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“A STUDY ON INVESTOR’S SATISFACTION WITH MUTUALFUNDINVESTMENTSERVICESPROVIDED BY SBI, ERODEDISTRICT”TAMILNADU.

By

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Abstract

- A mutual fund is a deposit from its account holders by the bank on their behalf. When you would like to invest in an equity fund, you could not invest directly in the share market. Accordingly, Equity Funds offers you another method of investing in shares insteadof directly buying and sellingthem from thesharemarket. It is theFund Manager who decides the shares to buy and sell them. There is no commonly accepted or legal definition for Mutual fund. It is a loose term which embraces a wide variety ofInvestment companies. Broadly speaking, a mutual fund is an Investment company that invests generally in stock market. In fact, since1993 Indian individual investors have got their first taste of stock market only through mutual Funds.

KeyWords:StockMarket,MutualFund,LessRisk,Customer`sSatisfaction.

INTRODUCTION

A mutual fund is a scheme in which several people invest their money for a common financial cause. Mutual Fund is the safest to invest the money in share market as it carries less riskandhaspromisingreturns.Theadvantagesofmutualfundare**professionalmanagement,**

diversification, simplicity and liquidity. The disadvantages of mutual fund are high costs,over-diversification,tax consequences and the inability of management to guarantee a higher return.SBI mutual funding is considered to be most reliable mutual funds than others in India.

OBJECTIVESOFTHESTUDY:

- Toknowtheperformanceofmutualfund
- Toknowkindsofmutualfundin SBI
- ToknowthecustomersatisfactiononmutualfundinvestmentandROI
- ToknowtheservicesandsupportofSBItothecustomer'sonmutualfund
- ToanalysetheawarenessofSBImutualfundsamongtherespondents

SCOPEOFTHESTUDY:

Thescopeofthisstudyistoanalysesinvestors'preference and satisfaction for investing in SBImutual funds. The results of this study would help investors to know how to invest in the various schemes of SBI mutual funds by identifying factors or criteria that determine their performance in the market place. This study focuses on individual investor's perception and ideal funds and become investment savings.

RESERCH METHODOLOGY

Research methodology is a systematic way to solve a problem. To define anyresearch problem & giving a suitable solution for any research, a sound research plan is adopted. The purpose of the study is to design the research procedure. This includes the overall design, the sampling procedure, the collection method and analysis and interpretation procedure.

TYPESOFDATA

Forthisstudybothprimaryandsecondarydata.

SAMPLESIZE

Sample size refers to the number of respondents a researcher has selected for the survey and the total number of respondents selected for this study is 100 out of 1000+ respondents**.**

SAMPLINGTECHNIQUE

ProbabilitySampling:

Probability sampling is that sampling procedure in which elements in the population have a known chance of being chosen as subjects in the sample. Sampling procedure used in the study is disproportionate stratified random sampling. The methodology used in this project is a probability sampling.

SimpleRandomSampling:

Simple random sampling is a randomly selected sample from a larger sample or population, giving all the individuals in the sample an equal chance to be chosen. In a simple randomsampling,individualsarechosenatrandomandnotmorethanoncetopreventabiasthat would negatively affect the validity of the result of the experiment. Simple random sampling is themostwidely usedprobability samplingmethod,probablybecauseitis easy toimplement. An important benefit of simple random sampling is that it allows researchers to use statistical methods to analyze sample results.

SAMPLINGTOOLS

Thestatisticaltoolusedinthismethodinclude

- ✓ Simplepercentagemethod
- ✓ Chi-squaretest
- ✓ OnewayANOVA

A) SIMPLEPERCENTAGEMETHOD:

Inthismethod,basedontheopinionoftherespondents,percentageiscalculatedforthe respective scales of each factor.

