

**A Study on Investor's Perception towards ICICI Prudential Mutual Fund, one of the First Private Sector Mutual Fund Company, in Twin Cities – Hyderabad and Secunderabad.**

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**Introduction:**

Mutual fund is a collective savings scheme. Mutual funds play an important role in mobilizing the savings of small investors and channelising the same for productive ventures in the Indian economy<sup>1</sup>. Mutual fund is the most suitable investment for the common man as it offers an opportunity to invest in diversified portfolio management with good research team and professionally managed Indian as well as the foreign market operations. Mutual fund industry has witnessed a lot of changes in the past few years with multinational companies coming into the country; bring in their professional expertise in managing funds worldwide. Financial markets are constantly becoming more efficient by providing more promising solutions to the investors of mutual funds.

**Development of Mutual funds in India:**

The first phase (1964-87) of Mutual funds in India began with the inception of the Unit Trust of India (UTI). It remained the only mutual fund player in the country till 1987. UTI started its operations in July 1964. "With a view to encouraging savings and investment and participation in the income, profits and gains accruing to the corporation from the acquisition, holding, management and disposal of securities". In short it was set up by the Indian Government with a view to augment small savings in the country and channelizes those savings to the capital markets. The second phase (1987 - 1993) was marked by the entry of non-Public Sector Mutual Funds into the market, which brought in a degree of competition. With the opening up of the economy, many public sector financial institutions established mutual funds in India. However, the mutual funds industry remained the exclusive domain of the public sector during this period.

A new era in the mutual funds industry began in 1993 with the entry of private sector funds, which posed serious competition to the existing public sector funds. Private sector funds have distinct operational advantages, such as the following.

- ❖ Most of them are floated jointly by Indian Organisations and experience foreign Asset Management Companies, which facilitate access to the latest technology and foreign fund management strategies.
- ❖ Private sector funds are able to attract the best managerial talents from the public sector.
- ❖ Their job has been made easier by the infrastructure inputs already created by the public sector mutual funds.

ICICI Prudential Mutual Fund is one of five private sector mutual funds viz. Kothari Pioneer Mutual Fund, ICICI Mutual Fund, 20<sup>th</sup> Century Mutual Fund, Morgan Stanley Mutual Fund and Taurus Mutual Fund. These five mutual funds launched their schemes. These five mutual funds launched seven schemes and mobilized amount of Rs.1,5559.6 crore during 1993-94, the first year operations.

#### **About ICICI Prudential Mutual Fund:**

ICICI Prudential Mutual Fund offers a wide range of retail and corporate investment solutions across different asset classes like Equity, Fixed Income and Gold. The Fund House has continuously aimed to provide investors with financial solutions to aid them in achieving their lifecycle objectives. It has constantly been on the forefront of innovation and has introduced products aligned to meet customer needs leading to a well-diversified portfolio of around 57 mutual fund products. The success of the endeavors is evident in the mutual fund investor base that has witnessed significant growth from 210 to over 2 Million currently.

ICICI Prudential Mutual Fund gained from managing funds as per its investment objectives and was able to deliver superior risk adjusted returns. The consistent long term performance was achieved on the strength of fundamentals, process driven investment approach with enough flexibility for the fund managers to manage their funds in their unique style and insight. The fund house over the last 18 years has garnered trust of its investors and has emerged as the leading and preferred investment solution provider in India. The fund house has always aimed to fulfill its fiduciary responsibility of managing investor's wealth with prudence and due diligence.

#### **Literature Review**

NCAER (1964) conducted a survey of households to know the attitude and motivation of individuals towards saving. Ippolito (1992) mentions that fund/scheme selection by investors is based on past

performance of the funds and money flows into winning funds more rapidly than they flow out of losing funds. Gupta (1994) concluded a study to help the policy makers of mutual funds in designing the financial products for the future. Kavitha Ranganathan (2006) has examined the related aspects of the fund selection behavior of individual investors towards mutual funds, in the city of Mumbai. Dr. Geeta Kesavaraj conducted a survey to know customer perception towards various types of mutual fund in Chennai and concluded awareness and satisfaction of the performance of mutual fund investments are high in Chennai. R Padmaja Studied Consumer Behaviour of ICICI Prudential Mutual Funds, Vijayawada and concluded that occupation, income and savings influence the choice and selection of fund.

