A STUDY ON INVESTOR'S ATTITUDE AND PREFERENCES TOWARDS BLUE CHIP FUND OF SELECT BLUE CHIP MUTUAL FUND COMPANIES
(WITH SPECIAL REFERENCES TO COIMBATORE DISTRICT)

M. Anitha

M. Com (FCA)., M.Phil., Assistant Professor, Department of Commerce Rathinam College of Arts and Science Coimbatore-24

B. Bushara

M.Com., MBA., SET Assistant Professor, Department of Commerce Rathinam College of Arts and Science Coimbatore-24

R. Ajithkumar

MBA., Assistant Professor, Department of Commerce Rathinam College of Arts and Science Coimbatore-24

Abstract

Purpose – The Survey is based on investor's attitude and preferences towards blue chip fund provide further understanding of the blue-chip mutual fund.

Design/methodology/approach – ANOVA is acronym for Analysis of variance. The ANOVA is a parametric statistical technique used to compare data sets. This technique is invented by R.A. Fisher. The statistical technique used to measure a means of two or more groups are significantly each other? Descriptive Analysis tools is widely used to analysis and interpret primary data. It deals with a particular variable to number of respondents from the overall population. In order to measure the degree of accuracy of structured questionnaire the reliability analysis is performed Garrett's ranking technique is used to rank the preference indicated by respondents on different factors. As per this method the respondents are asked to assign the rank for all the variables and outcomes of such ranking has converted into score value. Primary data were collected in Coimbatore District.

Findings – The homogeneity for the variable gender and investor's attitude is significantly proven in order to carry out the analysis of variance between gender and investor attitude, because the P-Value of all variables shows that there is a significant difference between gender and attitude of investors. Based on the analysis of descriptive statistics, many respondents disagree about the attitude of investors regarding the selected 20 variables.

Keywords: Mutual Fund, Blue chip fund, attitude, preferences

Introduction

A person who pools their money for a common purpose is called a mutual fund. The main advantages of mutual fund of funds mutual funds is to get the benefits of the capital market. The Indian mutual industry has come a long way since the establishment of UTI in 1963. AMCs are responsible for managing the investment of the various mutual fund schemes. Collecting savings from small investors with the securities and exchange board of India (SEBI) before raising funds from the public. After the enactment of the SEBI Act in 1992, the SEBI

Mutual Funds Regulations came into force in 1996, which made the mutual fund companies grow by leaps and bounds. Mutual funds are essentially an institutional arrangement for pooling funds of small and medium investors to participate in today's complex and modern financial scenario. An investment fund is a fund that combines the savings of several investors with a common financial goal. Investors who invest their money in mutual funds are given equity positions in that mutual fund.

Blue Chip Fund

The word "Blue Chip" comes from the game poker in which the Blue Chip is most expensive chip in the game, this term is also widespread in the stock market to classify the funds. A Blue-Chip Fund is a Fund used to indicate well – established and financially sound companies. Blue Chip Funds are invested in stocks of companies that have a credible track with records with high financial performance with regular dividend payments and profitability over the years. This fund performs according to the company's performance.

Literature Review

Alamelu (2017)[1] considered it the most common type of investment suitable for the common man, which offers the opportunity to invest in a diversified and professionally managed portfolio of securities at relatively low costs. Decentralized system offered different options to suit individual goals based on age, financial status, risk tolerance and income expectations. In recent years, India's mutual fund sector has grown dramatically, with many private sector entrepreneurs bringing global expertise to the sectors. Investing in mutual funds was influenced by the perception of investors. The objective of the study is to find out the perception of investors about mutual funds and to analyze the factors affecting the perception of investors about mutual funds and to analyze the factors affecting the perception of investors about mutual funds using a convenience sample of 200 people located in Madurai district of Tamil Nadu. The study showed that mostly people with lower net worth have a positive attitude towards mutual funds.

Dr. Nalla Bala Kalyan (2005)[1] " Study on SBI Blue chip Fund performance in SBI Mutual Funds in India" studied a mutual fund consisting of investment in Blue Chip Stocks. The risk of thee funds is low because the underlying securities come from established, stable companies that have paid dividends and maintained value despite volatility in the local market. Blue Chip funds can be chosen as part of a conservative investment strategy. The scenario emphasizes identifying the risks and rewards associated with a Blue-Chip Fund. The main objective of all mutual funds is to provide better returns to investors by minimizing the risk involved in investing in the capital market. State Bank of India Mutual Funds has over 20 years of rich experience in fund management and continuously brings its expertise to bear on delivering value to its investors. The main objective of the study is to assess the development of the State Bank of India to a blue-Chip Fund compared to the reference index in the period 2014-2016.

