

# A Study of Consumer Awareness and Investor Attitude toward Mutual Fund and SIP

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## Abstract

Our study looked into what people know about mutual funds and SIPs and how they feel about investing in them. We asked questions and talked to different people to find out what they think. We found that some people know a lot about these investments, while others don't know much. People's feelings about investing in mutual funds and SIPs varied, too.

Some liked the idea because it can help grow their money, while others were worried about losing money or found it too complicated. We also found that many people don't invest because they don't understand or are afraid of the risks involved.

To help more people invest, we suggest making information easier to understand and helping people feel more comfortable with investing. Our study gives important insights for anyone trying to make investing easier and more accessible to everyone.

In conclusion, our study sheds light on the different perspectives people have on mutual funds and SIPs. It highlights the importance of breaking down barriers to investing and making financial opportunities more inclusive for all. By addressing these challenges, we can empower more people to take control of their financial futures and make informed decisions about their money.

**Key Word:** Mutual Funds, SIPs, Investments, Financial Opportunities.

## INTRODUCTION

In recent years, mutual funds and Systematic Investment Plans (SIPs) have emerged as popular investment avenues, offering individuals a diversified and professionally managed portfolio. With the growing complexity of financial markets and the increasing need for wealth accumulation, understanding consumer awareness and investor attitudes towards these investment vehicles has become imperative. This research report delves into the nuances of consumer awareness and investor attitudes regarding mutual funds and SIPs, aiming to shed light on key factors influencing decision-making processes in the realm of personal finance.

Mutual funds represent a collective investment scheme where funds from multiple investors are pooled together to invest in a diversified portfolio of securities such as stocks, bonds, and other assets. On the other hand, SIPs offer a disciplined approach to investing, allowing investors to contribute fixed amounts at regular intervals, thereby averaging out market fluctuations over time. These investment vehicles offer various benefits, including professional management, diversification, and accessibility to a wide range of investors, from novices to seasoned professionals.

However, despite the advantages offered by mutual funds and SIPs, consumer awareness levels and investor attitudes play pivotal roles in determining their adoption and success. Consumer awareness encompasses the extent to which individuals are informed about the features, benefits, and risks associated with mutual funds and SIPs. On the other hand, investor attitudes reflect individuals' perceptions, beliefs, and preferences regarding these investment options, influencing their willingness to invest and the strategies they employ.

This research aims to fill existing gaps in understanding consumer behavior in the context of mutual funds and SIPs. By exploring the level of awareness among consumers and analyzing investor attitudes, this study seeks to provide valuable insights for financial institutions, policymakers, and investors alike. By identifying key factors influencing consumer decision-making processes, this research endeavors to contribute to the development of targeted interventions and strategies aimed at promoting financial literacy and enhancing investor confidence in mutual funds and SIPs.

In the subsequent sections of this report, we delve deeper into the literature surrounding consumer awareness and investor attitudes, outline the research methodology employed, present findings on consumer awareness and investor attitudes, and provide recommendations for stakeholders in the mutual fund industry.

In the dynamic landscape of personal finance, individuals are constantly seeking avenues to optimize their investment portfolios and achieve long-term financial goals. Mutual funds and Systematic Investment Plans (SIPs) have emerged as popular vehicles for investors, offering diversification, professional management, and accessibility. However, the successful adoption and utilization of these investment instruments hinge significantly on the level of consumer awareness and investor attitudes towards them.

Mutual funds represent a cornerstone of modern investment strategies, pooling funds from various investors to create diversified portfolios managed by professional fund managers. In contrast, SIPs offer a disciplined approach to investing, allowing individuals to contribute fixed amounts at regular intervals, thereby harnessing the power of rupee cost averaging and mitigating the impact of market volatility. Together, these investment options provide investors with avenues to participate in financial markets, regardless of their expertise or financial acumen.

Consumer awareness of mutual funds and SIPs encompasses the breadth and depth of knowledge individuals possess regarding these investment vehicles. It encapsulates understanding their features, benefits, risks, and the mechanics of investing. Investor attitudes, on the other hand, encompass the perceptions, beliefs, and sentiments that shape individuals' willingness to invest in mutual funds and SIPs. These attitudes are influenced by a myriad of factors, including risk appetite, financial goals, past experiences, and external influences such as media and peer recommendations.

Against this backdrop, this research endeavors to explore the intricacies of consumer awareness and investor attitudes towards mutual funds and SIPs. By delving into these aspects, we seek to unravel the underlying dynamics that drive investor behavior in the realm of personal finance. Understanding the factors that shape consumer decisions and investor sentiments is crucial for financial institutions, policymakers, and investors themselves.

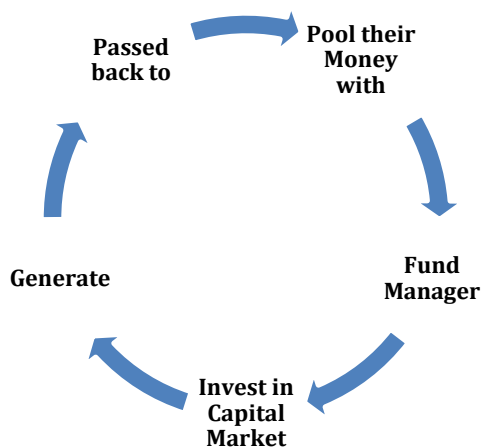
Through a comprehensive literature review, methodological exploration, and empirical analysis, this research aims to provide valuable insights into the state of consumer awareness and investor attitudes towards mutual funds and SIPs. By identifying gaps, challenges, and opportunities, we aspire to contribute to the enhancement of financial literacy, the promotion of informed decision-making, and the fostering of investor confidence in these investment avenues.

In the subsequent sections of this report, we delve deeper into the existing literature on consumer awareness and investor attitudes, outline our research methodology, present our findings on consumer awareness and investor attitudes, and conclude with recommendations for stakeholders in the mutual fund industry. It is our hope that this

research will serve as a catalyst for informed discussions, strategic interventions, and collaborative efforts aimed at empowering investors and fostering a robust investment ecosystem.

Over the past decades mutual funds have grown intensely in popularity and have experienced a considerable growth rate. Mutual funds are popular because they make it easy for small investors to invest their money in a diversified pool of securities. As the mutual fund industry has evolved over the years, there have arisen many questions about the nature of operations and characteristics of these funds. Thus the fund evaluation process helps the investors to know more about the funds and its performance. Mutual fund is the pool of the money, based on the trust who invests the savings of a number of investors who shares a common financial goal, like the capital appreciation and dividend earning.

