

Financial Investment Awareness of Aditya Birla Mutual Funds

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Chapter:1

Introduction

In today's rapidly evolving financial environment, investment awareness has become essential for effective personal financial planning. With increasing income levels, urbanization, and access to financial services, the need for individuals to make informed investment decisions is greater than ever. Mutual funds have emerged as one of the most accessible and professionally managed investment options for retail investors in India. They offer diversification, flexibility, and transparency, which appeal to a broad segment of the population.

Despite the growth in the mutual fund industry, awareness among Indian investors especially those in non-metro cities—remains relatively low. Many individuals still rely on traditional saving instruments such as fixed deposits, gold, and real estate, often due to lack of knowledge about mutual fund products or misconceptions about market risks.

Aditya Birla Sun Life Mutual Fund (ABSLMF), a joint venture between the Aditya Birla Group and Sun Life Financial (Canada), is one of India's leading asset management companies. It offers a wide range of mutual fund schemes to suit different investor profiles and risk appetites. The company has a strong reputation in the market, but like all financial institutions, its success is closely tied to investor trust and awareness.

This study focuses on evaluating the level of awareness about financial investments, particularly mutual funds offered by Aditya Birla, among individual investors. Understanding the awareness gap and investment behaviour will help in designing strategies to enhance investor education and increase participation in mutual funds

Scope and Importance of the Study :

This study focuses on evaluating the level of awareness among individual investors regarding financial investment, with specific reference to mutual fund schemes offered by Aditya Birla Mutual Fund. It aims to understand how familiar people are with mutual fund concepts, the extent of their knowledge about Aditya Birla's offerings, and the key factors influencing their investment decisions. The research is limited to a specific geographical area and targets a diverse group of participants including students, working professionals, businesspeople, and homemakers, regardless of whether they are current investors or potential ones. The findings of the study are expected to be useful in multiple ways. Firstly, they can help identify existing gaps in awareness and understanding, enabling financial institutions like Aditya Birla Mutual Fund to tailor their marketing, education, and outreach strategies more effectively. Secondly, by highlighting areas where investor knowledge is lacking, the study can contribute to improving financial literacy and encouraging more informed and confident investment decisions. Thirdly, the research holds significance for policy makers and financial

advisors, offering them insights that can guide the development of targeted awareness campaigns and investor education initiatives. Finally, the study adds academic value by contributing to the literature on investor behaviour, financial awareness, and mutual fund participation, and can serve as a foundation for future research in this area. Overall, this study is important for promoting investor empowerment, strengthening financial inclusion, and supporting the sustainable growth of the mutual fund industry in India.

Importance of the study :

The importance of this study lies in its potential to uncover the current level of financial investment awareness among individuals, specifically in relation to Aditya Birla Mutual Funds. As mutual funds play an increasingly vital role in personal financial planning, it is essential for individuals to be well-informed about their investment options. This study helps identify the extent to which investors understand mutual fund products, the factors influencing their decisions, and the common misconceptions or barriers that prevent wider participation.

The findings of this research can provide valuable insights for financial institutions like Aditya Birla Mutual Fund to improve their communication strategies, investor education programs, and customer engagement efforts. It can also support financial advisors, educators, and policymakers in designing targeted campaigns to promote mutual fund awareness, especially in semi-urban and rural areas where financial literacy is still evolving.

Moreover, the study contributes to the academic field by adding to the body of knowledge on investor behaviour and financial awareness. It encourages more informed investment decisions among individuals and promotes broader participation in financial markets, which is essential for economic development and financial inclusion in India. Overall, this study serves as a useful tool for enhancing financial literacy, empowering investors, and supporting the sustainable growth of the mutual fund industry.

Chapter:2

Literature review

1. Gupta, L.C. (1994) – “Mutual Funds and Asset Preference of Households”

This study conducted by the Society for Capital Market Research and Development explored household investment behaviour in India. The findings showed that a large portion of savings went into physical assets, with mutual funds occupying a minor share. The key reason was lack of awareness and trust in professionally managed investment options.

2. Sivaprasad, P. (2008) – “A Study on Awareness and Satisfaction Level of Mutual Fund Investors in Kerala”

This paper investigated awareness levels among mutual fund investors in Kerala. It concluded that while awareness was improving, it was still low in rural areas. Most investors depended on agents and financial advisors for decision-making. Satisfaction levels were directly related to awareness and transparency.

3. Dr. S. Krishnamurthy (2009) – “Investor’s Perception and Preferences Towards Mutual Fund Investments”

This study focused on the perception of mutual fund investors in Tamil Nadu. It found that investors still lacked clarity on mutual fund types, risks, and expected returns. The paper emphasized the need for enhanced financial education and regulatory transparency to boost trust.

4. Singh, J. (2012) – “A Study on Investors’ Awareness and Perception about Mutual Funds”

The study examined investor awareness and perception in the Delhi-NCR region. It was found that most retail investors considered mutual funds risky due to market fluctuations, and awareness was limited to brand names rather than specific fund features. The paper recommended more digital engagement and investor-friendly content.

5. Geetha, N., & Ramesh, M. (2013) – “Awareness of Investors towards Mutual Funds – A Study in Tamil Nadu”

The researchers assessed mutual fund awareness among educated investors in urban areas of Tamil Nadu. They found that although investors had a basic understanding, deeper knowledge regarding fund categories, SIPs, and NAVs was lacking. Awareness was positively correlated with income and education.

6. Dr. Anil Kumar (2016) – “Investor’s Behaviour towards Mutual Funds: An Analytical Study”

This study focused on behavioural patterns and investment habits. It found that emotional factors, peer influence, and brand image of fund houses (like Aditya Birla) heavily influenced investor choices. Rational decision-making was observed only among highly educated investors. The study stressed the need for continuous investor engagement.

7. Shruthi, P. & Murugan, M. (2021) – “A Study on Mutual Fund Investment Awareness among Young Investors”

This recent paper analysed awareness among young, first-time investors, especially in the age group of 20–30. It found that though digital access to mutual fund platforms had increased, genuine understanding of fund structures, taxation, and risk factors was still weak. Social media and fintech apps were primary information sources, but often lacked educational depth.

Chapter:3

Company overview

Overview of Aditya Birla Group

The Aditya Birla Group is a globally renowned Indian multinational conglomerate with a legacy that dates back over 160 years. Headquartered in Mumbai, the group operates in 36 countries across six continents with more than 140,000 employees. It is recognized for its leadership in various sectors including metals, cement (largest in India), viscose staple fiber, carbon black, textiles, telecom, and financial services.

Founded by Seth Shiv Narayan Birla in the 19th century, and currently led by Chairman Mr. Kumar Mangalam Birla, the group has always emphasized sustainability, innovation, and inclusive growth. Its financial services arm, Aditya Birla Capital Limited (ABCL), is among the top non-banking financial service providers in India.

Introduction to Aditya Birla Mutual Fund

Aditya Birla Sun Life Mutual Fund (ABSLMF) is a joint venture between the Aditya Birla Group and Sun Life Financial Inc., a leading international financial services organization based in Canada. It was established in 1994 and operates under Aditya Birla Sun Life AMC Limited, a subsidiary of Aditya Birla Capital Limited.

The mutual fund company is regulated by the Securities and Exchange Board of India (SEBI) and offers a wide range of investment solutions tailored to meet the varying financial goals of retail, corporate, and institutional investors. ABSLMF has built a strong reputation for its disciplined investment process, experienced fund managers, and investor-centric approach.

As of recent data, Aditya Birla Sun Life Mutual Fund is one of the top mutual fund houses in India in terms of Assets Under Management (AUM), investor base, and distribution reach.

Products and Schemes Offered

Aditya Birla Mutual Fund offers a broad spectrum of investment products, designed to suit various risk appetites and investment goals. These include:

- **Equity Funds:** Suitable for long-term wealth creation; includes large-cap, mid-cap, small-cap, multi-cap, and sectoral funds.
- **Debt Funds:** Aimed at conservative investors; includes short-term funds, corporate bond funds, dynamic bond funds, etc.
- **Hybrid Funds:** Combines equity and debt components to balance risk and return; includes balanced advantage and aggressive hybrid funds.
- **Tax-Saving Funds (ELSS):** Eligible for tax deduction under Section 80C of the Income Tax Act.
- **Systematic Investment Plans (SIPs):** Allows investors to invest small, regular amounts over time, promoting disciplined investment.
- **Exchange Traded Funds (ETFs) & Index Funds:** Passive investment options tracking various indices.

