LIST OF TABLES

Table 2.1: Reviews Regarding Savings Attitude Behavior.................................................36
Table 2.2: Studies Regarding Risk Behavior.................................................................49
Table 2.3: Reviews Regarding importance of Brain Dominance....................................40
Table 2.4: Reviews Regarding importance of Brain Dominance....................................41
Table 2.5: Investor’s Attitude towards Mutual Fund.......................................................42
Table 2.6: Research Gap.................................................................................................43
Table 2.7: Objectives of the present study.......................................................................51
Table 3.1: KMO and Bartlett’s Test................................................................................56
Table 3.2: Case validation and Reliability Statistics.........................................................58
Table 4.1: Birla Sun Life Mid Cap Fund and CNX Mid Cap..........................................63
Table 4.2: Calculated Values of Risk and Performance Measures for Five Years........63
Table 4.3: Birla Sun Life Small and Mid Cap And CNX Mid Cap..................................66
Table 4.4: Calculated Values of Risk and Performance Measures for Five Years........67
Table 4.5: BNP Paribas and CNX Mid Cap.......................................................................70
Table 4.6: Calculated Values of Risk and Performance Measures for Five Years........70
Table 4.7: Canara Robeco and CNX Mid Cap...................................................................74
Table 4.8: Calculated Values of Risk and Performance Measures for Five Years.........74
Table 4.9: DSP Blackrock and CNX Mid Cap....................................................................77
Table 4.10: Calculated Values of Risk and Performance Measures for Five Years......77
Table 4.11: Escorts Growth Fund and CNX Mid Cap......................................................81
Table 4.12: Calculated Values of Risk and Performance Measures for Five Years.......81
Table 4.13: Escorts Leading and CNX Mid Cap..............................................................84
Table 4.14: Calculated Values of Risk and Performance Measures for Five Years......85
Table 4.15: HDFC Small and Mid and CNX Mid Cap.....................................................88
Table 4.16: Calculated Values of Risk and Performance Measures for Five Years......88
Table 4.17: ICICI PRU and CNX midcap........................................................................92
Table 4.18: Calculated Values of Risk and Performance Measures for Five Years......92
Table 4.19: Kotak mid Cap and CNX mid Cap...............................................................95
Table 4.20: Calculated Values of Risk and Performance Measures for Five Years......95
Table 4.21: Reliance Equity and CNX Mid Cap..............................................................98
Table 4.22: Calculated Values of Risk and Performance Measures for Five Years......99
Table 4.23: Religare and CNX mid Cap..........................................................................102
Table 4.58: L and T Equity Fund and Nifty.................................................................159
Table 4.59: Calculated Values of Risk and Performance Measures for Five Years........160
Table 4.60: BOI AXA Equity Fund and Nifty.................................................................163
Table 4.61: Calculated Values of Risk and Performance Measures for Five Years........163
Table 4.62: SBI Blue Chip Fund and Nifty.................................................................166
Table 4.63: Calculated Values of Risk and Performance Measures for Five Years........167
Table 4.64: Findings of large Cap Funds.................................................................170
Table 4.65: Funds Exhibiting Good Risk Reward Ratio...........................................170
Table 4.66: Funds Exhibiting Moderate Risk Reward Ratio.....................................170
Table 4.67: Funds which have Exhibited Poor Risk Reward Ratio.........................171
Table 4.68: Mean Returns and Mean SD for Five Years Period................................171
Table 4.69: Percentage of Respondents Invested In Large Cap and Mid and Small Cap Funds.................................................................171
Table 4.70: Mean Returns of Mid and Small Cap and CNX Midcap.......................172
Table 4.71: Paired Sample Statistics.......................................................................172
Table 4.72: Paired Sample Correlations..................................................................172
Table 4.73: Funds Exhibiting Good Risk Reward Ratio...........................................174
Table 4.74: Funds Exhibiting Returns above Benchmark Market index Nifty...........175
Table 4.75: Funds exhibiting Poor Risk Reward Ratio............................................175
Table 5.1: Distribution of Respondents by Gender..................................................179
Table 5.2: Distribution of respondents by location and gender.............................180
Table 5.3: Distribution of Respondents by Age.........................................................181
