

**CONTEMPORARY PRACTICES IN** 

MANAGEMENT AND INFORMATION TECHNOLOGY

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### 16

# A STUDY OF AWARENESS OF MUTUAL FUNDS INVESTMENT IN AHMEDABAD CITY

— Dr. Hiral Parikh, Shrushti Shah & Nikunj Prajapati

#### Abstract:

In India mutual funds industry has grown drastically since last 20 years. The main reason behind this is that, that people with inefficient knowledge and limited funds prefer mutual funds schemes to get advantage of entire market. Mutual funds pool resources from thousands of investors and diversifies it's investment into many different holdings such as stocks, bonds or government securities in order to provide high returns and safety. The present study focuses on various types of mutual funds and investor towards them.

The study uses primary data of 121 respondents which is collected through the method of questionnaire. Respondents are widely spread in various income groups, age groups and occupation so that we get knowledge of entire market. The paper takes gender and income as independent variables and studies various parameters of investments like satisfaction level, period of investments, risk and return and percentage of savings to be invested in mutual funds.. It is found that the investors prefer doing SIP over lump sum investments in mutual funds. From the research point of view, the present study will helpful in the field of personal investment.

Keywords: Mutual funds (MFs), SIP, gender-wise, income-wise, risk and return

#### I. Introduction:

Mutual funds are subject to market risks. India is heading towards Make-in-India project and encouraging small and medium scale industries. The risk free investments in India has taken a diversion towards risky investments at the same time a little safer than direct stock markets. The encouragement is given to mutual funds so that the economy grows and investors get higher returns.

There are various types of mutual funds and their benefits. Depending on the need of an investor he can invests. The paper focuses on the various types of mutual funds and investors perception towards them.

### II. A Review of Literature:

Sharma, (2020) observed that, equity share schemes have higher risk with higher return and mutual funds schemes have lower risk with lower return there are some companies

can give positive returns to the to the can give positive returns the can give positive returns the can give positive returns the ca bank ltd, Infosys ltd, Kotak ividents are hands and Axis mutual funds are hands and investment in both adds that, investment in both Maheshwari, (2020)

Maheshwari, (2020)

performance evaluation

performance from an performance evaluation
Ratio and outcome from an categories of mutual fund.

Chakraborty, (2013) in h a retail product designed to of a mutual fund product and the hour. A successful fund man based on the demographic profile and the performance to meet investor require

Shiyang Huang, (2020) argued and emp practices can con-tribute to the increasing fra empincal findings to support our argument trade Treasuries to manage their liquidity on Treasuries than that on corporate bonds

Panigrahi, (2020) observed that, the ELSS have contained the second contained that the ELSS have contained the second contained the sec of analysis making them an attractive investment option for investors leaves recognized this as it is evident from the current AUM of this category of turbs at a lakh crore. Moreover, the tax benefit available by investing in ELSS, which reduces income to the extent of mutual fund industry in our economy. The findings of the real could create business opportunities for many sub-functions involved in the functional ELSS mutual funds such as portfolio managers, professional training institution

Kishore Kumar Das, (2020) found the shown a very positive Demonetization in mutaes. thas shown a very positive sign of the investors. Demonetization by the investors. Demonetization by the investors of the consequence of the conse have initially hamper but soon it witnessed highest to over the soon i but soon it witnessed ingred decade. Investors can now the year 2017 as compared to over the year 2017 as co decade. Investors can now make the investors to investors distributor, soon ecommerce platform will make it even easier for the investors to investigation and investigation in the investors of investigation investigation in the investors of investigation in the investigation in the investigation in the investors of investigation in the investigation in the

## III. Research Methodology: Objectives of the Study:

- 1. To study the awareness of mutual funds in the people of Ahmedabad city based of the awareness of mutual funds in the people of Ahmedabad city based of the study the awareness of mutual funds in the people of Ahmedabad city based of the study the awareness of mutual funds in the people of Ahmedabad city based of the study the awareness of mutual funds in the people of Ahmedabad city based of the study the awareness of mutual funds in the people of Ahmedabad city based of the study the awareness of mutual funds in the people of Ahmedabad city based of the study the study the awareness of mutual funds in the people of Ahmedabad city based of the study the st

2. To study the awareness of mutual funds in the people of Ahmedabad based on Income Reserrich Design.

The study uses do ...