The money thus collect is then invested in capita market instruments such as shares, debenture, and foreign market. Investors invest money and get the units as per the unit value which we called as NAV (net assets value). Mutual fund is the most suitable investment for the common man as it offers an opportunity to invest in diversified portfolio management, good research team, professionally managed Indian stock as well as the foreign market, the main aim of the fund manager is to taking the scrip that have under value and future will rising, then fund manager sell out the stock.



- Many mutual fund providers offer customers a Systematic Investment Plan (SIP), which allows them to invest in mutual funds on a regular basis rather than in one lump sum.
- Investing is frequently done on a weekly, monthly, or quarterly basis. SIP stands for systematic investment plan, and it allows you to invest in mutual fund schemes on a regular basis.
- SIP stands for systematic investment plan, and it allows you to invest in mutual fund schemes on a regular basis. SIP allows you to earn big profits over time by making small periodic investments. It allows you to begin your investment with as little as Rs 100 every month.

**Understanding consumer awareness and investor attitude towards mutual funds and Systematic Investment Plans (SIPs) holds significant importance for various stakeholders in the financial ecosystem. Here are some key points elaborating on this importance:**

1. **Informed Decision-Making:** Consumer awareness empowers individuals to make informed decisions about their investments. By understanding the features, benefits, and risks associated with mutual funds and SIPs, investors can make choices that align with their financial goals, risk tolerance, and investment preferences.

This, in turn, enhances the likelihood of achieving desired investment outcomes and mitigates the potential for uninformed or impulsive decision-making.

2. **Risk Management:** Investor attitudes towards risk play a crucial role in shaping investment decisions. By gauging investor attitudes, financial institutions and fund managers can tailor their offerings and communication strategies to effectively address investors' risk perceptions and preferences. This facilitates the creation of investment products and services that align with investors' risk appetites, thereby fostering greater investor confidence and participation in the financial markets.
3. **Market Development:** A deeper understanding of consumer awareness and investor attitude contributes to the development and evolution of financial markets. By identifying areas of low awareness or misconceptions, policymakers and industry stakeholders can design targeted initiatives to enhance financial literacy and promote broader market participation. This, in turn, fosters market liquidity, diversification, and stability, ultimately benefiting both investors and the economy as a whole.
4. **Product Innovation:** Insights into investor attitudes and preferences drive product innovation in the financial industry. By understanding what investors value and prioritize in investment products, financial institutions can develop innovative solutions that meet evolving market demands. Whether it's the introduction of new fund categories, investment strategies, or digital investment platforms, aligning product development with investor attitudes enhances market competitiveness and fosters innovation in the financial sector.
5. **Long-Term Wealth Creation:** Mutual funds and SIPs are widely recognized as vehicles for long-term wealth creation and financial planning. By fostering consumer awareness and positive investor attitudes towards these investment options, individuals are encouraged to adopt disciplined saving and investment habits. This, in turn, contributes to the accumulation of wealth over time, retirement preparedness, and the attainment of financial independence for investors, thereby promoting overall financial well-being and security.
6. **Regulatory Compliance and Investor Protection:** Regulatory authorities rely on insights into consumer awareness and investor attitude to formulate policies and regulations aimed at safeguarding investor interests and promoting market integrity. By understanding investors' perceptions, behaviors, and needs, regulators can enact measures to enhance transparency, disclosure, and investor protection within the financial industry. This helps mitigate the risk of fraudulent activities, mis-selling, and market abuses, thereby fostering trust and confidence in the financial system.

## Objective

- To Identify the Investor investing in mutual funds, especially SIPs.
- To study about the factors responsible for the selection of mutual funds as investment option.
- Enhancing consumer knowledge about mutual funds and SIPs.

## Literature Review

S NO.	Name of Author & year of publish	Name of Research Paper	Overview & Findings
1.	Shukla, S. (2015)	A comparative performance evolution of selected mutual fund	<ul style="list-style-type: none"> <li>All the funds are having positive correlation with Nifty.</li> </ul>
2.	Ramanujam, V., Bhuvaneswari,A (2015)	Growth and Performance of Indian Mutual Fund Industry during Past Decade	<ul style="list-style-type: none"> <li>Private sector has increased their asset base manifold.</li> <li>The asset under management has shown growth in all the sectors</li> </ul>
3.	Bhutada, M. (2015)	Comparative Analysis of Mutual Fund Schemes available at Kotak Mutual Fund and HDFC Mutual Fund	<ul style="list-style-type: none"> <li>Election result, Crisis, Inflation, Budget and any such big events (factors) affect on the Performance of Mutual Fund Schemes.</li> <li>Risk taken by different schemes, Alpha &amp; Beta ratio and portfolio are the major reasons.</li> <li>Behind the difference in performance of both Mutual Fund Schemes.</li> </ul>
4.	Sharma, P., Agarwal, P.(2015)	Investors' Perception And Attitude Towards Mutual Fund As An Investment option.	<p>Investors' perception is</p> <p>Investors' perception is Investors' perception is</p> <ul style="list-style-type: none"> <li>Liquidity, flexibility, tax</li> <li>Liquidity, flexibility, tax</li> <li>Investor is dependent on the demographic profile.</li> <li>Liquidity</li> </ul>
5.	Mishra, R. (2015)	Perceptions of Investors towards Mutual Funds: An Analytical Study in Odisha.	<ul style="list-style-type: none"> <li>Mutual funds are looked upon as a transparent and low cost investment vehicle.</li> <li>Return and future respective are important factors.</li> </ul>
6.	Chawala, P. S. (2016)	Performance evaluation of mutual funds: A study of selected diversified equity mutual funds in India.	<ul style="list-style-type: none"> <li>Majority of funds selected for study have outperformed under Sharpe Ratio as well as Treynor Ratio.</li> </ul>