Each product category is designed keeping in mind diverse investor needs such as capital appreciation, income generation, tax savings, or capital preservation.

Market Position and Competitors

Aditya Birla Sun Life Mutual Fund is consistently ranked among the top 5–7 mutual fund houses in India in terms of AUM. Its extensive distributor network, digital presence, and wide product portfolio have helped it maintain a strong market presence.

Key competitors in the Indian mutual fund industry include:

- **SBI Mutual Fund**
- **HDFC Mutual Fund**
- **ICICI Prudential Mutual Fund**
- **Nippon India Mutual Fund**
- **Kotak Mahindra Mutual Fund**
- **Axis Mutual Fund**

Despite stiff competition, Aditya Birla Mutual Fund continues to attract investors due to its brand legacy, research-driven approach, and robust fund performance in key segments. However, challenges remain in terms of investor education, digital transformation, and retention of new investors.

Chapter :4

Research methodology

Research Design :

This study is descriptive in nature. A descriptive research design is adopted to assess the awareness level, perception, and investment behaviour of individuals toward Aditya Birla Mutual Fund schemes. The study attempts to collect quantitative and qualitative data to analyse the financial knowledge and influencing factors behind mutual fund investments.

Objectives of the Study:

1. To assess the level of awareness among individuals regarding mutual funds.
2. To examine investor perception and preferences toward Aditya Birla Mutual Funds.
3. To identify the sources of information influencing investment decisions.

Data Collection Methods:

- **Primary Data:**

Collected using structured questionnaires distributed to selected respondents through online and offline modes. The questionnaire includes both closed-ended and multiple-choice questions related to investment knowledge, behaviour, and preferences.

Sampling Method:

- **Sampling Technique:**

Non-probability convenience sampling was used, as the study aimed to gather data from easily accessible individuals within a specific location or demographic group.

- **Sample Size:**

A total of **50 respondents** were surveyed for this study. The sample included students, working professionals, businesspeople, and homemakers.

Tools of Analysis:

- The data collected from the questionnaire was analysed using:
Excel

Limitations of the Study:

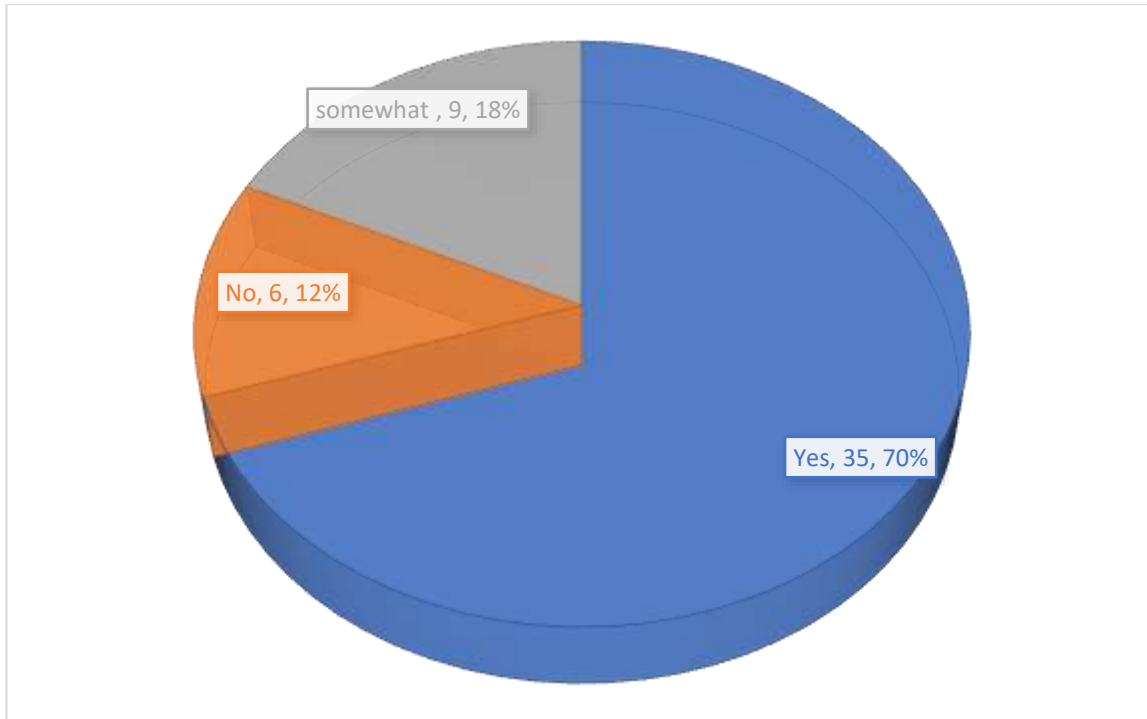
1. The study is limited to a specific geographical area and may not reflect the awareness level across India.
2. The sample size is relatively small and may not represent the entire investor population.
3. The responses are based on self-reported data and may include biases or inaccuracies.

Chapter:5

Data analysis and interpretation

1) Are you familiar with the concept of mutual funds as an investment option?

Response	Count	Percentage
Yes	35	70
No	6	12
Somewhat	9	18

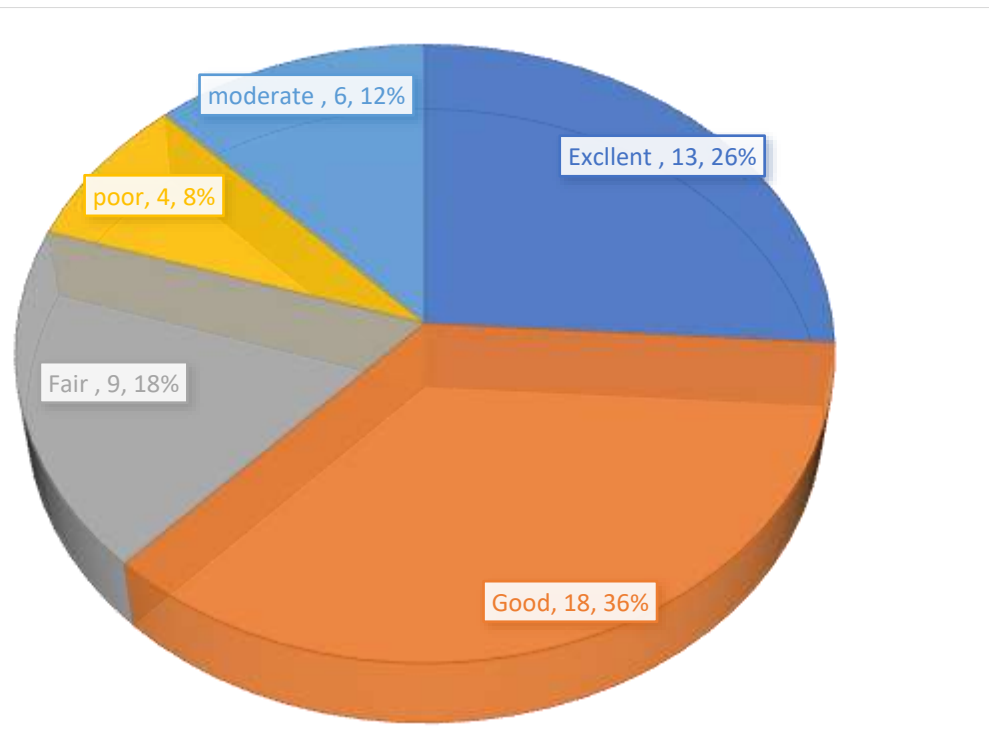


Interpretation :

The survey shows that 70% of respondents are aware of mutual funds, indicating a good level of financial awareness. About 18% have partial knowledge, suggesting they may have heard of mutual funds but lack a clear understanding. Only 12% are completely unaware, showing that a small portion still needs basic financial education. This highlights the need for more awareness programs. Aditya Birla Mutual Fund can focus on educating the "somewhat aware" and "unaware" segments. Increasing awareness can help people make better investment decisions. The data reflects growing interest in personal finance among individuals. With proper guidance, more people may be encouraged to invest in mutual funds. Awareness alone is not enough; understanding is equally important. Therefore, investor education campaigns should be simplified and more widespread.

2) How would you rate your overall knowledge of mutual funds?