# TABLE NO 1 : FREQUENCY TABLE

	FREQUENCY TABLE			
-	FREQUENCY TABLE	INVEST		
No. 2 2	GENDER	FUNDS IN		
11 MA A.I. F	96			
POT AL	25			
0.00.00	121	64		
NONIDUALI	NCOME PER ANNUM	18		
801. W E 50000	ANNUN	<b>N</b>		
8 SEEEE AS 1000000	38	82		
33 110 1 RS 2500000	57			
AR N E RS 2500000	20	20		
NOT MENTIONED	3	42		
TOTAL	3	17		
	121	1		
of 121 respondents, the people are not interested	ere are 82(68%) possi	2		

Out of 121 respondents, there are 82(68%) people investing in mutual funds and people are not interested in mutual funds investment. From 82 respondents males and 18(22%) females investing in mutual funds. Mutual funds investing more on an individual income which can be a base to select that how me one is ready to do in mutual funds and whether they are interested to in their spare income or do they find other investment options better. Table no. 1 shows the space in the space of the space more than half 42(51%) out of 82 respondents earning an income between Rs. 500000 to R 1000000 are investing in mutual funds. And 17 (21%) respondents with income between Rs.10,00,001 to Rs.25,00,000 are investing in mutual funds. The high income groups and the second se comparatively investing low in mutual funds as they find other investment options giving better returns than mutual funds. Data analysis based on gender of the respondents:

TABLE NO 2: Gender and Investing in Mutual Funds

GENDER	INVESTING IN N	nvesting in Mutual	Funds
	INVESTING IN M	IUTUAL FUNDS	TOTAL
MALE		NO	
FEMALE	18	32	96
TOTAL	82	7	25
	02	39	121

A Study of Awareness of Mutual Funds Investment in Ahmedabad Cary The scope of the study is limited to Ahmedabad city. scope of the Study:

There are two types of data collection techniques, primary as well as second of two types of data: To evaluate the preference of mutual funds, the study and the help of questionnaire and it. There are two types

There are Sources of Data: primary data: 10 evaluate the profession of mutual funds, the study up primary data: 10 evaluate the primary data: 10 evaluate Princollected Warious websites, books, journals, research papers and management of the secondary data: Various websites on mutual funds.

Secondary secondary information on mutual funds. Secondary units. Secondary information on mutual funds.

npling:
The sample size for the purpose of study is 121 respondents and the sampling are sampled. convenient sampling.

For the purpose of addressing the objectives under study, various statistical took and the purpose tabulation and Chi square test. Tools and Tehniques: For the Park tabulation and Chi square test.

Hypounds:
H0:There is no significant relationship between gender and awareness of investors are relationship.

H1:There is significant relationship between gender and awareness of investors in management

HO:There is no significant relationship between income and awareness of investor a reason

H1:There is significant relationship between income and awareness of investors a reason **funds** 

#### Mutual Funds:

A mutual fund is an investment vehicle in which many investors pool their capital to earn in which companies he should invest remains confused. So, he can pool his capital a mutual funds to get benefit of overall market. A mutual funds agency collects the cape from the market of investors and invest it in various securities like share, bonds other money market instruments. Mutual funds are divided into several types of comments. representing the kinds of securities they invest in, their investment objectives, and the securities they invest in, their investment objectives, and the securities they invest in, their investment objectives, and the securities they invest in, their investment objectives, and the securities of the securities they invest in, their investment objectives, and the securities of the securities they invest in, their investment objectives, and the securities of th of return they seek.

A share of mutual fund represents investment in different securities instead of the dipology holding one.

## **Various Types of Mutual Funds:**

- 1. Equity funds
- 2. Debt funds
- 3. Money market funds
- 4. Index funds
- 5. Balanced funds or hybrid funds
- 6. Income funds

A Study of Awareness of Mutual Fund	ds Investmei	nt in A	Ahmedabad City
of Awareness TABLE N	O 25: Chi-S	quare	Tests
Shidy	Value	Df	Asymp. Sig. (2-sided)
a : Square	11.580	12	0.48
Pearson Chi-Square  Pearson Ratio	14.376	12	0.277
Pearson Carlon Likelihood Ratio Likelihood Ratio Linear Association  Linear-by-Linear Association	4.922	1	0.027
Linear-by-Linear Association  N of Valid Cases	80		

There is no significant relationship between income and % of savings in MFs.

