	337.232	499			
Perception towards drops in stock market	Between Groups	1.587	3	.529	.969	.407
	Within Groups	270.725	496	.546		
	Total	272.312	499			
Perception towards challenges in mutual fund	Between Groups	2.509	3	.836	1.423	.235
	Within Groups	291.403	496	.588		
	Total	293.912	499			
Reasons for selecting a particular company	Between Groups	4.061	3	1.354	.968	.408
	Within Groups	693.931	496	1.399		
	Total	697.992	499			
Factors considered for selecting a mutual fund	Between Groups	15.746	3	5.249	3.692	.012
	Within Groups	705.236	496	1.422		
	Total	720.982	499			
Satisfaction towards mutual fund	Between Groups	3.654	3	1.218	1.617	.185
	Within Groups	373.698	496	.753		
	Total	377.352	499			

Source: Computed Data

The result of Levene's test for homogeneity of variance for the analysis regarding the educational qualification of the investors and their perception towards the various aspects of the mutual fund investment is shown in the above table. From the result it is noted that the perception of the investors is varied for the perception towards fluctuations (p = 0.038) and factors considered for selecting a mutual fund (p = 0.012). That is, the *p* value is less than the significance level of 0.05 for these two aspects. Hence the null hypothesis is rejected and it is concluded that the investors do differ in their perception towards the mutual fund investment when they are classified based on their educational qualification. It is inferred that the investors do differ in the two factors namely perception towards fluctuations and factors considered for selecting a mutual fund when they are classified based on their educational qualification. For the remaining four aspects the perception of the investors do not varied. That is the significance value for these four aspects of the mutual fund investment is more than the acceptance level of 0.05. Hence it is not possible to reject the null hypothesis and it

is concluded that the investors do not differ in their perception towards the mutual fund investment when they are classified based on their educational qualification. It is inferred that the mutual fund investors do not differ in their perception on the four aspects of the mutual fund investment namely perception towards drops in stock market, perception towards challenges in mutual fund, reasons for selecting a particular company and satisfaction towards mutual fund when they are classified based on their educational qualification.
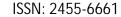
Hypothesis V

"The investors do not differ in their perception towards the mutual fund investment when they are classified based on their occupation".

TABLE 9
Occupation of the investors and their perception towards the various aspects of the mutual fund investment – Result of ANOVA

Perception towards the mutual fund	Groups	Sum of Squares	Df	Mean Square	F	Sig.
Perception towards fluctuations	Between Groups	1.089	3	.363	.536	.658
	Within Groups	336.143	496	.678		
	Total	337.232	499			
Perception towards drops in stock market	Between Groups	1.284	3	.428	.783	.504
	Within Groups	271.028	496	.546		
	Total	272.312	499			
Perception towards challenges in mutual fund	Between Groups	.348	3	.116	.196	.899
	Within Groups	293.564	496	.592		
	Total	293.912	499			
Reasons for selecting a particular company	Between Groups	6.028	3	2.009	1.440	.230
	Within Groups	691.964	496	1.395		
	Total	697.992	499			
Factors considered for selecting a mutual fund	Between Groups	8.685	3	2.895	2.016	.111
	Within Groups	712.297	496	1.436		
	Total	720.982	499			
Satisfaction towards mutual fund	Between Groups	5.543	3	1.848	2.465	.062
	Within Groups	371.809	496	.750		
	Total	377.352	499			

Source: Computed Data

The result of Levene's test for homogeneity of variance for the analysis regarding the occupation of the investors and their perception towards the various aspects of the mutual fund investment is shown in the above table. From the result it is noted that the perception of

the investors do not varied for all the six aspects of the mutual fund investment. That is the significance value for all aspects of the mutual fund investment is more than the acceptance level of 0.05. Hence it is not possible to reject the null hypothesis and it is concluded that the investors do not differ in their perception towards the mutual fund investment when they are classified based on their occupation. It is inferred that the mutual fund investors do not differ in their perception on the six aspects of the mutual fund investment namely perception towards fluctuations, perception towards drops in stock market, perception towards challenges in mutual fund, reasons for selecting a particular company, factors considered for selecting a mutual fund and satisfaction towards mutual fund when they are classified based on their occupation.
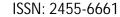
Hypothesis VI

"The investors do not differ in their perception towards the mutual fund investment when they are classified based on their monthly family income".

