Chapter 6.

Data Analysis and Inerpretation

- Questionnaire
- Data Analysis
Asset Management in Mutual Fund in India
(A Case Study on HDFC Mutual Fund)

1. What Is Your Occupation –
A) Government Service 10%
B) Banking Service 20%
C) Professional Service 50%
D) Business 18%
E) Other (Specify) 2%

In my survey I found that almost 50% clients were in the category of professional service. They have resources and have
desire to save and invest in the hope of bright future. 20% of the investors were belonging in the category of banking services and about 10% of clients are nearest who belong to the government services.

At least around 18% populations are belong to business category and 2% of clients are belong to other category who are settled recently in his respective jobs.

2. What Is Your Annual Income?
A) Up To 50,000 4%
B) More Than 50,000 Up To 75,000 10%
C) More Than 75,000 Up To 1,00,000 25%
D) More Than 1,00,000 Up To 1,25,000 55%
E) Above Rs. 1,25,000 6%

This question basically represents the investors annual income. This chart shows that 55% of the investors annual income is more than 100000 up to 125000. And 25% of investors annual income belongs to 75000 up to 100000, 10% of population annual
income are more than 50000 up to 75000. Around 6% of investors income are above 125000.

At least according to my survey 4% of the investors belong up to Rs. 50000 of the annual income category.

3. Are you investing?

(A). Yes 76%  (B). NO 24%

This is an interesting facts which we have come thought with the help of questionnaire that 76% of investors says yes they invest their saving in various schemes which are available in the market.

About 24% of investors says no they can’t invest in schemes because they feel fear of market up and down conditions.
They believe in banks or other safest investment options like insurance, banks, and fixed deposit or PF etc...

4. What Kinds Of Investment You Prefer Most?

A) Saving Account 16%  
B) Fixed Deposit 15%  
C) Insurance 14%  
D) Mutual Fund 25%  
E) Share / Debenture 2%  
F) Gold / Silver 3%  
G) Real Estate 15%  
H) PF 10%  

We have come thought with the help of questionnaires that out of 100 investors we found that 16% of investors prefer mostly to saving account and around 15% of investors invest their savings in fixed deposit in banks about 14% of people are invest their savings in insurance.
15% of population out of 100 we found to prefer mostly real estate, about 3% of investors who invest his savings in purchasing gold / silver and we found 2% of investor which invest share / debenture or 10% peoples like mostly PF.

25% of investors invest in mutual fund because they feel it is a safest method of investment for receive high return.

5. While investing your money, which factor you prefer most?

A) Liquidity 25%  
B) Low Risk 17%  
C) High Return 45%  
D) Company Reputation 13%

In my survey I found that almost 25% of investors invest their saving because they want to liquidity and about 17% of investors prefer low risk because they feel fear of market conditions.
And 45% of investors need to invest their savings for high return. But 13% of investors mostly prefer company reputation for investment.

6. Have You Ever Invested Your Money In Mutual Fund?

A) Yes  70%  
B) No  30%  

This is an interesting facts, which we have come thought with the help of questionnaire. 70% of the investors have the financial goals of earning a stable income so they are interested to invest in mutual fund.

Around 30% of the investors are not interested to invest in mutual fund because of them want stable income and want the income to be the same or increase but they can’t manage
that the income should fall down so they not interested to investment in mutual funds.

IF YOU HAVE INVESTED IN MUTUAL FUND THAN ANSWER THE FOLLOWING QUESTIONS-

7. If Yes, Where Do You Find Yourself As A Mutual Fund Investor?
   A) Totally Ignorant 15%
   B) Partial Knowledge Of Mutual Fund 20%
   C) Aware Only Of Any Specific Scheme In Which You Invested 20%
   D) Fully Aware 45%

Out of 100 peoples we found that most of the investors invest in mutual fund schemes but some investors not aware fully about mutual fund schemes they invest with help of brokers or other agents and these peoples are fully responsible for
their investment, 15% of investors like these types they totally ignorant about schemes and depend others persons for investment.

About 20% of investors have a partial knowledge of mutual fund. And 45% of investors fully aware and take decisions for schemes purchasing. 20% of investors aware only of any specific scheme in which they want to invest.

8. If Yes, When Did You Know About The Mutual Funds?

A) Recently 27%  C) 2 Years Back 19%
B) 4 Years Back 20%  D) Much Before 34%

There Is No Clear Cut Difference Between The Investors Investment Period Regarding Percentage To Be Invested Among The Choices. It Depended On Each Individual and Varies According To the One Can Take. 34% Of The Investors Are Invest In Mutual Funds Much Before.
About 27% of investors start to invest in mutual funds recently, 20% of investors has to spend 4 years in dealing with mutual funds and around 19% of investors pass 2 year to invested in mutual funds.

9. What was the source of information for you?

A) Newspaper – magazines – brochures 34%
B) Agent / bank 54%
C) Friends relatives 7%
D) Financial advisors 5%

Evidently 7% of population rely on the advice of the friends & relatives. 54% of the investors guided by the suggestion given by the agent who is ready with his service at the door step.
Whatever fund or scheme is suggested by him is accepted. 34% of investors are guided by the newspaper, magazines – brochures. In other category 5% of population of investors who take care of the documents and also suggest the product for investment to them.

