

## **Mutual Funds: An Intervention of Online Facility**

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### **Abstract**

The country is talking about “Digital India” which is an empowerment to its citizens. This is one of the important factor of the Digital India initiative to provide universal digital literacy and make digital sources easily accessible. This service aims to deliver electronic services to people which deals with health, education, farmers, justice, security and financial inclusion. For the new generations, we are witnessing shift in the role of technology is playing in our society and may continue to play for generations to come. Just think!!! Whenever you’re in a coffee shop, standing at bus stop or taking a tube you can easily see how people are connected to each other using different sorts of electronic devices. The primary concern is that communication & interaction made face to face between people non-existent. This leads among other things- even to create a wealth the people are connecting with the technologies such as Skype calls etc. Here, the importance need to understand that to build a wealth with a health-money is not the key factor but also a facility which impact more for business. Technology-the word which grab a people to become investors- so now-a-days the intervention of technologies is so powerful for this modern age in the mutual funds, even the SEBI permit to the intermediaries to improve themselves in the technical aspects and also promote those technologies by giving paperless services.

### **Keywords**

Intervention, Mutual Funds, Technologies, Modern Age, Financial Inclusion, Digital India.

### **1. Introduction**

Mutual Fund is an attractive financial service provided by many companies. Here, the mutual fund is an indirect investment which pools money from small investors. Now-a-days investment in Mutual Funds is

becoming more passion and also the increasing SIP is tempting for investors. The intervention of the technology is bringing positive changes in all the companies. In this digital world, the youth are taking benefit of social media platform like WhatsApp, Facebook, Twitter, Instagram etc. If investor modifies his attitude towards the new changes happening all around, investment too can become simple for him.

## **2. Literature Review**

### **1. FishbeinAjzen's Theory of Reasoned Action (TRA)**

In this theory, the social psychology literature defines relationships between beliefs, attitudes, norms, intentions, and behavior. According to this theory, an individual's behavior for instance the use or rejection of technology is determined by one's intention to perform the behavior. This intention is influenced jointly by the individual's attitude and subjective norm, defined as "the person's perception that most people who are important to him think he should or should not perform the behavior in question (Christensen, Anthony & Roth, 2004). According to TRA, attitude toward a behavior is determined by beliefs about the consequences of the behavior and the effective evaluation of those consequences.

### **2. Theory of Planned Behavior (TPB)**

While the Theory of Reasoned Action (TRA) has been the most widely used theory for examining user acceptance, other theoretical perspectives have also been used. The Theory of Planned Behavior (TPB) is a descendant of TRA and adds a third antecedent of intention, perceived behavioral control, to the TRA model. Perceived behavioral control is determined by the availability of skills, resources, and opportunities, as well as the perceived importance of those skills, resources, and opportunities to achieve outcomes. Perceived behavioral control has been viewed to be close to the self-efficacy belief concept.

## **3. Objectives of the Study**

- To understand the importance of E-wealth account.
- To enumerate the advantages and disadvantages of "E-wealth".
- To estimate the findings and suggestions on E-wealth.
- To measure the results of investment by investors after technology impact.

#### **4. Scope of the Study**

The study is more concentrate on intervention of online in the business of mutual funds, the facility such as E-wealth means Electronic Wealth account. Here, the scope of the study consider the “**technology intervention in Mutual Funds**” especially in South Bangalore of Karnataka State.

#### **5. Research Methodology**

The methodology is the plan, structure and strategy of the investigation process that sets out to obtain answer to the study. The methodology followed for collection of data is as follows:

##### **Sources of Data**

For the purpose of this study data from two sources such as primary and secondary data have been gathered or collected. The methods of collecting primary data and secondary data differ since primary data are to be originally collected while in case of secondary data, it is collected from some existing source or work priority done.