Ranjini (2015)[3] "Study on Investor Attitude towards Mutual Funds in Coimbatore" revealed that the investment sector is even more dynamic than a decade ago. World events grow rapidly, changing the values of some assets. Investors have many choices, and the amount of information available to investors is staggering and constantly growing. The key to a successful financial plan is to set aside larger savings and invest them wisely. These investments are not completely protected against risks, so before acting you should try to understand what risks

are involved. The mutual fund emerged as a means to ensure financial well-being, with increasing awareness, more people are enjoying he benefits of investing in mutual funds, investing in mutual funds is influenced by the attitude of investors.

Statement of the Problem

Blue Chip Fund is deemed on institutional entity encompasses the desired and the financial goals of the community of the investors. Blue Chip Fund is conceptualizations are a collection of stocks. A Blue-Chip Fund acts as a gateway to large financial companies for regular investors who can invest a small investment The initial amount invests in blue chip Fund is minimum Rs. 500. The decision making, perception, attitude, awareness, expectation is closely related to the investors. This fund is highly influenced by the attitude and preference of the investors. Those Investors that Lack Knowledge about the mutual fund will invest in the Blue-Chip Fund. The risk is low. The performance of this fund is depending upon the company's performance.

Objective of the study

1. To find the investor's attitude towards blue chip funds of select mutual fund companies
2. To examine the investor's preference among various blue-chip fund of select mutual fund companies
3. To explore the Factors Affecting the Selection of Blue-Chip mutual funds Companies

Research Methodology and Design

Sample Design

Sample Size

From the Coimbatore District, the researcher chose 300 sample respondents for the study.

Sampling Technique

In this study the population level is a known population, the researcher adopted a simple random sampling method to determine the respondents. The structured questionnaire is approached to the investors only after the selection of sample size and sampling techniques. Since the Blue-Chip Fund investors are large in number so, the researcher decided to determine the sample size using the Morgan Table.

Data Collection

The questionnaire contains optional type questions and Likert's scale type questions. The questionnaire is prepared based on reviews, subject experts, mutual fund professionals and the investors of mutual fund. The data collected by using the questionnaire is tabulated and SPSS was used to examine the data.

Statistical Tool

Several Statistical tools were used to evaluate the baseline data collected. Based on the objectives set for the research work, the following tools and methods were determined for use. The following measures were used: (ANOVE), One Way ANOVA , Garrett Ranking, Factor Analysis, Descriptive Analysis.

The study's Hypotheses

H_{01}: There is no relationship between investors' attitude and preference towards blue chip mutual fund companies.
H_{02}: There is no association difference between the demographic profile and types of investors.

Limitations of Research

The study is Limited in scope to only Coimbatore district.

The respondents are not prepared to examine their full speculation subtle elements due their individual reasons

Objective 1: To find the investors' attitude towards blue chip funds

In this study, attitude of the investors it depends on various factors, they are safety of fund, product features problem freeness, liquidity, lock in period, brand name, tax benefits, emergency need fulfillment, awareness, service behavior, transparency, delivery schedule, advertisement, friends, relatives suggestion, sponsor reputation, broker, agent recommendation performance guarantee. Here the attitude of the individual investors is measured by adopting 20 statements are framed and it has been circulated to the respondents. All this statement was assessed by using 5-point Likert Scale.

Descriptive Statistics for the investors' attitude
Table1.1

Statements	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Safety of fund	10	3.33	48	16	73	24.3	98	32.7	71	23.7	300
Product features	6	2	51	17	82	27.3	109	36.3	52	17.3	300
Problem freeness	6	2	51	17	82	27.3	109	36.3	52	17.3	300
Liquidity	4	1.33	44	14.7	86	28.7	106	35.3	60	20	300
Lock in period	39	13	66	22	83	27.7	72	24	40	13.3	300
Brand name	54	18	70	23.3	76	25.3	74	24.7	26	8.67	300
Tax benefit	58	19.3	75	25	84	28	69	23	14	4.67	300
Emergency need fulfillment	41	13.2	68	21.9	92	29.7	68	21.9	41	13.2	310
Awareness	34	11.3	92	30.7	84	28	74	24.7	16	5.33	300
Service behavior	42	14	73	24.3	89	29.7	79	26.3	17	5.67	300
Transparency	27	9	73	24.3	83	27.7	88	29.3	29	9.67	300
Delivery schedule	23	7.67	77	25.7	86	28.7	71	23.7	43	14.3	300
Advertisement	15	5	46	15.3	97	32.3	93	31	49	16.3	300

