



MARKETING TACTICS ADOPTED BY BANKING SECTOR IN NCR

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Article Received on 17/10/2017

Article Revised on 08/11/2017

Article Accepted on 29/11/2017

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ABSTRACT

Mutual funds provide a platform to invest in the market with the guidance of Asset management companies. They are not an alternate option to stocks and bonds but pool money of investors and then invest that into different money market securities. The varied options available for investors can be overwhelming at times. The objective of the research was to find how many customers of HDFC Bank were looking for an investment plan, how much they were aware about Mutual Funds and were they looking to invest in the same. It also aims to find the various aspects that an investor sees before investing in

Mutual Funds. The findings of the projects were that majority of the customers weren't completely aware about Mutual Funds. They preferred the classic Term Deposits (FD and RD) over market investment plans as they considered them safe.

KEYWORDS: Marketing, Services, Banking, Strategies, Tactics, Mutual Funds, Consumer.

BACKGROUND

For centuries banks have played an important role in the financial system of the country. The vital role continues even today although the form of banking has changed today with changing economy and the needs of the individuals. With the expansion of trade and commerce, the concept of banking gained importance. The banking transcended from individuals to groups and later to companies. During the Mughal period, the indigenous bankers played a very important role in lending money and financing foreign trade in India.

During British rule, the agency houses carried on the banking business. The banking system in India has three tiers. There are scheduled commercial banks; the regional rural banks; and the cooperative banks. The scheduled commercial bank constitutes those banks which are included in the second schedule of RBI Act 1934. In the organized segment, banking system occupies an important place in nation's economy. It plays a pivotal role in the economic development of a country and forms the core of the money market in an advanced country. The commercial banks in India comprise of both Public sector as well as private sector banks. There are total 20 Public Sector Banks and 23 Private sector Banks functioning in the country presently. Banks have to deal with many customers every day and render various types of services to its customers. It's a well-known fact that no business can exist without customers.

1.1 About HDFC Bank Ltd.

(HDFC BANK LTD [IN]) The Housing Development Finance Corporation Limited (HDFC) was amongst the first to receive an 'in principle' approval from the Reserve Bank of India (RBI) to set up a bank in the private sector, as part of RBI's liberalization of the Indian Banking Industry in 1994. According to HDFC Website, the bank was incorporated in August 1994 in the name of 'HDFC Bank Limited' and commenced operations as a Scheduled Commercial Bank in January 1995 with a mission to be a World Class Indian Bank. HDFC Bank's business philosophy is based on five core values: Operational Excellence, Customer Focus, Product Leadership, People, and Sustainability. HDFC Bank caters to a wide range of banking services covering commercial and investment banking on the wholesale side and transactional / branch banking on the retail side. The bank has three key business segments. The Bank's target market is mainly large, blue-chip manufacturing companies in the Indian corporate sector and to a certain extent, small & mid-sized corporate and agro-based businesses. For these current account holders, the Bank provides a wide range of commercial and transactional banking services. It is the market leader in providing the banking services like transactional banking solutions and cash management to corporations, mutual funds, stock exchange members and to banks. HDFC has three main product areas within this business- Foreign Exchange and Derivatives, Local Currency Money Market & Debt Securities, and Equities. The Treasury business is responsible for managing the returns and market risk on this investment portfolio. The objective of the Retail Bank is to give the customer a one-stop window for all his/her banking requirements. Phone Banking, Net Banking, Mobile Banking, ATMs and ever developing branch network are various service delivery channels that back the world class service and products of HDFC. To enrich the

service experience, the bank has diversified programmers for high net worth (HNW) customers: Classic, Proffered and Imperia. The HDFC Bank Plus and the Investment Advisory services provide financial solutions and advice and information on various investment avenues. The bank is a positioned leader in a wide array of retail loan products, debit cards, and credit cards, Electronic Draft Capture (EDC) and various net based B2C facilities such as Fixed Deposits, Bill Payments through Net Banking. Of many services, HDFC Bank also offers a wide range of accounts and deposit accounts to store away the surplus cash and to meet everybody's requirements. It also offers a decent ROI of 4% p.a. which is calculated on daily basis at the end of the day. For individuals, who wish to save money and earn fixed return, HDFC Bank offers a number of deposit accounts which promise guaranteed higher interest rates. The Deposit period starts from 7 days and is upto 10 years.

Investments

There are various investment options available that HDFC Bank offers to complete the financial portfolios of its customers like Mutual Funds, Life Insurance products and General Insurance Products. The investment products are further subdivided into the following categories:

- Mutual Funds
- Equities & Derivatives through HDFC Securities Trading Account
- IPO Application through ASBA (Application Supported by Blocked Amount)
- Investment in Gold through MUDRA Pure Gold Bars which come with Assay Certification and tamper proof packing.
- Investment in Silver through MUDRA Silver Bars which are available with Assay Certification and tamper-proof certified packing.
- 8% Savings Bond which are risk-free and can be bought with a minimum investment of Rs. 1000
- Sec 54 EC- Capital Gains Bond with a maximum investment of 50 Lakhs and tax exemption on capital gains.
- Inflation Indexed National Savings Securities- Cumulative (IINSS-C) with a minimum investment of Rs. 5000 and a maximum of Rs. 5 lakhs.

Insurance

HDFC Bank offers both life and non-life products to its customers. The life insurance products are issued in association with HDFC Life Insurance Company Limited and the non-

life insurance products are issued in association with HDFC Ergo. The following are the heads of insurance and their respective plans. The plans range from term insurance, endowment insurance and money-back plans to those of Unit Linked Insurance Plans (ULIPs) for a complete insurance products basket for customers to choose from. Health Insurance falls under the purview of general insurance and four types of health insurance plans are offered by the bank which is as follows:

Health Suraksha – a health plan covering hospitalization, pre and post hospitalization expenses, day care procedures, domiciliary treatment and organ donor expenses. The coverage can be taken for an individual and also his family with treatments in a network of 4800+ hospitals.