Particular	Response	percentage
Excellent	13	26
Good	18	36
Fair	9	18
Poor	4	8
Moderate	6	12

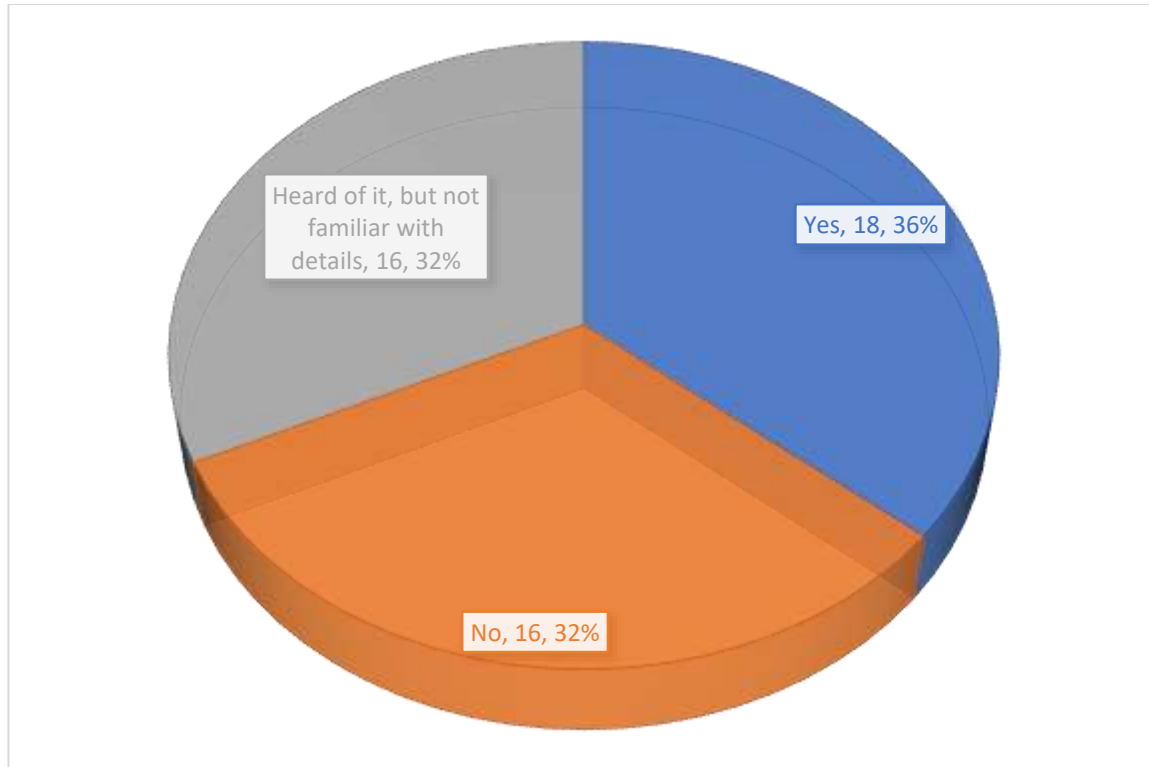


Interpretation :

The survey reveals that 36% of respondents rated their knowledge of mutual funds as "Good," indicating a decent understanding of the subject. About 26% consider their knowledge "Excellent," reflecting a confident group of well-informed investors. Meanwhile, 18% rated their knowledge as "Fair" and 12% as "Moderate," showing a segment that has some awareness but may lack deeper insights. Only 8% of respondents rated their knowledge as "Poor," suggesting a small group in need of foundational education. Overall, the majority possess a reasonable level of mutual fund knowledge. This indicates positive progress in financial literacy. However, efforts should continue to target those with limited or moderate understanding. Improving this segment's knowledge could lead to more informed investment choices. Financial institutions can play a key role in bridging this gap.

3) Are you aware of Aditya Birla Mutual Fund and its investment offerings?

Particular	Response	Percentage
Yes	18	36
No	16	32
Heard of it, but not familiar with details	16	32

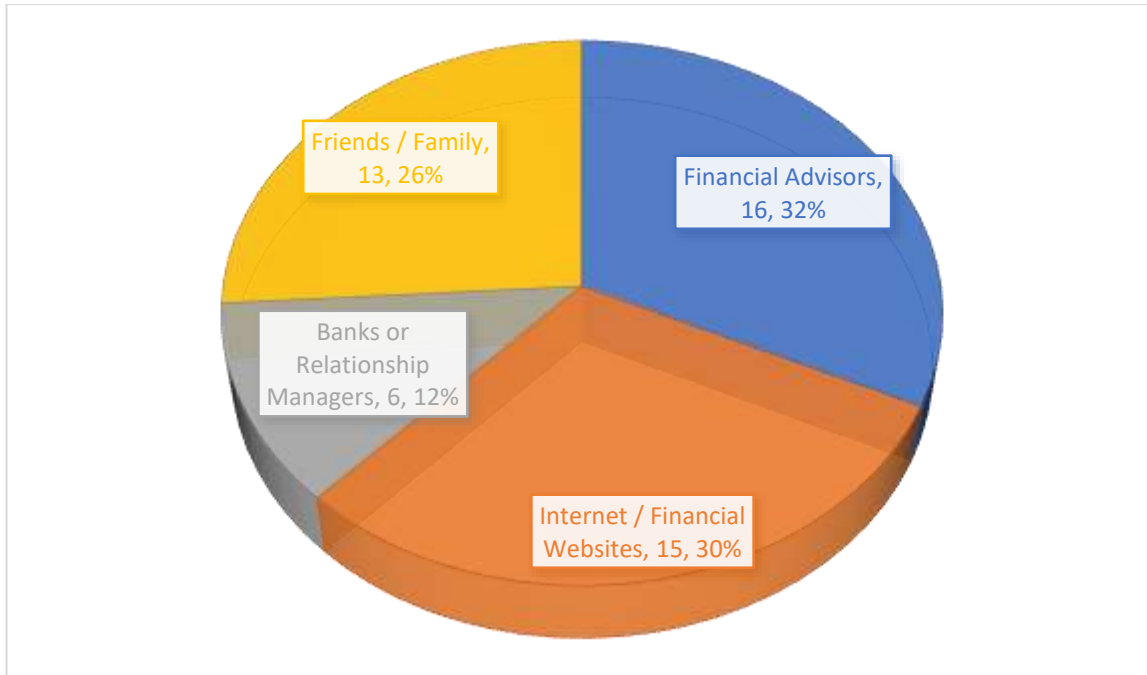


Interpretation :

The survey indicates that only 36% of respondents are fully aware of Aditya Birla Mutual Fund and its investment offerings. A significant portion, 32%, have heard of the brand but are not familiar with the specific details of its schemes. Another 32% are completely unaware of the mutual fund house. This suggests that while the brand name is somewhat known, detailed awareness about its products and benefits is lacking. The data points to a clear need for more targeted marketing and investor education by Aditya Birla Mutual Fund. Raising product-level awareness could help convert passive recognition into active investment. The high percentage of partial and non-awareness is a missed opportunity for growth. Aditya Birla can strengthen its outreach through campaigns, seminars, and digital platforms. Increased visibility and simplified communication may improve investor engagement. This gap presents both a challenge and an opportunity for the brand.

4) Which of the following sources do you rely on for financial/investment information?