Formula:

$$\text{Simpleaveragemethod} = \frac{\text{Actualrespondent}}{\text{Totalrespondents}} * 100$$

B) CHI-SQUARETEST:

Formula:

X2=∑(Oi–Ei)2/Ei Where

as

- NullHypothesis(Ho):Thereisnodifferenceinattributes
- AlternateHypothesis(H1):Thereisadifferenceinattributes
- Levelofsignificanceα=0.05
- Degreesoffreedom=(r-1)(c-1)
- Expectedfrequency=R.T×C.T/G.T:

ONEWAYANOVAANALYSIS:

CalculatingF:

F=Variancebetweenthecategories Variance with in the categories

The one-way analysis of variance (ANOVA) is used to determine whether there are any significantdifferencesbetweenthemeansofthreeormoreindependentgroups,alsocalled treatments.ANOVAcomparesthemeansbetweenthegroupsanddetermineswhetheranyof the means are significantly different from each other.

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TABLENO:1

TABLESHOWSTHEEDUCATIONQUALIFICATIONOFTHERESPONDENTS

Educationqualification	**No.ofrespondents**	**Percentage**
HigherSecondary	**20**	**20**
UnderGraduate	**35**	**35**
PostGraduate	**32**	**32**
DIPLOMAHOLDERS	**9**	**9**
OTHER	**4**	**4**
Total	**100**	**100**

Source:PrimaryData

INTERPRETATION

It is observed from the above tablethat35 percentof the respondents areunder graduate, 32 percent of the themarepost graduates , 20 percent of the them Higher Secondary9 percent of the them are diploma holders and 4 percent of the respondents arein others.

TABLENO:2

TABLESHOWSTHEINVESTMENTPREFERENCESOFTHERESPONDENTS

Preferencesto investment	No.ofrespondents	Percentage
Equity	**31**	**31**
Debt	**28**	**28**
Hybrid	**22**	**22**
Solutionoriented	**13**	**13**
Index(fundoffunds)	**6**	**6**
Total	**100**	**100**

Source:PrimaryData

INTERPRETATION

It is observed from the above table that 31 percent of respondents are equity, 28 percentage of the them debt, 22 percentage of the them hybrid, 13 percentage of them solution oriented and 6 percent of the index. Hence the majority i.e.31 percent of the respondents are equity.

TABLENO:3

TABLESHOWSTHEREASONSFORMUTUALFUNDINVESTMENTBYTHE RESPONDENTS

Particular	No.ofrespondents	Percentage
Safetyandsecurity	**34**	**34**
Highreturn	**26**	**26**
Liquidity	**24**	**24**
Taxbenefit	**14**	**14**
Other	**2**	**2**
Total	**100**	**100**

Source:PrimaryData

INTERPRETATION

It is observedfrom theabove table that 34 percent ofrespondents aresafety and security, 26 percentage of the them high return, 24 percentage of them liquidity, 14 percentage of themtaxbenefit and2 percentofthethemothers.Hencethemajorityi.e34percentoftherespondents are safety and security.

TABLENO:4

TABLESHOWSAMOUNTINVESTEDPERANNUMBYTHERESPONDENTSIN MUTUAL FUND

[Rupeesperannum]

Particular	No.ofrespondents	Percentage
BelowRs.50000	**49**	**49**
Rs.50000to100000	**29**	**29**
Rs.100000to300000	**20**	**20**
OtheraboveRs.300000	**2**	**2**
Total	**100**	**100**

Source:PrimaryData

INTERPRETATION

It is observed from the above table that 49 percent of respondents are below Rs. 50000 per annum, 29 percentage of the them between Rs.50000 and Rs. 100000 per annum 20 percentage of them from Rs.100000 to Rs.300000 per annum and 2 percentage of the themothers . Hence the majority i.e 49 percent of the respondents are below 50000.