- Critical Illness Silver Plan – a health plan specifically designed for treatment of critical illnesses covering 8 critical illnesses in its scope of coverage.
- Critical Illness Platinum Plan – a critical illness plan which covers 15 critical illnesses and provides the benefit upon diagnosis of the covered illness.
- Individual Personal Accident Plan II – a personal accident plan which can be taken for self and family and covers hospital expenses, injuries, disability due to accident with a coverage range of 2.5 lakhs to 15 lakhs.
- Motor insurance is offered to customers in partnership with HDFC Ergo and there are two types of motor insurance plans available:
- Commercial Vehicle Insurance – it provides comprehensive coverage for your commercial vehicle across 1600+ network garages in India.
- Private Car Insurance – insurance coverage for your private car with cashless claims across 1600+ network garages. Moreover, the plan also offers discounts based on age and occupation.
- Two –Wheeler Insurance – an insurance plan for your two-wheeler with a provision of cashless claim across 1600+ network garages throughout the country.

An insurance plan for domestic and international travel be it for business or leisure purposes. The plan covers emergency medical expenses, emergency medical evacuation, repatriation of remains, emergency dental expenses, hospital cash, accidental death and permanent total disability while flying in a common carrier, personal accident, flight delay, loss of baggage and personal documents, delay of checked-in baggage, personal liability, financial emergency assistance, contingency travel benefits and hijack distress allowance. An insurance policy

issued to protect the home as well as its contents. The plan covers risk against fire, lightning, explosion, flood, inundation, storm, riot, strike, earthquake, terrorism, burglary and theft with coverage for 1-5 years.

Premium Banking- A customized banking experience for HNW (High Net Worth) customers where the bank provides a dedicated Relationship Manager for delivering customized banking and investment solutions. The premium banking concept has three programs which are as follows:

Imperia – an Imperia Clients Relationship Manager is assigned to each customer who offers personalized solutions for all of the customer's financial needs like financial products advice, advice on loan and other banking products. The client gets exclusive Imperia Phone Banking Service, relationship pricing, HDFC bank Premium Credit Card, HDFC Bank Imperia Platinum Chip Debit Card, Imperia magazine and digital convenience with Net Banking, Mobile Banking, Smart Buy, etc.

- **Preferred** – a dedicated Relationship Manager taking care of your family's banking needs, comprehensive business banking solutions like business loans, working capital overdraft, commercial vehicle loans, forex services, etc. The Preferred feature also offers relationship based pricing on variety of products like loans, demat accounts, forex services, etc., premium Credit Cards from HDFC Bank, Preferred Easy Shop Platinum Debit Card, customized investment solutions across equities, derivatives, debts and mutual funds and also banking convenience through HDFC branch and ATM network, Phone Banking, Mobile Banking or Net Banking.
- **Classic** – a dedicated personal banker for you and your family, relationship based pricing on a number of products like loans, preferential forex rates, Demat/HSL transactions cost and Locker, HDFC Bank Credit Cards, Easy Shop Platinum Debit Card, combined monthly statement and e-newsletter.

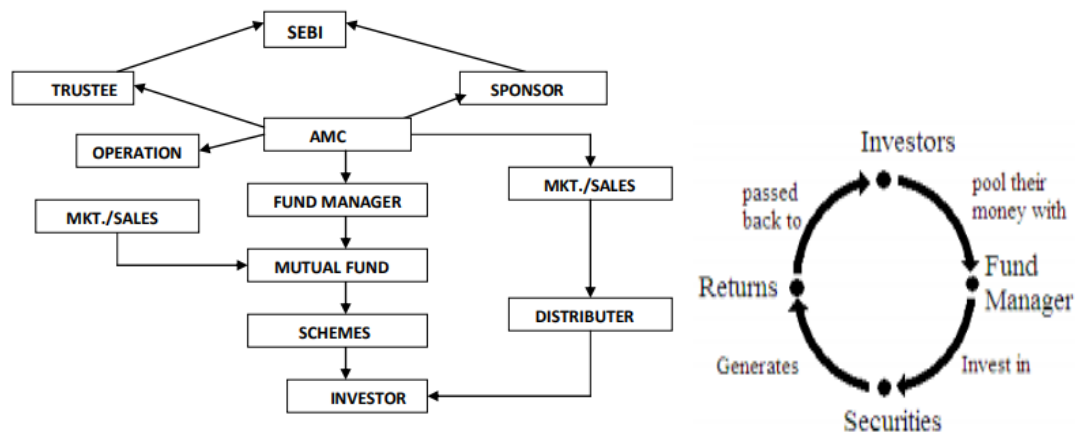
Private Banking

HDFC Bank's team of expert Financial Advisors and Relationship Managers are engaged in giving a premier banking experience to a select group of individuals who qualify for private banking provided by the bank. Customers are offered a variety of banking services and investment options like direct equity, mutual funds, fixed income products, insurance, private equity, structured products and real estate.