In this paper, an attempt is made mainly to study the investors' perceptions on ICICI mutual fund in different aspects of decision making parameters and the impact of demographic variables on perceptions of investors in twin cities.

### **Problem Statement**

No major study has been done regarding the investor behavioural aspect with specific reference to ICICI Prudential mutual fund Company. It should be noted that the "expectations" of investors play a vital role in the financial markets. They influence the price of the securities, the volume traded and various other financial operations in actual practice. These 'expectations' of investors are influenced by their "perception" and humans generally relate perception to action. The present study made an attempt to assess the perceptions of investors to find relation between demographical variables and decision variables to make investment in ICICI Prudential mutual fund Company.

### **Need of the study:**

Globally, mutual funds have been among the fastest growing intermediaries because they have provide the investor with alternative investment opportunities with benefits of diversification and professional research back up. Thus the involvement of private sector mutual funds in the transformation of Indian Economy has made it imperative to view this services not only as financial intermediary but also as a pace setter as they are playing a significant role in spreading equity culture. In the light of changed circumstances, a proper evaluation will help the investors and fund managers to evaluate their investment decisions hence a study on Perceptions of investors become essential and the need for the present study.

**Limitations of the Study**

The present study is based upon the results of survey conducted on 500 mutual fund investors. The implications of the study are subject to the limitations of sample size, psychological and emotional characteristics of surveyed population.

**Objectives of the Study:**

1. To study the perception of the of investors towards mutual funds with special reference ICICI Prudential Mutual Fund in twin cities (Hyderabad and Secunderabad).
2. To study the investors opinion regarding major problems of ICICI mutual fund.
3. To find out the suggestions from the investors that can help in plugging out these problems.

**Data Collection Method:**

Data was collected through both primary and secondary data sources. A structured questionnaire is prepared using closed end questions including demographic factors to collect the primary data from the investors. The data has been collected personally, by sending questionnaire through email and by post also. Secondary data was collected from company magazines and brochures.

**Sampling Design**

A sample of investors is selected for this study based on purposive random sampling technique. 500 investors, who invested in ICICI mutual fund, are taken as a sample for the study. The study is limited to twin cities, Hyderabad and Secunderabad.

**Scope of the Study**

The research revolves around the investor perceptions and attitude towards ICICI mutual fund, their investments patterns, and problems felt, suggestions to improve ICICI mutual funds.

**Statistical Tools**

Simple Percentage Analysis and Cross Table Analysis and Chi square are the main statistical tools used for the study.

**Analysis and Interpretation****Table 1** Source: Primary Data

Distribution of Respondents Based on Gender Category		
Gender	No. of respondents	Percentage
Male	310	62
Female	190	38
Total	500	100
Distribution of Respondents Based on Age Category		
Age	No. of respondents	Percentage
20-29	178	35.6
30-39	144	28.8
40-49	72	14.4
50-59	50	10.0
60 above	56	11.2
Total	500	100
Distribution of Respondents Based on Education Category		
Education	No. of respondents	Percentage
Under Graduate	90	18
Graduate	250	50
Post Graduate	130	26
Illiterate	30	6
Total	500	100
Distribution of Respondents Based on Occupation Category		
Occupation/Profession	No. of respondents	Percentage
Self Employed	106	21.2
Salaried Employee	220	44.0
Business Man	128	25.6
Agriculture	46	9.2
Total	500	100
Distribution of Respondents Based on Annual Income Category		
Annual Income (₹)	No. of respondents	Percentage
< 50,000	0	0
50,001-1,00,000	50	10.0
1,00,001-1,50,000	64	12.8
1,50,001-2,00,000	170	34.0
> 2,00,000	216	43.2
Total	500	100
Distribution of Respondents Based on Annual Savings Category		
Annual Savings	No. of respondents	Percentage
< 2,000	0	0
2,001-5,000	20	4.0
5,001-10,000	118	23.6
10,001-20,000	152	30.4
> 20,000	210	42.0
Total	500	100