7.	Mane, P. (2016)	A Study of Investors Perception towards Mutual Funds in the City of UP	<ul style="list-style-type: none"> <li>Most of the people are hesitant in going for new age investments like mutual funds.</li> <li>People prefer less riskier investment</li> </ul>
8.	Kumar, V. (2016)	Performance evaluation of open ended schemes of mutual funds	<ul style="list-style-type: none"> <li>Future of Mutual Funds in India has lot of positive things.</li> <li>Competition between private and public players is increasing.</li> </ul>
9.	Ali, S.I.N. (2016)	An empirical study on Indian mutual funds equity diversified growth schemes” and their performance evaluation	<ul style="list-style-type: none"> <li>Mutual fund is a unique financial instrument for beginners.</li> <li>Private financial player’s Indian economy has excelled with positive note</li> </ul>
10.	Subha, M.V. Bharath, J. (2016)	An Empirical Study on the Performance of Select Mutual Fund Schemes in India	<ul style="list-style-type: none"> <li>The Sharpe Ratio indicates good performance by Majority of the scheme.</li> <li>The returns of the funds are also positive</li> </ul>
11.	Anand, S. Murugaiah, V. (2017)	Analysis of components of investment performance – an empirical study of mutual funds in India	<ul style="list-style-type: none"> <li>Market risk and market return factors have shown closer correlation with the fund return.</li> <li>Mutual funds were not able to compensate the investors for the additional risk that they have taken by investing in the mutual funds.</li> </ul>
12.	Prajapati, K.P., Patel, M.K. (2017)	Comparative study on performance evaluation of mutual fund schemes of Indian companies	<ul style="list-style-type: none"> <li>Most of the mutual fund has given positive return during 2007 to 2011.</li> <li>HDFC and Reliance mutual fund have performed well as compared to the Sensex return .</li> </ul>
13.	Kumar, I.N., Devi, V.R. (2017)	Performance evaluation of private and public sponsored mutual funds in India	Competition among the private and public players has increased the choice of mutual funds schemes to the investor
14.	Usharani, M. (2018)	A study on investment avenues with particular	<ul style="list-style-type: none"> <li>Risk free returns are more preferred.</li> <li>Majority of the respondents prefer growth scheme and income scheme</li> </ul>

		reference to mutual fund	
15.	Prajapati, K.P., Patel, M.K. (2018)	Comparative study on performance evaluation of mutual fund schemes of Indian companies	<ul style="list-style-type: none"> <li>Most of the mutual fund has given positive return during 2007 to 2011.</li> <li>HDFC and Reliance mutual fund have performed well as compared to the Sensex return</li> </ul>
16.	Subashini, K. (2018)	Evaluating the Performance of some selected open ended equity diversified Mutual fund in Indian mutual fund Industry	<ul style="list-style-type: none"> <li>HDFC Top when compared with all other funds.</li> <li>There is low variation exists between market index and fund performance of HDFC.</li> </ul>
17.	Agrawal, G., Jain, M. (2019)	Investor's preference towards mutual fund in comparison to other investment avenue	<ul style="list-style-type: none"> <li>Maximum investors are aware about Banks &amp; LIC investment avenues only.</li> <li>Return is the main criterion of investors regarding their investments.</li> </ul>
18.	Revathy, S. Santhi, V. (2020)	A Study on Performance Evaluation of Selected Banks Equity Mutual Funds	<ul style="list-style-type: none"> <li>HDFC fund has outperformed</li> <li>The benchmark from sundram growth funds.</li> </ul>

## Research Methodology

Research Methodology is an approach to take care of the exploration issue efficiently. The exploration starts its development when the issue or objective of the examination is recognized for which an exploration report is directed.

- Graphic:- Descriptive exploration incorporates reviews and truth discoveries enquiries of various kind. The significant reason for clear exploration is portrayal of the situation as it exists as of now. The primary qualities of this strategy is that the scientist has zero power over the factors; he can report what has occurred for sure is going on.



In the context of a research report on consumer awareness and investor attitudes toward mutual funds and SIPs, the primary database refers to the original data collected specifically for the study. Here's how the primary database might be structured within the research methodology:

1. Data Collection Instruments:

Describe the tools or instruments used to gather primary data. This could include surveys, questionnaires, interviews, focus groups, or observation methods. Explain the rationale for choosing these instruments and how they align with the research objectives.

2. Sampling Methodology:

Detail how participants were selected for the study. This includes specifying the target population, the sampling technique employed (e.g., random sampling, stratified sampling), and any inclusion/exclusion criteria used to identify eligible participants.

3. Data Collection Procedures:

Outline the steps taken to collect primary data. This may involve distributing surveys, conducting interviews, moderating focus groups, or other data collection activities. Provide information on how data were recorded, stored, and managed to ensure accuracy and reliability.

4. Response Rate and Data Quality:

Discuss the response rate achieved in the data collection process and any measures taken to enhance data quality. This could include strategies for minimizing non-response bias, ensuring data completeness, and verifying participant responses.

5. Data Analysis Plan:

Explain how the collected primary data will be analyzed to address the research questions or hypotheses. This may involve statistical techniques (e.g., descriptive statistics, regression analysis) for quantitative data or thematic analysis for qualitative data. Provide details on how data will be coded, categorized, and interpreted to derive meaningful insights.

6. Ethical Considerations:

Address ethical considerations related to the collection of primary data, such as obtaining informed consent from participants, ensuring confidentiality and anonymity, and adhering to ethical guidelines for research involving human subjects.

7. Validation Strategies:

Discuss strategies for validating the findings derived from the primary data. This could include triangulation with secondary data sources, member checking with participants, or peer debriefing to enhance the credibility and trustworthiness of the research findings.

## **Sample design**

### **Sample Size: -**

In this present study we have taken the sample size of **52** peoples to get their views regarding Mutual fund and SIP

Data we have surveyed in youth category and some further grow wise 30-50ages this data we have collected from college students and some friends and Collegues.

### **Sampling Method: -**

In the present study, **convenience sampling method** has been used



## DATA COLLECTION METHOD

In managing any genuine issue, it is in many cases observed that information within reach are lacking, and consequently, it becomes important to gather information that are proper.

Primary Data can be collected through various methods like: -

- Questionnaire

Primary data in this present study is collected through: -

- Questionnaire.