- Fund transfer – HDFC Bank allows various categories of Fund Transfer options for safe and secure fund transfers which make banking easy. The fund transfer options are:
- E-Monies National Electronic Funds Transfer which is easy, fast and convenient and supports fund transfers from any bank branch to any other bank branch anywhere in India.
- RTGS Fund Transfer – Real Time Gross Settlement is the fastest form of inter-bank fund transfer in real time which is speedier, faster and has no geographical limits.
- Visa CardPay - a facility used to pay multiple Visa Credit Card bills issued by any bank from the comfort of one's home and the payment is safe and charges at a negligible fee.
- IMPS – Immediate Payment Service from HDFC Bank is an instant real time inter-bank electronic fund transfer service which can be done even on Sundays or Bank holidays or late at night.
- Online Banking – with an increasing trend of internet usage, everything has been digitalized and the bank is not behind in this race. The bank offers the facility of Online banking to its customers which is safe and reduces unnecessary hassles of visiting the branch to carry out any transaction. Online banking service offered by HDFC Bank includes:
 - Net Banking – Net Banking offers a host of banking transactions from the comfort of the customer's home. One can check the bank account balance, book a Fixed or Recurring Deposit, recharge the mobile or DTH Connection, paying off utility bills, paying taxes, applying for IPO, invest in Mutual Funds online to name a few. The process is fast and completely secured without having to worry about any fraud or theft.
 - Credit Card Net Banking - through this facility the customer can view the credit card activities online, pay the credit card bills, view Credit Card Statements online, know the unbilled transactions and get the complete account information
 - Email statements – a savings or a current accountholders are eligible to get their account statements on their email id. The Savings accountholders get a monthly statement and the Current Accountholders get daily, weekly or monthly statements. The statements are free of cost and display all the relevant transactions of the relevant period.
 - Loan accounts online – this feature enables the bank to provide post loan services to the customers. Loan customers of the bank can log in and view their loan summary, transaction history and loan account details.

- Phone Banking – the bank extends banking information to your phone where information is available at the end of a simple phone call. Phone banking services include:
- Mobile Banking – by simply downloading the bank's app on your smart phone, you can avail of over 75 transactions. The application is secure and fast.
- Insta Alerts – SMS & Email – your account transactions also generate a SMS or email alert where any debit transaction, credit transaction and maintenance of account balance is alerted to the customer if registered.
- Phone Banking – the customer can also call the bank and effect transactions over the phone. Transactions like reporting loss of ATM, credit, forex or prepaid cards, checking account balance and cheque status, ordering cheque books, stopping cheque payments, credit card related queries can all be solved by a call to the bank's phone banking division.

Mutual fund is the pool of the money. A fund manager collects money from investors and based on the common financial goals, invest that money into various capital market instruments. The common financial goals are usually capital appreciation and dividend earnings. The capital market instruments are such as shares, debenture, and foreign market. Investors invest money and get the units as per the unit value which we called as NAV (net assets value). For the common man, who fail the knowledge of market understanding, it offers an opportunity to invest in diversified portfolio management, good research team, professionally managed Indian stock as well as the foreign market. Mutual funds follow organization structure as per Security Exchange Board of India (SEBI) guidelines. SEBI has specified authority and responsibility of Trustee and Asset Management Companies (AMC). The objectives of SEBI are to control, promote, to regulate, protect the investor's rights and efficient trading of units. Operation of Mutual fund starts when investors pool their money on mutual fund, than a fund manager handling the funds and strategic investment, invests the money in a fund. It is also affected by the international capital market, liquidity and at last economic policy. Fund manager has high responsibility of return and how to minimize the risk. When fund provides high return, investors are attracted to invest more funds for same scheme.



Mutual Fund Operations Chart

(Kaur, 2013) in 2013 worked on the same area Collecting data of 200 investors and analyzing using factor analysis, the study concluded that investor consider mutual funds as flexible investment option, efficient Asset Management companies and they think investment in stock market is risky and complex. The study also suggested reviewing historical data before investments. (Nidhi Walia, 2009) (Mary Jane Lenard, 2003) Investigated investor's attitudes toward mutual funds The results indicated that the decision to switch funds within a fund family is affected by investor's attitude towards risk, current asset allocation, investment losses, investment mix, capital base of the fund age, initial fund performance, investment mix, and fund and portfolio diversification. The study reported that these factors are crucial to be considered before switching funds regardless of whether they invest in non-employer plans or in both employer and non-employer plans. (Nidhi Walia, 2009) Studied investor's risk and return perception towards mutual funds. The study examined investor's perception towards risk involved in mutual funds, return from mutual funds in comparison to other financial avenues, transparency and disclosure practices. It was also found in the study that mutual funds was not considered a highly risky investment for majority of investors. In fact on a ranking scale it is considered to be on higher side when compared with other financial avenues. A significance level of relationship was observed between income level of customers and how they seek returns. (Singh, 2012) Conducted an empirical study on 250 investors in Ranchi region. He observed that many respondents were still confused about investment options thus they don't look at Mutual Funds as a safe investment. Demographic factors like income levels, age, and profession also significantly affect their perception

Research Methods and Procedures

This chapter focuses on the conceptual framework of the research model from the review of the literature confined to the service industry with specific relevance to Customer relationship management in retail branch banking while Mutual funds are considered. To obtain the quantitative data, a self-made questionnaire was distributed to the target respondents, who were customers of HDFC Bank Ltd. The study was targeted at the customers in Delhi-NCR, majorly in Central Delhi. The study was confined to the customers of HDFC branches only. Based on suggestions given by the bank managers, account holders and statisticians, detailed interview schedule was framed for retail bank customers. The purpose of the pilot study was to ascertain whether the data collected has any relevance to the objectives framed for the study and also to test the validity of the questions and its response. The sample consists of 79 customers who were interviewed and questionnaires were filled successfully. In collecting the information from the customers, customers visiting the branch were targeted and in some cases appointments were fixed with them as per the convenience of the customers. In order to analyze the objectives of the study, a number of statistical methods were used. The methods and test were selected on the basis of the research problems in hand. The brief description of the statistical methods and tests used is given below. The following tools were used to carry out the study:

- Percentage or Descriptive Analysis
- T-test
- Correlation

Statistical analysis of data collected from the survey of respondent have been put into a master database, from which different datasets have been made for different statistical applications. Simple frequency and percentage analysis, summary tables and interviews using the questionnaire for survey from sample retail bank customer and employee have been analyzed to extract dimensions of the Customer Relationship Management. Data have also been analyzed with the SPSS statistics. Descriptive statistics have been used to summarize the general characteristics of the respondents. After that, frequency and percentage analysis have been performed to compare the data collected from respondents.