Distribution of Respondents Based on Investment Objective		
Investment Objective	No. of respondents	Percentage
Capital gains	280	56
Assured safety of investment	480	96
Regular income	380	76
Tax benefits	260	52
Others	240	48
Total	500	
Distribution of Respondents Based on Risk Tolerance		
Risk Tolerance	No. of respondents	Percentage
High	80	16.0
Moderate	272	54.4
Low	136	27.2
Zero	12	2.4
Total	500	100
Distribution of Respondents Based on Return Expectation		
Return Expectation	No. of respondents	Percentage
5% to 10%	10	2.0
11% to 15%	182	36.4
16% to 20%	200	40.0
Above 20%	108	21.6
Total	500	100

Table 1 denotes out of 500 respondents, 74.16% of the respondents are male and 25.84% of the respondents are female. In the age categories, 35.6 % of the respondents are in the age group of 20-29 years, 50% of the respondents are graduates, and 44% of the respondents are salaried.

43.2% of the respondents earn more than 2,00,000 per annum, 42% are saving more than 20,000 per annum. 96% of the respondents are investing in mutual funds as it assures safety of invested funds. 54.4% investors are willing to take moderate risk and 40% of respondents are expecting 16%-20% of return from the mutual funds.

#### **Relationship between Occupation, Income and Savings of Investors and Choice of ICICI Mutual Fund**

**H<sub>1</sub>:** There is significant relationship between occupation of investors and choice of ICICI Mutual Fund

**Table No.2.1 Reasons for opting ICICI Mutual Funds and Occupation**

Occupation/Profession	Choice of ICICI Mutual Fund				Total
	Proven expertise	Professionalism	Reliability	Added incentive	
Self Employed	32	46	8	20	106(21.2)
Salaried Employee	68	88	18	46	220(44)
Business Man	40	54	4	30	128(25.6)
Agriculture	0	30	0	16	46(9.2)
Total	140(28.0)	218(43.6)	30(6.0)	112(22.4)	500(100)

**Interpretation:** In the occupation self employed, out of 106(21.2) respondents, 46 investors the highest choose because of proven expertise, lowest 8 took because of reliability.

In the occupation salaried employee, out of 220(44) respondents, 88 took because of professionalism of ICICI and the 18 took because of reliability.

In the occupation Business, out of 128(25.6) respondents, 54 took because of professionalism of ICICI and the 4 took because of reliability.

In the occupation Agriculture, out of 46(9.2) respondents, 30 took because of professionalism of ICICI, 16 of them took ICICI mutual fund of added incentive.

### 2.1.2. Chi Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.564(a)	9	.000
Likelihood Ratio	45.266	9	.000
Linear-by-Linear Association	4.551	1	.033
N of Valid Cases	500		

The study at aggregate level tested by chi-square test has shown that investor's occupation is considerable determinant in choice of ICICI Prudential Mutual Fund at 1% level ( $\chi^2=30.564(a)$ ,  $df=9$ ,  $asymp.sig.000<0.01$ ) shown in above Table.

### Relationship between Annual Income and Choice of ICICI Mutual Funds

**H<sub>2</sub>:** There is significant relationship between annual income of investors and choice of ICICI Mutual Fund

**Table No.2.2.1 Reasons for opting ICICI Mutual Funds and Annual Income**

Annual Income (₹)	Choice of ICICI Mutual Fund				Total
	Proven expertise	Professionalism	Reliability	Added incentive	
< 50,000	0	0	0	0	0(0)
50,001-1,00,000	6	36	4	4	50(10)
1,00,001-1,50,000	0	28	0	36	64(12.8)
1,50,001-2,00,000	70	44	14	42	170(34)
> 2,00,000	64	110	12	30	216(43.2)
Total	140(28.0)	218(43.6)	30(6.0)	112(22.4)	500(100)

**Interpretation:** In annual income category Rs.50,001-1,00,000 out of 50(10) respondents, 36 investors choose because of professionalism, lowest 4 took as their reliability, added incentive.

In annual income category Rs.1,00,001-1,50,000, out of 64(12.8) respondents, 36 took because of added incentive and 28 took because of their professionalism.

In annual income category Rs.1,50,001-2,00,000, out of 170(34) respondents, 70 took as their proven expertise and the 14 took because of their trust and reliability on ICICI.

In annual income category >Rs.2,00,000, out of 216(43.2) respondents, 110 took as their proven expertise and the 12 took because of their trust and reliability on ICICI.