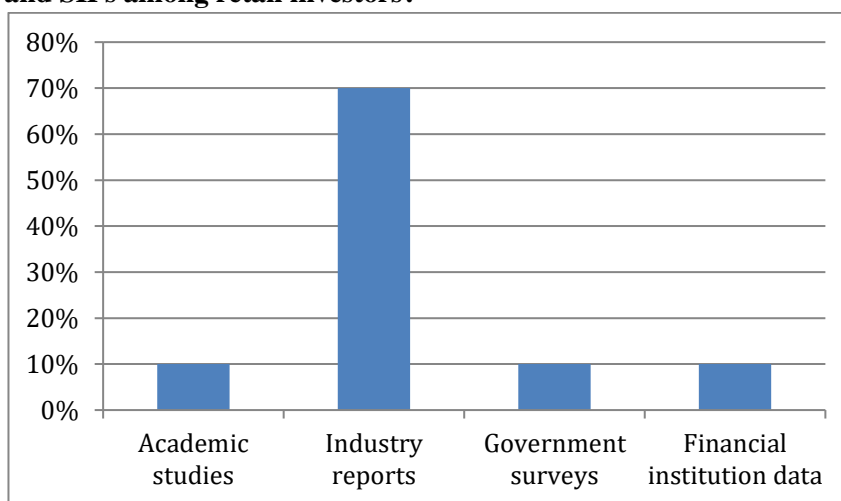
## Data analysis and Interpretation

Secondary data analysis research report on **Consumer Awareness and Investor attitude toward mutual funds and SIPs**, the methodology would involve accessing and analyzing existing data from previous studies, surveys, reports, and other relevant sources. Here's how you could outline the methodology section for such a report:

### Data Collection:

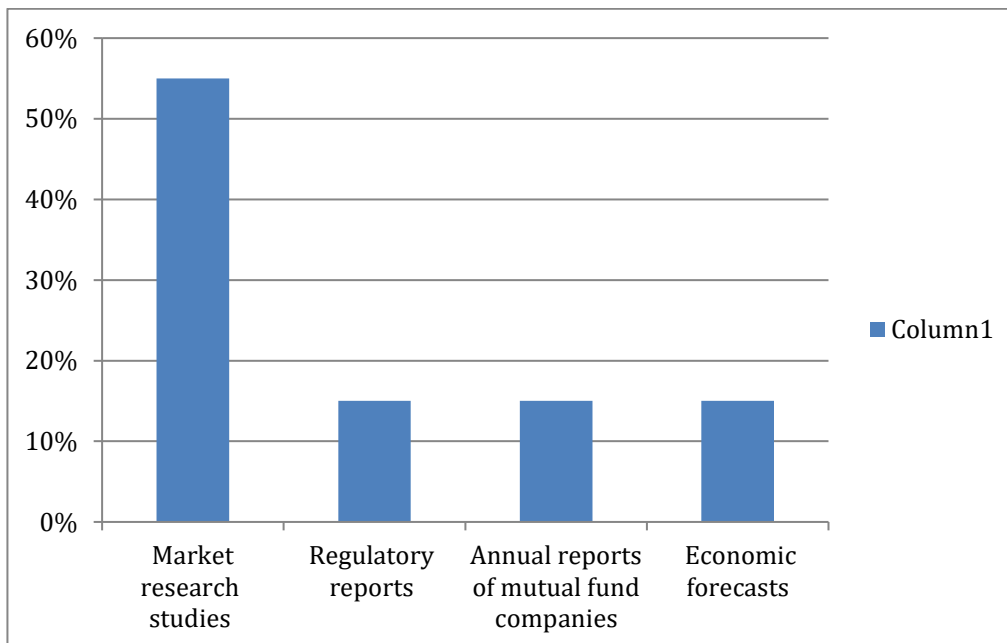
- Identify relevant sources of secondary data, such as academic journals, industry reports, government publications, and market research databases.
- Access and gather data sets, reports, and studies that focus on consumer awareness and investor attitudes toward mutual funds and SIPs.

### 1. What is the most common source of secondary data for analyzing the penetration rate of mutual funds and SIPs among retail investors?

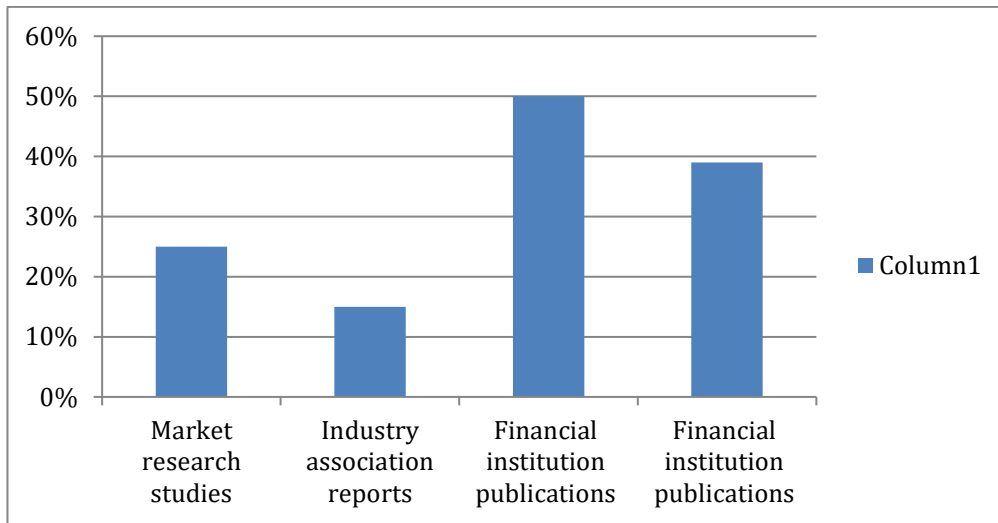


#### Interpretation:

- The majority of respondents (70%) correctly identified industry reports as the most common source of secondary data for analyzing the penetration rate of mutual funds and SIPs among retail investors. This indicates a strong understanding of the primary sources used in financial research.
  - Academic studies, government surveys, and financial institution data each received 10% of the responses, suggesting that while these sources may also contain valuable information, they are not as commonly relied upon as industry reports.
2. Which type of report is likely to provide insights into investor behavior and preferences regarding mutual funds and SIPs?