Frequency and Percentage Analysis

The analysis of data often begins with frequency and percentage analysis. For description of sample and respondent related characteristics, a frequency and percentage analysis has been

done for all variables extracted from the questionnaire and put into master dataset. A simple frequency of each of the fields with column percentages has been made. With this, data is explored by measuring central tendencies of the data and dispersion around central tendency.

Chi- Square Test

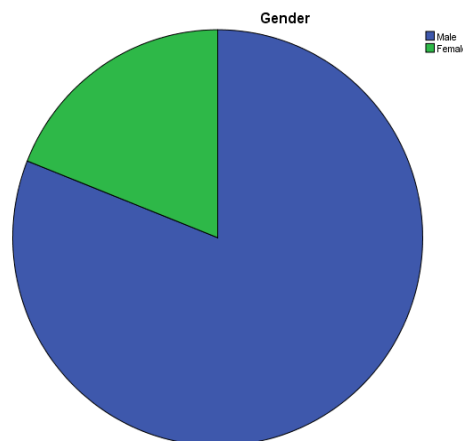
The chi-square test of independence determines whether there is an association between categorical variables that is whether the variables are independent or related. It is a nonparametric test. Also known as Chi-Square Test of Association Test utilizes contingency table to analyze the data. The categories for one variable appear in the rows, and the other categories for the other variable appear in columns. Each cell reflects the total count of cases for a specific pair of categories.

DATA ANALYSIS AND RESULTS

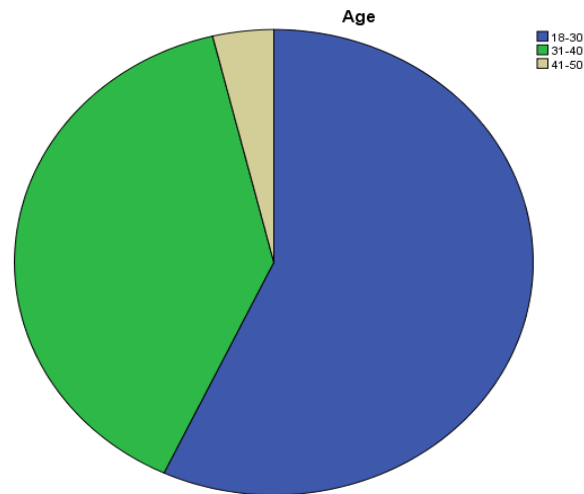
1. Gender

1. Male	2. Female	3. Other
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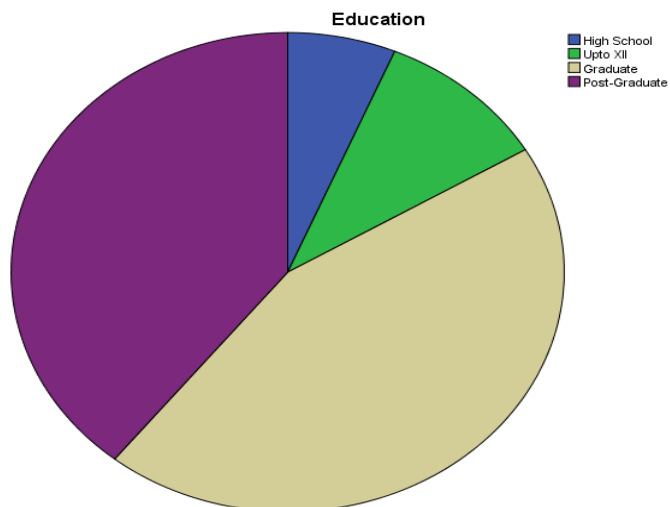
Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	64	81.0	81.0	81.0
	Female	15	19.0	19.0	100.0
	Total	79	100.0	100.0	



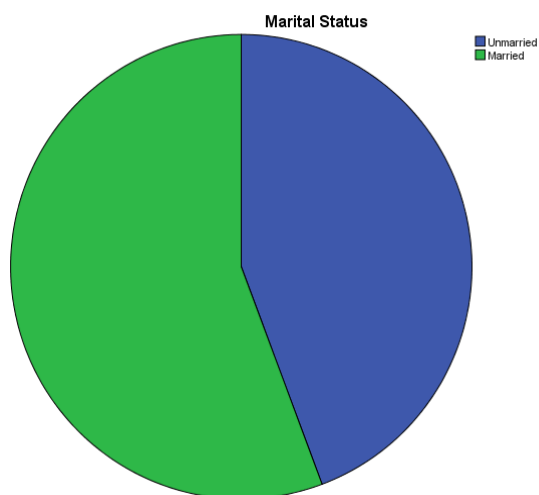
Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	45	57.0	57.0	57.0
	31-40	31	39.2	39.2	96.2
	41-50	3	3.8	3.8	100.0
	Total	79	100.0	100.0	