### 2.2.2. Chi square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	107.801(a)	9	.000
Likelihood Ratio	122.582	9	.000
Linear-by-Linear Association	13.709	1	.000
N of Valid Cases	500		

Income has also been considered as one of the important parameters that determines the choice of Mutual Fund. This is tested by chi square which is significant at 1% level indicate that association exists between income group and investment choice in the ICICI mutual funds as ( $\chi^2=107.801(a)$ ,  $df=9$ ,  $asymp.sig.000<0.01$ ) shown in above Table.

### Relationship between Annual Savings and Choice of ICICI Mutual Funds

**H<sub>3</sub>:** There is significant relationship between Annual savings of investors and choice of ICICI Mutual Fund



**Table No. 2.3.1. Reasons for opting ICICI Mutual Funds and Annual Savings**

Annual Savings(₹)	Choice of ICICI Mutual Fund				Total
	Proven expertise	Professionalism	Reliability	Added incentive	
< 2,000	0	0	0	0	0(0)
2,001-5,000	0	20	0	0	20(4)
5,001-10,000	14	50	6	48	118(23.6)
10,001-20,000	62	56	16	18	152(30.4)
> 20,000	64	92	8	46	210(42)
Total	140(28.0)	218(43.6)	30(6.0)	112(22.4)	500(100)

**Interpretation:** In annual savings category Rs.2,001-5,000 out of 20(4) respondents, all investors choose because of professionalism.

In annual savings category Rs.5,001-10,000, out of 118(23.6) respondents, 50 took because of professionalism of ICICI and the 6 took as their trust and reliability on ICICI.

In annual savings category Rs.10,001-20,000, out of 152(30.4) respondents, 56 took because of professionalism and the 16 took as their trust and reliability on ICICI.

In annual savings category >Rs.20,000, out of 210(42) respondents, 92 took because of professionalism and 8 took as their trust and reliability on ICICI.

### 2.3.2. Chi square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	80.039(a)	9	.000
Likelihood Ratio	86.831	9	.000
Linear-by-Linear Association	8.537	1	.003
N of Valid Cases	500		

Annual savings are one of the factors which decide the investor's choice of ICICI mutual fund company's attributes. Further it is tested by chi-square test that proves there is a significant association between annual savings and choice of ICICI mutual fund investment at 1% significant level( $\chi^2=80.039(a)$ ,  $df=9$ ,  $asymp.sig.000$ ) shown in above.

**Relationship of occupation, income and savings and the factors influence the perceptions of investors of towards ICICI Mutual Fund Company.**

Source: Primary data (Figures in parentheses demote percentage to their respective totals)

Factors	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total
Best returns from ICICI	4 (0.8)	36 (7.2)	54 (10.8)	322 (64.4)	84 (16.8)	500 (100)
Money invested in ICICI is very safe	8 (1.6)	76 (15.2)	38 (7.6)	324 (64.8)	54 (10.8)	500 (100)
ICICI has met the objectives for which it is established	8 (1.6)	112 (22.4)	180 (36)	150 (30)	50 (10)	500 (100)
ICICI has well diversified portfolio of Securities	0 (0)	162 (32.4)	100 (20)	182 (36.4)	56 (11.2)	500 (100)
ICICI schemes outperformed the market returns	4 (0.8)	142 (28.4)	128 (25.6)	196 (39.2)	30 (6)	500 (100)
ICICI –development of Indian capital market	0 (0)	16 (3.2)	56 (11.2)	308 (61.6)	120 (24)	500 (100)
ICICI discloses all relevant information time to time	4 (0.8)	68 (13.6)	100 (20)	308 (61.6)	20 (4)	500 (100)

**Table 3**

The table-3 shows that 322(64.4%) investors agreed, 84(16.8%) of investors strongly agreed that ICICI gives best returns but 36(7.2%) had no opinion and very few investors 4(0.8%) strongly disagreed upon it. 324(64.8%) of investors agreed, 54(10.8%) of investors strongly agreed that investment in ICICI is safe but only few investors 8(1.6%) disagreed upon it. Many investors 180(36%) of the investors had no opinion on that ICICI is meeting the objectives for what the fund is established whereas very few 8(1.6%) disagreed and felt that ICICI is not meeting the objectives for what it is established. 182(36.4%) of investors agreed, 56(11.2%) of investors strongly agreed that ICICI has well diversified portfolio of securities whereas only 4(0.8%)of investors disagreed.