However is significant relationship between income and % of savings in MFs.

HI: There is significant relationship between income and % of savings in MFs.

HI: There is significant relationship between that respondents with :--There is significant to savings in MFs.

There is significant to solve the savings in mutual funds. And 15% to 25% of the savings in mutual funds. And 15% to 25% of the savings in mutual funds. from the table 110. It is their savings in mutual funds. And 15% to 25% of the savings are invest less than 15% of their savings of between 500000 to 1000000. Therefore the invest less by respondents with income of between 500000 to 1000000. invest less than 13 /0 of the savings are invested by respondents with income of between 500000 to 1000000. Therefore the investors invested by respondents group prefer mutual funds. The chi-square statistic is 11 500 invested by respondence group prefer mutual funds. The chi- square statistic is 11.580 and the with middle income group which is higher than 0.05 that says income has relative to 1000000. Therefore the investors with middle income 8.480 which is higher than 0.05 that says income has relationship hence significance value is 0.480 which is higher than 0.05 that says income has relationship hence

TABLE NO 26: Income and % of Return on Mutual Funds

ignificance value								
	%(	%OF RETURNS ON MUTUAL FUNDS						
INCOME		LESS THAN 15%		25- 50%	MORE THAN 50%			
	2	12	6	0	0	20		
BELOW RS. 500000	0	15	22	4	1	42		
-a 500000- RS. 1000000		6	7	2	2	17		
pc 1000001- RS. 2500000	0	0	0	0	1	1		
ABOVE RS. 2500001	2	33	35	6	4	80		
TOTAL				<b>-</b> ,				

TABLE NO 27: Chi-Square Tests

TABLE NO 27: Cm-square 20					
	Value	Df	Asymp. Sig. (2-sided)		
CL: Cauare	34.017	12	0.001		
Pearson Chi-Square	22.532	12	0.032		
Likelihood Ratio	13.282	1	0		
Linear-by-Linear Association	80				
N of Valid Cases			C moturns		

H0:There is no significant relationship between income and % of returns.

From the **table no. 27**, there are 22(28%) people out of 80 investing respondents earning 500000 RS 1000000 H1: There is significant relationship between and % of returns. Rs. 500000 RS 10000000 expect returns of 15-25%. The chi-square statistic is 34.017 and the significance value: significance value is 0.001 hence H0 is accepted.

Awareness of Mutual Funds Investment in Ahmedahad ( a. 16 shows that 16 males and 2 females out of a not options better. The 16 shows that 16 males and 2 females out of 82 maps 16 shows options better. The chi-square statistic is 177 maker investment is higher than 0.05 that confirms and 177 which is higher than 1.05 that confirms and 177 maker investment is higher than 1.05 that confirms and 177 maker investment is higher than 1.05 that confirms and 1.05 that confirms are statistic in 1.75 maker investment in 177 maker investment in 16 shows that 10 males and 2 females out of 12 males o Table now stment options better. The chi-square statistics investment is higher than 0.05 that confirms gender which is higher than 0.05 that confirms gender which is hence H0 is rejected.

The chi-square statistics gender which is have which is hence H0 is rejected.

The chi-square statistics gender which is higher than 0.05 that confirms gender which on Income of the salvsis based on Income of the

nver based on Income of the respondents :

TARIF NO 18: Income TABLE NO 18: Income and Investment in Mutual I

TABLE TO	INVESTMENT IN M	UTUAL FUNDS
INCOME	YES	NO
TC 500000	20	18
BELOW RS. 500000	42	15
	17	3
RS. 500000- RS. 1000000 RS. 1000001- RS. 2500000	1	2
	80	38
TOTAL	77.70.40.01.40.77	

### TABLE NO 19: Chi-Square Tests

TOP AS

118

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.251	3	0.026
Pearson Chi oqui	9.297	3	0.026
Likelinood Rude	3.362	1	0.067
Linear-by-Linear Association	118		
N of Valid Cases			nentioned the income

NOTE: As 3 people out of 121 respondents have not mentioned the income the test as with income base has 118 valid cases.