Friends / Relatives suggestion	18	6	61	20.3	98	32.7	85	28.3	38	12.7	300
Sponsor reputation	26	8.67	75	25	90	30	74	24.7	35	11.7	300
Broker / Agent recommendation	23	7.67	98	32.7	99	33	68	22.7	12	4	300
Performance guarantee	25	8.33	74	24.7	97	32.3	83	27.7	21	7	300
Record keeping is very low in investments	17	5.67	78	26	117	39	77	25.7	11	3.67	300
Due to his personal experience in the stock market, he moved his stock market investments into mutual funds.	16	5.33	65	21.7	105	35	97	32.3	17	5.67	300
Funds invested in transferable securities.	25	8.33	82	27.3	103	34.3	68	22.7	22	7.33	300

Source: Compiled through Primary Data from Questionnaire

Interpretation

The above table1.1 demonstrate that the investors attitude is measured by using 20 variables such a safety of fund, product features, problem features, liquidity, lock in period, brand name, tax benefit, emergency need fulfillment, awareness, service behavior, transparency, delivery schedule, advertisement, friends' suggestion, sponsor reputation, broker recommendation.

ANOVA for Gender Table1.2

Variables		Sum of Squares	df	Mean Square	F	Sig.
Safety of fund	Between Groups	60.123	1	5.391	65.7	.000
	Within Groups	311.264	298	2.276		
	Total	371.387	299			
Product features	Between Groups	48.252	1	5.456	65.7	.000
	Within Groups	268.748	298	2.345		
	Total	317.000	299			

Problem freeness	Between Groups	50.321	1	6.564	8.008	.005
	Within Groups	404.666	298	3.134		
	Total	454.987	299			
Liquidity	Between Groups	42.256	1	5.765	12.87	.000
	Within Groups	298.741	298	2.379		
	Total	340.997	299			
Lock in period	Between Groups	52.325	1	7.908	5.003	.003
	Within Groups	339.712	298	4.907		
	Total	392.037	299			
Brand name	Between Groups	50.563	1	8.056	20.69	.000
	Within Groups	239.584	298	5.324		
	Total	290.147	299			
Tax benefits	Between Groups	60.564	1	10.367	2.002	.002
	Within Groups	244.516	298	8.546		
	Total	305.08	299			
Emergency need fulfillment	Between Groups	78.698	1	9.008	6.203	.003
	Within Groups	375.089	298	5.874		
	Total	453.787	299			
Awareness	Between Groups	59.568	1	14.113	4.302	.003
	Within Groups	342.979	298	9.899		
	Total	402.547	299			
Service behavior	Between Groups	78.896	1	11.907	2.011	.002
	Within Groups	337.491	298	7.897		
	Total	416.387	299			
Transparency	Between Groups	64.742	1	10.853	2.004	.001
	Within Groups	291.538	298	8.708		
	Total	356.28	299			
Delivery schedule	Between Groups	55.963	1	14.009	1.674	.001
	Within Groups	294.954	298	9.453		
	Total	350.917	299			
Advertisement	Between Groups	60.459	1	11.875	2.635	.002
	Within Groups	276.208	298	10.003		
	Total	336.667	299			
Friends, relatives suggestion	Between Groups	48.252	1	6.654	65.7	.000
	Within Groups	268.748	298	4.345		
	Total	317.000	299			
Sponsor reputation	Between Groups	68.958	1	9.809	2.324	.003
	Within Groups	312.589	298	5.389		
	Total	381.547	299			

Broker, Agent recommendation	Between Groups	56.368	1	14.378	3.105	.003
	Within Groups	327.429	298	8,653		
	Total	383.797	299			
Performance guarantee	Between Groups	65.654	1	12.366	2.256	.003
	Within Groups	342.493	298	6.897		
	Total	408.147	299			
Record keeping is very low in Investments	Between Groups	49.621	1	6.356	15.7	.000
	Within Groups	247.366	298	3.367		
	Total	296.987	299			
Personal experience in the stock market the moved his stock market investment into mutual funds.	Between Groups	54.823	1	13.634	18.84	.000
	Within Groups	211.614	298	8.789		
	Total	266.437	299			
Funds are invested in transferable securities	Between Groups	69.568	1	11.015	20.569	.000
	Within Groups	267.099	298	7.908		
	Total	336.667	299			

Source: Compiled through Primary Data from Questionnaire

Interpretation

From the table 1.2 that the variables is less than calculated value 0.05 which is 5% level of significance, the table shows the significant difference between gender, attitude.