196(39.2%) of investors agreed, 30(6%) of investors strongly agreed that ICICI schemes outperformed the market returns whereas 4(0.8%) of investors strongly disagreed upon that opinion. And also 128(25.6%) of investors felt neutral about outperformance of ICICI Schemes over market returns and majority of investors 142(28.4%) also disagreed that ICICI schemes outperform the market returns. 308(61.6%) of investors agreed and 120(20%) of investors strongly agreed that ICICI contributed more to the development of Indian capital markets. Very few investors 16(3.2%) disagreed upon it.308 (61.6%) of investors agreed and 20(4%) of investors strongly agreed that ICICI maintains transparency and discloses timely information. Few investors 4(0.8%) felt that the ICICI has less transparency.

**Best returns from ICICI**

H<sub>4</sub>= there is significant relationship between occupation, annual income and annual savings of the investors and best returns from ICICI.

Occupation, annual income and annual savings of investors influence the perceptions of investors in assessing of Mutual Fund Company. From the collected data of occupation, annual income and annual savings, it is found that 4(8%) strongly disagreed, 322(64.4%) investors somewhat agreed that ICICI gives best returns.

**Table 4.1. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.070(a)	12	.000
Likelihood Ratio	87.663	12	.000
Linear-by-Linear Association	1.367	1	.242
N of Valid Cases	500		

The association between occupation and perception of time to time ICICI gives best returns has been tested by chi-square, that proves that there is significant association between occupation of the investors and perception of ICICI gives best returns as  $X^2=68.070(a)$ ,  $df=12$ ,  $asymp.sig. = .000 < 0.01$

**Table 4.2. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.513(a)	12	.000
Likelihood Ratio	71.171	12	.000
Linear-by-Linear Association	.311	1	.577
N of Valid Cases	500		

The relation between annual income and perception of ICICI gives best returns has been tested by chi-square, that proves that there is significant relationship between income of the investors and perception of ICICI gives best returns as  $X^2=52.513(a)$ ,  $df=9$ ,  $asymp.sig.= .000 < 0.01$ .

**Table 4.3. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	73.927(a)	12	.000
Likelihood Ratio	87.096	12	.000
Linear-by-Linear Association	20.364	1	.000
N of Valid Cases	500		

The relation between annual savings and perception of ICICI gives best returns has been tested by chi-square, which proved that there is significant relationship between savings of the investors and perception of ICICI gives best returns as  $X^2=73.927(a)$ ,  $df=9$ ,  $asymp.sig. = .000 < 0.01$ .

### Money invested in ICICI is very safe

$H_5$ = there is significant relationship between occupation, annual income and annual savings of the investors and money invested in ICICI is very safe.

Occupation, annual income and annual savings of investors influence the perceptions of investors in assessing of Mutual Fund Company. From the collected data of occupation, annual income and annual savings, it is found that 8(1.6%) investors strongly disagreed, 324(64.8%) investors somewhat agreed that the money invested in ICICI is very safe.

**Table 5.1. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	129.295(a)	12	.000
Likelihood Ratio	164.554	12	.000
Linear-by-Linear Association	35.940	1	.000
N of Valid Cases	500		

The association between occupation and perception of money invested ICICI is very safe has been tested by chi-square, that proves that there is significant association between occupation of the investors and perception of money invested ICICI is very safe as  $X^2=129.295(a)$ ,  $df=12$ ,  $asymp.sig. = .000 < 0.01$

**Table 5.2. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.178(a)	12	.001
Likelihood Ratio	32.491	12	.001
Linear-by-Linear Association	.876	1	.349
N of Valid Cases	500		

The relation between annual income and perception of money invested ICICI is very safe has been tested by chi-square, that proves that there is significant relationship between income of the investors and perception of money invested ICICI is very safe as  $X^2=34.178(a)$ ,  $df=12$ ,  $asymp.sig. = .000 < 0.01$ .