Particular	Response	Percentage
Financial Advisors	16	32
Internet / Financial Websites	15	30
Banks or Relationship Managers	6	12
Friends / Family	13	26

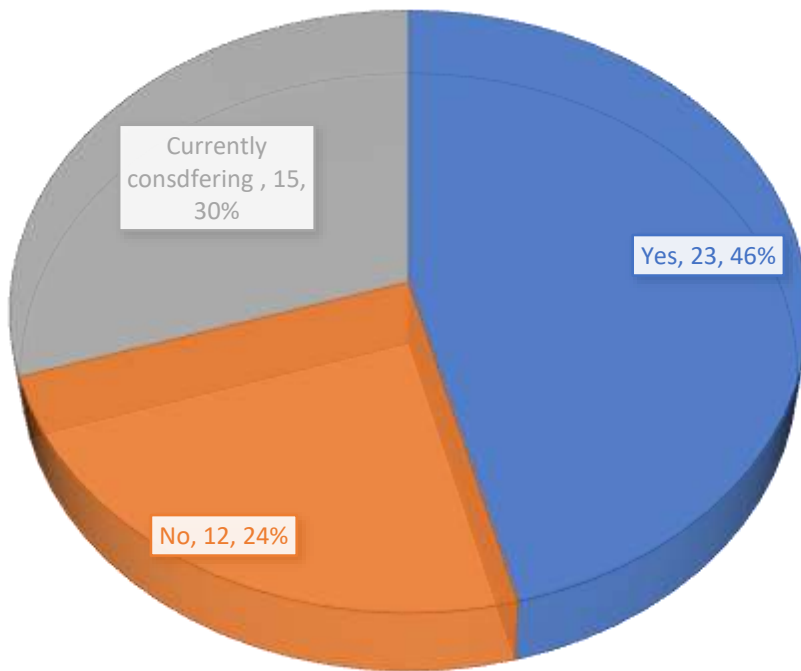


Interpretation :

The survey shows that 32% of respondents rely on financial advisors for investment information, indicating trust in expert guidance. About 30% prefer using the internet or financial websites, reflecting a growing trend of self-education through digital sources. Friends and family are the source for 26% of participants, highlighting the influence of personal networks in financial decisions. Only 12% rely on banks or relationship managers, suggesting a relatively low dependence on traditional financial institutions. The data reveals a shift toward independent research and professional advice over institutional support. This change may be driven by greater accessibility to online resources. However, personal recommendations still hold significant value. Aditya Birla Mutual Fund can leverage digital channels and advisory networks to reach potential investors. Awareness programs should also target social circles and online platforms. A multi-channel approach can help bridge the information gap effectively.

5) Have you invested in any Aditya Birla Mutual Fund schemes in the past?

Particular	Response	Percentage
Yes	23	46
No	12	24
Currently considering	15	30

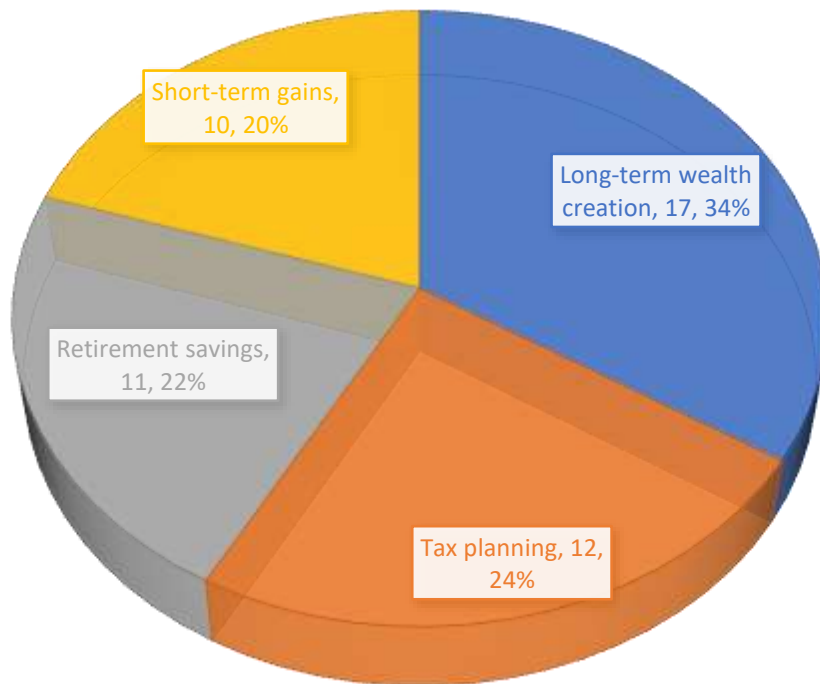


Interpretation :

The survey reveals that 46% of respondents have previously invested in Aditya Birla Mutual Fund schemes, indicating a strong level of trust and adoption among investors. This suggests that nearly half of the participants are confident in the brand and its offerings. Interestingly, 30% of respondents are currently considering investing, which reflects a high potential for future growth. These individuals represent a valuable target segment for marketing and advisory efforts. Meanwhile, 24% of respondents have not invested in any Aditya Birla Mutual Fund schemes. This group may require more awareness, education, or confidence in the brand. The combined 76% who have invested or are considering it reflects positive brand traction. Aditya Birla Mutual Fund can convert potential investors by addressing their concerns and offering personalized support. The findings highlight both the brand's current reach and future opportunities. Focused engagement can further improve adoption and customer loyalty.

6) What is your primary goal when investing in mutual funds?

Particular	Response	Percentage
Long-term wealth creation	17	34
Tax planning	12	24
Retirement savings	11	22
Short-term gains	10	20

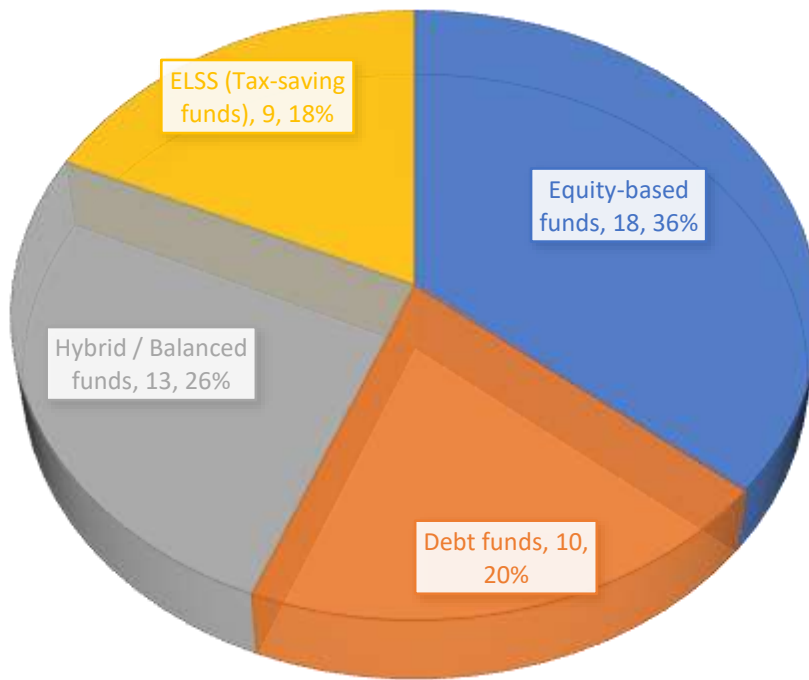


Interpretation :

The survey results show that the most common investment goal among respondents is long-term wealth creation, with 34% choosing this option. This indicates that a significant portion of investors are focused on building financial security over time. Tax planning was the second most cited reason, selected by 24% of respondents, showing that mutual funds are also valued for their tax-saving benefits. Retirement savings followed closely at 22%, highlighting the importance of future financial stability. Meanwhile, 20% of respondents invest for short-term gains, reflecting a segment of investors looking for quicker returns. Overall, the data suggests a healthy mix of investment goals. It also shows that mutual funds are being used for both long-term and short-term financial planning. Aditya Birla Mutual Fund can tailor its communication based on these varied objectives. Educational outreach and product recommendations aligned with these goals can further enhance investor satisfaction and engagement.

7) Which type of mutual fund schemes are you most interested in?

Particular	Response	Percentage
Equity-based funds	18	36
Debt funds	10	20
Hybrid / Balanced funds	13	26
ELSS (Tax-saving funds)	9	18