Homogeneity for Gender Table1.3

Variables	Statistic	Df1	Df2	Sig
Safety of Fund	5.890	1	298	.005
Product Features	10.678	1	298	.000
Problem Freeness	8.157	1	298	.003
Liquidity	4.456	1	298	.005
Lock in Period	9.356	1	298	.004
Brand Name	11.309	1	298	.000
Tax Benefits	16.009	1	298	.000
Emergency Need Fulfillment	12.567	1	298	.000
Awareness	8.889	1	298	.004
Service Behavior	16.001	1	298	.000
Transparency	7.790	1	298	.003
Delivery Schedule	13.765	1	298	.000

Advertisement	6.807	1	298	.002
Friends/Relatives Suggestion	20.970	1	298	.000
Sponsor Reputation	15.789	1	298	.000
Broker/Agent Recommendation	6.732	1	298	.005
Performance Guarantee	18.908	1	298	.000
Record-keeping costs is low in investment	14.378	1	298	.000
To the personal experience in the stock market, he moved his stock market investments into mutual funds	19.001	1	298	.000
Funds will only be invested in peace of mind as the securities are transferable	20.489	1	298	.000

Source: Compiled through Primary Data from Questionnaire

Interpretation

From the above table1.3 the variables are having homogeneity among each other. Since all the variables are significant to 5% level and there is significance among the variables. Since the analysis is parametric in nature, here the homogeneity of the variable before using the ANOVA. Based on the calculated value of Levine Statistics to each of the statement framed the homogeneity is significant. When it comes to attitude, is compared with Male and Female.

ANOVA for Occupation Table1.4

		Sum of Squares	Df	Mean Square	F	Sig.
Safety of fund	Between Groups	11.599	4	2.400	3.957	.010
	Within Groups	359.788	295	1.226		
	Total	371.387	299			
Product features	Between Groups	60.788	4	15.197	17.498	.000
	Within Groups	256.212	295	.869		
	Total	317.000	299			
Problem freeness	Between Groups	60.788	4	15.197	17.498	.000
	Within Groups	256.212	295	.869		
	Total	317.000	299			
Liquidity	Between Groups	28.546	4	7.136	7.613	.000
	Within Groups	276.534	295	.937		
	Total	305.080	299			
Lock in period	Between Groups	7.074	4	1.268	5.834	.043
	Within Groups	446.713	295	1.521		

	Total	453.787	299			
Brand name	Between Groups	69.461	4	17.365	13.288	.000
	Within Groups	385.526	295	1.307		
	Total	454.987	299			
Tax benefits	Between Groups	59.464	4	2.366	18.776	.000
	Within Groups	343.082	295	1.332		
	Total	402.547	299			
Emergency need fulfillment	Between Groups	15.424	4	2.856	12.080	.008
	Within Groups	400.963	295	1.373		
	Total	416.387	299			
Awareness	Between Groups	24.337	4	2.334	11.985	.008
	Within Groups	341.943	295	1.176		
	Total	356.280	299			
Service behavior	Between Groups	16.556	4	4.139	3.345	.011
	Within Groups	364.990	295	1.237		
	Total	381.547	299			
Transparency	Between Groups	12.563	4	3.141	2.496	.043
	Within Groups	371.234	295	1.258		
	Total	383.797	299			
Delivery schedule	Between Groups	19.229	4	2.307	3.706	.008
	Within Groups	398.918	295	1.352		
	Total	408.147	299			
Advertisement	Between Groups	33.868	4	8.467	7.878	.000
	Within Groups	317.049	295	1.075		
	Total	350.917	299			
Friends, relatives suggestion	Between Groups	18.403	4	2.101	5.781	.013
	Within Groups	337.943	295	1.179		
	Total	356.347	299			
Sponsor reputation	Between Groups	6.076	4	.269	5.203	.009
	Within Groups	385.960	295	1.325		
	Total	392.037	299			
Broker, Agent recommendation	Between Groups	8.288	4	.822	4.826	.001
	Within Groups	288.698	295	.996		
	Total	296.987	299			
Performance guarantee	Between Groups	19.857	4	4.964	4.560	.001
	Within Groups	321.139	295	1.089		
	Total	340.997	299			
Record keeping is low in investment	Between Groups	10.525	4	2.631	3.033	.018
	Within Groups	255.911	295	.867		

	Total	266.437	299			
Personal experience in the stock market the moved his stock market investment into mutual funds.	Between Groups	25.265	4	6.316	7.035	.000
	Within Groups	264.881	295	.898		
	Total	290.147	299			
Funds are invested only in transferable securities so it is safe	Between Groups	13.201	4	3.300	3.010	.019
	Within Groups	323.466	295	1.096		
	Total	336.667	299			

Source: Compiled through Primary Data from Questionnaire

Interpretation

From the above table 1.4 the variable is less than the table value 0.05% which is 5% level of significant and there is a significant difference between the occupation and the attitude of the investors.