TABLE 10
Monthly family income of the investors and their perception towards the various aspects of the mutual fund investment – Result of ANOVA

Perception towards the mutual fund	Groups	Sum of Squares	Df	Mean Square	F	Sig.
Perception towards fluctuations	Between Groups	2.496	2	1.248	1.853	.158
	Within Groups	334.736	497	.674		
	Total	337.232	499			
Perception towards drops in stock market	Between Groups	.905	2	.453	.829	.437
	Within Groups	271.407	497	.546		
	Total	272.312	499			
Perception towards challenges in mutual fund	Between Groups	1.207	2	.603	1.025	.360
	Within Groups	292.705	497	.589		
	Total	293.912	499			
Reasons for selecting a particular company	Between Groups	.449	2	.225	.160	.852
	Within Groups	697.543	497	1.404		
	Total	697.992	499			
Factors considered for selecting a mutual fund	Between Groups	.627	2	.313	.216	.806
	Within Groups	720.355	497	1.449		
	Total	720.982	499			
Satisfaction towards mutual fund	Between Groups	.607	2	.304	.401	.670
	Within Groups	376.745	497	.758		
	Total	377.352	499			

Source: Computed Data

The result of Levene's test for homogeneity of variance for the analysis regarding the monthly family income of the investors and their perception towards the various aspects of the mutual fund investment is shown in the above table. From the result it is noted that the perception of the investors do not varied for all the six aspects of the mutual fund investment. That is the significance value for all aspects of the mutual fund investment is more than the acceptance level of 0.05. Hence it is not possible to reject the null hypothesis and it is concluded that the investors do not differ in their perception towards the mutual fund investment when they are classified based on their monthly family income. It is inferred that the mutual fund investors do not differ in their perception on the six aspects of the mutual fund investment namely perception towards fluctuations, perception towards drops in stock market, perception towards challenges in mutual fund, reasons for selecting a particular company, factors considered for selecting a mutual fund and satisfaction towards mutual fund when they are classified based on their monthly family income.

Hypothesis VII

"The investors do not differ in their perception towards the mutual fund investment when they are classified based on their savings amount".

TABLE 11
Savings amount of the investors and their perception towards the various aspects of the mutual fund investment – Result of ANOVA

Perception towards the mutual fund	Groups	Sum of Squares	Df	Mean Square	F	Sig.
Perception towards fluctuations	Between Groups	.442	3	.147	.217	.885
	Within Groups	336.790	496	.679		
	Total	337.232	499			
Perception towards drops in stock market	Between Groups	2.952	3	.984	1.812	.144
	Within Groups	269.360	496	.543		
	Total	272.312	499			
Perception towards challenges in mutual fund	Between Groups	1.034	3	.345	.584	.626
	Within Groups	292.878	496	.590		
	Total	293.912	499			
Reasons for selecting a particular company	Between Groups	5.475	3	1.825	1.307	.271
	Within Groups	692.517	496	1.396		
	Total	697.992	499			
Factors considered for selecting a mutual fund	Between Groups	.344	3	.115	.079	.971
	Within Groups	720.638	496	1.453		

Satisfaction towards mutual fund	Total	720.982	499			
	Between Groups	.997	3	.332	.438	.726
	Within Groups	376.355	496	.759		
	Total	377.352	499			

Source: Computed Data

The result of Levene's test for homogeneity of variance for the analysis regarding the savings amount of the investors and their perception towards the various aspects of the mutual fund investment is shown in the above table. From the result it is found that the perception of the investors do not varied for all the six aspects of the mutual fund investment. That is the significance value for all aspects of the mutual fund investment is more than the acceptance level of 0.05. Hence it is not possible to reject the null hypothesis and it is concluded that the investors do not differ in their perception towards the mutual fund investment when they are classified based on their savings amount. It is inferred that the mutual fund investors do not differ in their perception on the six aspects of the mutual fund investment namely perception towards fluctuations, perception towards drops in stock market, perception towards challenges in mutual fund, reasons for selecting a particular company, factors considered for selecting a mutual fund and satisfaction towards mutual fund when they are classified based on their savings amount.
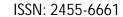
Hypothesis VIII

"There is no significant impact of the socio economic variables on the overall perception of the investors towards the mutual fund investment".