- **Primary Data:** Here primary data has been collected through a structured questionnaire. The selection of respondents is based on simple random sampling. The survey was conducted through a questionnaire you with a view to understand the respondents’ opinion on Systematic Investment Plan.
- **Secondary Data:** These are the sources containing data which has been collected and complicated for another purpose. The secondary sources, consisting of the readily available resources and compiled information. Secondary data for the present research have been collected from several sources. The major sources of secondary data are. Websites and Broachers.
- **Field Work:** As stated earlier in the scope the sample size selected to study is 20 respondents a sample to study in Indian Context. Research has personally interviewed all the respondents chosen for survey and gathered primary data for the purpose of analysis and interpretation.

#### **6. NJ India Invest Pvt Ltd.**

NJE-wealth account opens just in an hour. It is based on Adhar that does not require multiple signatures. There are convenient transaction options and it doesn’t have time or place barrier and it also has prompt alert features and centralized customer care. It also promotes comprehensive

reports like current valuation and transaction report on desktop and mobile app-profit account-MARS a rebalancing strategy of allocation of amount.

## 7. Data Analysis

For primary data 100 samples are taken for the study

<b>Particulars</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
Have you invested in Mutual Funds?	90	10	100
Do you have E-wealth account or Dreamt account?	100	00	100
Is the intervention of online mode in making mutual fund investments easy?	50	50	100
Have you purchased any product in Mutual Funds through E-wealth?	80	20	100
Have you invested in MARS?	60	40	100
Have you made a redemption through E-wealth?	90	10	100
Are SIP Transactions Satisfying?	100	100	100
Are ECS mandate accepted by banks when you go with E-wealth mode?	100	100	100
Have you invested in NFOs?	55	45	100
Did you purchase any shares in E-wealth?	20	80	100
Have you made any switch over facility?	40	60	100
Does the Redemption amount gets soon transformed to your bank account?	75	25	100
Did you provide nominee details for E-wealth account?	100	100	100
Are you satisfied with the services of E-wealth?	90	10	100
Did you provide your all details such as Adhar, PAN and Bank details?	100	100	100

## 8. Limitation of the Study

Here the study is restricted to the location of South Bangalore City which is one particular area. Due to time constraint-the survey sampling size are 20 respondents. The study limits is the survey of opinion about the technology intervention of E-wealth account in Mutual Fund Business.

## 9. Findings

- Nearly 10% of investors have not invested in Mutual Funds still they are unaware about that.

- Nearly 50% of respondents are not finding easy to transact in E wealth account in this generation also.
- Nearly 20% of respondents have still not made any investments through E wealth in mutual funds.
- 40% of respondents have not invested and they are not aware of Mutual Fund Automated Rebalancing Strategy (MARS).
- Majority 90% of respondents have made redemption through online E wealth account.
- Nearly 45% respondents have not invested in NFOs because they don't know the fund and also don't know that how to operate E- wealth.
- Nearly 60% of respondents do not operate switch - over facility of mutual funds in E-wealth account.
- Nearly 25% of respondents are not getting redemption amount early to their bank account.
- Nearly 10% of respondents are not satisfied with E-wealth account.

## **10.Suggestions**

- The company should provide the awareness regarding Mutual Fund investments and the ways to improve financial status.
- As brokerage or sub brokerage companies should to provide the training or guidance on how to operate in E wealth account.
- Many investors have made investment in Mutual Funds through offline mode, not in online mode because they find it tough to operate.
- As a researcher, I suggest NJ Group to promote the product MARS to all the investors and its benefits. With that NJ Net Sales will also improve, and even the investor wealth will be improve.
- The Company should provide and launch the NFO information to the maximum investors, the investors are eager to invest but the company not giving proper information.
- The company should target all the services for improvement and iron out the technical issue.

## **11.Conclusion**

Here finally I conclude that, in the modern age, the economic development is leading by the digital world, therefore, the financial services also keeps on moving by the intervention of technology even in

mutual funds, insurance, stocks, commodities, and so on. Standing on the bus stop, chatting in the cafeteria also you can start your investment in mutual funds with a small amount in the Systematic Investment Plan, and Lump sum Investment etc. When the financial companies provide an online service, then the youth will be attracted towards the mutual fund investments because it's a magical avenue to get a good return for long term goals and needs.

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