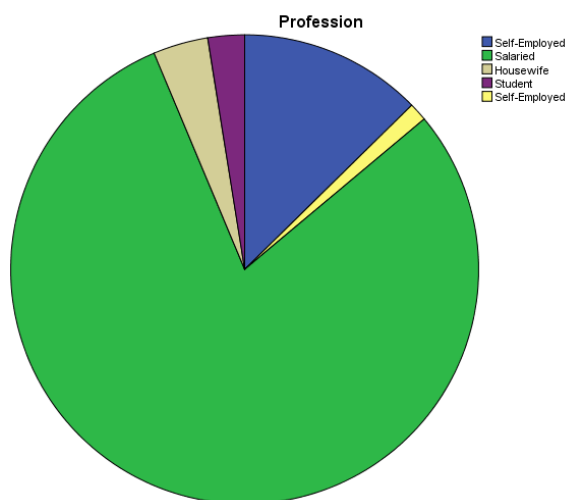
Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	5	6.3	6.3	6.3
	Upto XII	8	10.1	10.1	16.5
	Graduate	35	44.3	44.3	60.8
	Post-Graduate	31	39.2	39.2	100.0
	Total	79	100.0	100.0	



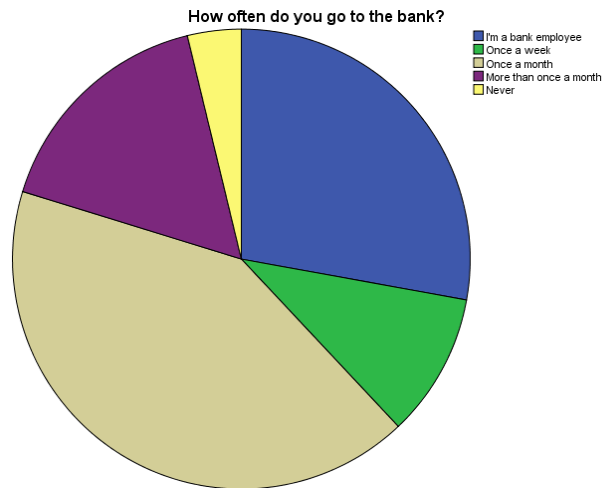
Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unmarried	35	44.3	44.3	44.3
	Married	44	55.7	55.7	100.0
	Total	79	100.0	100.0	



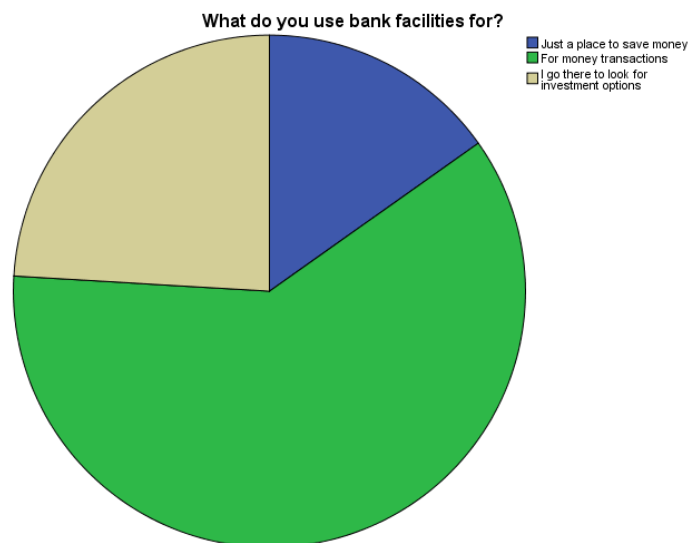
Profession					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-Employed	10	12.7	12.7	12.7
	Salaried	63	79.7	79.7	92.4
	Housewife	3	3.8	3.8	96.2
	Student	2	2.5	2.5	98.7
	Self-Employed	1	1.3	1.3	100.0
	Total	79	100.0	100.0	



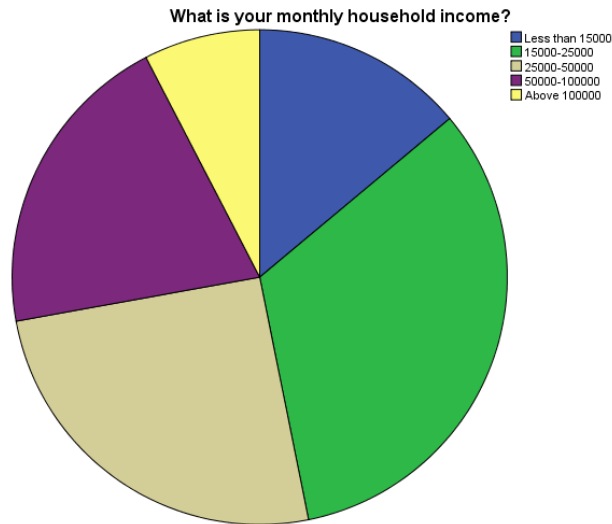
How often do you go to the bank?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I'm a bank employee	22	27.8	27.8	27.8
	Once a week	8	10.1	10.1	38.0
	Once a month	33	41.8	41.8	79.7
	More than once a month	13	16.5	16.5	96.2
	Never	3	3.8	3.8	100.0
	Total	79	100.0	100.0	



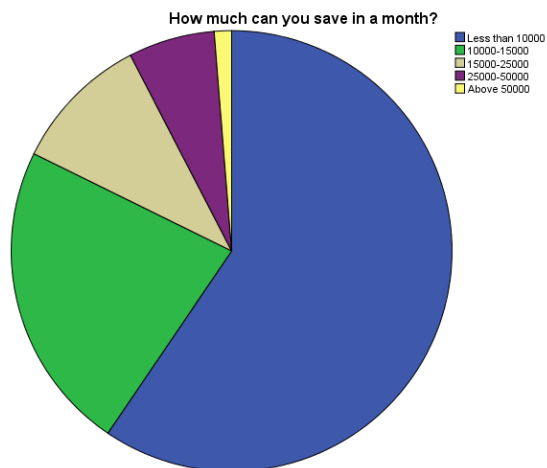
What do you use bank facilities for?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Just a place to save money	12	15.2	15.2	15.2
	For money transactions	48	60.8	60.8	75.9
	I go there to look for investment options	19	24.1	24.1	100.0
	Total	79	100.0	100.0	