Homogeneity for annual income Table1.5

	Levene Statistics	df1	df2	Sig.
Safety of fund	2.906	5	294	.014
Product features	4.317	5	294	.001
Problem freeness	4.317	5	294	.001
Liquidity	4.313	5	294	.001
Lock in period	11.500	5	294	.000
Brand name	25.697	5	294	.000
Tax benefits	21.921	5	294	.000
Emergency need fulfillment	18.815	5	294	.000
Awareness	19.289	5	294	.000
Service behavior	17.899	5	294	.000
Transparency	22.180	5	294	.000
Delivery schedule	22.914	5	294	.000

Advertisement	2.560	5	294	.027
Friends, relatives suggestion	18.308	5	294	.000
Sponsor reputation	19.323	5	294	.000
Broker, Agent recommendation	2.660	5	294	.023
Performance guarantee	15.311	5	294	.000
Record-keeping costs are very low when investing in mutual funds	14.326	5	294	.000
Personal experience in the stock market the moved his stock market investment into mutual funds.	13.007	5	294	.000
Funds are invested only in transferable securities so it is safe	15.048	5	294	.000

Source: Compiled through Primary Data from Questionnaire

Interpretation

From the above table1.5 the variables are having homogeneity among each other. Since all the variables are significant to 5% level and there is significance among the variables. Since the analysis is parametric in nature, here it is necessary to test the homogeneity for the variable before using the ANOVA. The Calculated value of Levene Statistics for each of the statement framed the homogeneity is significant.

ANOVA for Annual Income Table1.6

variables		Sum of Squares	Df	Mean Square	F	Sig.
Safety of fund	Between Groups	18.596	5	1.719	4.393	.020
	Within Groups	352.790	294	1.234		
	Total	371.387	299			
Product features	Between Groups	57.527	5	11.505	13.036	.000
	Within Groups	259.473	294	.883		
	Total	317.000	299			
Problem freeness	Between Groups	57.527	5	11.505	13.036	.000
	Within Groups	259.473	294	.883		
	Total	317.000	299			
Liquidity	Between Groups	25.417	5	5.083	5.344	.000
	Within Groups	279.663	294	.951		
	Total	305.080	299			
Lock in period	Between Groups	19.270	5	1.854	6.226	.020
	Within Groups	434.517	294	1.512		

	Total	453.787	299			
Brand name	Between Groups	39.786	5	7.957	5.634	.000
	Within Groups	415.200	294	1.412		
	Total	454.987	299			
Tax benefits	Between Groups	11.185	5	1.237	2.918	.047
	Within Groups	391.361	294	1.348		
	Total	402.547	299			
Emergency need fulfillment	Between Groups	18.231	5	1.646	11.186	.000
	Within Groups	398.156	294	1.388		
	Total	416.387	299			
Awareness	Between Groups	17.099	5	1.420	15.195	.000
	Within Groups	339.181	294	1.188		
	Total	356.280	299			
Service behavior	Between Groups	19.154	5	3.831	3.108	.009
	Within Groups	362.393	294	1.233		
	Total	381.547	299			
Transparency	Between Groups	17.043	5	3.409	2.732	.020
	Within Groups	366.753	294	1.247		
	Total	383.797	299			
Delivery schedule	Between Groups	21.927	5	4.385	3.338	.006
	Within Groups	386.219	294	1.314		
	Total	408.147	299			
Advertisement	Between Groups	49.201	5	9.840	9.589	.000
	Within Groups	301.716	294	1.026		
	Total	350.917	299			
Friends, relatives suggestion	Between Groups	17.567	5	1.513	15.276	.000
	Within Groups	338.780	294	1.186		
	Total	356.347	299			
Sponsor reputation	Between Groups	6.771	5	.354	5.267	.000
	Within Groups	385.266	294	1.327		
	Total	392.037	299			
Broker, Agent recommendation	Between Groups	18.328	5	3.666	3.867	.002
	Within Groups	278.658	294	.948		
	Total	296.987	299			
Performance guarantee	Between Groups	27.080	5	5.416	5.072	.000
	Within Groups	313.917	294	1.068		
	Total	340.997	299			
Record-keeping costs are very low when	Between Groups	18.372	5	3.674	4.355	.001
	Within Groups	248.065	294	.844		

investing in mutual funds	Total	266.437	299			
Personal experience in the stock market the moved his stock market investment into mutual funds.	Between Groups	32.377	5	6.475	7.386	.000
	Within Groups	257.769	294	.877		
	Total	290.147	299			
Funds are invested only in transferable securities so it is safe	Between Groups	19.281	5	3.856	3.572	.004
	Within Groups	317.386	294	1.080		
	Total	336.667	299			

Source: Compiled through Primary Data from Questionnaire

Interpretation

From the above table 1.6 that the variable is less than the table value 0.05% this is 5% level Significant.