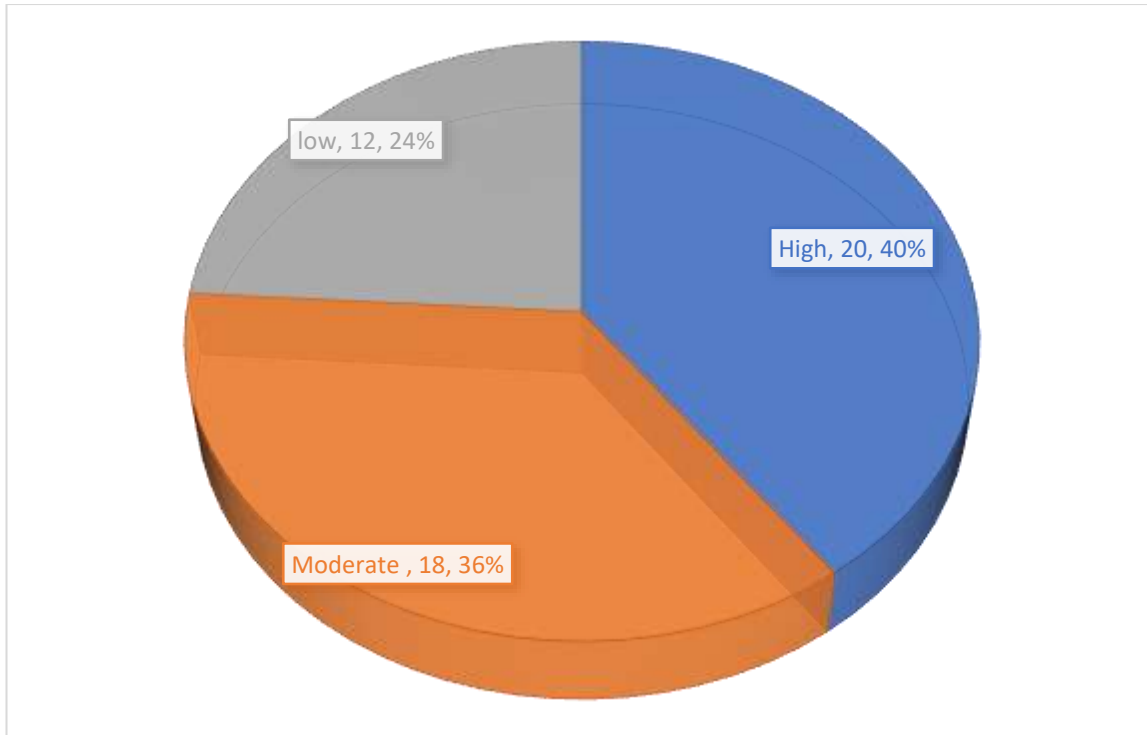


Interpretation :

The survey shows that 36% of respondents are most interested in equity-based mutual funds, indicating a preference for higher-risk, high-return investment options. This suggests a growing appetite for capital appreciation among investors. Hybrid or balanced funds come next, preferred by 26% of participants, reflecting a balanced risk-return mindset. Debt funds attracted 20% of respondents, showing that a portion of investors prioritize stability and lower risk. Meanwhile, 18% expressed interest in ELSS (tax-saving funds), highlighting the relevance of tax planning in investment decisions. The results reveal a diverse range of investor preferences. Equity and hybrid funds dominate, pointing to a moderate-to-aggressive risk profile among many respondents. However, the interest in debt and ELSS funds underscores the need for conservative and tax-efficient options as well. Aditya Birla Mutual Fund can use these insights to segment and target its offerings more effectively. Tailored investor education can further align schemes with individual financial goals.

8) How do you perceive the risk level of mutual funds as compared to other investment options?

Particular	Response	Percentage
High	20	40
Moderate	18	36
Low	12	24

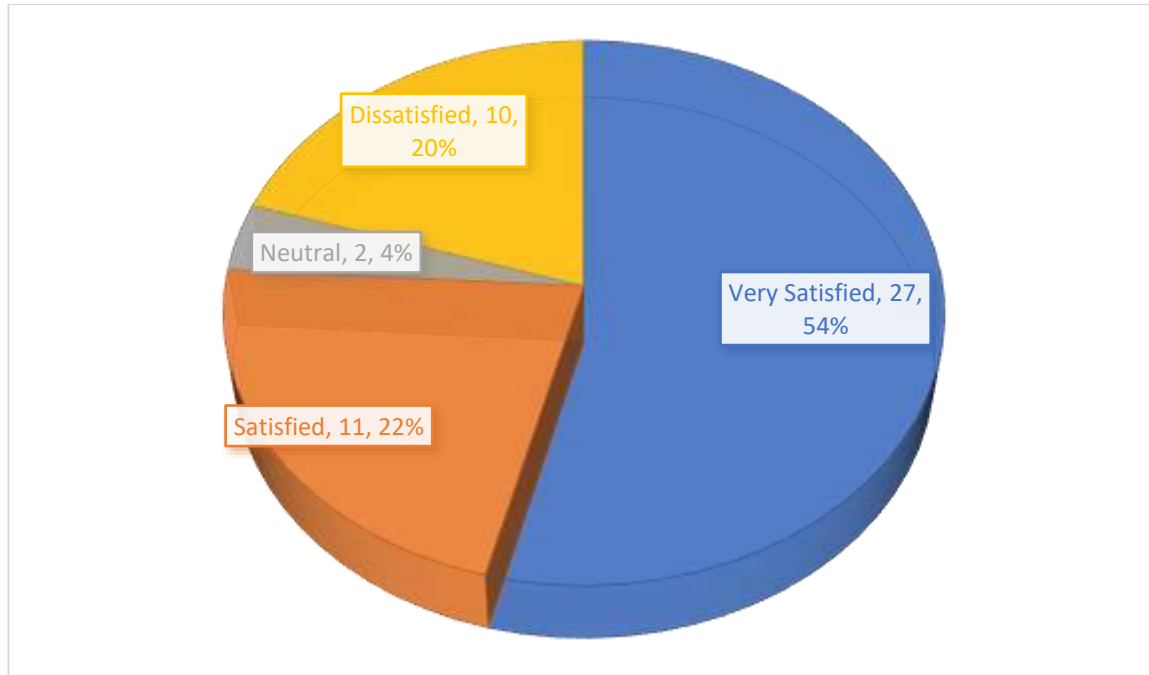


Interpretation :

The survey reveals that 40% of respondents perceive mutual funds as a high-risk investment compared to other options. This suggests a significant portion of investors associate mutual funds with market volatility and uncertainty. Meanwhile, 36% consider them to be of moderate risk, indicating a more balanced understanding of the risk-reward nature of mutual funds. Only 24% believe mutual funds carry low risk, which may reflect a lack of awareness about safer fund types like debt or liquid funds. The data shows that risk perception varies widely among investors. Misconceptions or limited knowledge may be influencing views toward higher perceived risk. This highlights the need for investor education on the types of mutual funds and their varying risk profiles. Aditya Birla Mutual Fund can benefit from clearly communicating scheme-specific risks. Addressing these perceptions can help increase investor confidence and participation.

9) How satisfied are you with the transparency, communication, and customer service of mutual fund providers like Aditya Birla?

Particular	Response	Percentage
Very Satisfied	27	54
Satisfied	11	22
Neutral	2	4
Dissatisfied	10	20

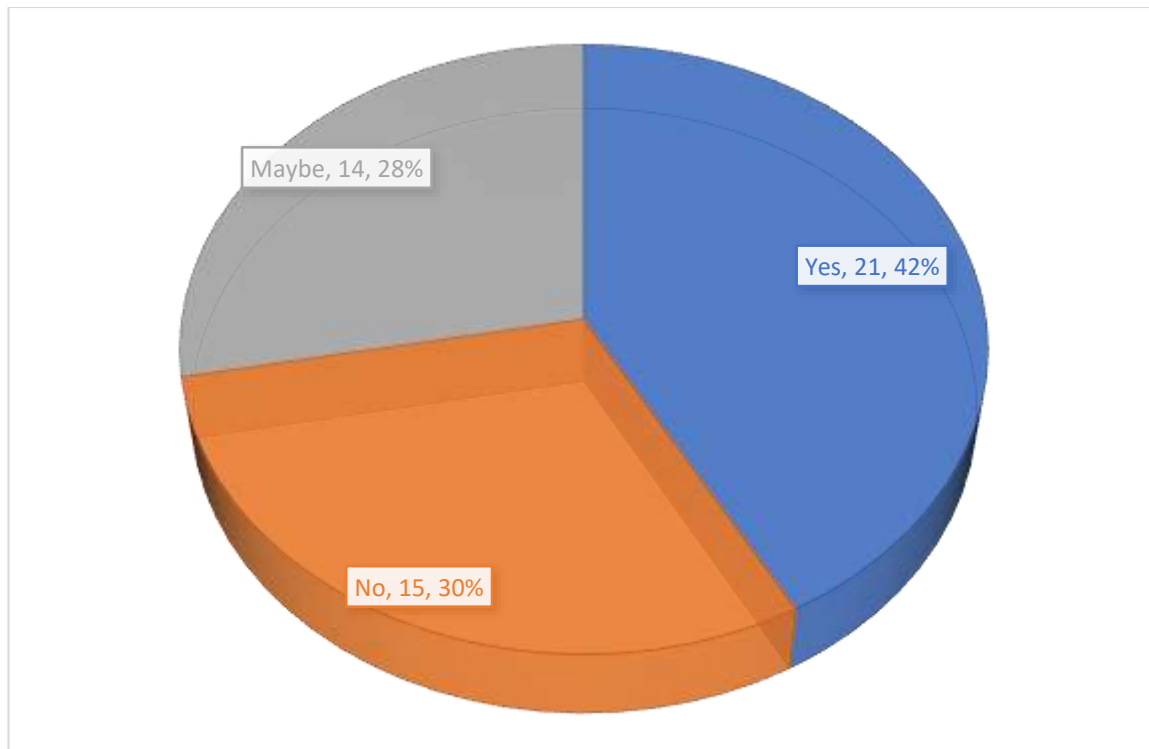


Interpretation :