TABLE 12
Impact of socio economic variables on the overall perception of the investors towards the mutual fund investment – Model Summary

Model	R	R Square	Adjusted R Square	Standard. Error of the Estimate
1	.206	.043	.029	1.246

Source: Computed Data

The multiple R shows a substantial correlation between the one socio economic variable and the dependent variable namely overall perception of the investors towards the

mutual fund investment (R =.206). The R^2 value indicates that the one predictor explains about 4.30 per cent of the variance in the overall perception of the investors towards the mutual fund investment. Further, it is found that out of seven predictors only one predictor is influencing the overall perception of the investors towards the mutual fund investment. The result of ANOVA to examine the fitness of this model for further analysis is presented in the following table.

TABLE 13
Impact of socio economic variables on the overall perception of the
Investors towards the mutual fund investment – ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	34.020	7	4.860	3.128	.003
1	Residual	764.372	492	1.554		
	Total	798.392	499			

Source: Computed Data

The above result shows that the significance level of 0.003 for the F value of 3.128 is less than the acceptable level of 0.05. Hence the null hypothesis is rejected and it is concluded that there is a significant impact of the socio - economic variables of the investors on the overall perception towards the mutual fund investment. The following table shows the results of impact level of the selected socio economic variables for regression analysis.

TABLE 14
Impact of socio economic variables on overall perception of the investors towards the
mutual fund investment – Result of regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.674	.372		4.495	.000
	Gender	-.026	.126	-.009	-.209	.835
	Age	-.094	.055	-.075	-1.702	.089
	Educational Qualification	.024	.055	.020	.438	.661
1	Occupation	.100	.054	.083	1.831	.068
	Monthly family income	.097	.073	.059	1.324	.186
	Monthly family savings	.194	.055	.160	3.539	.000
	Knowledge about mutual fund	.057	.044	.057	1.283	.200

Source: Computed Data

From the results show in the above table it noted that the monthly family savings of the investors has the positive influence on overall perception of the investors towards the mutual fund investment (p = 0.000, β = 0.160). Therefore the null hypothesis is rejected and it is concluded that there is a significant impact of the socio economic variable of the investors on overall perception of the investors towards the mutual fund investment. Further it is found that the remaining six socio economic variables of the investors are not influencing this dependent variable namely overall perception of the investors towards the mutual fund investment. It is inferred that the overall perception of the investors towards the mutual fund investment is positively influenced by the monthly family savings amount of the investors.

12. FINDINGS

➢ It is unearthed that most of the respondents (37.40 %) are in the age between the 31 and 40 years.

➢ It is noted that most of the respondents (36.20 %) are graduates.

➢ It is found that most of the respondents (29.80%) are working in the private concerns.

➢ It is realised that most of the respondents (60.80 %) selected for the study are in the married category.

➢ It is discovered that most of the respondents' (39.60 %) monthly family income is varied between Rs.50,000 and Rs.75,000.

➢ It is extracted that most of the respondents (34.20 %) save Rs.10000 – Rs.15,000 per month for their family.

13. SUGGESTIONS

➢ Most of the respondents are not aware of the schemes portfolio, dividends and scheme management of UTI mutual fund. To create awareness proper guidance can be given to them.

➢ A regulated investor friendly seminar can be organized to suit the timings of the investing public. Such seminars can be interactive sessions.

➢ Since the guidance and advice offered by the UTI agents are not up to the mark, the agents should be trained and they should be more conscious on advising a particular scheme.

➢ Efforts should be taken to popularise UTI mutual fund through appropriate publicity measures so that it reaches the rural areas and the nook and corner of the city.

➢ As majority of the respondents are salaried, which should be concentrated on and the company should popularize schemes like Systematic Investment Plan to increase their market penetration through promotional activities.

14. CONCLUSION

This research article analyses the socio economic conditions of the mutual fund investors and their perception towards the mutual fund under six dimensions. From the analysis it is concluded that all the investors have medium level of perception towards the various dimensions namely perception towards fluctuations, perception towards drops in stock market, perception towards challenges in mutual fund, reasons for selecting a particular company, factors considered for selecting a mutual fund and satisfaction towards mutual fund.

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