Objective 2: To examine the investors' preference among various blue-chip fund of select mutualfund companies

Garrett Ranking

Garrett's ranking is used to rank the preference indicated by respondents on different factors. The respondents are asked to assign the rank for all the variables and outcomes. This rank was converted to a point value using the following formula:

$$\text{Percentage} = \frac{100 (R_{ij}) - 0.5}{N_j}$$

Garret Ranking Method Table1.7

Variable	Garret Scores												TOTAL	Percentage Position	Score
	84	73	66	60	56	52	48	44	40	34	27	17			
Knowledge on Capital Market	11	22	18	56	52	18	43	27	32	11	9	1	300	53.64	4
	924	1606	1188	3360	2912	936	2064	1188	1280	374	243	17	16092		
Knowledge On India Financial System	9	75	12	45	28	29	25	18	16	14	29	0	300	55.63	3
	756	5475	792	2700	1568	1508	1200	792	640	476	783	0	16690		
	52	23	59	18	12	23	20	33	21	10	20	9	300	57.13	1

Knowledge On Risk Return Off	4368	1679	3894	1080	672	1196	960	1452	840	340	540	153	17174		
Consultants	23	58	33	40	35	18	9	44	6	12	11	11	300	57.13	2
	1932	4234	2178	2400	1960	936	432	1936	240	408	297	187	17140		
Journals	12	11	16	0	0	37	28	19	101	27	12	37	300	42.94	12
	1008	803	1056	0	0	1924	1344	836	4040	918	324	629	12882		
News Paper	15	15	8	32	25	22	1	12	18	83	42	27	300	43.53	11
	1260	1095	528	1920	1400	1144	48	528	720	2822	1134	459	13058		
Television	13	18	44	3	29	32	18	56	21	6	16	13	300	52.21	5
	1092	1314	2904	204	1624	1664	864	2464	840	204	432	221	15663		
Internet	25	21	28	5	28	79	27	16	8	4	42	17	300	51.12	6
	2100	1533	1848	300	1568	4108	1296	704	320	136	1134	289	15336		
Agencies	46	25	13	5	1	16	91	2	30	14	25	32	300	50.29	7
	3864	1825	858	300	56	832	4368	88	1200	476	675	544	15086		
Stock Exchange Brokers	29	21	0	18	40	3	16	19	27	23	60	44	300	44.26	10
	2436	1533	0	1080	2240	156	768	836	1080	782	1620	748	13279		
Reports and Guidelines from NS/SEBI	24	11	5	13	33	17	16	45	13	83	17	23	300	45.34	9
	2016	803	330	780	1848	884	768	1980	520	2822	459	391	13601		
Research institution	29	0	64	34	17	6	18	9	7	13	17	86	300	46.22	8
	2436	0	4224	2040	952	312	864	396	280	442	459	1462	13867		

Variables	Score Value in Rank												Total		
Knowledge On Risk Return off	4368	1679	3894	1080	672	1196	960	1452	840	340	540	153	**17174**	57.25	1
Consultants	1932	4234	2178	2400	1960	936	432	1936	240	408	297	187	**17140**	57.13	2
Knowledge On Capital Market	756	5475	792	2700	1568	1508	1200	792	640	476	783	0	**16690**	55.63	3
Knowledge On India Financial System	924	1606	1188	3360	2912	936	2064	1188	1280	374	243	17	**16092**	53.64	4
Journals	1092	1314	2904	2040	1624	1664	864	2464	840	204	432	221	**15663**	52.21	5
News Paper	2100	1533	1848	300	1568	4108	1296	704	320	136	1134	289	**15336**	51.12	6
Television	3864	1825	858	300	56	832	4368	88	1200	476	675	544	**15086**	50.29	7
Research Institution	2436	0	4224	2040	952	312	864	396	280	442	459	1462	**13867**	46.22	8
Reports and Guidelines From NS/SEBI	2016	803	330	780	1848	884	768	1980	520	2822	459	391	**13601**	45.34	9
Internet	2436	1533	0	1080	2240	156	768	836	1080	782	1620	748	**13279**	44.26	10
Stock Exchange Brokers	1260	1095	528	1920	1400	1144	48	528	720	2822	1134	459	**13058**	43.53	11

Agencies	1008	803	1056	0	0	1924	1344	836	4040	918	324	629	**12882**	42.94	12

Ranks in order Table1.8

Source: Compiled through Primary Data from Questionnaire

Interpretation

From the above table 1.8 , the analysis is inferred that the Knowledge on Risk Return Off is the major preference ranked 1 by the respondents of the Blue Chip Fund Investors with the Average score of 57.25 with the Garrett total of 17174 and followed by the average score of 57.13 with 17140 for Consultants ranked 2, Knowledge on Capital Market 55.63 with 16,690 ranked with 3, the rank 4 has been adopted for Knowledge on India Financial System 53.64 with 16,092, 52.21 with Garrett total of 15,663 for Journals ranked 5, rank 6 has adopted for News Paper 51.12 with 15,336, Television source of information had ranked 7, 50.29 with the 15,086, with 46.22 for Research Institution ranked 8, 45.34 with 13,601for Reports and guidelines from NSE/SEBI ranked 9, 44.26 with 13,279 for Internet ranked 10, 43.53 with 13,058 for Stock exchange brokers ranked 11, and the Average score of 42.94 with 12,882 for Agencies ranked 12.

