

**A STUDY ON INVESTOR'S PERCEPTION TOWARDS MUTUAL FUND  
(INVESTMENT FUND) WITH RESPECTIVE OF SIP (SYSTEMATIC INVESTMENT  
PLAN) AT SUNSHARE INVESTMENTS PVT LTD**

SAI SHRUTHI P

MINU M

ICBAI - 045

**ABSTRACT**

The Primary objective of the study is to assess the investor's perception towards the Systematic Investment Plan at Sunshare Investments Pvt Ltd. The secondary objectives include identifying the advantages of Systematic Investment Plan over other forms of investments and compare Systematic Investment Plan with other types of investments and Mutual Fund (investment fund) s of other companies. This study also aims to understanding the investor's perception of risk & return & their preference for different schemes of Mutual Fund (investment fund) at Sunshare Investments Pvt Ltd.

This study comprise a sample of 130 different kinds of investor at Sunshare Investments Pvt Ltd they diversification of investment plans, estimation of the investors has been collected through structured questionnaire and study confined to the area of different areas in Chennai. Most of the investors have very good knowledge about Systematic Investment Plan investment and other investment plan. Based on the findings and analysis it can be concluded that the investors are satisfied with the returns and performance of Systematic Investment Plan superiority and over other investments plan of other Mutual Fund (investment fund) companies at Sunshare Investments Pvt Ltd.

## **NEED FOR THE STUDY**

A Mutual Fund (investment fund) is a type of professionally managed collective investment vehicle that pool money from many investors to buy securities. As the Mutual Fund (investment fund) sector has developed, there's been a growing acceptance by most policy holders that the assured return era is a thing of the past. The Mutual Fund (investment fund) companies are focusing on the Market Linked Plans.

This study would help in explaining the investor's perception of risk & return & their preference for different schemes of Mutual Fund (investment fund) . All this would help in charitable suggestion to strengthen the marketing efforts of Sunshare Investments and expand their production.

## **OBJECTIVES:**

### **PRIMARY OBJECTIVES:**

The Primary objective of the study is to assess the investor's perception towards the Mutual Fund (investment fund) of Systematic Investment Plan at Sunshare Investments Pvt Ltd.

### **SECONDARY OBJECTIVES:**

- ❖ To understand how a Mutual Fund (investment fund) works.
- ❖ To identify the advantages of Systematic Investment Plan over other forms of investments.
- ❖ To compare the Systematic Investment Plan with other types of investments.

To know investors perception of risk & return & their preference for different schemes of Mutual Fund (investment fund).

### SCOPE OF THE STUDY

- ❖ The scope of the study is to analyze and interpret the investor’s perception towards the Systematic Investment Plan and over other investments.
- ❖ The research records around a general awareness on then Mutual Fund (investment fund) and other investment level and precaution towards Systematic Investment Plan at Sunshare Investments Pvt Ltd.
- ❖ Analyze and interpret the factors affecting the choice of Mutual Fund (investment fund) and investors preference on the Systematic investment plan Mutual Fund (investment fund) and over other investment Schemes.

### RESEARCH METHODOLOGY (tools applied)

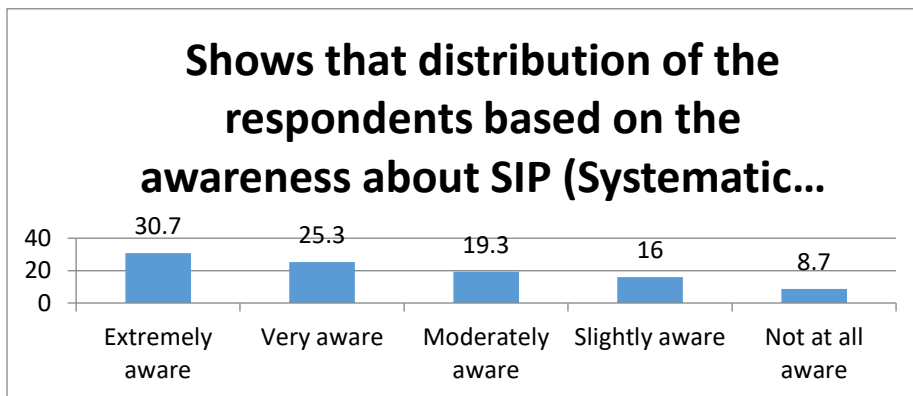
- Chi square
- Correlation
- Regression
- ANOVA

### ANALYSIS AND INTERPRETATION

#### 1. TABLE SHOWS THAT DISTRIBUTION OF THE RESPONDENTS BASED ON THE AWARENESS ABOUT SIP (SYSTEMATIC INVESTMENT PLAN).

S.NO	Awareness about SIP	Respondents	Percent
1	Extremely aware	40	30.7
2	Very aware	33	25.3
3	Moderately aware	25	19.3