Table 5.4: Distribution of respondents by location and age.....................................182
Table 5.5: Distribution of Respondents by educational qualification........................183
Table 5.6: Distribution of respondents by location and Educational qualification........184
Table 5.7: Distribution of Respondents Monthly Income.......................................185
Table 5.8: Distribution of respondents by location and monthly income.................186
Table 5.9: Distribution of Respondents occupation................................................187
Table 5.10: Distribution of respondents by location and Occupation........................188
Table 5.11: Distribution of Respondents Investment opportunities.........................189
Table 5.12: Distribution of respondents by location and Investment option...............190
Table 5.13: Distribution of Respondents Experience...............................................191
Table 5.14: Distribution of respondents by location and Experience.........................192
Table 5.15: Distribution of Respondents Frequency of Investments.................................193
Table 5.16: Distribution of respondents by location and Frequency of Investment ..........194
Table 5.17: Distribution of respondents by preferences of Investment ..........................195
Table 5.18: Respondents Knowledge level of Investor at different location ..................196
Table 5.19: Respondents Intermediaries at different location .....................................197
Table 5.20: Respondents investing in Large cap and Mid-cap funds .............................198
Table 5.21: Mean and SD scores of the various statements ........................................201
Table 5.22: Distribution of Location based on Brain dominance .................................204
Table 5.23: Table showing distribution of Gender based on Brain dominance .............205
Table 5.24: Distribution of Age based on Brain dominance .......................................206
Table 5.25: Distribution of Education qualification based on Brain dominance ............207
Table 5.26: Distribution of Monthly Income based on Brain dominance ....................208
Table 5.27: Distribution of occupation based on Brain dominance .............................210
Table 5.28: Distribution of occupation based on Brain Dominance ............................211
Table 5.29: On using exploratory factor analysis, fourteen factors from each group have emerged ..................................................................................................................215
Table 5.30: Chi-square Test to find the relationship between brain dominance and Gender..220
Table 5.31: Chi-square Test to find the relationship between brain dominance and Age…221
Table 5.32: Chi-square Test to find the relationship between brain dominance and Education Qualification ..............................................................221
Table 5.33: Chi-square Test to find the relationship between brain dominance and Monthly Income .........................................................................................................222
Table 5.34: Chi-square Test to find the relationship between brain dominance and occupation.............................................................................................................222
Table 5.35: Hypothesis accepted or rejected for the following statements ....................223
Table 5.36: Relationship between Security and brain dominance ...............................223
Table 5.37: Relationship between Awareness on mutual funds and Brain Dominance....224
Table 5.38: Relationship between Information on mutual funds and brain dominance ...224
Table 5.39: showing Relationship between Influence of friends and Brain dominance ...225
Table 5.40: Relationship between Risk and Brain Dominance ....................................225
Table 5.41: Relationship between Unimportance of stock market price and Brain dominance .............................................................................................................226
Table 5.42: Relationship between Expert advice and Brain dominance ........................226
Table 5.43: Relationship between Business Oriented and Brain dominance ...............227
Table 5.44: Relationship between Independent decision and Brain dominance ...........227
Table 5.45: Relationship between Enough Money for Investment and Brain dominance…228
Table 5.46: Relationship between IT benefits and Brain dominance………………………228
Table 5.47: Relationship between Unaffected during price change and Brain dominance...229
Table 5.48: Relationship between Hassle Free process and Brain dominance………………229
Table 5.49: Relationship between Tax exemption and Brain dominance……………………230
Table 5.50: Relationship between Fear and Brain dominance…………………………………230
Table 5.51: Hypothesis accepted or rejected with respect to various statements in
  Relationship to Brain Dominance………………………………………………………………231
Table 5.52: Correlation between Factors influencing Decision Making on Mutual Funds
  and Investment on Mutual Funds…………………………………………………………232
Table 5.53: Hypothesis accepted or rejected with respect to Factors influencing
  Decision Making on Mutual Funds and Investment on Mutual Funds………………233
Table 6.1: Findings from The Evaluation of Performance of Mutual Funds………………236