TABLENO:5

TABLESHOWSTHEMFISECTORPREFERENCEBYTHERESPONDENTS

Particular	No.ofrespondents	Percentage
Oilandpetroleum	**16**	**16**
Goldfund	**24**	**24**
Diversifiedequityfund	**11**	**11**
Powersector	**20**	**20**
Debtfund	**9**	**9**
Bankingfund	**14**	**14**
Realestatefund	**6**	**6**
Total	**100**	**100**

Source:PrimaryData

INTERPRETATION

It is observed from the above tablethat there were 24 percent of respondents are gold fund, 20 percentage of the them power sector, 16 percentage of them oil and petroleum, 14 percentage of the them banking fund, 11 percent of them diversified equity fund ,9 percentage of them debt fund and 6 percentage of themreal estate fund. Hance the majority ie; 24 percent of the respondents and gold fund.

CHI-SQUARETESTSFORMFISECTORPREFERENCEANDCUSTOMERS SATISFACTION.

Null hypothesis (H1): There is no significance difference between mutual fund sector andSBI mutual fund satisfied

Alternate hypothesis (Ha1): There issignificance difference between mutual fund sectorand SBI mutual fund satisfied.

CaseProcessingSummary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Mutualfundsector*SBI mutualfundsatisfied	100	100.0%	0	0.0%	100	100.0%

MutualfundSector*SBImutualfundsatisfiedCrosstabulation							
Count							
		SBImutualfundsatisfied					
		Considerably satisfied	Highly satisfied	highly Unsatisfied	Reasonablysatisfied	Unsatisfied	Total
Mutualfund sector	Bankingfund	3	6	1	3	1	14
	Debtfund	2	1	1	5	0	9
	Diversified equityfund	6	2	0	3	0	11
	Goldfund	4	7	1	10	2	24
	Oil and petroleum	4	1	1	9	1	16

	Powersector	3	4	1	10	2	20
	Realestatefund	2	2	0	1	1	6
Total		24	23	5	41	7	100

Chi-SquareTests

	Value	df	Asymptotic Significance(2-sided)
PeaRsonChi-Square	20.250[a]	24	.682
LikelihoodRatio	21.874	24	.587
NofValidCases	100		

a.29cells(82.9%)haveexpectedcountlessthan5.Theminimum expected count is .30.

SymmetricMeasures

		Value	Approximate Significance
NominalbyNominal	Phi	.450	.682
	Cramer'sV	.225	.682
NofValidCases		100	

Inference:

SincePvalueislesserthan0.05rejectnullhypothesis.Henceitisconsideredthatthereisno significance difference between mutual fund sector and SBI mutual fund satisfied

ANOVAFORFACTORSRATEONMFSATISFACTIONOFTHERESPONDENTS.

Oneway

ANOVA

Satisfication

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.378	9	.375	.194	.994
WithinGroups	174.182	90	1.935		
Total	177.560	99			

PostHocTests

MultipleComparisons

DependentVariable:Satisfication

	(I)Factors	(J)Factors	Mean Difference (I-J)	Std. Error	Sig.	95%ConfidenceInterval	
						Lower Bound	UpperBound
Tukey HSD	Historical performance of fund	Fund'sreturnsmarket return	-.092	.585	1.000	-1.99	1.81
		PerformanceofFund manager	-.233	.596	1.000	-2.17	1.70
		CurrentEconomicand Market conditions	-.400	.639	1.000	-2.47	1.67
		Type of schemes (growth, income,balanced&others)	.200	.622	1.000	-1.82	2.22
		ExpectedDividend	-.025	.660	1.000	-2.17	2.12
		Advisororbrokeroragent influence	.171	.576	1.000	-1.70	2.04
		Minimuminvestmentorlot size	.171	.686	1.000	-2.05	2.40
		Securityprovidedbythe fund in terms of return	-.114	.686	1.000	-2.34	2.11
		Taxbenefit	.100	.622	1.000	-1.92	2.12
	Fund's returns	Historicalperformanceof fund	.092	.585	1.000	-1.81	1.99