**Table 5.3. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	74.492(a)	12	.000
Likelihood Ratio	70.260	12	.000
Linear-by-Linear Association	5.926	1	.015
N of Valid Cases	500		

The relation between annual savings and perception of money invested ICICI is very safe has been tested by chi-square, that proved that there is significant relationship between savings of the investors and perception of money invested ICICI is very safe as  $X^2=74.492(a)$ ,  $df=9$ ,  $asymp.sig. = .000 < 0.01$ .

#### **ICICI has met the objectives for which it is established**

$H_6$ = there is significant relationship between occupation, annual income and annual savings of the investors and ICICI has met the objectives for which it is established.

Occupation, annual income and annual savings of investors influence the perceptions of investors in assessing of Mutual Fund Company. From the collected data of occupation, annual income and annual savings, it is found that 8(1.6%) investors strongly disagreed, 180(36%) investors were neutral, 150(30%) investors somewhat agreed that ICICI has met the objectives for which it is established.

**Table 6.1. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	76.434(a)	12	.000
Likelihood Ratio	94.249	12	.000
Linear-by-Linear Association	5.756	1	.016
N of Valid Cases	500		

The association between occupation and perception of ICICI has met the objectives for which it is established has been tested by chi-square, that proves that there is significant association between occupation of the investors and perception of ICICI has met the objectives for which it is established as  $X^2=101.076(a)$ ,  $df=9$ ,  $asymp.sig. = .000 < 0.01$

**Table 6.2. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.783(a)	12	.000
Likelihood Ratio	78.135	12	.000
Linear-by-Linear Association	2.513	1	.113
N of Valid Cases	500		

The relation between annual income and perception of ICICI has met the objectives for which it is

established has been tested by chi-square, that proves that there is significant relationship between income of the investors and perception of ICICI has met the objectives for which it is established as  $X^2=72.783(a)$ ,  $df=12$ ,  $asympt.sig.=.000<0.01$ .

**Table 6.3. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	65.312(a)	12	.000
Likelihood Ratio	77.422	12	.000
Linear-by-Linear Association	.342	1	.559
N of Valid Cases	500		

The relation between annual savings and perception of ICICI has met the objectives for which it is established has been tested by chi-square, which proved that there is significant relationship between savings of the investors and perception of ICICI has met the objectives for which it is established as  $X^2=65.312(a)$ ,  $df=12$ ,  $asympt.sig.=.000<0.01$ .

#### **ICICI has well diversified portfolio of Securities**

$H_7$ = there is significant relationship between occupation, annual income and annual savings of the investors and ICICI has well diversified portfolio of Securities.

Occupation, annual income and annual savings of investors influence the perceptions of investors in assessing of Mutual Fund Company. From the collected data of occupation, annual income and annual savings, it is found that 182(36.4%) investors somewhat agreed, 56(11.2%) investors strongly agreed that ICICI has well diversified portfolio of Securities.

**Table 7.1. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	61.031(a)	9	.000
Likelihood Ratio	64.412	9	.000
Linear-by-Linear Association	22.975	1	.000
N of Valid Cases	500		

The association between occupation and perception of ICICI has well diversified portfolio of Securities has been tested by chi-square, that proves that there is significant association between occupation of the investors and perception of ICICI has well diversified portfolio of Securities as  $X^2=61.031(a)$ ,  $df=9$ ,  $asympt.sig.=.000<0.01$ .

**Table 7.2. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.039(a)	9	.000
Likelihood Ratio	73.429	9	.000
Linear-by-Linear Association	10.879	1	.001
N of Valid Cases	500		

The relation between annual income and perception of ICICI has well diversified portfolio of Securities has been tested by chi-square, that proves that there is significant relationship between income of the investors and perception of ICICI has well diversified portfolio of Securities as  $X^2=59.039(a)$ ,  $df=9$ ,  $asymp.sig.=.000<0.01$ .

**Table 7.3. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	104.428(a)	9	.000
Likelihood Ratio	102.154	9	.000
Linear-by-Linear Association	23.375	1	.000
N of Valid Cases	500		

The relation between annual savings and perception of ICICI has well diversified portfolio of Securities has been tested by chi-square, which proved that there is significant relationship between savings of the investors and perception of ICICI has well diversified portfolio of Securities as  $X^2=104.428(a)$ ,  $df=9$ ,  $asymp.sig.=.000<0.01$ .