10. In which kind of mutual fund you would like to invest?

A) Public 49%  
B) Private 52%

This is an interesting fact, which we found 49% of investors like to invest in public mutual funds and around 52% of investors like to invest in private sectors mutual fund.
11. Which Type Of Mutual Fund Did You Invest In?

A) Open – Ended  22%
B) Closed – Ended  12%
C) Both  61%
D) Don’t Know  5%

Out of 100 people 22% of investors are invest in open – ended schemes, another 12% of investors are invest in
close – ended and 61% of investors are invest in both ( open – ended or close – ended ) mutual funds schemes.

At Least 5% of investors are don’t know about the scheme of mutual funds.

12. Which Feature Of The Mutual Fund You Prefer Most?

A) Diversification 9%  B) Better Return And Safety 36%
C) Regular Income 45%  D) Tax Benefit 10%

In my survey report I found out of 100 people, 45% of investors invest in mutual fund schemes because they prefers
regular income from their investment, and about 36% of investors need and aspects better return and safety for their investment.

10% of people prefers tax benefits for their investments and around 9% of population like to diversification for investment.

13. In Which Mutual Fund You Have Invested?

A) HDFC MF 35%  B) ICICI Prudential Fund 7%
C) Reliance MF 25%  D) UTI MF 15%
E) SBI MF 10%  F) Tata MF 8%

In my survey out of 100 people 35% of investors are invested in HDFC mutual fund and 7% of investors wants to invest,
in ICICI prudential fund and another 25% of investors wants to invest in reliance mutual fund.

15% investors prefer to invest their savings in UTI mutual fund and 10% populations of investors in my survey invest in SBI mutual fund. About 8% of investors believe in TATA mutual fund schemes and invest their savings for higher return and safety.

14. By How Much You Have Invested In Total Mutual Funds?

A) Upton Rs. 5,000 4%
B) More Than Rs. 5,000 Upton Rs. 20,000 26%
C) More than Rs. 20,000 Upton Rs. 50,000 52%
D) Above Rs. 50,000 18%
Out of 100 people 52% of investor invest more than Rs. 20,000 up to Rs. 50,000 in mutual funds, around 26% of investors invest more than Rs. 5000 up to Rs. 20,000 in mutual funds.

4% of investors invest Rs. 5000 in mutual fund and 18% of the investors invest above Rs. 50,000 in mutual funds schemes.

15. What the important aspects of mutual funds in India?

A) Income 1%
B) Tax 4%
C) Growth 32%
D) Service 1%
E) All of them 62%

In my survey I found that 32% of investor’s investment aspects of growth in mutual fund schemes and 4% of investor’s
investment aspect of tax, another hand 1% of income and 1% investors invest on mutual funds schemes for better services.

At least 62% of the population of investors investing aspect is all of them (income, tax, growth, service) means they are to invest, want to earn a part of their investment or recover their principal amount as soon as possible and be at the safer side.

16. What Is Your Pattern Of Investment In The Different Mutual Funds Schemes?
A) Growth Scheme Alone 1%
B) Income Scheme Alone 3%
C) Tax Saving Scheme Alone 4%
D) Money Market Scheme 1%
E) Growth And Income Schemes 22%
F) Growth And Tax Saving Schemes 11%
G) Growth, Income And Tax Saving And Money market schemes 58%
Out of 100 peoples 3% of investors invest in growth scheme alone, 4% of investors invest in tax saving schemes alone and 1% of investors invest in growth scheme alone, and another 1% invest in only money market schemes.

22% of investors invest in growth and income schemes, around 11% of investors invest in growth, tax saving schemes. At least 58% of investors invest in all the types means growth, income, tax saving and money market schemes of mutual funds.

17. Do You Update Yourself On The Performance Of The Scheme On A Regular Basis?
   A) Yes 72%
   B) No 28%

72% of the investors are aware and updated on the performance of your mutual funds schemes on a regular basis; they have some knowledge about the market and investment to be made.
The sources of knowledge to them is newspapers, T.V., friends circle and their own experiences. They need refinement, some are receptive whereas some are not and about 28% of investors are not updated the performance of the schemes on a regular basis.

18. When You Invest In A Scheme Depending Upon The Investment Objective And Risk?

A) Yes 94%  B) No 6%

Majority of 94% of investors who invest in mutual funds schemes depending upon the investment objective and risk.
Around 6% of investors are not investing in a scheme depending upon the investment objective and risk.

19. Which Types of Risk, You Feel in Mutual Funds?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Lower Return</td>
<td>15%</td>
</tr>
<tr>
<td>B) Inaccessibility</td>
<td>6%</td>
</tr>
<tr>
<td>C) Market Conditions</td>
<td>65%</td>
</tr>
<tr>
<td>D) Low Liquidity</td>
<td>8%</td>
</tr>
<tr>
<td>E) Others</td>
<td>6%</td>
</tr>
</tbody>
</table>
65% of investors feel that market conditions in mutual funds is very risky. About 8% of investors feel that low liquidity, 15% of investors feel lower return risk in mutual funds.