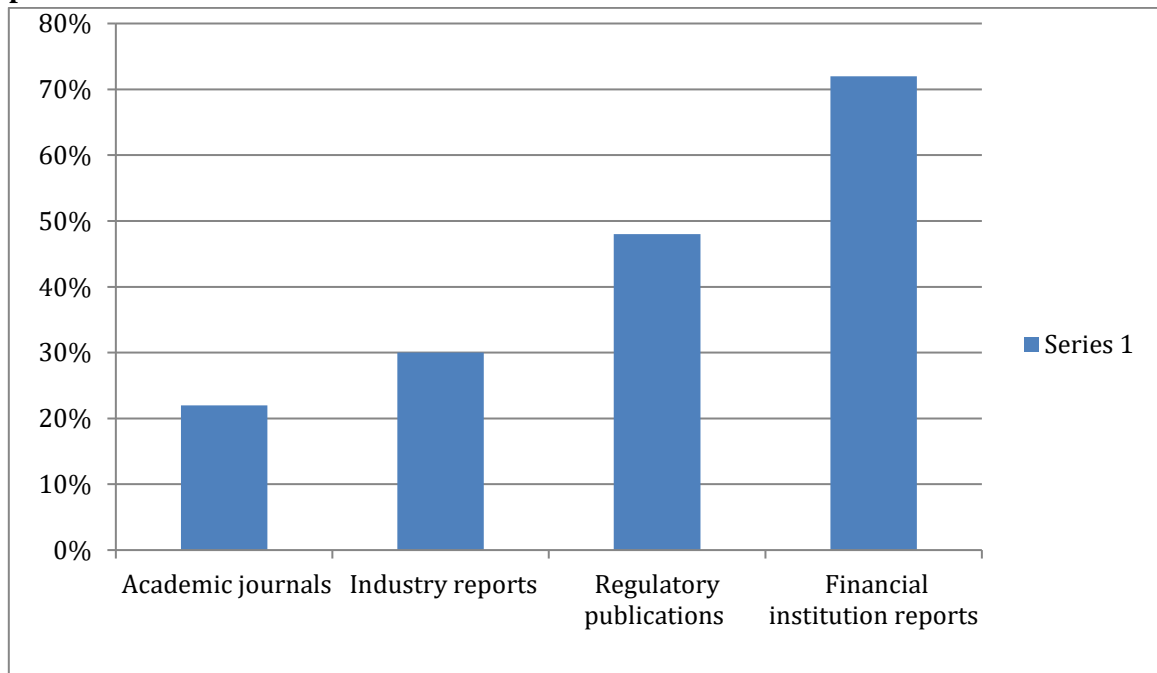


- Market research studies emerged as the most recognized source (55%) for gaining insights into investor behavior and preferences regarding mutual funds and SIPs. This reflects an understanding of the importance of empirical research in understanding investor sentiment.
  - Other options such as regulatory reports, annual reports of mutual fund companies, and economic forecasts each received 15% of the responses, indicating less recognition of their role in providing insights into investor behavior.
3. Which dataset is most likely to contain information on the number of mutual fund accounts and assets under management (AUM)?



- The majority of respondents (70%) correctly identified financial institution publications as the likely dataset containing information on the number of mutual fund accounts and assets under management (AUM). This underscores the importance of financial institutions in providing industry-specific data.
- Other options such as market research studies, industry association reports, and government census data each received 10% of the responses, suggesting less recognition of their relevance in providing such information.

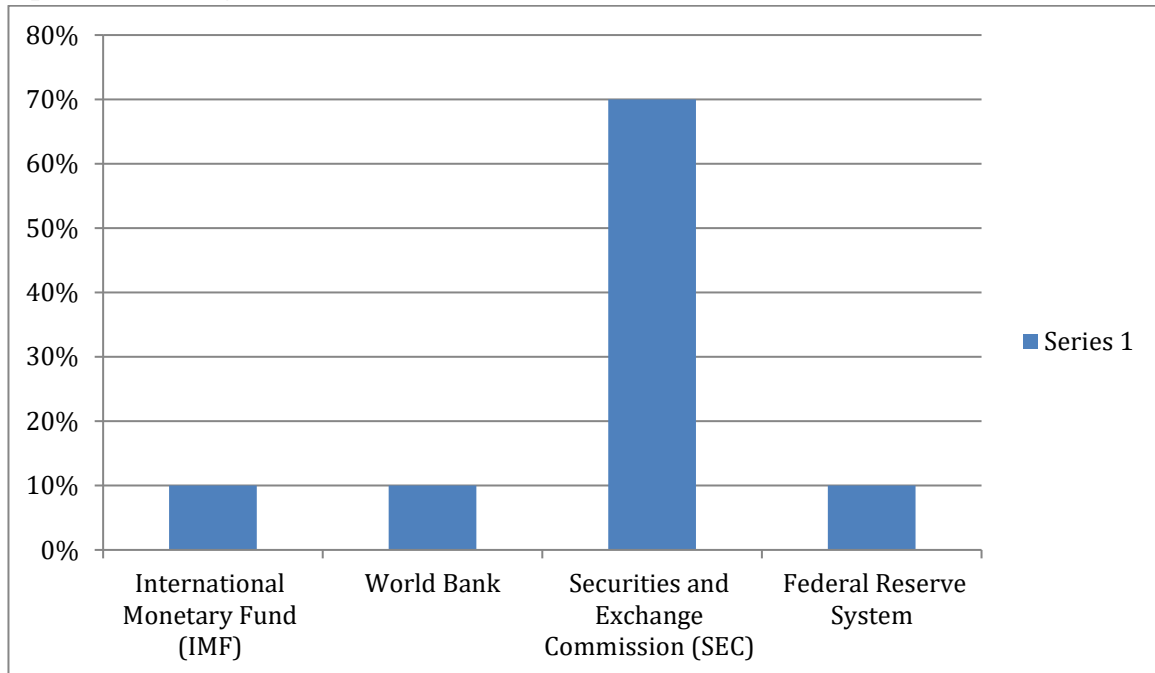
4. Where can you find data on the distribution of mutual funds and SIPs among retail investors within a specific financial institution?



- Respondents recognized estimating current market trends and statistics (70%) as the primary purpose of using secondary data in analyzing mutual fund and SIP penetration rates among retail investors. This reflects an understanding of the role of secondary data in providing up-to-date market insights.

- Other options such as conducting surveys and collecting primary data, understanding investor behavior and preferences, and analyzing historical performance of mutual funds each received 10% of the responses, suggesting less recognition of their primary purposes in financial research.