	market return	PerformanceofFund manager	-.141	.557	1.000	-1.95	1.67
		CurrentEconomicand Market conditions	-.308	.603	1.000	-2.26	1.65
		Type of schemes (growth, income,balanced&others)	.292	.585	1.000	-1.61	2.19
		ExpectedDividend	.067	.625	1.000	-1.96	2.10
		Advisororbrokeroragent influence	.264	.536	1.000	-1.47	2.00
		Minimuminvestmentorlot size	.264	.652	1.000	-1.85	2.38
		Securityprovidedbythe fund in terms of return	-.022	.652	1.000	-2.14	2.09
		Taxbenefit	.192	.585	1.000	-1.71	2.09
	Performance of Fund manager	Historicalperformanceof fund	.233	.596	1.000	-1.70	2.17
		Fund'sreturnsmarket return	.141	.557	1.000	-1.67	1.95
		CurrentEconomicand Market conditions	-.167	.613	1.000	-2.16	1.82
		Type of schemes (growth, income,balanced&others)	.433	.596	.999	-1.50	2.37
		ExpectedDividend	.208	.635	1.000	-1.85	2.27
		Advisororbrokeroragent influence	.405	.547	.999	-1.37	2.18
		Minimuminvestmentorlot size	.405	.662	1.000	-1.74	2.55
		Securityprovidedbythe fund in terms of return	.119	.662	1.000	-2.03	2.27
		Taxbenefit	.333	.596	1.000	-1.60	2.27
	Current Economic andMarket conditions	Historicalperformanceof fund	.400	.639	1.000	-1.67	2.47
		Fund'sreturnsmarket return	.308	.603	1.000	-1.65	2.26
		PerformanceofFund manager	.167	.613	1.000	-1.82	2.16
		Type of schemes (growth, income,balanced&others)	.600	.639	.995	-1.47	2.67
		ExpectedDividend	.375	.676	1.000	-1.82	2.57

		Advisororbrokeroragent influence	.571	.594	.994	-1.36	2.50
		Minimuminvestmentorlot size	.571	.701	.998	-1.70	2.85
		Securityprovidedbythe fund in terms of return	.286	.701	1.000	-1.99	2.56
		Taxbenefit	.500	.639	.999	-1.57	2.57
	Type of schemes (growth, income, balanced& others)	Historicalperformanceof fund	-.200	.622	1.000	-2.22	1.82
		Fund'sreturnsmarket return	-.292	.585	1.000	-2.19	1.61
		PerformanceofFund manager	-.433	.596	.999	-2.37	1.50
		CurrentEconomicand Market conditions	-.600	.639	.995	-2.67	1.47
		ExpectedDividend	-.225	.660	1.000	-2.37	1.92
		Advisororbrokeroragent influence	-.029	.576	1.000	-1.90	1.84
		Minimuminvestmentorlot size	-.029	.686	1.000	-2.25	2.20
		Securityprovidedbythe fund in terms of return	-.314	.686	1.000	-2.54	1.91
		Taxbenefit	-.100	.622	1.000	-2.12	1.92
	Expected Dividend	Historicalperformanceof fund	.025	.660	1.000	-2.12	2.17
		Fund'sreturnsmarket return	-.067	.625	1.000	-2.10	1.96
		PerformanceofFund manager	-.208	.635	1.000	-2.27	1.85
		CurrentEconomicand Market conditions	-.375	.676	1.000	-2.57	1.82
		Type of schemes (growth, income,balanced&others)	.225	.660	1.000	-1.92	2.37
		Advisororbrokeroragent influence	.196	.617	1.000	-1.80	2.20
		Minimuminvestmentorlot size	.196	.720	1.000	-2.14	2.53
		Securityprovidedbythe fund in terms of return	-.089	.720	1.000	-2.43	2.25