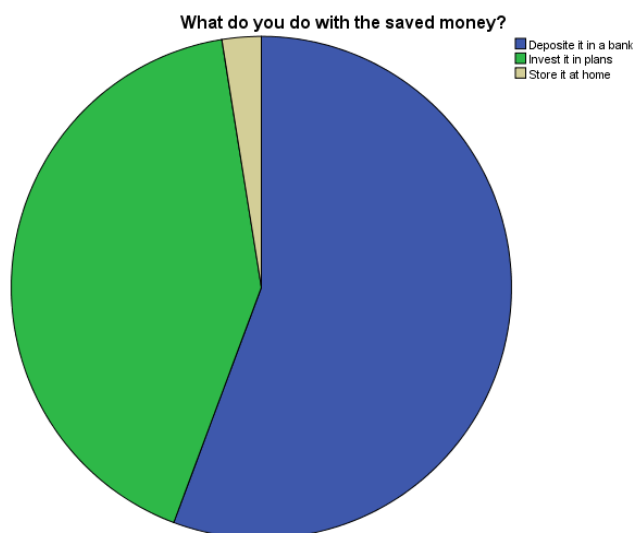
What is your monthly household income?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 15000	11	13.9	13.9	13.9
	15000-25000	26	32.9	32.9	46.8
	25000-50000	20	25.3	25.3	72.2
	50000-100000	16	20.3	20.3	92.4
	Above 100000	6	7.6	7.6	100.0
	Total	79	100.0	100.0	



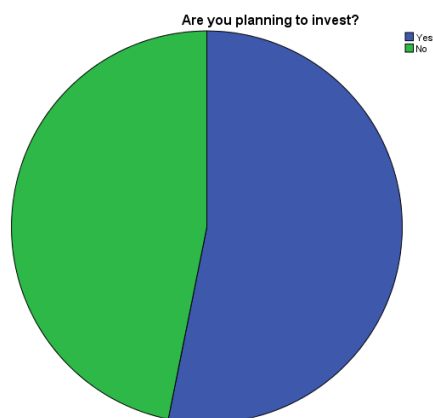
How much can you save in a month?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10000	47	59.5	59.5	59.5
	10000-15000	18	22.8	22.8	82.3
	15000-25000	8	10.1	10.1	92.4
	25000-50000	5	6.3	6.3	98.7
	Above 50000	1	1.3	1.3	100.0
	Total	79	100.0	100.0	



What do you do with the saved money?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Deposite it in a bank	44	55.7	55.7	55.7
	Invest it in plans	33	41.8	41.8	97.5
	Store it at home	2	2.5	2.5	100.0
	Total	79	100.0	100.0	



Are you planning to invest?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	42	53.2	53.2	53.2
	No	37	46.8	46.8	100.0
	Total	79	100.0	100.0	



PPF					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	17	21.5	21.5	21.5
	Yes	18	22.8	22.8	44.3
	No	43	54.4	54.4	98.7
	5	1	1.3	1.3	100.0
	Total	79	100.0	100.0	
Saving's Account					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	17	21.5	21.5	21.5
	Yes	24	30.4	30.4	51.9
	No	38	48.1	48.1	100.0
	Total	79	100.0	100.0	
Term Deposits					

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	17	21.5	21.5	21.5
	Yes	18	22.8	22.8	44.3
	No	44	55.7	55.7	100.0
	Total	79	100.0	100.0	
Mutual Funds					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	14	17.7	17.7	17.7
	Yes	30	38.0	38.0	55.7
	No	34	43.0	43.0	98.7
	4	1	1.3	1.3	100.0
	Total	79	100.0	100.0	
Insurance					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	16	20.3	20.3	20.3
	Yes	5	6.3	6.3	26.6
	No	57	72.2	72.2	98.7
	3	1	1.3	1.3	100.0
	Total	79	100.0	100.0	
Gold					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	17	21.5	21.5	21.5
	Yes	3	3.8	3.8	25.3
	No	59	74.7	74.7	100.0
	Total	79	100.0	100.0	
Post-Office					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	16	20.3	20.3	20.3
	Yes	6	7.6	7.6	27.8
	No	57	72.2	72.2	100.0
	Total	79	100.0	100.0	
Shares/Debentures					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	17	21.5	21.5	21.5
	Yes	4	5.1	5.1	26.6
	No	58	73.4	73.4	100.0
	Total	79	100.0	100.0	
Real Estate					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	16	20.3	20.3	20.3
	Yes	4	5.1	5.1	25.3
	No	59	74.7	74.7	100.0
	Total	79	100.0	100.0	
Long-Cap					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	45	57.0	57.7	57.7
	Yes	5	6.3	6.4	64.1
	No	28	35.4	35.9	100.0

	Total	78	98.7	100.0	
Missing	System	1	1.3		
Total		79	100.0		
Have you ever invested in a mutual fund?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	1.3	1.3	1.3
	Yes	32	40.5	41.0	42.3
	No	45	57.0	57.7	100.0
	Total	78	98.7	100.0	
Missing	System	1	1.3		
Total		79	100.0		
Open-ended					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	46	58.2	58.2	58.2
	Yes	6	7.6	7.6	65.8
	No	27	34.2	34.2	100.0
	Total	79	100.0	100.0	
Liquid Fund					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	46	58.2	58.2	58.2
	Yes	1	1.3	1.3	59.5
	No	32	40.5	40.5	100.0
	Total	79	100.0	100.0	
Close-ended					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	46	58.2	58.2	58.2
	Yes	3	3.8	3.8	62.0
	No	30	38.0	38.0	100.0
	Total	79	100.0	100.0	
Mid-Cap					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	45	57.0	57.0	57.0
	Yes	6	7.6	7.6	64.6
	No	28	35.4	35.4	100.0
	Total	79	100.0	100.0	
Growth Fund					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	45	57.0	57.0	57.0
	Yes	13	16.5	16.5	73.4
	No	21	26.6	26.6	100.0
	Total	79	100.0	100.0	
Regular Income Fund					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	44	55.7	55.7	55.7
	Yes	9	11.4	11.4	67.1
	No	26	32.9	32.9	100.0
	Total	79	100.0	100.0	
Sector Fund					