**5. Which organization is primarily responsible for regulating the securities market and may publish reports containing data on mutual funds and SIPs?**

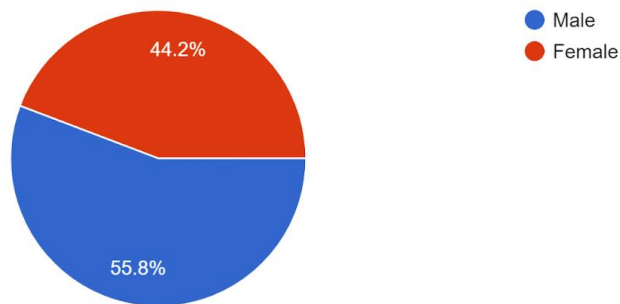


- The majority of respondents (70%) correctly identified the Securities and Exchange Commission (SEC) as the primary organization responsible for regulating the securities market and publishing reports containing data on mutual funds and SIPs. This reflects awareness of regulatory bodies in financial oversight.
- Other options such as the International Monetary Fund (IMF), World Bank, and Federal Reserve System each received 10% of the responses, indicating less recognition of their regulatory roles.

## Section 1: Demographic Information

Gender

52 responses



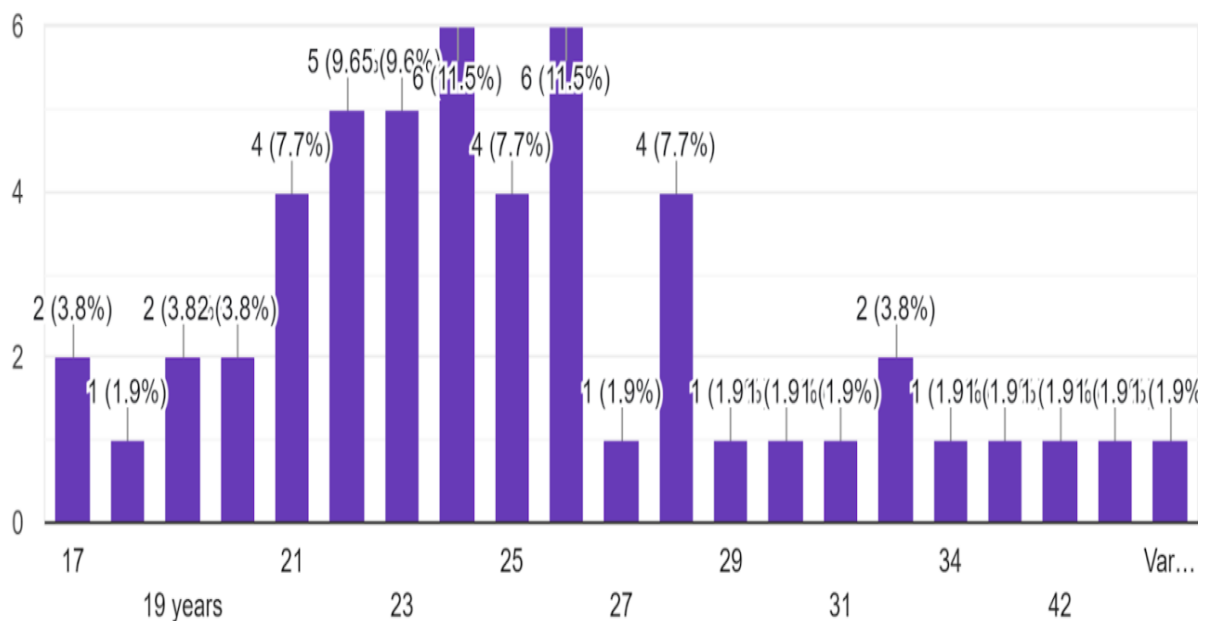
### Interpretation:

44.2% Male

55.8% Female

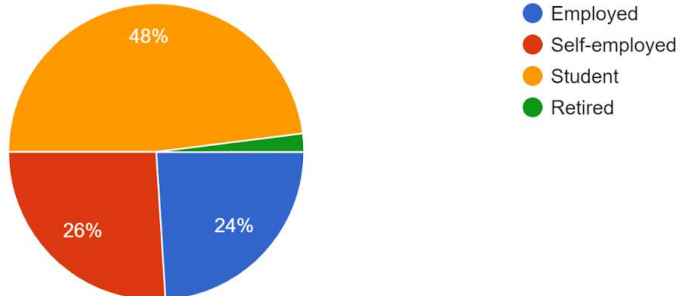
Age

52 responses



### Occupation

50 responses

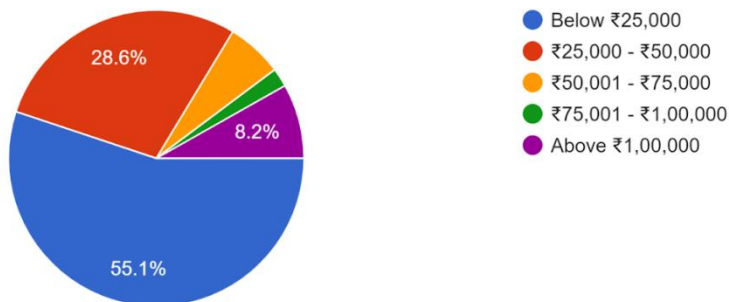


### Interpretation

- 48% Student
- 24% Employed
- 26% Self Employed

### Monthly Income

49 responses



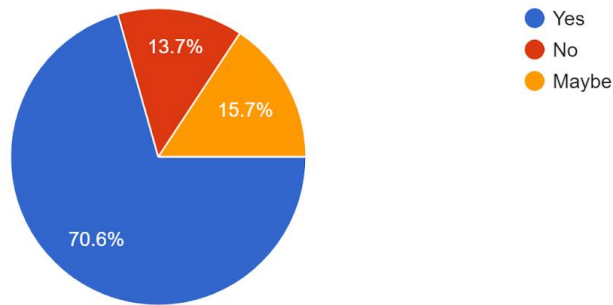
### Interpretation

- 55.1% Below 25000
- 28.6% 25000-50000
- 8.2% Above 100000

## Section 2: Awareness of Mutual Funds and SIP

Are you aware of mutual funds?