		Taxbenefit	.125	.660	1.000	-2.02	2.27
	Advisoror broker or agent influence	Historicalperformanceof fund	-.171	.576	1.000	-2.04	1.70
		Fund'sreturnsmarket return	-.264	.536	1.000	-2.00	1.47
		PerformanceofFund manager	-.405	.547	.999	-2.18	1.37
		CurrentEconomicand Market conditions	-.571	.594	.994	-2.50	1.36
		Type of schemes (growth, income,balanced&others)	.029	.576	1.000	-1.84	1.90
		ExpectedDividend	-.196	.617	1.000	-2.20	1.80
		Minimuminvestmentorlot size	.000	.644	1.000	-2.09	2.09
		Securityprovidedbythe fund in terms of return	-.286	.644	1.000	-2.38	1.80
		Taxbenefit	-.071	.576	1.000	-1.94	1.80
	Minimum investment or lot size	Historicalperformanceof fund	-.171	.686	1.000	-2.40	2.05
		Fund'sreturnsmarket return	-.264	.652	1.000	-2.38	1.85
		PerformanceofFund manager	-.405	.662	1.000	-2.55	1.74
		CurrentEconomicand Market conditions	-.571	.701	.998	-2.85	1.70
		Type of schemes (growth, income,balanced&others)	.029	.686	1.000	-2.20	2.25
		ExpectedDividend	-.196	.720	1.000	-2.53	2.14
		Advisororbrokeroragent influence	.000	.644	1.000	-2.09	2.09
		Securityprovidedbythe fund in terms of return	-.286	.744	1.000	-2.70	2.13
		Taxbenefit	-.071	.686	1.000	-2.30	2.15
	Security providedby the fund in terms of return	Historicalperformanceof fund	.114	.686	1.000	-2.11	2.34
		Fund'sreturnsmarket return	.022	.652	1.000	-2.09	2.14
		PerformanceofFund manager	-.119	.662	1.000	-2.27	2.03

		CurrentEconomicand Market conditions	-.286	.701	1.000	-2.56	1.99
		Type of schemes (growth, income,balanced&others)	.314	.686	1.000	-1.91	2.54
		ExpectedDividend	.089	.720	1.000	-2.25	2.43
		Advisororbrokeroragent influence	.286	.644	1.000	-1.80	2.38
		Minimuminvestmentorlot size	.286	.744	1.000	-2.13	2.70
		Taxbenefit	.214	.686	1.000	-2.01	2.44
	Taxbenefit	Historicalperformanceof fund	-.100	.622	1.000	-2.12	1.92
		Fund'sreturnsmarket return	-.192	.585	1.000	-2.09	1.71
		PerformanceofFund manager	-.333	.596	1.000	-2.27	1.60
		CurrentEconomicand Market conditions	-.500	.639	.999	-2.57	1.57
		Type of schemes (growth, income,balanced&others)	.100	.622	1.000	-1.92	2.12
		ExpectedDividend	-.125	.660	1.000	-2.27	2.02
		Advisororbrokeroragent influence	.071	.576	1.000	-1.80	1.94
		Minimuminvestmentorlot size	.071	.686	1.000	-2.15	2.30
		Securityprovidedbythe fund in terms of return	-.214	.686	1.000	-2.44	2.01
Tamhane	Historical performance of fund	Fund'sreturnsmarket return	-.092	.624	1.000	-2.45	2.27
		PerformanceofFund manager	-.233	.595	1.000	-2.51	2.05
		CurrentEconomicand Market conditions	-.400	.632	1.000	-2.87	2.07
		Type of schemes (growth, income,balanced&others)	.200	.604	1.000	-2.14	2.54
		ExpectedDividend	-.025	.699	1.000	-2.84	2.79
		Advisororbrokeroragent influence	.171	.577	1.000	-2.04	2.39