#### **ICICI schemes outperformed the market returns**

$H_8$ = there is significant relationship between occupation, annual income and annual savings of the investors and ICICI schemes outperformed the market returns.

Occupation, annual income and annual savings of investors influence the perceptions of investors in assessing of Mutual Fund Company. From the collected data of occupation, annual income and annual savings, it is found that 4(.8%) investors strongly disagreed, 196(39.2%) investors somewhat agreed that ICICI schemes outperformed the market returns.

**Table 8.1. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	100.780(a)	12	.000
Likelihood Ratio	116.777	12	.000
Linear-by-Linear Association	44.877	1	.000
N of Valid Cases	500		

The association between occupation and perception of ICICI schemes outperformed the market returns has been tested by chi-square, that proves that there is significant association between occupation of the investors and perception of ICICI schemes outperformed the market returns as  $X^2=100.780(a)$ ,  $df=12$ ,  $asymp.sig.=.000<0.01$

**Table 8.2. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	87.044(a)	12	.000
Likelihood Ratio	90.549	12	.000
Linear-by-Linear Association	2.532	1	.112
N of Valid Cases	500		

The relation between annual income and perception of ICICI schemes outperformed the market returns has been tested by chi-square, that proves that there is significant relationship between income of the investors and perception of ICICI schemes outperformed the market returns as  $X^2=87.044(a)$ ,  $df=12$ ,  $asymp.sig.=.000<0.01$ .

**Table 8.3. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.904(a)	12	.000
Likelihood Ratio	53.393	12	.000
Linear-by-Linear Association	16.265	1	.000
N of Valid Cases	500		

The relation between annual savings and perception of ICICI schemes outperformed the market returns has been tested by chi-square, which proved that there is significant relationship between savings of the investors and perception of ICICI schemes outperformed the market returns as  $X^2=47.904(a)$ ,  $df=12$ ,  $asymp.sig.=.000<0.01$ .

### ICICI –development of Indian capital market

$H_9$ = there is significant relationship between occupation, annual income and annual savings of the investors and ICICI –development of Indian capital market

Occupation, annual income and annual savings of investors influence the perceptions of investors in assessing of Mutual Fund Company. From the collected data of occupation, annual income and annual savings, it is found that 16(3.2%) somewhat disagreed 308(61.6%) investors somewhat agreed that ICICI contributed for development of Indian capital market.

**Table 9.1. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.136(a)	9	.000
Likelihood Ratio	54.710	9	.000
Linear-by-Linear Association	.118	1	.731
N of Valid Cases	500		

The association between occupation and perception of ICICI contributed for development of Indian capital market has been tested by chi-square, that proves that there is significant association between



occupation of the investors and perception of ICICI contributed for development of Indian capital market as  $X^2=44.136(a)$ ,  $df=9$ ,  $asympt.sig. = .000<0.01$

**Table 9.2. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.056(a)	9	.000
Likelihood Ratio	88.846	9	.000
Linear-by-Linear Association	16.265	1	.000
N of Valid Cases	500		

The relation between annual income and perception of ICICI contributed for development of Indian capital market has been tested by chi-square, that proves that there is significant relationship between income of the investors and perception of ICICI contributed for development of Indian capital market as  $X^2=72.056(a)$ ,  $df=9$ ,  $asympt.sig.= .000<0.01$ .

**Table 9.3. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.951(a)	9	.000
Likelihood Ratio	48.512	9	.000
Linear-by-Linear Association	11.346	1	.001
N of Valid Cases	500		

The relation between annual savings and perception of ICICI contributed for development of Indian capital market has been tested by chi-square, which proved that there is significant relationship between savings of the investors and perception of ICICI contributed for development of Indian capital market as  $X^2=39.951(a)$ ,  $df=9$ ,  $asympt.sig. = .000<0.01$ .

#### ICICI discloses all relevant information time to time

$H_0$ = there is no significant relationship between occupation, annual income and annual savings of the investors and ICICI discloses all relevant information time to time.

$H_{10}$ = there is significant relationship between occupation, annual income and annual savings of the investors and ICICI discloses all relevant information time to time.