The survey shows that 54% of respondents are very satisfied with the transparency, communication, and customer service offered by mutual fund providers like Aditya Birla. This indicates a strong positive perception and trust in the service quality delivered. Additionally, 22% of participants reported being satisfied, which further reflects overall customer approval. However, 20% expressed dissatisfaction, pointing to a significant minority who may have experienced service-related issues or unmet expectations. A small segment (4%) remained neutral, showing either limited experience or mixed feelings. The overall response suggests that while a majority are happy, there is room for improvement. Addressing concerns raised by dissatisfied customers can enhance the brand's credibility. Aditya Birla Mutual Fund should focus on consistent communication and timely support. Improving client servicing and clarity in information may lead to higher investor retention.

10) Would you be open to attending educational sessions or webinars about mutual fund investing, specifically from Aditya Birla Mutual Fund?

Particular	Response	Percentage
Yes	21	42
No	15	30
Maybe	14	28

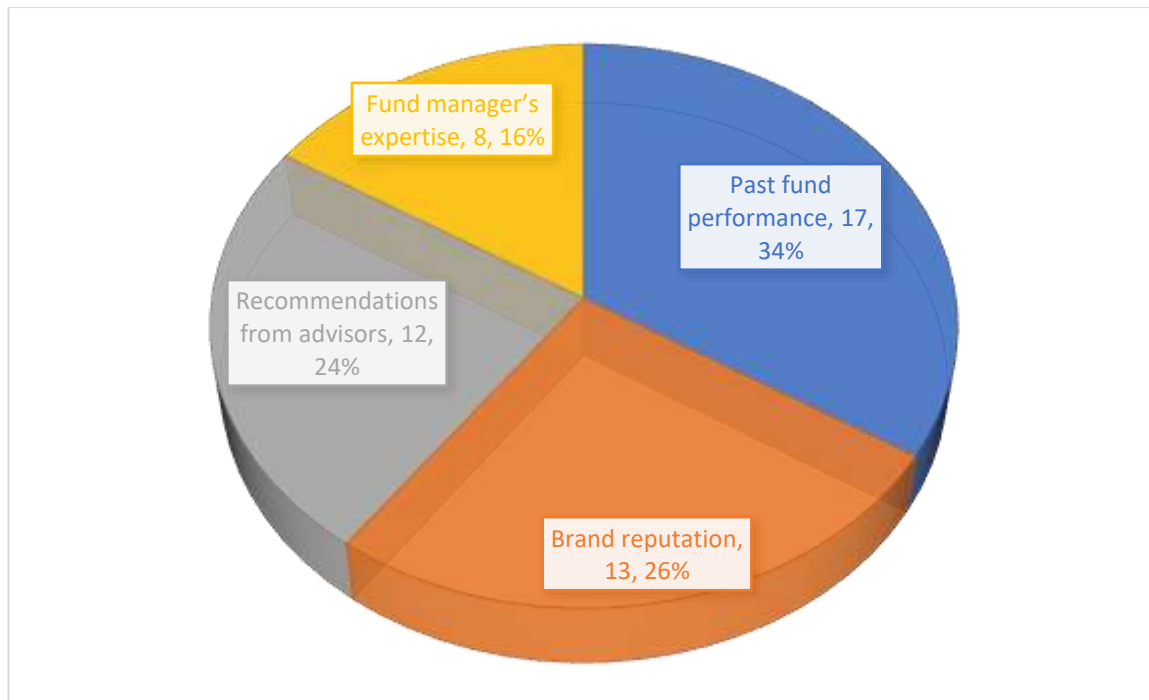


Interpretation :

The survey reveals that 42% of respondents are open to attending educational sessions or webinars conducted by Aditya Birla Mutual Fund. This reflects a promising interest in learning more about mutual fund investing. Additionally, 28% responded with "Maybe," indicating a group that could be encouraged to participate with the right promotion and content. However, 30% of respondents are not interested, suggesting either a lack of time, motivation, or perceived relevance. The data highlights a meaningful opportunity for Aditya Birla to engage nearly 70% of respondents through financial education initiatives. Tailoring webinars to specific investor needs could improve participation. The "Maybe" segment, in particular, can be influenced with targeted communication and value-driven content. Meanwhile, understanding the concerns of those disinterested may help design more appealing formats. Overall, educational efforts can play a key role in increasing awareness and investor confidence.

11) What factors most influence your decision to invest in a particular mutual fund scheme?

Particular	Response	Percentage
Past fund performance	17	34
Brand reputation	13	26
Recommendations from advisors	12	24
Fund manager's expertise	8	16

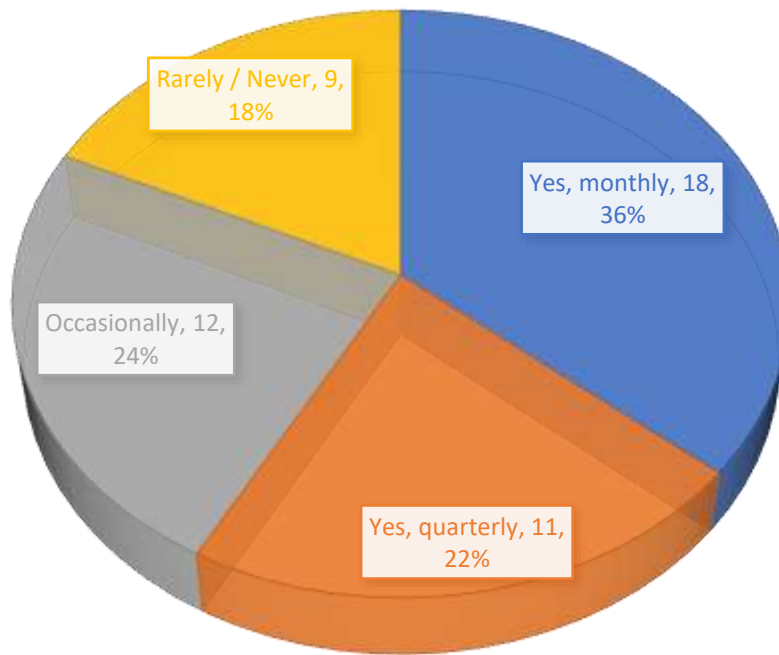


Interpretation :

The survey indicates that past fund performance is the most influential factor for investors, with 34% of respondents selecting it as their top consideration. This shows that historical returns strongly impact investment decisions. Brand reputation comes next at 26%, highlighting the importance of trust and credibility associated with mutual fund providers like Aditya Birla. Recommendations from financial advisors influence 24% of respondents, suggesting that expert guidance remains a key driver for many investors. Lastly, fund manager's expertise was chosen by 16%, indicating that while important, it is less visible or understood by the average investor. Overall, the findings suggest that performance and brand trust are primary motivators. Mutual fund companies should maintain consistent performance and reinforce their reputation through transparent communication. Additionally, promoting the role and experience of fund managers could further enhance investor confidence

12) Do you review the performance of your mutual fund investments regularly?