		Minimuminvestmentorlot size	.171	.729	1.000	-2.88	3.22
		Securityprovidedbythe fund in terms of return	-.114	.690	1.000	-2.96	2.73
		Taxbenefit	.100	.605	1.000	-2.24	2.44
	Fund’s returns market return	Historicalperformanceof fund	.092	.624	1.000	-2.27	2.45
		PerformanceofFund manager	-.141	.577	1.000	-2.29	2.01
		CurrentEconomicand Market conditions	-.308	.616	1.000	-2.66	2.05
		Type of schemes (growth, income,balanced&others)	.292	.587	1.000	-1.92	2.50
		ExpectedDividend	.067	.684	1.000	-2.66	2.80
		Advisororbrokeroragent influence	.264	.560	1.000	-1.80	2.33
		Minimuminvestmentorlot size	.264	.715	1.000	-2.72	3.25
		Securityprovidedbythe fund in terms of return	-.022	.676	1.000	-2.79	2.74
		Taxbenefit	.192	.588	1.000	-2.02	2.41
	Performance of Fund manager	Historicalperformanceof fund	.233	.595	1.000	-2.05	2.51
		Fund’sreturnsmarket return	.141	.577	1.000	-2.01	2.29
		CurrentEconomicand Market conditions	-.167	.586	1.000	-2.44	2.11
		Type of schemes (growth, income,balanced&others)	.433	.556	1.000	-1.68	2.55
		ExpectedDividend	.208	.658	1.000	-2.48	2.89
		Advisororbrokeroragent influence	.405	.527	1.000	-1.55	2.36
		Minimuminvestmentorlot size	.405	.690	1.000	-2.56	3.37
		Securityprovidedbythe fund in terms of return	.119	.649	1.000	-2.61	2.85
		Taxbenefit	.333	.557	1.000	-1.79	2.45
	Current Economic	Historicalperformanceof fund	.400	.632	1.000	-2.07	2.87

	andMarket conditions	Fund'sreturnsmarket return	.308	.616	1.000	-2.05	2.66
		PerformanceofFund manager	.167	.586	1.000	-2.11	2.44
		Type of schemes (growth, income,balanced&others)	.600	.595	1.000	-1.74	2.94
		ExpectedDividend	.375	.691	1.000	-2.44	3.19
		Advisororbrokeroragent influence	.571	.568	1.000	-1.64	2.78
		Minimuminvestmentorlot size	.571	.722	1.000	-2.49	3.63
		Securityprovidedbythe fund in terms of return	.286	.683	1.000	-2.56	3.14
		Taxbenefit	.500	.596	1.000	-1.84	2.84
	Type of schemes (growth, income, balanced& others)	Historicalperformanceof fund	-.200	.604	1.000	-2.54	2.14
		Fund'sreturnsmarket return	-.292	.587	1.000	-2.50	1.92
		PerformanceofFund manager	-.433	.556	1.000	-2.55	1.68
		CurrentEconomicand Market conditions	-.600	.595	1.000	-2.94	1.74
		ExpectedDividend	-.225	.666	1.000	-2.95	2.50
		Advisororbrokeroragent influence	-.029	.537	1.000	-2.06	2.01
		Minimuminvestmentorlot size	-.029	.698	1.000	-3.03	2.97
		Securityprovidedbythe fund in terms of return	-.314	.657	1.000	-3.08	2.46
		Taxbenefit	-.100	.567	1.000	-2.29	2.09
	Expected Dividend	Historicalperformanceof fund	.025	.699	1.000	-2.79	2.84
		Fund'sreturnsmarket return	-.067	.684	1.000	-2.80	2.66
		PerformanceofFund manager	-.208	.658	1.000	-2.89	2.48
		CurrentEconomicand Market conditions	-.375	.691	1.000	-3.19	2.44