About 6% of investors are feel that inaccessibility risks and 6% of the investors feel other types risks in mutual funds.

20. When You Invest In Mutual Fund Which Mode Of Investment Will You Prefer?

A). One Time Investment 28%

B). Systematic Investment Plan (SIP) 72%
Evidently I found that those people invest in mutual funds they want to those types of plans which given high return and regular income and safety must.

So 72% population out of 100 people want and choose systematic investment plan (SIP). And 28% of population need one time investment plan.

21. If Yes, What Do You Know About The Time Of Invest In SIP?

A) Monthly 76%
B) 6 Month 11%
C) 12 Month 7%
D) None Of These 6%
Out of 100 populations 76% of the investors know about sip invest in monthly.

But 11% says 6 months, and 7% of investors view of 12month, according to 6% of investors says that they don’t know about the sip investment.

22. Do You Know About An Organization Where Investors Are Complaint Against Mutual Funds?

A) Consumer court 10%
B) SEBI 55%
C) AMFI 18%
D) Company law board 17%
According to my survey 55% of investors know about that mutual funds compliments are to register in SEBI and had take a action but 10% of investors says their consumer court.

And 18% know that AMFI, another 17% vote given to company law board.

23. Do You Know About The Entry-Load Or Exit-Load In Mutual Funds?

A) Yes 65%
B) No 35%
In my survey i found that fact that 65% of the mutual funds investors are know about the entry – load or exit – load in mutual funds but 14% of investors are know about the entry – load or exit – load in mutual funds.

24. What the return you receive at present in mutual funds?
   A) Positive 52%
   B) Negative 48%
This question basically represent about the status of return which investors receive at present in mutual funds.

So 52% of investors receive positive return in mutual fund and out of 100 about 48% of investors receive negative return.

25. What Types Of Benefits You Needs By Your Investment In Mutual Funds?

A) Tax Benefits 10%
B) High Return 8%
C) Low Risks 44%
D) Growth Opportunities 38%
There is no clear cut difference between the opinion regarding percentage to be invested among the choices, out of 100 around 44% of investors needs low risks benefits by the investment in mutual funds.

8% of investors choice is high return and 38% of investors needs growth opportunities in mutual funds. At least 10% of investors benefits needs by the investment in mutual funds is tax benefits.

26. Where from you purchase Mutual Fund?

A) Direct from the AMCs 25%
B) Brokers only 32%
C) Brokers / Sub-brokers 28%
D) Others sources 15%
For purchase of mutual funds schemes investors who not fully aware about terms and conditions so he need helps for investment, so 25% of peoples believe to purchase mutual funds.

Direct from the AMCs, and around 32% of population want to purchase mutual fund from brokers, 28% purchase from brokers / sub-brokers and another 15% of peoples purchase others sources.

27. Which AMC Will You Prefer To Invest? Asset Management Co.:-
   A). HDFC MF 25%  B). SBI MF 12%
   C). UTI MF 10%  D). ICICI MF 18%
   E). Kotak MF 15%  F). Reliance 20%
25% of investors prefer mostly HDFC MF AMC schemes for investment, 12% of SBI MF AMC prefer for investment.

About 10% people in my survey I found they want to invest in UTI MF AMC, according to 18% of investors prefer ICICI MF AMC. Around 15% investors prefer Kotak MF AMC and 20% people like to investment in Reliance MF AMC.

**IF YOU HAVE NOT INVESTED IN MUTUAL FUND –**

28. If Not Invested In Mutual Fund Then Why?

A) Not Aware Of MF  
25%

B) Higher Risk  
45%

C) Inaccessibility  
21%

D) Not Any Specific Reason  
9%
45% of investors no invest in mutual funds schemes because of they fear for higher risk, and 25% of people not invested because of they not aware of mutual funds.

Around 21% hesitate for inaccessibility and 9% has not given a specific reason.

29. Are you aware of mutual fund as an investment scheme?
   A) Yes  84%  B) No  16%

84% of investors given a vote that they aware about the mutual funds as an investment scheme, and another 16% of
investors voted that they are not aware about that mutual funds is an investment scheme.

30. Will You Interest In Future Investing In Mutual Funds?

A) Yes  54%  
B) No  46%
54% of investors interested to invest in mutual funds schemes but around 46% of investors don’t want to invest in mutual funds schemes.

TO BE ANSWERED BY ALL RESPONDENTS -

31. If Yes, What Is Your Preference Of Investment Of Your Ranking First?

<table>
<thead>
<tr>
<th>Option</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Bank Deposits</td>
<td>50%</td>
</tr>
<tr>
<td>B) GPF</td>
<td>3%</td>
</tr>
<tr>
<td>C) LIC</td>
<td>34%</td>
</tr>
<tr>
<td>D) Corporate Securities</td>
<td>4%</td>
</tr>
<tr>
<td>E) Mutual Funds</td>
<td>8%</td>
</tr>
<tr>
<td>F) UTI Schemes</td>
<td>1%</td>
</tr>
</tbody>
</table>