 $_{
m H0:}$  There is no significant relationship between income and investment in mutual back. H1: There is significant relationship between income and investment in mutual funds. Fee

The table no. 18 we can say that there are 42(53%) people out of 118 respondence are income is RS 500000 to RS 1000000 investing in mutual funds. The chi square research 9.251 and the significance value is 0.026 which is less than 0.05 that confirms that is considered. no effect on investments, hence H0 is accepted for the present study.

TABLE NO 20: Income and Period of Investment

TABLE NO 20: Income und Terrory PERIOD OF INVESTMENT							
INCOME	P						
n.vo	0-3	3-7	7-10	THAN 10			
	YEARS	YEARS	YEARS	YEARS 3	20		
	0	6	2		42		
BELOW RS. 500000	9	19	4	4	17		
RS. 500000-RS. 1000000	15	4	4	7	1		
RS. 1000001RS. 2500000	2	0	0	1	80		
ABOVE RS. 2500001	0	29	10	15			
TOTAL	26	29					

TABLE NO 3: Chi-Sau-

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.258	1	0.611
was and Katio	0.263	1	0.608
Linear-by- Linear Association	0.256	1	0.613
Linear-by 2 N of Valid Cases	121		
N of Valle	<b></b>		or and investing in a

HO: There is no significant relationship between gender and investing in mutual form is significant relationship between gender and investing in mutual form. HI: There is significant relationship between gender and investing in mutual funda.

HI: There is significant relationship between gender and investing in mutual funda.

HI: There is significant relationship between gender and investing in mutual funda. The table no. 2 shows that 64(78%) males and 18(21%) females are investing in the table 187 respondents. Only 32 males and 7 females are not investing in the table 187 respondents.

The table 110. 2 The ta funds out of 52. The chi-square statistic is 1.258 and the significance value is 0.611 when 121 respondents. That confirms gender has relationship on mutual for the chi-square statistic is 1.258 and the significance value is 0.611 when 121 respondents. 121 respondents. The confirms gender has relationship on mutual fund investment bear higher than 0.05 that confirms gender has relationship on mutual fund investment bear.  $_{\mbox{H0}}$  is rejected.

TABLE NO 4: Gender and Investing Period

is reject	IA	DLL IVO 1.			TOTAL	
70	PERIOD OF INVESTMENT					
GENDER	2 2 VE ARS	3-7 YEARS	7-10 YEARS	MORE THAN 10 YEARS		
		23	10	13	64	
MALE	18	25	1	2	19	
FEMALE	9	6	1	15	62	
	27	29	11	15		
TOTAL			IO 5. Chi-Sai	iare Tests		

TABLE NO 5: Chi-Square Tests

TABLE NO 3: CHI-Square							
	Value		C:= (2, sided)				
	3.781	3	0.286				
Pearson Chi-Square		3	0.274				
Likelihood Ratio	3.888		0.082				
Linear-by-Linear Association	3.017	1					
	82		f 64 total males invest for 3.7 a				
N of Valid Cases	100.0	11t O	f 64 total males in the long learning				

The table no. 4 shows that 23(36%) males out of 64 total males investigation of 64 total males 9(50%) females out of 18 total females invest for 0-3 years. Males prefer compared to compared to females. The chi-square statistic is 3.781 and the significant which is big. which is higher than 0.05 that confirms that gender has relationship with hence HO: LE NO 6: Gender and kind of Investment hence H0 is rejected.