4	Slightly aware	21	16
5	Not at all aware	11	8.7
	<b>TOTAL</b>	<b>130</b>	<b>100</b>



**INFERENCE:**

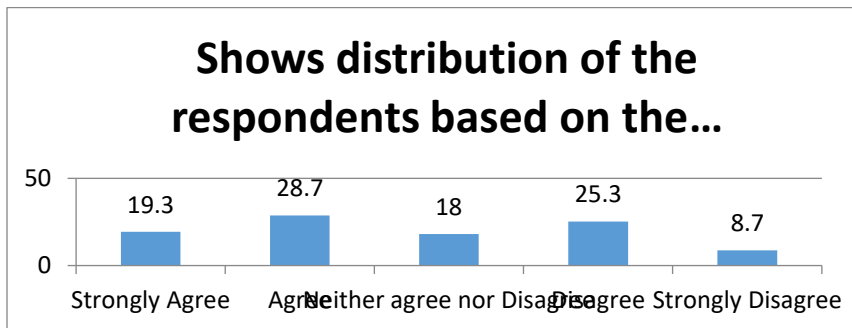
From the above table it can be inferred that 30.7% of the respondents extremely aware about systematic investment plan (SIP), 25.3% of the respondents very aware about systematic investment plan (SIP) and 8.7% of the respondents not at all aware about systematic investment plan (SIP).

Most of the respondents extremely aware about systematic investment plan (SIP).

**1. SHOWS DISTRIBUTION OF THE RESPONDENTS BASED ON THE MUTUAL FUND HAS BEEN HELPFUL IN THE DEVELOPMENT OF INDIAN CAPITAL MARKET:**

S.NO	Mutual Fund has been helpful in the development of Indian capital market	Respondents	Percent

1	Strongly Agree	25	19.3
2	Agree	37	28.7
3	Neither agree nor Disagree	23	18
4	Disagree	33	25.3
5	Strongly Disagree	11	8.7
	<b>TOTAL</b>	<b>130</b>	<b>100</b>



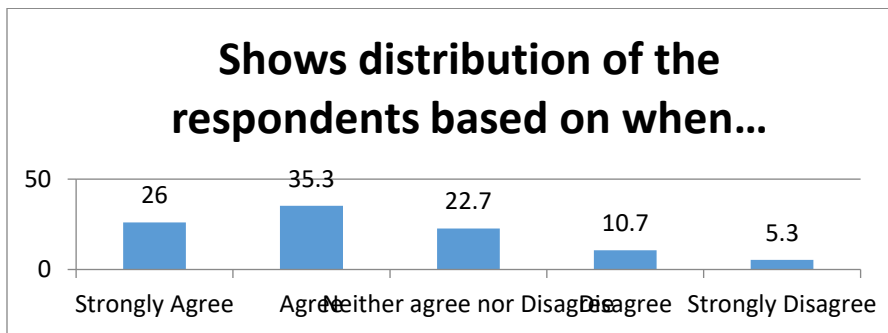
**INFERENCE:**

From the above table it can be inferred that 28.7% of the respondents say agree that the Mutual Fund has been helpful in the development of Indian capital market, 19.3% of the respondents say strongly agree that the Mutual Fund has been helpful in the development of Indian capital market and 8.7% of the respondents say strongly disagree that the Mutual Fund has been helpful in the development of Indian capital market.

Most of the respondents say agree that the Mutual Fund has been helpful in the development of Indian capital market.

**2. TABLE SHOWS DISTRIBUTION OF THE RESPONDENTS BASED ON WHEN MARKET GOES DOWN, INVESTORS TEND TO SELL SOME OF RISKER INVESTMENT AND PUT THERE IN MONEY SAFER SIDE:**

S.NO	Investing in safer side	Respondents	Percent
1	Strongly Agree	34	26
2	Agree	46	35.3
3	Neither agree nor Disagree	30	22.7
4	Disagree	14	10.7
5	Strongly Disagree	7	5.3
	<b>TOTAL</b>	<b>130</b>	<b>100</b>