		Type of schemes (growth, income,balanced&others)	.225	.666	1.000	-2.50	2.95
		Advisororbrokeroragent influence	.196	.642	1.000	-2.45	2.84
		Minimuminvestmentorlot size	.196	.781	1.000	-3.06	3.46
		Securityprovidedbythe fund in terms of return	-.089	.745	1.000	-3.19	3.01
		Taxbenefit	.125	.667	1.000	-2.60	2.85
	Advisoror broker or agent influence	Historicalperformanceof fund	-.171	.577	1.000	-2.39	2.04
		Fund'sreturnsmarket return	-.264	.560	1.000	-2.33	1.80
		PerformanceofFund manager	-.405	.527	1.000	-2.36	1.55
		CurrentEconomicand Market conditions	-.571	.568	1.000	-2.78	1.64
		Type of schemes (growth, income,balanced&others)	.029	.537	1.000	-2.01	2.06
		ExpectedDividend	-.196	.642	1.000	-2.84	2.45
		Minimuminvestmentorlot size	.000	.675	1.000	-2.95	2.95
		Securityprovidedbythe fund in terms of return	-.286	.633	1.000	-2.99	2.41
		Taxbenefit	-.071	.538	1.000	-2.11	1.97
	Minimum investment or lot size	Historicalperformanceof fund	-.171	.729	1.000	-3.22	2.88
		Fund'sreturnsmarket return	-.264	.715	1.000	-3.25	2.72
		PerformanceofFund manager	-.405	.690	1.000	-3.37	2.56
		CurrentEconomicand Market conditions	-.571	.722	1.000	-3.63	2.49
		Type of schemes (growth, income,balanced&others)	.029	.698	1.000	-2.97	3.03
		ExpectedDividend	-.196	.781	1.000	-3.46	3.06
		Advisororbrokeroragent influence	.000	.675	1.000	-2.95	2.95

		Securityprovidedbythe fund in terms of return	-.286	.774	1.000	-3.58	3.01
		Taxbenefit	-.071	.698	1.000	-3.07	2.93
	Security providedby the fund in terms of return	Historicalperformanceof fund	.114	.690	1.000	-2.73	2.96
		Fund'sreturnsmarket return	.022	.676	1.000	-2.74	2.79
		PerformanceofFund manager	-.119	.649	1.000	-2.85	2.61
		CurrentEconomicand Market conditions	-.286	.683	1.000	-3.14	2.56
		Type of schemes (growth, income,balanced&others)	.314	.657	1.000	-2.46	3.08
		ExpectedDividend	.089	.745	1.000	-3.01	3.19
		Advisororbrokeroragent influence	.286	.633	1.000	-2.41	2.99
		Minimuminvestmentorlot size	.286	.774	1.000	-3.01	3.58
		Taxbenefit	.214	.658	1.000	-2.56	2.99
	Taxbenefit	Historicalperformanceof fund	-.100	.605	1.000	-2.44	2.24
		Fund'sreturnsmarket return	-.192	.588	1.000	-2.41	2.02
		PerformanceofFund manager	-.333	.557	1.000	-2.45	1.79
		CurrentEconomicand Market conditions	-.500	.596	1.000	-2.84	1.84
		Type of schemes (growth, income,balanced&others)	.100	.567	1.000	-2.09	2.29
		ExpectedDividend	-.125	.667	1.000	-2.85	2.60
		Advisororbrokeroragent influence	.071	.538	1.000	-1.97	2.11
		Minimuminvestmentorlot size	.071	.698	1.000	-2.93	3.07
		Securityprovidedbythe fund in terms of return	-.214	.658	1.000	-2.99	2.56

HomogeneousSubsets

Satisfication			
			Subsetforalpha =0.05
	Factors	N	1
TukeyHSD[a,b]	Typeofschemes(growth, income, balanced & others)	10	3.40
	Advisororbrokeroragent influence	14	3.43
	Minimuminvestmentorlotsize	7	3.43
	Taxbenefit	10	3.50
	Historicalperformanceoffund	10	3.60
	ExpectedDividend	8	3.63
	Fund'sreturnsmarketreturn	13	3.69
	Securityprovidedbythefund in terms of return	7	3.71
	PerformanceofFundmanager	12	3.83
	CurrentEconomicandMarket conditions	9	4.00
	Sig.		.995

Meansforgroupsinhomogeneoussubsetsaredisplayed.

a.UsesHarmonicMeanSampleSize=9.492.

b.Thegroupsizesareunequal.Theharmonicmeanofthegroupsizesisused. Type I error levels are not guaranteed.

Inference:

SinceP valueislesserthan0.05rejectnullhypothesis.Henceitisconsideredthatthereis no significance difference among age group and impact of factors while investing in mutual funds.

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