Particular	Response	Percentage
Yes, monthly	18	36
Yes, quarterly	11	22
Occasionally	12	24
Rarely / Never	9	18

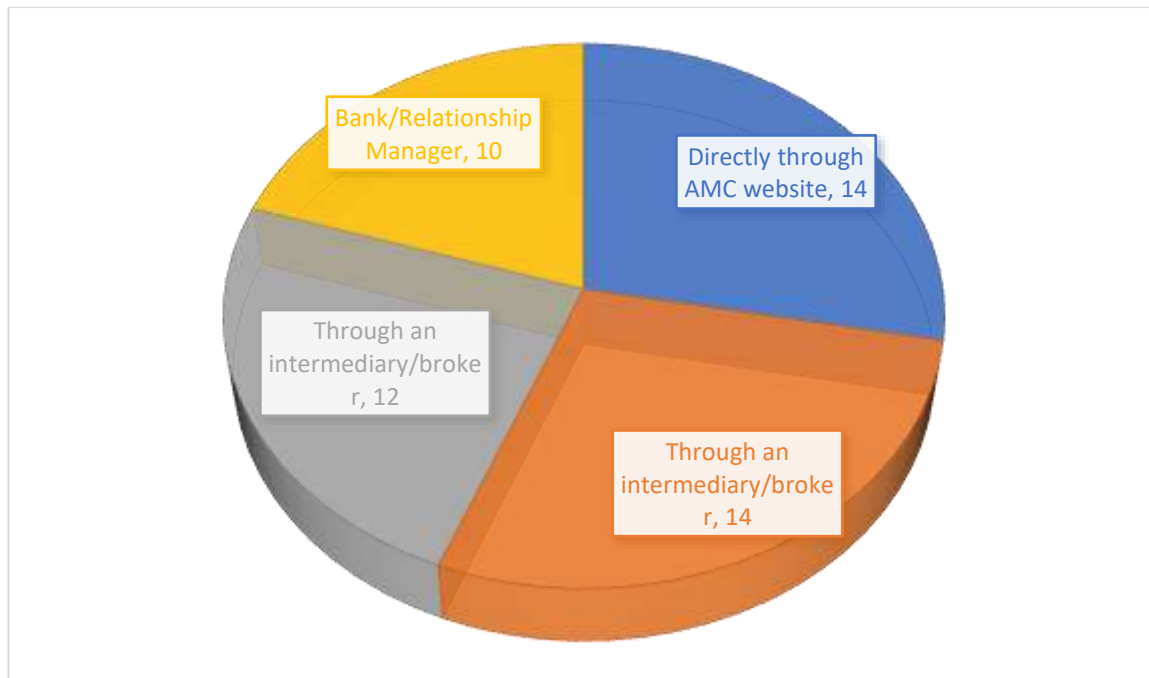


Interpretation :

The survey reveals that 36% of respondents review their mutual fund investments monthly, indicating a proactive and engaged investor mindset. Another 22% check quarterly, which aligns with standard financial review practices and reflects a responsible approach. 24% of participants review their investments occasionally, suggesting a moderate level of involvement. However, 18% rarely or never monitor their mutual fund performance, pointing to a need for increased investor awareness and discipline. Regular portfolio review is essential for making informed decisions and adjusting strategies as needed. The data shows that while a majority are active or semi-active in monitoring, a significant portion still lack consistency. Aditya Birla Mutual Fund can encourage regular tracking by offering easy-to-access performance summaries. Investor education initiatives can also stress the importance of monitoring. Better engagement tools and reminders may help convert passive investors into informed participants.

13) What is your preferred method of investing in mutual funds?

Particular	Response	Percentage
Directly through AMC website	14	28
Through an intermediary/broker	14	28
Through an intermediary/broker	12	24
Bank/Relationship Manager	10	20

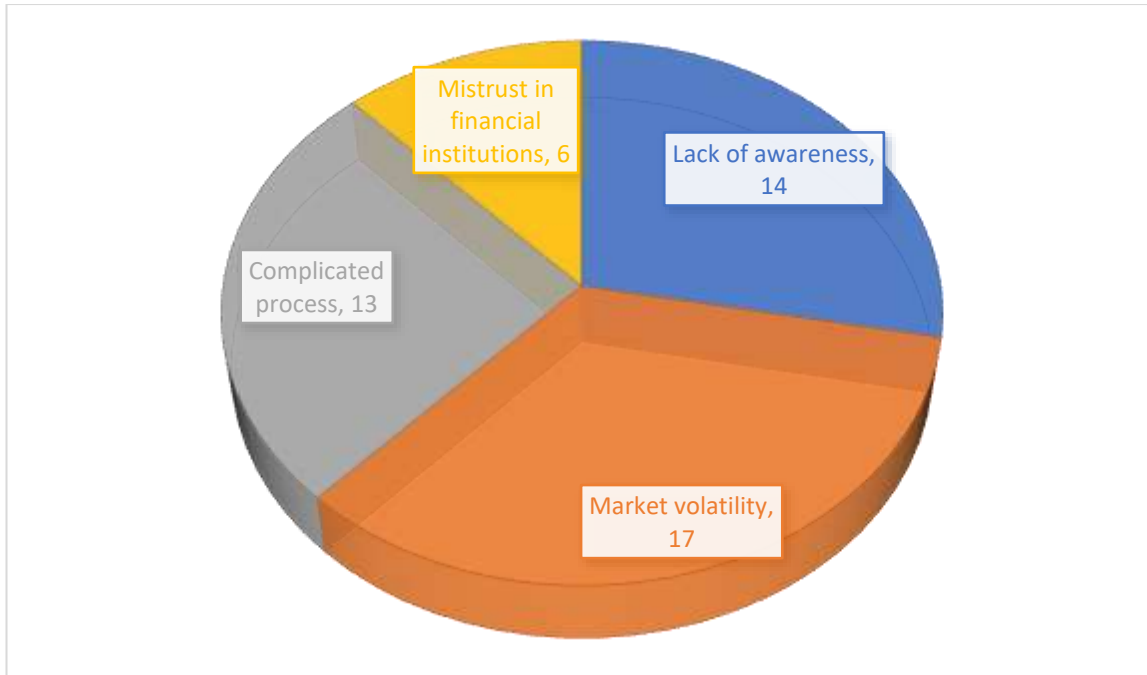


Interpretation :

The survey shows that 28% of respondents prefer investing directly through the AMC website, indicating a growing trend toward digital self-service platforms. An equal 28% prefer using intermediaries or brokers, reflecting the continued relevance of personalized assistance in investment decisions. Another 24% also use intermediaries, suggesting that a large portion still relies on third-party support for making mutual fund investments. Meanwhile, 20% of respondents invest through banks or relationship managers, showing that traditional channels still play a role, though to a lesser extent. The data highlights a fairly even split between digital convenience and human guidance. This suggests that mutual fund providers like Aditya Birla should continue to strengthen both online platforms and advisor networks. Offering user-friendly digital tools alongside expert consultation can cater to all investor preferences. It also points to the importance of trust and simplicity in the investment process. A hybrid approach may be the most effective strategy moving forward.

14) Which challenge or concern most discourages you from investing in mutual funds?

Particular	Response	Percentage
Lack of awareness	14	28
Market volatility	17	34
Complicated process	13	26
Mistrust in financial institutions	6	12

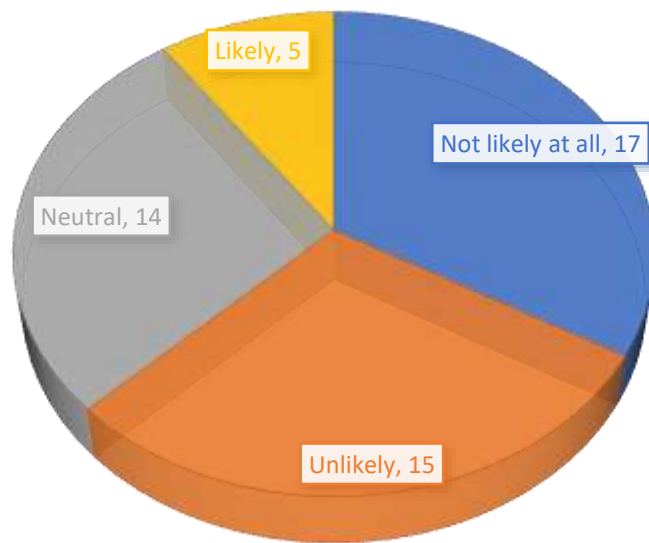


Interpretation :

The survey shows that market volatility is the most discouraging factor for 34% of respondents when it comes to mutual fund investment. This indicates a significant concern about unpredictable returns and potential losses. Lack of awareness follows closely, affecting 28% of respondents, which highlights the ongoing need for investor education. Complicated processes were cited by 26% of participants, showing that complex procedures and technical terms can deter new or inexperienced investors. Meanwhile, 12% of respondents expressed mistrust in financial institutions, reflecting a confidence gap that may stem from past experiences or general scepticism. The data suggests that simplifying the investment process and enhancing transparency can help reduce these barriers. Aditya Birla Mutual Fund can address market-related fears through risk education and product suitability guidance. Strengthening trust and demystifying fund operations can further improve investor confidence and participation.