Objective 3: To explore the Factors Affecting The Selection Of Blue-Chip mutual funds Companies

Descriptive Analysis for the Adoption Statements Table1.9

Statements	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		
	No.	%	No.	%	No.	%	No.	%	No.	%	
Safety of Principal	**165**	**55**	80	26.7	37	12.3	10	3.33	8	2.67	300
Adequate Liquidity	**116**	**38.7**	89	29.7	55	18.3	20	6.67	20	6.67	300
Stability of Income	89	29.7	**167**	**55.7**	30	10	6	2	8	2.67	300
Capital Growth	75	25	86	28.7	**96**	**32**	29	9.67	14	4.67	300
Tax Benefits	45	15	51	17	45	15	**95**	**31.7**	64	21.3	300
Purchasing Power Stability	**133**	**44.3**	87	29	37	12.3	27	9	16	5.33	300
Switching Facility	**98**	**32.7**	76	25.3	83	27.7	28	9.33	15	5	300
Conveniences	90	30	**144**	**48**	46	15.3	10	3.33	10	3.33	300
Hedge against inflation	**132**	**44**	111	37	20	6.67	23	7.67	14	4.67	300
Reduced risk	**126**	**42**	70	23.3	54	18	33	11	17	5.67	300
Regular return	**177**	**59**	92	30.7	10	3.33	13	4.33	8	2.67	300
Professional management	35	11.7	32	10.7	62	20.7	48	16	**123**	**41**	300
Low transaction cost	63	21	66	22	43	14.3	**74**	**24.7**	54	18	300
Investment related publicity	25	8.33	113	37.7	**152**	**50.7**	8	2.67	2	0.67	300
Commitment	23	7.67	44	14.7	47	15.7	69	23	**117**	**39**	300

Source: primary data

The table 1.9 denotes that the variable has difference in the opinions of the individual respondents having strongly agreed, agree, neutral, disagree and strongly disagree to explore and analyses the factors affecting the selection of blue-chip funds. The majority of the respondents were in safety of principal of 55% with 165 respondents and

with least respondents of 8 with 2.67%. The adequate liquidity of the respondents' level scores 116 with 38.7%, 167 with 55.7% respondents in stability of income. The concern for the capital growth by the respondents is neutral of 96 with percent of 32. The individual respondents benefited for tax with 31.7% with 95.

The respondent's level for purchasing power stability of 133 with 44.3%. Most of the respondents' response for the switching facility of 98 with 32.7%, the respondent said that strongly agrees for the concern to the conveniences of 144 with the percent of 48. The Majority of level of the respondents for hedge against inflation is strongly agree with 132 with percent of 44, the percent of 42 with 126 respondents where strongly agree for the concern of reduced risk. The respondents' level for the concern to regular return is strongly agree with 59% of 177 respondents.

Professional management is strongly disagreed by the respondents of blue-chip fund with 123 percent of 41. The low transaction cost is disagreed by the respondents with 74 of 24.7%, most of the respondents with 152, 50.7 percent where neutral for the concern of investment related publicity the majority of the respondents with 117 of 39 percent is strongly disagree for the concern for commitment.

Reliability Analysis

This analysis is helps to measure the consistency of the variable. The Reliability analysis is classified into three consistencies,

1.   Over time (test – retest reliability)
2.   Across time (internal consistency)
3.   Across different researches (inter – rater reliability)

Cronbach Alpha

The internal consistency is measured by using Cronbach Alpha analysis, before using the factor analysis. The Cronbach Alpha it values the variables in a particular group are how closely related to each other. It is used to consistent the reliability. In this analysis the Cronbach value will show the lesser value when the inter – item correlation shows the lesser value, and if the inter – item correlation shows the high value, Cronbach value will also show the higher value. If the value is higher than 0.75 then the consistency of the variables is much better and the value is lower than 0.65 should be removed to raise the reliability