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	46	58.2	58.2	58.2
	Yes	2	2.5	2.5	60.8
	No	31	39.2	39.2	100.0
	Total	79	100.0	100.0	
Are you planning to re-invest?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	42	53.2	53.2	53.2
	Yes	15	19.0	19.0	72.2
	No	22	27.8	27.8	100.0
	Total	79	100.0	100.0	
From where did you come to know about Mututal Funds?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	31	39.2	39.2	39.2
	Banks	25	31.6	31.6	70.9
	Financial Advisors	12	15.2	15.2	86.1
	Peer Groups	2	2.5	2.5	88.6
	Advertisement	9	11.4	11.4	100.0
	Total	79	100.0	100.0	
While investing money, you consider - Performance of the plan (returns)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	9	11.4	11.4	11.4
	1st choice	45	57.0	57.0	68.4
	2nd choice	13	16.5	16.5	84.8
	3rd choice	7	8.9	8.9	93.7
	4th choice	4	5.1	5.1	98.7
	5th choice	1	1.3	1.3	100.0
	Total	79	100.0	100.0	
While investing money, you consider - Risk factors of the plan.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	9	11.4	11.4	11.4
	1st choice	17	21.5	21.5	32.9
	2nd choice	29	36.7	36.7	69.6
	3rd choice	14	17.7	17.7	87.3
	4th choice	4	5.1	5.1	92.4
	5th choice	6	7.6	7.6	100.0
	Total	79	100.0	100.0	
While investing money, you consider - Term of the plan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	10	12.7	12.7	12.7
	1st choice	6	7.6	7.6	20.3
	2nd choice	9	11.4	11.4	31.6
	3rd choice	13	16.5	16.5	48.1
	4th choice	37	46.8	46.8	94.9
	5th choice	4	5.1	5.1	100.0
	Total	79	100.0	100.0	
While investing money, you consider - Company reputation					

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	9	11.4	11.4	11.4
	1st choice	12	15.2	15.2	26.6
	2nd choice	16	20.3	20.3	46.8
	3rd choice	25	31.6	31.6	78.5
	4th choice	10	12.7	12.7	91.1
	5th choice	7	8.9	8.9	100.0
	Total	79	100.0	100.0	

While investing money, you consider - Minimum application amount.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	10	12.7	12.7	12.7
	1st choice	3	3.8	3.8	16.5
	2nd choice	3	3.8	3.8	20.3
	3rd choice	8	10.1	10.1	30.4
	4th choice	5	6.3	6.3	36.7
	5th choice	50	63.3	63.3	100.0
	Total	79	100.0	100.0	

What kind of plan would you prefer for investment? - Term

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	9	11.4	11.4	11.4
	Long Term	36	45.6	45.6	57.0
	Short Term	34	43.0	43.0	100.0
	Total	79	100.0	100.0	

What kind of plan would you prefer for investment? - Type of fund

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	9	11.4	11.4	11.4
	Public	36	45.6	45.6	57.0
	Private	34	43.0	43.0	100.0
	Total	79	100.0	100.0	

What kind of plan would you prefer for investment? - Risk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	9	11.4	11.4	11.4
	Low	12	15.2	15.2	26.6
	Moderately Low	28	35.4	35.4	62.0
	Moderate	22	27.8	27.8	89.9
	Moderately High	4	5.1	5.1	94.9
	High	4	5.1	5.1	100.0
	Total	79	100.0	100.0	

What are your criteria for investment? - I look for safer investment options.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	9	11.4	11.4	11.4
	Strongly Agree	33	41.8	41.8	53.2
	Agree	29	36.7	36.7	89.9
	Neutral	6	7.6	7.6	97.5
	Strongly Disagree	2	2.5	2.5	100.0
	Total	79	100.0	100.0	

What are your criteria for investment? - The returns on investment do not matter to me.

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	0	10	12.7	12.7	12.7
	Strongly Agree	7	8.9	8.9	21.5
	Agree	19	24.1	24.1	45.6
	Neutral	12	15.2	15.2	60.8
	Disagree	19	24.1	24.1	84.8
	Strongly Disagree	12	15.2	15.2	100.0
	Total	79	100.0	100.0	
What are your criteria for investment? - The fund should not be very liquid.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	10	12.7	12.7	12.7
	Strongly Agree	3	3.8	3.8	16.5
	Agree	25	31.6	31.6	48.1
	Neutral	32	40.5	40.5	88.6
	Disagree	8	10.1	10.1	98.7
	Strongly Disagree	1	1.3	1.3	100.0
	Total	79	100.0	100.0	
What are your criteria for investment? - I invest to save on taxes.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	9	11.4	11.4	11.4
	Strongly Agree	13	16.5	16.5	27.8
	Agree	34	43.0	43.0	70.9
	Neutral	15	19.0	19.0	89.9
	Disagree	6	7.6	7.6	97.5
	Strongly Disagree	2	2.5	2.5	100.0
	Total	79	100.0	100.0	
What are your criteria for investment? - I invest to get good returns even though it's not convenient to my lifestyle.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	10	12.7	12.7	12.7
	Strongly Agree	10	12.7	12.7	25.3
	Agree	29	36.7	36.7	62.0
	Neutral	23	29.1	29.1	91.1
	Disagree	7	8.9	8.9	100.0
	Total	79	100.0	100.0	
When investing in Mutual funds, which mode of investment you prefer?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	8	10.1	10.1	10.1
	One time Investment	19	24.1	24.1	34.2
	Systematic Investment Plan	52	65.8	65.8	100.0
	Total	79	100.0	100.0	
How would you like to receive returns every year?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	10	12.7	12.7	12.7
	Dividend Pay-out	28	35.4	35.4	48.1
	Dividend Re-investment	16	20.3	20.3	68.4
	Growth in NAV	25	31.6	31.6	100.0
	Total	79	100.0	100.0	