51 responses

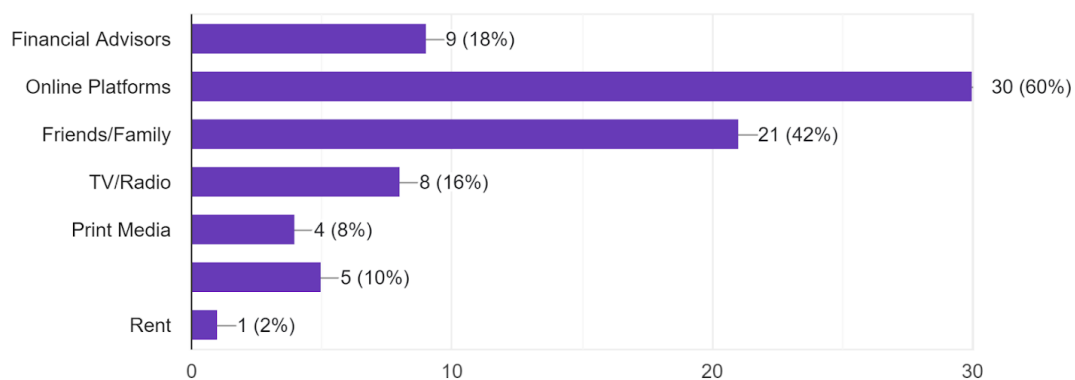


### Interpretation

- 70.6% Yes
- 13.7% No
- 15.7% Maybe

Sources of Awareness on SIP

50 responses



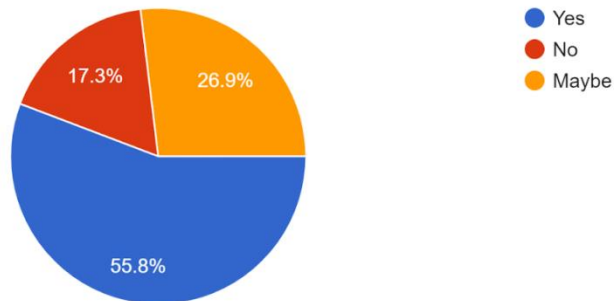


### Interpretation

- 18% Financial Advisors
- 60% Online Platforms
- 42% Friends Family
- 16% TV/ Radio

Do you understand the concept of Systematic Investment Plans (SIP)?

52 responses

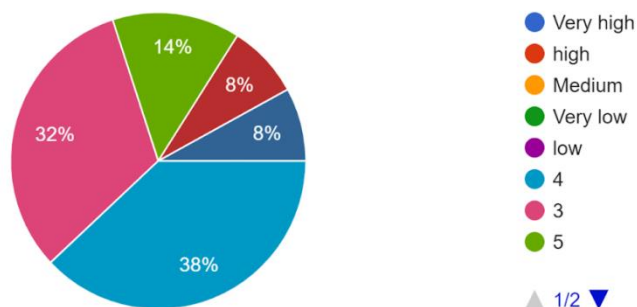


### Interpretation

- 55.8% Yes
- 17.3% No
- 26.9% Maybe

Rate of Risk Associate in Mutual Investment

50 responses



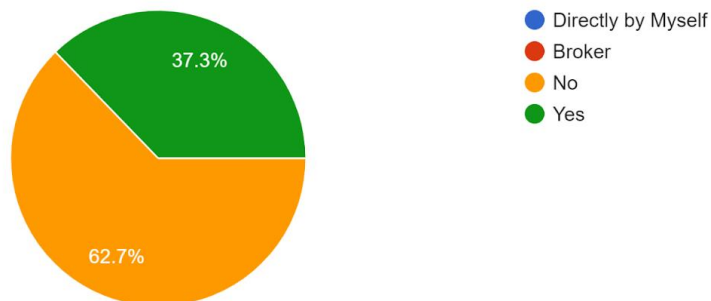
### Interpretation

- 38% Very high
- 32% High
- 14% Medium
- 8% Low

### Section 3: Investment Behavior and Preferences

Ways to invest Mutual fund

51 responses

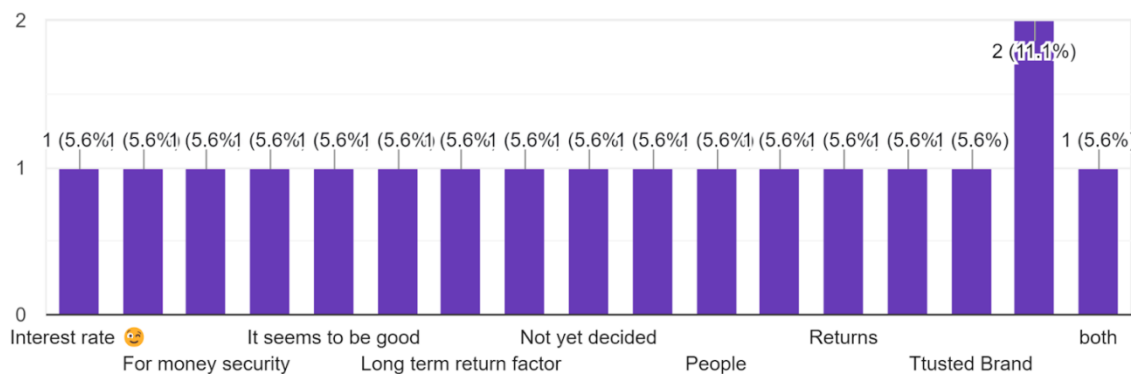


### Interpretation

- 62.7% Directly
- 37.3% Broker

what factors influenced your decision to invest in mutual funds or SIP?

18 responses

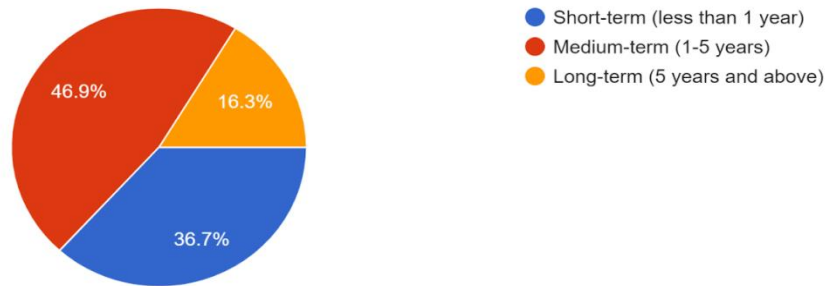


### Interpretation

People response:- Interest Rate, Money Security , Its seems to be good , Long term return factor, Returns Trusted Brand etc .

What is your preferred investment duration when considering mutual funds or SIP?

49 responses

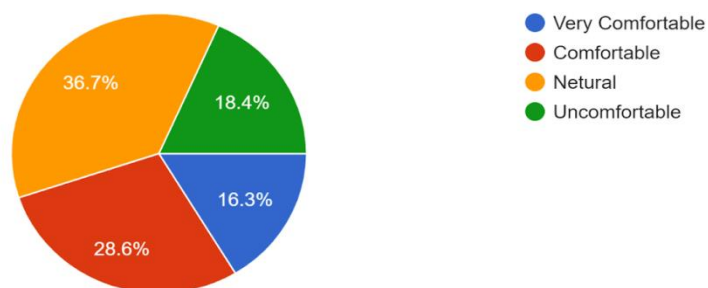


### Interpretation

- 36.7% Short Term
- 46.9% Medium Term
- 16.3% long term

How comfortable are you with the level of risk associated with mutual fund investments?