15) On a scale of 1 to 5, how likely are you to recommend Aditya Birla Mutual Funds to others?

Particular	Response	Percentage
Not likely at all	17	35.4
Unlikely	15	31.3
Neutral	14	29.2
Likely	5	4.1



Interpretation :

The survey reveals that 35.4% of respondents are not likely at all to recommend Aditya Birla Mutual Funds to others, indicating a concerning level of dissatisfaction or disengagement. Additionally, 31.3% marked 'Unlikely', reinforcing the need for the company to evaluate its offerings, service quality, or brand perception. A further 29.2% chose 'Neutral', suggesting that many investors are indifferent or undecided about the brand's performance. Only 4.1% of respondents are likely to recommend Aditya Birla Mutual Funds, which is significantly low and points to limited customer advocacy. These results highlight the importance of improving investor satisfaction and building stronger relationships. Enhancing transparency, communication, and fund performance could help shift perceptions positively. Feedback collection and targeted service improvements are necessary to regain investor trust. Increasing loyalty and word-of-mouth promotion will require proactive engagement. This data presents a critical opportunity for brand repositioning and improvement.

Chapter :6

Summary of finding, Conclusion and Recommendation

Summary of the study :

This study aimed to assess the level of financial investment awareness among individuals with a specific focus on Aditya Birla Mutual Funds. Through a structured questionnaire and survey method, data was collected from a diverse group of respondents regarding their understanding, preferences, investment behaviour, and perception of mutual funds. The findings reveal that a significant portion of participants are aware of mutual fund investments, with many showing familiarity with the basic concepts and benefits.

However, the study also identified gaps in deep understanding and brand-specific awareness. While a good number of investors are confident in using mutual funds for wealth creation, tax savings, and retirement planning, many still hesitate due to perceived risks, lack of clarity, and insufficient knowledge of schemes offered by Aditya Birla Mutual Fund. Preferences varied across equity, debt, and hybrid funds, with fund performance, brand reputation, and advisor recommendations emerging as key decision-making factors.

The analysis also highlights that although many investors are satisfied with customer service and communication, there is room for improvement in building trust and encouraging active participation.

Educational webinars and simplified digital tools were seen as helpful by a majority of respondents. Ultimately, the study concludes that there is a strong foundation of awareness, but continuous investor education, personalized support, and transparent communication are essential to enhance engagement and investment in Aditya Birla Mutual Funds.

Recommendations :

1. **Strengthen Investor Education Initiatives** : Aditya Birla Mutual Fund should conduct regular awareness campaigns, webinars, and workshops targeting both beginners and existing investors to simplify mutual fund concepts, risk profiles, and long-term benefits.
2. **Enhance Digital Engagement Platforms** : The company should improve its digital platforms, including mobile apps and websites, with user-friendly interfaces, real-time portfolio tracking, educational tools, and interactive investment calculators to attract and retain tech-savvy investors.
3. **Personalized Advisory Services** : Offering personalized investment advice through certified advisors, especially for first-time investors, can help build trust and confidence, leading to better retention and customer satisfaction.
4. **Improve Transparency and Communication** : Regular and clear updates regarding fund performance, portfolio changes, market insights, and risk levels should be shared with investors to improve transparency and reduce perception-related risk fears.
5. **Simplify Investment Processes** : the investment journey—from account opening to fund switching—will remove barriers related to complexity, which was highlighted as a deterrent by several respondents.

Findings :

1. **High General Awareness**: A majority (70%) of respondents are aware of mutual funds as an investment option, indicating increasing financial literacy among investors.
2. **Limited Brand-Specific Awareness**: Only 36% of participants are fully aware of Aditya Birla Mutual Fund and its offerings, showing the need for stronger brand-level promotion and communication.
3. **Investment Behaviour**: 46% of respondents have previously invested in Aditya Birla Mutual Fund schemes, and 30% are considering doing so, reflecting positive interest and market potential.
4. **Key Investment Goals**: Long-term wealth creation, tax planning, and retirement savings emerged as the most common investment objectives among respondents.
5. **Risk Perception**: 40% perceive mutual funds as high-risk investments, indicating a need for better education around risk profiling and the types of mutual fund schemes available.
6. **Information Sources**: Most respondents rely on financial advisors (32%) and digital platforms (30%) for investment-related information, showing a blend of professional and self-guided learning preferences.

Conclusion :

The study on "Financial Investment Awareness of Aditya Birla Mutual Funds" highlights that while general awareness of mutual funds among investors is relatively high, specific knowledge about Aditya Birla Mutual Fund's schemes, benefits, and performance remains limited. A significant portion of respondents have invested or are willing to invest in mutual funds, indicating a growing interest in this financial instrument. However, the data also suggests that investor decisions are heavily influenced by past fund performance, brand reputation, and guidance from financial advisors.

The findings further reveal that while many investors are satisfied with the transparency and customer service of mutual fund providers like Aditya Birla, there is still a noticeable segment that remains dissatisfied or

indifferent. Risk perception, lack of knowledge, and complexity in investment procedures continue to act as major barriers to wider adoption.

The conclusion drawn from the research is that there is a need for continuous investor education, simplified processes, and personalized communication strategies to strengthen investor confidence and increase participation in mutual fund investments. Aditya Birla Mutual Fund, with its established reputation, can leverage this opportunity to enhance its outreach and improve customer engagement through targeted educational initiatives and digital tools. Ultimately, fostering trust, clarity, and consistent performance will be key to increasing awareness, loyalty, and long-term investment growth.

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Appendix :

Questionnaire on financial investment awareness of Aditya Birla mutual funds

SL No	Question	Response options
1	Are you familiar with the concept of mutual funds as an investment option?	<ul style="list-style-type: none"> • Yes • No • Somewhat
2	How would you rate your overall knowledge of mutual funds?	<ul style="list-style-type: none"> • Excellent • Good • Fair • Poor • Moderate
3	Are you aware of Aditya Birla Mutual Fund and its investment offerings?	<ul style="list-style-type: none"> • Yes • No • Are you aware of Aditya Birla Mutual Funds
4	Which of the following sources do you rely on for financial/investment information?	<ul style="list-style-type: none"> • Financial Advisors

		<ul style="list-style-type: none"> • Internet / Financial Websites • Banks or Relationship Managers • Friends / Family
5	Have you invested in any Aditya Birla Mutual Fund schemes in the past?	<ul style="list-style-type: none"> • Yes • No • Currently considering
6	What is your primary goal when investing in mutual funds?	<ul style="list-style-type: none"> • Long-term wealth creation • Tax planning • Retirement savings • Short-term gains
7	Which type of mutual fund schemes are you most interested in?	<ul style="list-style-type: none"> • Equity-based funds • Debt funds • Hybrid / Balanced funds • ELSS (Tax-saving funds)
8	How do you perceive the risk level of mutual funds as compared to other investment options?	<ul style="list-style-type: none"> • High • Moderate • Low
9	How satisfied are you with the transparency, communication, and customer service of mutual fund providers like Aditya Birla?	<ul style="list-style-type: none"> • Very Satisfied • Satisfied • Neutral • Dissatisfied
10	Would you be open to attending educational sessions or webinars about mutual fund investing, specifically from Aditya Birla Mutual Fund?	<ul style="list-style-type: none"> • Yes • No • Maybe
11	What factors most influence your decision to invest in a particular mutual fund scheme?	<ul style="list-style-type: none"> • Past fund performance • Brand reputation • Recommendations from advisors • Fund manager's expertise • Clear selection
12	Do you review the performance of your mutual fund investments regularly	<ul style="list-style-type: none"> • Yes, monthly • Yes, quarterly

		<ul style="list-style-type: none"> Occasionally Rarely / Never
13	What is your preferred method of investing in mutual funds?	<ul style="list-style-type: none"> Directly through AMC website Through an intermediary/broker Investment platforms Bank/Relationship Manager
14	Which challenge or concern most discourages you from investing in mutual funds?	<ul style="list-style-type: none"> Lack of awareness Market volatility Complicated process Mistrust in financial institutions
15	On a scale of 1 to 5, how likely are you to recommend Aditya Birla Mutual Funds to others?	<ul style="list-style-type: none"> 1 – Not likely at all 2 – Unlikely 3 – Neutral 4 – Likely