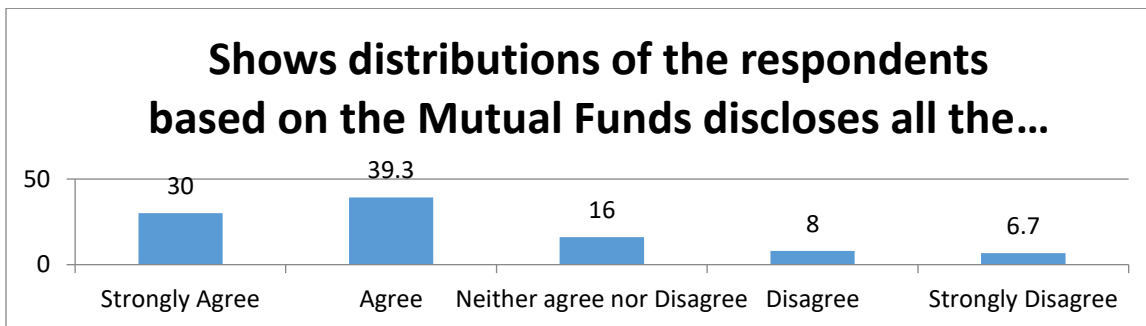
**INFERENCE:**

From the above table it can be inferred that 35.3% of the respondents agreed when market goes down, investors tend to sell some of risk investment and put there in money safer side, 26% of the respondents strongly agreed when market goes down, investors tend to sell some of risk investment and put there in money safer side and 7.3% of the respondents strongly disagreed when market goes down, investors tend to sell some of risk investment and put there in money safer side.

Most of the respondents agreed when market goes down, investors tend to sell some of risk investment and put there in money safer side.

**3. TABLE SHOWS DISTRIBUTIONS OF THE RESPONDENTS BASED ON THE MUTUAL FUNDS DISCLOSES ALL THE RELEVANT INFORMATION TO ITS INVESTOR FROM TIME TO TIME:**

S.NO	Relevant information	Respondents	Percent
1	Strongly Agree	39	30
2	Agree	51	39.3
3	Neither agree nor Disagree	21	16
4	Disagree	10	08
5	Strongly Disagree	9	6.7
	<b>TOTAL</b>	<b>130</b>	<b>100</b>



**INFERENCE:**

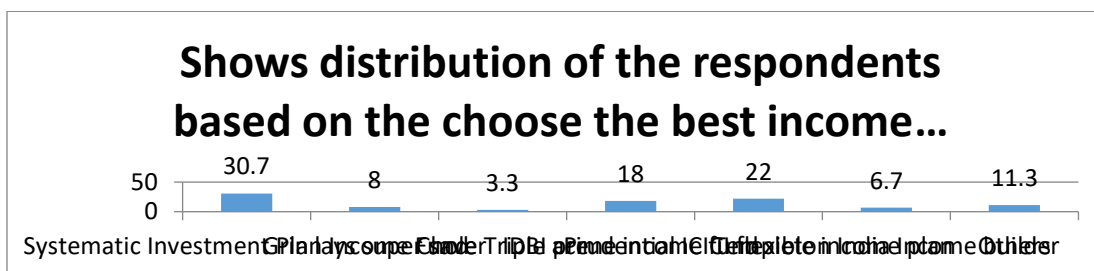
From the above table it can be inferred that 39.3% of the respondents say agree that the Mutual Funds discloses all the relevant information to its investor from time to time, 30% of the respondents say strongly agree that the Mutual Funds discloses all the relevant information to its investor from time to time and 6.7% of the respondents say strongly

disagree that the Mutual Funds discloses all the relevant information to its investor from time to time.

of the respondents say agree that the Mutual Funds discloses all the relevant information to its investor from time to time.

**4. TABLE SHOWS DISTRIBUTION OF THE RESPONDENTS BASED ON THE CHOOSE THE BEST INCOME FUND BASED ON THE SATISFACTION AVAILABLE FROM THEIR RETURN:**

S.NO	Choice on best return company	Respondents	Percent
1	Systematic Investment Plan Income Fund	40	30.7
2	Grin lays super saver	10	8
3	Chola Triple ace	4	3.3
4	IDBI prime income fund	23	18
5	Prudential ICICI flexible income plan	29	22
6	Templeton India Income builder	9	6.7
7	Others	15	11.3
	<b>TOTAL</b>	<b>130</b>	<b>100</b>



**INFERENCE:**



From the above table it can be inferred that 30.7% of the respondents choose Systematic Investment Plan Income Fund which is the best income fund based on the satisfaction available from their return, 22% of the respondents choose Prudential ICICI flexible income plan which is the best income fund based on the satisfaction available from their return and 6.7% of the respondents choose Templeton India Income builder which is the best income fund based on the satisfaction available from their return.

Most of the respondents choose Systematic Investment Plan Income Fund which is the best income fund based on the satisfaction available from their return.

## **CONCLUSION**

The study on investor's perception towards the Systematic Investment Plan enables us to find over other investments plans, level, structure, benefits and superiority of Systematic Investment Plan level compare with other investments and mutual funds at Sunshare Investments Pvt Ltd. This study constitute a sample of 250 different kinds of investors they diversification of investment plans, opinion of the investors has been collected through structured questionnaire and study confined to the area of different areas in Chennai. Most of the investors have very good knowledge about Systematic Investment Plan investment and other investment plan and they are satisfied with the returns and with the performance of the investments scheme. Very easily long term and short term wealth can be created and investors are aware of that and this is a scheme which is disciplined and it gives good return and it protects the investors when the market falls.