# TABLE OF CONTENTS

## CHAPTER-1

**MUTUAL FUNDS**  
1.1 Introduction  
1.2 Concept of Mutual Fund  
1.2.1 Operational flow of Mutual Fund  
1.3 Parties to Mutual fund  
1.4 History and Growth of Mutual Fund Industry  
1.5 Types of Mutual Fund Schemes  
1.5.1 Based on Structure  
1.5.2 Based on Investment Objective  
1.5.3 Others  
1.6 Advantages of Mutual Funds  
1.7 Limitations of Mutual Funds  

## CHAPTER-2

**LITERATURE REVIEW**

## CHAPTER – 3

**RESEARCH METHODOLOGY**  
3.1 Introduction  
3.2 Research Statement  
3.3 Research Design  
3.3.1 Objectives of study  
3.3.2 Nature of Data and Sources of Data  
3.3.3 Tools for data collection  
3.3.4 Sample design  
3.3.5 Area of the study  
3.3.6 Data Scaling and Measurement  
3.3.7 Tools and Methods of Data Analysis  
3.3.7.1 Tabulation and Classification of data  
3.3.7.2 Frame work of data analysis  
3.3.7.3 Method of Analysis  
3.4 Scope of the study  
3.5 Limitations of the study
### CHAPTER – 4

**PROFILE OF SELECTED CITIES OF GUJARAT**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1. Gujarat and Selected Cities of Gujarat</td>
<td>45</td>
</tr>
<tr>
<td>4.1.1 Gujarat</td>
<td>45</td>
</tr>
<tr>
<td>4.1.2 Selected cities of Gujarat</td>
<td>48</td>
</tr>
<tr>
<td>4.1.2.1 Surat City</td>
<td>48</td>
</tr>
<tr>
<td>4.1.2.2 Ahmedabad City</td>
<td>50</td>
</tr>
<tr>
<td>4.1.2.3 Vadodara City</td>
<td>52</td>
</tr>
<tr>
<td>4.2 Demographic profile of respondents of selected cities of Gujarat</td>
<td>54</td>
</tr>
</tbody>
</table>