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded	0	.0
	Total	300	100.0

Primary Data from Questionnaire

Reliability Statistics

Cronbach's Alpha	N of Items
.986	15

Source: Compiled through Primary Data from Questionnaire

Table Item – Total Statistics Table1.10

Variables	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Safety of principal	34.57	220.734	.904	.985
Adequate liquidity	34.16	213.640	.949	.985
Stability of income	34.37	224.969	.888	.986
Capital growth	33.89	215.633	.967	.984
Tax benefits	33.02	209.909	.918	.985
Purchasing power stability	34.27	214.091	.940	.985
Switching facility	34.00	213.803	.973	.984
Conveniences	34.27	221.522	.918	.985
Hedge against inflation	34.37	216.736	.925	.985
Reduced return	34.14	212.181	.956	.984
Regular return	34.66	223.121	.862	.986
Professional management	32.65	210.783	.869	.986
Low transaction cost	33.32	207.009	.954	.985
Investment related publicity	33.79	228.974	.864	.986
Commitment	32.58	213.074	.865	.986

Interpretation

The above table shows 1.10 the overall Cronbach's alpha value is above 0.985, here the collected statements is reliable. It is assumed that the values are more than 070 then it is considered that the variables are having the good consistency. So, it is accepted for the selected statements in this study also. Since in this study all the statements are having the good consistency level it is more reliable to carry over factor analysis.

Total Variance Explained Table1.11

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %

1	12.937	86.247	86.247	12.937	86.247	86.247	12.937	86.247	86.247
2	1.046	6.972	93.219	1.046	6.972	93.219	1.046	6.972	93.219
3	0.274	1.83	95.049	0.274	1.83	95.049	0.274	1.83	95.049
4	0.203	1.353	96.401						
5	0.159	1.059	97.46						
6	0.086	0.572	98.032						
7	0.074	0.492	98.524						
8	0.045	0.301	98.825						
9	0.042	0.278	99.102						
10	0.036	0.242	99.344						
11	0.029	0.193	99.538						
12	0.023	0.155	99.693						
13	0.017	0.116	99.808						
14	0.016	0.105	99.914						
15	0.013	0.086	100						

Extraction Method: Principal Component Analysis.Source: Compiled through Primary Data from Questionnaire

Interpretation:

The above table 1.11 shows that 95.049% of cumulative extraction in three rotated component factors. There are three rotation sums of squared loadings. The total variance explained for the first variable is 86.247%, followed by second variable 6.972% and the third variable consist of 1.830%. The cumulative for the extraction sum of squared loadings is increased from 86.247% for the first variable, 93.216% for the second variable and 95.049% for the third variable. After the rotation of the extraction of the variables and percentage of cumulative of both rotation sum of square loadings and extraction sum of square loadings have not changes and it remains the same.

Findings

Investor's Attitude towards Blue Chip Fund

➢   From the analysis of descriptive statistics many of the respondents are disagreed with investors' attitude of select 20 variables.

➢   The homogeneity for the variable gender and investors attitude is significantly proven in order to carry out the analysis of variance between gender and investor attitude; since the P value of all variable indicates that there is a significant difference between age and attitude of investors.

➢   The homogeneity for the variable gender and financial specialists state of mind is essentially demonstrated in arrange to carry out the examination of change between sexual orientation and financial specialist demeanor; since the P esteem of variable shows that there's noteworthy distinction between instruction and demeanor of speculators

Ranking of Investor Preference

➢   It has been observed from the analysis of Garrett Ranking that knowledge of risk return of major preference ranked first by the respondent of blue-chip fund with Garrett total of 171714 and agencies has been ranked twelve by the respondent garret total of 12882.

Factors' Influencing the Selected Blue Chip Investment Mutual Fund Companies

➢   From the analysis of descriptive statistics, the factors affecting select blue chip fund, majority of respondents strongly agree with 12 statements, other two statement reacted to strongly disagree commitment of selection of blue-chip fund.

Suggestions

➢   The investors can invest their pooling of funds in systematic investment plan to get lump sum amount of returns in future

➢   The mutual fund companies have to make timely payment of dividend to earn an additional income and diversify the investing funds to get additional security in profitable investment opportunities by reducing risks

➢   The study suggests to make the investment in Kotak Mahindra blue chip fund to get high returns

Conclusion

Based on depth of the study and analysis of data, the researcher has concluded that no one can predict the directions of market performance. Hence mutual fund bridges the gap to earn returns by knowing the static of market conditions. Investors can accomplish the goals by imputing high yielding returns with investment patterns. People should make a good and keen study in mutual fund investment to link the market and earn profit. By making adequate implication of suggestion the respected companies can gain maximized return with minimized risk. Blue chip is one of the parts of portfolio it needs better and stable investment for long term needed to diversify our assets. Mutual funds pool the resources of a large number of investors with a common investment objective and spread their investment across securities of different industry sectors and companies to achieve potential returns with reasonable safety. An investment company or trust fund. In the era of globalization, the prices of not only financial assets such as stocks and bonds but also physical assets such as real estate, gold and silver are becoming more volatile.

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Website
WWW.amfiindia.com
WWW.amfiindia.com
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