TABLE NO 6: Gender www.	
IZIND OF INVESTMENT	LUMPSL
KIND OF MENT PLAN	15
MATIC INVEST	=
GENDER SIP (SYSTE MATIC INVESTMENT PLAN 49	20
MALE 13	20
FEMALE 62	
TOTAL	

# AWARENESS OF AS AN MUTUAL FUND

A State of the Sta	AVV	or Ted				
GENDER	TOTALLY	PARTIAL KNOWLEDGE ABOUT MUTUAL FUNDS	AWARE ONLY OF SPECIFIC SCHEMES	FULLY AWARD		
MALE	2	21	17	J 206 10		
FEMALE	1	9	7	24		
TOTAL	3	30	24	1		
TABLE NO 15: Chi-Square Tests 25						

## TABLE NO 15: Cni-Square Tests

		,	rests
	Value	df	Asym
Pearson Chi-Square	6.793	3	Asymp. Sig. (2-sided)
Likelihood Ratio	8.469	3	0.079 (ded)
Linear-by-Linear Association	5.063	1	0.037
N of Valid Cases	82		0.024
ere is no significant relationship be	etween o	anda	

H0: There is no significant relationship between gender and their awareness as an interest awareness as an interest awareness. H1: There is significant relationship between gender and their awareness as an incomplete are contained as a contained are contained as a contained as a contained are contained as a contained a

Table no. 14 shows that 9(11%) females out of 82 respondents are only partially award of total 82 respondents are fully award to the same of the same about the funds and 24(29%) males out of total 82 respondents are fully aware about the significance value is 0.079 that is higher the about the rungs and 24(2), many aware about chisquare statistic is 6.793 and the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 that is higher than the significance value is 0.079 than the significance value is 0.079 that is higher than the significance value is 0.079 than the signific

TABLE NO 16: Gender and Not Investing In Mutual Funds Cross tabulation

	NOT INVESTING IN MUTUAL FUNCTIONS tabulation					
	NOT I	NVESTING IN MUTU	AI FIINDO	s Cross tabu	lation	
GENDER	KNOWLEDGE INVESTMENT		FIND IT RISKY	LACK OF SAVINGS		
MALE	5	OPTIONS BETTER		011/11/05		
EMALE	2	16	3	8	32	
TOTAL	7	2	1	2		
18				10	39	
TARIF NO 17						

# TABLE NO 17: Chi-Square Tests

Chi-Square Tests							
Pearson Chi-Square	Value	Df	Asymp. Sig. (2-sided)				
Likelihood D	1.271	3	0.736				
Linear-by-Linear Association	1.268	3	0.737				
N of Valid Cases	0	1	0.984				
here is no significant relations	39						

H0: There is no significant relationsh

		Tests Ah.	
	Value	-	
Pearson Chi-Square	18.257	9	Asymp. Sig. (2)
Likelihood Ratio	16.906	9	Asymp. Sig. (2-sided)
Linear-by-Linear Association	9.238	1	0.05
N of Valid Cases	80		0.002
nere is no significant relationship b	-1		

H0: There is no significant relationship between income and investing period. H1: There is significant relationship between income and investing period.

Table no. 20 shows that 19(24%) out of 80 respondents investing in MFs each than 0.05 hence H0 is according to 1000. Table no. 20 shows that 19(24%) out of 55 Table no. 20 shows the 19(24%) out of 55 Table no. 20 shows the 19(24%) out of 55 Table no. 20 shows the 19(24%) out of 55 Table no. 20 shows the 19(24%) ou 500000 to RS 1000000 per annum investion of the significance value is 0.032 that is less than 0.05 hence H<sub>0</sub> is accepted for the significance value is 0.032 that is less than of Investment

TABLE NO 21: Income and kind of Investment

	Stment					
INCOME	KIND OF INVESTMENT	- Intent				
	SIP (SYSTEMATIC INVESTMENT PLAN)	LUMP SUM				
BELOW RS. 500000	16	TOTALIS SUM				
RS. 500000- RS. 1000000	31	4				
RS. 1000001RS. 2500000	13	11 20				
ABOVE RS. 2500001	1	4 42				
TOTAL	61	0 17				
TABLE NO 22: Chi-Square Total						

TABLE NO 22: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.605	3	0.895
Likelihood Ratio	0.839	3	0.84
Linear-by-Linear Association	0.008	1	0.931
N of Valid Cases	80		

H0: There is no significant relationship between income and kind of investment.

H1: There is significant relationship between income and kind of investment.