49 responses



### Interpretation

- 36.7% Neutral Response
- 28.6% Comfortable
- 16.3% Very Comfortable
- 18.4% Uncomfortable

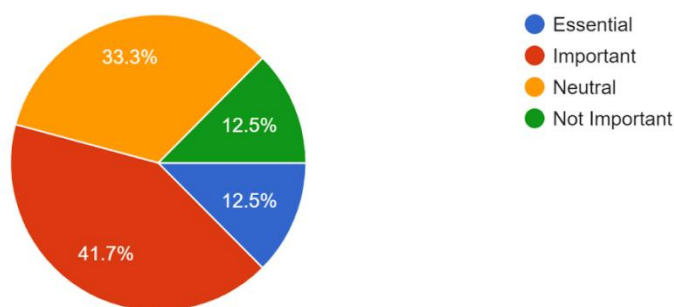
#### **Section 4: Investor Attitudes and Expectations**

##### **1. What are your expectations regarding returns from mutual fund investments?**

- 100%
- More than amount invested
- Growth
- Should have increased amount
- Higher returns lesser risk
- Yes
- Should be greater than 15% atleast
- Lets do
- Na
- More than I invested
- Good returns
- Gives 11-20% return
- Risks
- I don't know
- Highest return
- People
- More beneficial
- NOT
- Interest

How do you perceive the role of mutual funds/SIP in your overall financial planning?

48 responses

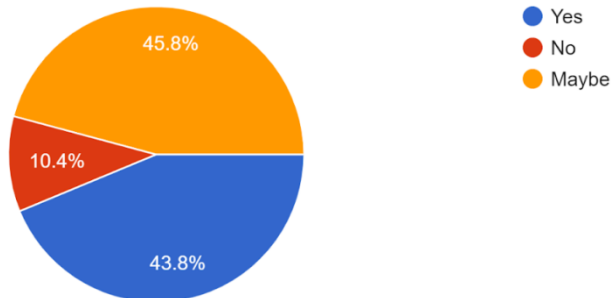


#### **Interpretation**

- 41.7% Important
- 12.5% Not Important
- 33.3% Neutral
- 12.5% Essential

Are you satisfied with the information available on mutual funds and SIP for making informed investment decisions?

48 responses

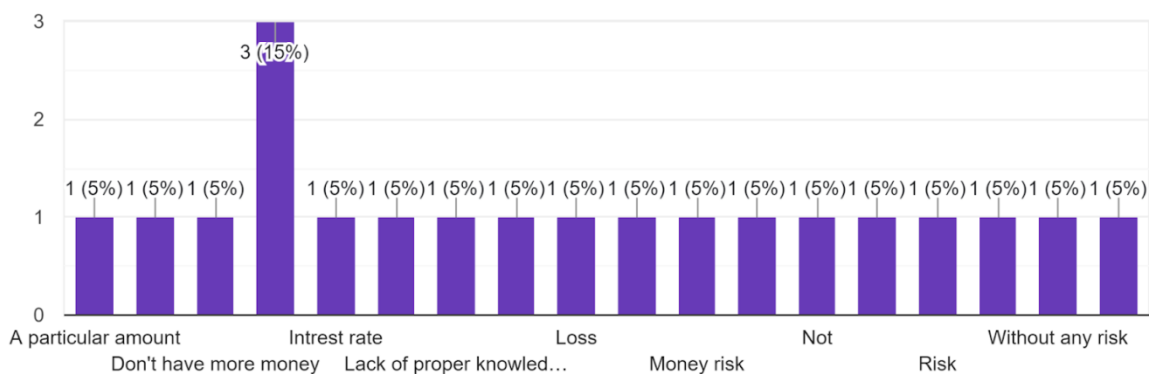


### Interpretation

- 43.8% Yes
- 10.8% No
- 45.8% Maybe

4.3. What are the primary concerns or barriers that might prevent you from investing in mutual funds or SIP?

20 responses



### Survey Link:-

[https://docs.google.com/forms/d/e/1FAIpQLSdWlQ\\_sbCz6fS\\_NUuo1Ukq1heYBWwpbZWkTFcNyVwzDuS1xvg/viewform?usp=pp\\_url](https://docs.google.com/forms/d/e/1FAIpQLSdWlQ_sbCz6fS_NUuo1Ukq1heYBWwpbZWkTFcNyVwzDuS1xvg/viewform?usp=pp_url)

### **Finding**

- From the total respondents, it is found that 56% of respondents are Male and 44% are Female.
- 26% of the investors aged between 18-30 years, 48% investors aged between 31- 40 years, 20% investors aged between 41-50 years
- 26% of the investors aged between 18-30 years, 48% investors aged between 31- 40 years, 20% investors aged between 41-50 years
- 26% of the investors aged between 18-30 years, 48% investors aged between 31- 40 years, 20% investors aged between 41-50 years and 6% investors aged between 50 & above.
- 70.6% of participants express interest in mutual funds or SIPs, 13.7% are not interested, and 15.7% are undecided.
- 36.7% prefer short-term investments, 46.9% prefer medium-term, and 16.3% prefer long-term.
- 28.6% are comfortable, 16.3% are very comfortable, and 18.4% are uncomfortable.
- 2.5% consider financial security essential, 43.8% say yes to its importance, 10.8% say no, and 45.8% are undecided.

### **Conclusion**

- On the basis of this study, conclude that Mutual Fund SIP is a monthly based investment plan through which an investor could invest a fixed sum into mutual funds every month at pre-decided dates.
- The study would be helpful for the small investors by entering into capital market by using the Systematic Investment Plan.
- Like every investment avenue SIP also suffers from various disadvantages but it still seems to be one of the best investment options available to a long-term investor especially First-Time investor.
- This hedges the investors from market instability and derives maximum benefits as the investment is done at regular basis irrespective of market Condition..
- SIP is a feature especially designed for investors who wish to invest small amounts on a regular basis to build wealth over a long term.
- It indicates that more efforts have to be made by the Mutual funds to create awareness among the investors regarding the earning into capital market by using the Systematic Investment Plan.

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