From where you purchase Mutual Funds?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	7	8.9	8.9	8.9
	Directly from AMCs	38	48.1	48.1	57.0
	Brokers Only	23	29.1	29.1	86.1
	Others	11	13.9	13.9	100.0
	Total	79	100.0	100.0	
SBIMF					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	10	12.7	12.7	12.7
	Yes	16	20.3	20.3	32.9
	No	53	67.1	67.1	100.0
	Total	79	100.0	100.0	
UTI					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	11	13.9	13.9	13.9
	Yes	5	6.3	6.3	20.3
	No	63	79.7	79.7	100.0
	Total	79	100.0	100.0	
Reliance					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	11	13.9	13.9	13.9
	Yes	12	15.2	15.2	29.1
	No	56	70.9	70.9	100.0
	Total	79	100.0	100.0	
HDFCFMF					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	9	11.4	11.4	11.4
	Yes	59	74.7	74.7	86.1
	No	10	12.7	12.7	98.7
	4	1	1.3	1.3	100.0
	Total	79	100.0	100.0	
KOTAK					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	9	11.4	11.4	11.4
	Yes	9	11.4	11.4	22.8
	No	61	77.2	77.2	100.0
	Total	79	100.0	100.0	
ICICI					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	11	13.9	13.9	13.9
	Yes	18	22.8	22.8	36.7
	No	50	63.3	63.3	100.0
	Total	79	100.0	100.0	
Other					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	1.3	1.3	1.3

	Yes	13	16.5	16.5	17.7
	No	65	82.3	82.3	100.0
	Total	79	100.0	100.0	
Are you satisfied with your investment options?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	76	96.2	96.2	96.2
	No	3	3.8	3.8	100.0
	Total	79	100.0	100.0	

Comparing criteria for investment depending upon how much people can save in a month.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I look for safer investment options.	Between Groups	6.346	4	1.587	1.742	.150
	Within Groups	67.400	74	.911		
	Total	73.747	78			
The returns on investment do not matter to me.	Between Groups	8.086	4	2.021	.784	.539
	Within Groups	190.851	74	2.579		
	Total	198.937	78			
The fund should not be very liquid.	Between Groups	1.003	4	.251	.177	.950
	Within Groups	105.073	74	1.420		
	Total	106.076	78			
I invest to save on taxes.	Between Groups	5.125	4	1.281	.940	.446
	Within Groups	100.824	74	1.362		
	Total	105.949	78			
I invest to get good returns even though it's not convenient to my lifestyle.	Between Groups	7.311	4	1.828	1.453	.225
	Within Groups	93.069	74	1.258		
	Total	100.380	78			

I look for safer investment options:

As the significance value is more than 0.05,

Therefore, We'll reject the alternate hypothesis and accept the null hypothesis, i.e. there is no significance difference between the means of criteria of investment and people who look for safer investment options.

Hypothesis: Is mode of investment is dependent upon gender of a person?

H (0): Mode of investment is not dependent upon the gender of a person.

H (1): Mode of investment is dependent upon the gender of a person.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
When investing in Mutual funds, which mode of investment you prefer?	Male	64	1.56	.710	.089
	Female	15	1.53	.516	.133

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
When investing in Mutual funds, which mode of investment you prefer?	Equal variances assumed	1.171	.283	.150	77	.881	.029	.195	-.359	.417
	Equal variances not assumed			.182	####	.857	.029	.160	-.299	.357

From the above table, the significance value = 0.881, which is greater than 0.05. Therefore, we'll reject the alternate hypothesis and accept the null hypothesis.

i. e Mode of investment is not dependent upon the gender of a person

Is there any positive correlation between the how people would expect their household income and in their monthly household income?

Correlations			
		How would you like to receive returns every year?	What is your monthly household income?
How would you like to receive returns every year?	Pearson Correlation	1	.096
	Sig. (2-tailed)		.398
	N	79	79
What is your monthly household income?	Pearson Correlation	.096	1
	Sig. (2-tailed)	.398	
	N	79	79

As the significance value is 0.398, therefore, there is no significance difference.

Correlations			
		How would you like to receive returns every year?	Age
How would you like to receive returns every year?	Pearson Correlation	1	-.366**
	Sig. (2-tailed)		.001
	N	79	79
Age	Pearson Correlation	-.366**	1
	Sig. (2-tailed)	.001	
	N	79	79
**. Correlation is significant at the 0.01 level (2-tailed).			

CONCLUSION

1. The Study was conducted over the period of 7 weeks and 79 customers were observed through questionnaire based data while rest was observed during personal interactions.
2. During the research, it was found that not many are aware about various investment options but lack required knowledge thus they are reluctant to invest.
3. To say that customers who belonged to affluent families were aware about the market would be wrong. Even they relied on the brokers or their chartered accountants to invest their wealth.
4. The informed knew about the benefits and the returns of the investment options and thus preferred investing in Mutual funds over term Deposits.
5. Most of the customers at the branch preferred Systematic Investment Plan (SIP) over One-Time Investment option.

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