### CHAPTER – 5

**DATA ANALYSIS**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1 Demographic Profile of Respondents of Selected Cities of Gujarat</td>
<td>56</td>
</tr>
<tr>
<td>5.1.1 City wise respondents of selected cities of Gujarat State</td>
<td>56</td>
</tr>
<tr>
<td>5.1.2 Gender Wise Classification of Respondents</td>
<td>57</td>
</tr>
<tr>
<td>5.1.3 Age Wise Classification of Respondents</td>
<td>58</td>
</tr>
<tr>
<td>5.1.4. Marital Status of Respondents</td>
<td>59</td>
</tr>
<tr>
<td>5.1.5 Occupational Status of Respondents</td>
<td>60</td>
</tr>
<tr>
<td>5.1.6. Literacy Level of Respondents</td>
<td>61</td>
</tr>
<tr>
<td>5.1.7 Respondents Paying Income Tax</td>
<td>62</td>
</tr>
<tr>
<td>5.1.8 Income Wise Classification of Respondents</td>
<td>63</td>
</tr>
<tr>
<td>5.1.9 Expenditure Wise Classification of Respondents</td>
<td>64</td>
</tr>
<tr>
<td>5.1.10. Classification of Respondents according to Savings</td>
<td>65</td>
</tr>
<tr>
<td>5.2 Perception of Investors towards Mutual Fund Investment.</td>
<td>67</td>
</tr>
<tr>
<td>5.2.1 Purpose of Savings</td>
<td>67</td>
</tr>
<tr>
<td>5.2.1.1 Purpose of Savings of Respondents of Selected Cities of Gujarat</td>
<td>67</td>
</tr>
<tr>
<td>5.2.1.2 Purpose of Savings of Respondents by Occupation</td>
<td>68</td>
</tr>
<tr>
<td>5.2.1.3 Purpose of Savings of Respondents by Educational Qualifications</td>
<td>69</td>
</tr>
<tr>
<td>5.2.1.4 Purpose of Savings of Respondents by Monthly Income</td>
<td>70</td>
</tr>
<tr>
<td>5.2.1.5 Purpose of Savings of Respondents by Age of Respondents</td>
<td>71</td>
</tr>
<tr>
<td>5.2.2 Investment Alternatives</td>
<td>72</td>
</tr>
<tr>
<td>5.2.2.1 Preference of Investment alternatives by the respondents</td>
<td>72</td>
</tr>
<tr>
<td>of selected cities of Gujarat State</td>
<td>72</td>
</tr>
<tr>
<td>5.2.2.2. Rank for Investment Alternatives (Surat City)</td>
<td>74</td>
</tr>
<tr>
<td>5.2.2.3. Rank for Investment Alternatives (Ahmedabad City)</td>
<td>75</td>
</tr>
<tr>
<td>5.2.2.4. Rank for Investment Alternatives (Vadodara City)</td>
<td>76</td>
</tr>
<tr>
<td>5.2.2.5. Rank for Investment Alternatives for Selected Cities of Gujarat</td>
<td>77</td>
</tr>
<tr>
<td>5.2.2.6 Garrett’s Ranking Table (Surat City)</td>
<td>78</td>
</tr>
<tr>
<td>5.2.2.7 Garrett’s Ranking Table (Ahmedabad City)</td>
<td>79</td>
</tr>
<tr>
<td>5.2.2.8 Garrett’s ranking table (Vadodara City)</td>
<td>80</td>
</tr>
<tr>
<td>5.2.2.9 Garrett’s ranking table for all the selected cities of Gujarat State</td>
<td>81</td>
</tr>
<tr>
<td>5.2.2.10 Investment Alternatives of Respondents by Occupation</td>
<td>83</td>
</tr>
<tr>
<td>5.2.2.11 Investment Alternatives of Respondents by Educational Qualifications</td>
<td>85</td>
</tr>
</tbody>
</table>
5.2.2.12 Investment Alternatives of Respondents by Monthly Income -------87
5.2.3. Reasons for Investing in Mutual Funds -----------------------------------89
  5.2.3.1. Reasons for investment in Mutual Funds by Respondents
    of Selected Cities of Gujarat State --------------------------------------89
  5.2.3.2 Ranks - Reasons for Investment in Mutual Funds (Surat City) ------91
  5.2.3.3 Ranks - Reasons for Investment in Mutual Funds (Ahmedabad City) 93
  5.2.3.4 Ranks - Reasons for Investment in Mutual Funds (Vadodara City) ---95
  5.2.3.5 Ranks - Reasons for Investment in Mutual Funds in
    Selected Cities of Gujarat State. ----------------------------------------97
  5.2.3.6 Garrett’s Ranking Table Reasons for Investment
    in Mutual Funds in Surat city ------------------------------------------99
  5.2.3.7 Garrett’s Ranking Table - Reasons for Investment
    in Mutual Funds in Ahmedabad city -------------------------------------100
  5.2.3.8 Garrett’s Ranking Table - Reasons for Investment
    in Mutual Funds in Vadodara city --------------------------------------101
  5.2.3.9 Garrett’s Ranking Table - Reasons for Investment
    in Mutual Funds in Selected Cities of Gujarat State ------------------102
  5.2.3.10 Reasons for Investment in Mutual Funds by Occupations---------104
  5.2.3.11 Reasons for Investment in Mutual Funds by
    Educational Qualifications ---------------------------------------------107
  5.2.3.12 Reasons for Investment in Mutual Funds By Age ------------------109
5.2.4 Factors Influencing the Selection of Mutual Funds schemes;---------112
  5.2.4.1 Rank given by the Respondents to Factors Influencing
    the Selection of Mutual Fund schemes (Surat City) -------------------112
  5.2.4.2 Rank given by the Respondents to Factors Influencing
    the Selection of Mutual Fund schemes (Ahmedabad City) --------------113
  5.2.4.3 Rank given by the Respondents to Factors Influencing
    the Selection of Mutual Fund schemes (Vadodara City) ---------------114
  5.2.4.4 Rank given by the Respondents to Factors Influencing the
    Selection of Mutual Fund Schemes of Selected Cities of Gujarat ----115
  5.2.4.5 Garrett’s Ranking Table - Factors Influencing
    the Selection of Mutual Fund Schemes (Surat City)---------------------116
  5.2.4.6 Garrett’s Ranking Table-Factors Influencing
    the Selection of Mutual Fund Schemes.(Ahmedabad City)-----------117
  5.2.4.7 Garrett’s Ranking Table - Factors Influencing
    the Selection of Mutual Fund Schemes. (Vadodara City)-------------118
  5.2.4.8 Garrett’s Ranking Table - Factors Influencing the Selection
    of Mutual Fund Schemes of Selected Cities of Gujarat State -------119
5.2.5 Sources of Information:-----------------------------------------------121
  5.2.5.1 Sources of Information for Investors of Mutual Funds
    in Selected cities of Gujarat ------------------------------------------121
  5.2.5.2 Sources of information by Occupation of respondents --------------123
  5.2.5.3 Sources of Information by Educational Qualifications
    of Respondents --------------------------------------------------------125
5.2.6 Preference of Mutual Funds Schemes: ----------------------------------127
  5.2.6.1 Preference of Mutual Fund Schemes based on Structure ----------127
  5.2.6.2 Preference of Mutual Fund Schemes Based on Objectives --------128
  5.2.6.3 Preference of Mutual Fund Schemes by Occupation ---------------129
  5.2.6.4 Preference for SIP-----------------------------------------------130
  5.2.6.5 Preference for SIP Investment Plan in Three Cities-------------130
5.2.7 Amount invested in ‘SIP’------------------------------------------ 131
5.2.7.1 Amount invested in ‘SIP’ by Selected Cities of Gujarat State,---- 131
5.2.7.2 Occupation by ‘SIP’--------------------------------------------- 131
5.2.7.3 Educational Qualifications by ‘SIP’----------------------------- 132
5.2.7.4 Total Monthly Income of Respondents and ‘SIP’ Investment Plan - 133
5.2.8. Level of fulfillment for investment in Mutual Funds.------------- 134
5.2.8.1. Level of fulfillment of investors in selected cities of Gujarat.-- 134
5.2.8.2 Average level of Satisfaction of respondent in
selected cities of Gujarat.--------------------------------------------- 135
5.2.9 Factors Discouraging Investment in Mutual Funds.------------------ 137
5.2.9.1 Factors discouraging investment in Mutual Funds.--------------- 137
5.2.9.2 Main Eight Factors Discouraging Investment in
Mutual Funds of Selected Cities of Gujarat----------------------------- 139
5.2.10 Problems Faced by Respondents after Investing in Mutual Fund---- 140
5.2.10.1 Problems Faced by Respondents after Investing in
Mutual Fund of Selected Cities of Gujarat----------------------------- 140

CHAPTER – 6

CONCLUSION AND SUGGESTIONS---------------------------------------- 141

6.1 Conclusion -------------------------------------------------------- 141
6.2 Suggestions -------------------------------------------------------- 144
6.2.1 Following suggestions can be incorporated by the
Mutual Fund Companies.---------------------------------------------- 144
6.2.2 Suggestions for Mutual Funds Investors -------------------------- 147

BIBLIOGRAPHY--------------------------------------------------------- 150