Occupation, annual income and annual savings of investors influence the perceptions of investors in assessing of Mutual Fund Company. From the collected data of occupation, annual income and annual savings, it is found that 4(.8%) investors strongly disagreed 308(61.6%) investors somewhat agreed that ICICI contributed for development of Indian capital market.

**Table 10.1. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.592(a)	12	.002
Likelihood Ratio	35.867	12	.000
Linear-by-Linear Association	1.569	1	.210
N of Valid Cases	500		

The association between occupation and perception of ICICI discloses all relevant information time to time has been tested by chi-square, that proves that there is significant association between occupation of the investors and perception of ICICI discloses all relevant information time to time as  $X^2=31.592(a)$ ,  $df=12$ ,  $asymp.sig. = .000 < 0.01$

**Table 10.2. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	121.061(a)	12	.000
Likelihood Ratio	133.851	12	.000
Linear-by-Linear Association	15.769	1	.000
N of Valid Cases	500		

The relation between annual income and perception of ICICI discloses all relevant information time to time has been tested by chi-square, that proves that there is significant relationship between income of the investors and perception of ICICI discloses all relevant information time to time as  $X^2=121.061(a)$ ,  $df=12$ ,  $asymp.sig. = .000 < 0.01$ .

**Table 10.3. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	116.630(a)	12	.000
Likelihood Ratio	115.168	12	.000
Linear-by-Linear Association	36.521	1	.000
N of Valid Cases	500		

The relation between annual savings and perception of ICICI discloses all relevant information time to time has been tested by chi-square, which proved that there is significant relationship between savings of the investors and perception of ICICI discloses all relevant information time to time as  $X^2=116.630(a)$ ,  $df=12$ ,  $asymp.sig. = .000 < 0.01$ .

**Findings:**

1. Out of 500 respondents 62% respondents are male and 38% respondents are female.
2. 33.33% of the majority of the respondents is in the age group of 31 - 40 years.
3. 50% of respondents are graduates
4. Majority of the respondents 44% are salaried employees
5. Annual income of majority of the respondents are above 2,00,000 per annum.
6. Annual savings of majority of the respondents are above 20,000 per annum indicates that 10% of income is saved.
7. Most of the respondents felt the objective for investment in mutual funds is assured safety of funds
8. The risk capacity is moderate for many of the respondents
9. The return expectation is 16%-20% for many of the respondents
10. Many of the respondents prefer to invest in open ended mutual funds

11. Many of the respondents prefer to invest in growth schemes of mutual funds
12. The reason for choosing mutual funds is for long term benefits
13. Investor's occupation, income and annual savings is considerable deterrent in choice of ICICI Prudential Mutual Fund.
14. There is significant association between occupation, annual income and annual savings of the investors and perception of ICICI gives best returns, Money invested in ICICI is very safe, ICICI has met the objectives for which it is established, ICICI has well diversified portfolio of Securities, ICICI schemes outperformed the market returns, ICICI –development of Indian capital market, ICICI discloses all relevant information time to time. The null hypothesis is rejected.

**Suggestions:** on the basis of findings of the present study, the important suggestions are as follows.

1. While innovating new products, the mutual fund company has to consider occupation, annual income and annual savings as association exists between the perceptions of the investors towards factors consider in investing in ICICI Mutual fund.
2. The investors' objective for choosing mutual fund is safety of principal hence the ICICI has to focus on effective portfolio management to provide regular income.
3. High number of investors preferring open ended mutual funds hence it is suggested to launch more of open ended schemes rather than closed ended funds.
4. ICICI Mutual fund may introduce Hybrid funds (combination of growth and regular income) as majority of respondents are willing to moderate risk level.
5. Mutual Fund Company should make an effort to strengthen its network as it provides greater liquidity and profitability.
6. Many respondents (64.4%) belong to age group of 20-39, in India most of people not aware of investment management hence SEBI, AMFI should take necessary steps to educate the people.
7. ICICI needs to diversify its portfolio effectively as many respondents felt it is necessary..
8. The mutual fund has to draw attention to on the abilities of fund managers so that the funds could outperform the market and strengthen network of operations.
9. ICICI has to implement effective risk management strategies as suggested by the respondents.
10. ICICI has to proceed to overcome the problems perceived, through an effective portfolio management with enthusiastic fund managers.

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