

Financial Sector and Sustainable Development



Editors

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Dr.P.Santhi

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13.	AWARENESS ON FINANCIAL INCLUSION AMONG LOW INCOME HOUSEHOLDS Dr.J.Thiravia Mary Gloria Dr.P.Sanathi	120
14.	PROFITABILITY ANALYSIS OF OIL AND NATURAL GAS CORPORATION (ONGC) LIMITED G. Santhakumar Dr. P.Deivanai	128
15.	IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER SATISFACTION IN HOTEL INDUSTRY G.Rameshkumar K.Selvam	135
16.	MEASURING THE VOLATILITY ON INTRA-DAY TRADING IN NAIVE INVESTORS PERSPECTIVE K. Thangamani Dr.K.Kanniammal	142
17.	INDIAN STOCK MARKET INTEGRATION WITH GLOBAL STOCK MARKET - AN EMPIRICAL ANALYSIS Dr.M.Anbukarasi M.Devaki	149
18.	AN EVALUATIVE STUDY ON INVESTORS PERCEPTION TOWARDS MUTUAL FUNDS IN TIRUPUR DISTRICT Dr. (Smt.) V.Vimala	156
19.	FACTORS DETERMINING INVESTMENT BEHAVIOUR OF INDIVIDUAL INVESTORS Mrs.P.Sasirekha Dr.U.Jerinabi	167
20.	A STUDY ON FINANCIAL ASSISTANCE TO ORGANIC FARMING FOR SUSTAINABLE DEVELOPMENT K.Vidhyakala Dr.P.Sanathi	175
21.	COIMBATORE AS A MICE TOURISM DESTINATION: A SCOPE FOR ECONOMIC SUSTAINABILITY Ms. Sandhya Durga Prasad Dr.Bindu.V.T.	185
22.	RISK MANAGEMENT STRATEGIES OF THE RURAL HOUSEHOLDS A. Meenakshi Dr. U.Jerinabi	195
23.	ASSESSMENT OF CREDIT RISK IN THE INDIAN BANKING SECTOR A.R.Rihana Banu Dr.G.Santhiyavalli	203
24.	FOREIGN DIRECT INVESTMENT AND ECONOMIC DEVELOPMENT IN INDIA Dr.C.Parvathi	209
25.	PROFITABILITY PERFORMANCE OF SELECT PUBLIC AND PRIVATE SECTOR BANKS IN INDIA Dr M.Jegadeeshwaran M. Basuvaraj	218

26.

27.

28.

29.

AN EVALUATIVE STUDY ON INVESTORS PERCEPTION TOWARDS MUTUAL FUNDS IN TIRUPUR DISTRICT

Dr. (Smt.) V.Vimala

Assistant Professor, Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

Abstract

In the current scenario, due to mammoth attractiveness towards Mutual Fund Investments, the investors usages of its services has revolutionized the entire financial sector by enabling investors to conduct fiscal contact through the Financial investments. The present research provides a platform to be aware of the emerging current issues in the field of financial services particularly with reference to the mutual fund investors of Tirupur District and it also annotate the positive impact to the monetary system, ensuing upon the pecuniary reforms as well as highlights the current progress, challenges and opportunities in the area of Mutual Fund. The study focused on the investor's sensitivity towards mutual fund investment, relationship between the income level and preferences of investment in mutual funds, the association between the age group and the mode of receiving the return in order to know how efficiently the mutual fund investors are benefiting by parking their investments in mutual fund. In this context, an effort is made to inspect and evaluate the collision of Mutual Fund on the selected Investors in Tirupur district. The study is carried out with the help of a suitable research instrument and 50 investors were selected and with the help of their responses analysis is made followed by few suggestions.

Keywords: Mutual Fund Investment, Investment Schemes and Portfolio Investments, Financial sector.

1.1 Introduction

The Indian investment market is growing enormously by last few years. With the reforms of financial system, built-up policy, public sector and monetary sector, the economy has been opened up and many developments have been taking place in the Indian money bazaar and capital marketplace. Small investors face problems in parking their left-over in share market which are limited resources, lack of professional advice, lack of information, etc. Mutual funds are financial peacekeeping troops who help these investors in mobilising their surplus income and channelize their savings into those avenues where there is demand for funds. Mutual fund is an body which provides the services of professional in managing the investment of the individuals and to provide them the benefits of steady return, high liquidity, low risk and capital appreciation through diversification and expert management.

1.2 Literature Review

The literature in the area of mutual funds is enormous. Since it is difficult to review all the works carried out in the area of mutual funds in India, this review is limited to only those studies which are relevant to the objectives of the present study. With this background, review of few important works is made in the following paragraphs.



Dr.G.Santhiyavalli, is Professor and Head of the Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, Tamil Nadu. Starting her professional career in 1977 as lecturer, she has been actively engaged in teaching and research for the past 39 years. As head of the department since 1994, she is instrumental in converting the undergraduate department of commerce into an active postgraduate research department. Her research interest include corporate finance, banking and behavioural finance. She has to her credit 14 international journal and 21 national journal publications. She has guided 21 M.Phil theses and 3 Ph.D Dissertation and four Ph.Ds dissertation are in progress.



Dr.P.Sanathi is presently an Associate Professor in the Department of Commerce of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, Tamil Nadu, India. She has 21 years of research and 26 years of teaching experience. She has presented many papers in national and international seminars and conferences and published her research in peered reviewed and refereed national and international journals.



Dr.P.Deivanai is assistant professor in the Department of commerce, Avinashilingam Institute for Home science and Higher Education for women, Coimbatore. She hold a Ph.D in commerce. Her areas of specialisation are marketing management and Entrepreneurship. She has 12 years of academic experience. She has presented papers at National lever and international level. She has organised conference at National level and international level.



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