Table 6.2: Funds which have produced good risk reward ratio……………………….238
Table 6.3: Funds which have produced returns above benchmark………………………239
Table 6.4: Findings of Large-Cap Funds for Five Year……………………………………241
Table 6.5: Funds which have produced good risk reward ratio…………………………242
Table 6.6: Funds produced returns above benchmark………………………………………243
Table 6.7: Funds which have poor risk reward ratio………………………………………243
Table 6.8: Significant Relationships Established In the Study…………………………252
LIST OF FIGURES

Figure 1.1: Types of Mutual fund Schemes .................................................. 5
Figure 1.2: Worldwide Total Net Assets of Mutual Funds .............................. 8
Figure 1.3: Cumulative Gross Capital Inflows to Emerging Markets ............... 10
Figure 1.4: Inflows to Bond and Hybrid, World Equity and Domestic Equity ...... 11
Figure 1.5: Growth in Assets under management of selected Countries .......... 13
Figure 1.6: Composition of Debt, Equity, Liquid and ETF Scheme ................. 14
Figure 2.1: Left and right side functions of the brain .................................... 47
Figure 4.1: Five year performance graph of fund returns and CNX Mid Cap returns .... 62
Figure 4.2: Mean Returns and Standard Deviation ......................................... 63
Figure 4.3: Linear Regression for CNX MID Cap and Fund Returns with $R^2$ .......... 64
Figure 4.4: Five year performance graph of fund returns and CNX Mid Cap return ...... 66
Figure 4.5: Mean Returns and Standard Deviation ......................................... 67
Figure 4.6: Linear Regression for CNX Mid Cap and Fund Returns with $R^2$ .......... 68
Figure 4.7: Five Year Performance Graph of Fund Returns and CNX Mid Cap Returns ...... 70
Figure 4.8: Mean Returns and Standard Deviation ......................................... 71
Figure 4.9: Linear Regression for CNX MID Cap and Fund Returns with $R^2$ .......... 71
Figure 4.10: Five year performance graph of fund returns and CNX Mid Cap returns .... 73
Figure 4.11: Mean Returns and Standard Deviation ......................................... 74
Figure 4.12: Linear Regression for CNX MID Cap and Fund Returns with $R^2$ .......... 75
Figure 4.13: Five Year Performance Graph of Fund Returns and CNX Mid Cap returns ...... 77
Figure 4.14: Mean Returns and Standard Deviation ......................................... 78
Figure 4.15: Linear Regression for CNX MID Cap and Fund Returns with $R^2$ .......... 78
Figure 4.16: Five year performance graph of fund returns and CNX Mid Cap returns .... 80
Figure 4.17: Mean Returns and Standard Deviation ......................................... 81
Figure 4.18: Linear Regression for CNX mid Cap and Fund Returns with $R^2$ .......... 82
Figure 4.19: Five year performance graph of fund returns and CNX Mid Cap returns .... 84
Figure 4.20: Mean Returns and Standard Deviation ......................................... 85
Figure 4.21: Linear Regression for CNX mid Cap and Fund Returns with $R^2$ .......... 86
Figure 4.22: Five Year Performance Graph of Fund Returns and CNX Mid Cap returns ...... 88
Figure 4.23: Mean Returns and Standard Deviation ......................................... 89
Figure 4.24: Linear Regression for CNX mid Cap and Fund Returns with $R^2$ .......... 89
Figure 4.25: Five year performance graph of fund returns and CNX Mid Cap returns .... 91
Figure 5.4: Distribution of respondents by location and age……………………………….182
Figure 5.5: Distribution of Respondents by educational Qualification……………………..183
Figure 5.6: Distribution of respondents by location and Educational qualification…………184
Figure 5.7: Distribution of Respondents Monthly Income……………………………………185
Figure 5.8: Distribution of respondents by location and monthly income…………………186
Figure 5.9: Distribution of Respondents occupation…………………………………………187
Figure 5.10: Distribution of respondents by location and occupation………………………188
Figure 5.11: Distribution of Respondents Investment Opportunities…………………………189
Figure 5.12: Distribution of respondents by location and Investment option………………190
Figure 5.13: Distribution of Respondents Experience…………………………………………..192
Figure 5.14: Distribution of respondents by location and Experience………………………193
Figure 5.15: Distribution of Respondents Frequency of Investments Interpretation…………194
Figure 5.16: Distribution of respondents by location and Frequency of Investment…………195
Figure 5.17: Distribution of respondents by preferences of Investment…………………..196
Figure 5.18: Respondents Knowledge level of Investor at different location………………197
Figure 5.19: Respondents Intermediaries at different location……………………………..198
Figure 5.20: Respondents investing in large cap and Mid-cap funds……………………….199
Figure 5.21: Distribution of Location based on Brain Dominance…………………..……204
Figure 5.22: Table showing distribution of Gender based on Brain dominance…………..205
Figure 5.23: Distribution of Age based on Brain dominance………………………………206
Figure 5.24: Distribution of Education Qualification based on Brain dominance…………207
Figure 5.25: Distribution of Monthly Income based on Brain dominance…………………209
Figure 5.26: Distribution of occupation based on Brain Dominance………………………210
Figure 5.27: Distribution of occupation based on Brain Dominance………………………211
Figure 6.1: Conceptual Framework Evolved From the Study…………………………….249