The Table no. 22 shows that 31(39%) people out of 80 investing respondents in the Table no. SIP within the income of RS 1000000. The chi-square statistic is 0.605 and the significant value is 0.895 which is higher than 0.05 that confirms that income has relationship on him investments hence H0 is rejected.

TABLE NO 24: Income and % of Savings in Mutual Fund

TABLE NO 24. Income una % of Suotings in Mataul I min					
INCOME	% OF SAVINGS IN MUTUAL FUND				
	Zero	Zero Less than 15% 15-25%			More than 50%
BELOW RS. 500000	1	14	5	0	0 12
RS. 500000- RS. 1000000	0	20	17	4	1 1
RS. 1000001- RS. 2500000	1	6	7	3	0 1
ABOVE RS. 2500001	0	0	1	0	0 80
TOTAL	2	40	30	7	1
	•	•			200

		juure Tes	to A
	Value	DA	
Pearson Chi-Square	0.144	1	Asymp, c:
Continuity Correction	0.005	1	Asymp. Sig. (2- side
Likelihood Ratio	0.141	1	0.705
Fisher's Exact Test		1	0.946
Linear-by-Linear Association	0.142	1	0.708
N of Valid Cases	82	1	
here is no significant relationship	between ~	1	0.707

N of Valid Cases

H0: There is no significant relationship between gender and kind of investments relationship between gender and kind of investments. H0: There is no significant relationship between gender and kind of investments.

H1: There is significant relationship between gender and kind of investments.

There is significant relauously.

The **table no. 6** shows that 49(76%) males out of 64 total males and 13(72%) females prefer SIPs compared to lump sum investments. The chi-square The **table no. 6** shows that 49(/070) marcs on of 18 total females prefer SIPs compared to lump sum investments. The chi-squales of 144 and the significance value is 0.705 which is higher than 0.05 that cone of 18 total females prefer SIPs compared to Tally of 18 total females prefer SIPs compared to Ta

TABLE NO 8: Gender and Satisfaction Level

GENDER	SATISFI CATISFI CONTROL CONTRO
GENDER	· SATISFACTION LEVEL
MALE	YES NO TOTAL
FEMALE	51 13
TOTAL	14 64
TABI	LE NO 9: Chi-Saux - 82

TABLE NO 9: Chi-Square Tests

Columna Column					
Column1	Value				
Pearson Chi-Square	.031	DI	Asymp. Sig. (2-sided)		
Likelihood Ratio		1	0.86		
Linear-by-Linear Association	0.031	1			
	0.031	1	0.861		
N of Valid Cases		1	0.861		
here is no significant relationship b	82				
The significant relationship b	-				

H0: There is no significant relationship between gender and satisfaction level.

H1: There is significant relationship between gender and satisfaction level.

From the table no. 8 it is observed that there are 51(62%) males are satisfied and hales are comparatively. females are comparatively less satisfied than males out of total 82 respondents. The square statistic is 0.031 and the satisfied than males out of total 82 respondents. The same of the s square statistic is 0.031 and the significance value is 0.860 which is less than 0.05 that gender has relationship and that gender has relationship with satisfaction level, hence H0 is rejected.

TABLE NO 10: Gender and % of Savings in Mutual Funds

	GENDER		10. Ge	nder ar	avings in Mutual Funds			
-	75.	Zero		1 SAV	INGS IN I	MUTUAL	FUNDS 1	rotal
-	MALE FEMALE	1.51	Less than	15%	15-25%		More than 50%	4
	TOTAL		10		23	6	1	15
		3			/	1	0	

A Study of Awareness of Mutual Fund	ds Investme	nt in Ahr	medabad City
A Study of A. TABLE I	Value	Df	Asymp. Sig. (2sided)
	1.541	4	0.819
Pearson Chi-Square	2.42	4	0.659
Likelihood Ratio  Likelihood Ratio	0.054	1	0.816
Likelihood Tu- Linear Association N of Valid Cases	82		

H0: There is no significant relationship between gender and % of savings in mutual funds. 

From the table no. 10 it is observed that 31(38%) males and 10(12%) females out of 82 From the significance value is 0.819 which is less than 0.05 that the significance value is 0.819 which 0. respondence value is 0.819 which is less than 0.05 that confirms that gender has 1.541 and the significance value is 0.819 which is rejected 1.541 mich is reserved. relationship on % of savings, hence H0 is rejected.

TABLE NO 12: Gender and Preference of Investment Parameters

	TABLE NO	TOTAL					
TDED	PREF	TOTAL					
	INVEST- MENT PERIOD/ LOCK IN PERIOD	LOW	HIGHER	MARKET FLUCTUATIONS/	CONSISTENCY OF PERFORMANCE E OF A MUTUAL FUND		
	31	13	6	5	9		64
MALE FEMALE		5	3	0	2		18
TOTAL	39	18	9	5	11		82

TABLE NO 13: Chi-Square Tests

TABLE NO	) 15. Citt 5.	7	
	Value	Df	Asymp. Sig. (2sided)
Pearson Chi-Square	2.582	4	0.63
Likelihood Ratio	3.573	4	0.467
Linear-by-Linear Association	0.12	1	0.729
N of Valid Cases	82		
N of Valid Cases			·

H0:There is no significant relationship between gender and parameters considered for

H1:There is significant relationship between gender and parameters considered for

The table no. 12 shows that 31(38%) males and 8(10%) females out of total 82 respondents Consider the lock in period for investing in mutual funds. The chi-square statistic is 2.582 and the significance value is 0.630 which is higher than 0.05 that confirms that gender has relationship on preferences of various investment parameters so H0 is rejected.

A Study of Awareness of Mutual Funds Investing in Mut.... Ahn TABLE NO 28: Income and Not Investing in Mutu

INCOME	Momm	- was	in Mill	'n AL
TIVEONIE	NOTINV	ESTING IN MU	Ti	I Fun
	LACK OF KNOWLEDGE	INVESTMENT	FIND	LAC
BELOW RS. 500000	3	8		SANINGS SYNCK OF
RS. 500000RS. 1000000	2	8	3	100
RS. 1000001 RS. 2500000	2	1	1	4
ABOVE RS. 2500001	0	1	0	4
TOTAL	7	18	0	0
		16	4	1

TABLE NO 29: Chi-Square Tests

		Tests			
	Value	Df	Acres		
Pearson Chi-Square	7.424	9	Asymp. Sig. (2-sided)		
Likelihood Ratio	7.312	. 9	0.593 (ded)		
Linear-by-Linear Association	0.096	1	0.605		
N of Valid Cases	38	1	0.757		
ero is no significant relationals.					

H0:There is no significant relationship between income and not investing in Mission and not investing investing in Mission and not investing in Mission and not investing in H1:There is significant relationship between income and not investing in MFs.

invest in MFs within RS 500000- RS 1000000 who finds other investment options between the significance value of the signif mutual funds. The chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance value is 0.593 in the chi-square statistic is 7.424 and the significance statistic is 7.424 and the chi-square statistic i higher than 0.05 that shows income has relationship on not investing in mutual fund

#### V. CONCLUSION:

The objective of the paper was to study awareness of mutual funds in the Ahmedabad. The study concludes that more males invest in mutual funds compa females. Males invest for long term in mutual funds. Both gender prefer SIP over lun investment and the period of investment is around 3 to 7 years. The percentage of males and females invest in mutual funds remains same but at the same time satisfact the returns differs between the both. Males and females, both consider the same part and also they find themselves only partially aware about the mutual fund scheme study also considers income as a base to know about the investors preference with observed that income has no relationship on whether the people wants to investigate the people funds or not. Also income has no relationship on returns expected and also no relationship with the period of investment on the other hand income has a direct relationship kind of investments. It is observed that high income group of people invest their substrances that on the outer nand income nas a direct relative their substrances. other options like real estate, commodities etc. Thus the study concludes that gentle relationship with average of plaining the study concludes that gentle relationship with average of the study concludes that gentle relationship with average of the study concludes that gentle relationship with average of the study concludes that gentle relationship with average of the study concludes that gentle relationship with a study conclude the study concludes that gentle relationship with a study conclude the study concludes the stud relationship with awareness of mutual funds and income to certain extend plays deciding in which type of the state of the deciding in which type of mutual fund it has to be invested.

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