

AN ANALYSIS OF MUTUAL FUND PRODUCTS OFFERED BY HDFC MUTUAL FUND

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ABSTRACT

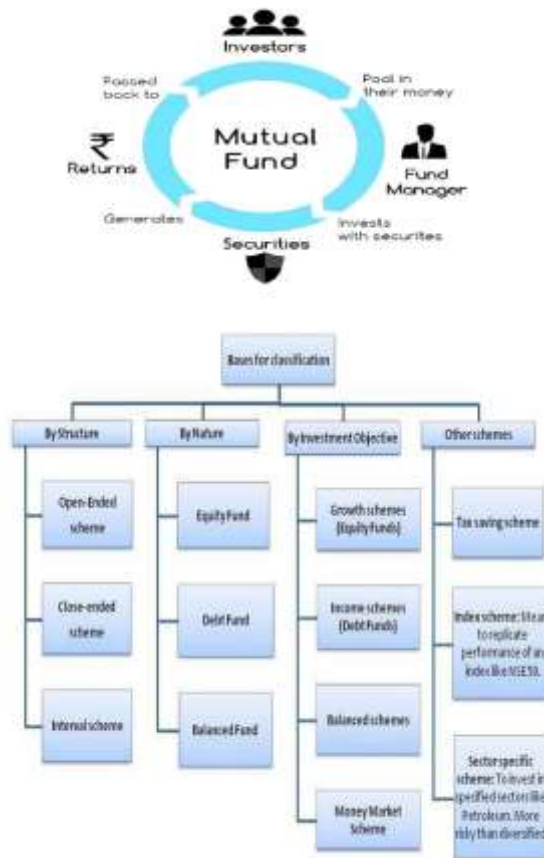
The mutual fund industry has emerged as one of the most preferred investment avenues for retail and institutional investors due to its ability to provide diversification, professional fund management, liquidity, and risk-adjusted returns. HDFC Mutual Fund, one of India's leading asset management companies, offers a wide range of investment schemes catering to diverse investor requirements. This study analyses the performance, investor awareness, risk-return characteristics, and market acceptance of HDFC Mutual Fund products. The research focuses on understanding investor behaviour, preferences toward various mutual fund schemes, and factors influencing investment decisions. Primary data were collected through structured questionnaires from investors, while secondary data were gathered from company reports, journals, websites, and financial publications. The findings reveal that investors are increasingly attracted toward mutual funds because of transparency, professional management, and long-term wealth creation opportunities. However, awareness levels, risk perception, income levels, and investment experience significantly influence investment decisions. The study further indicates that equity-oriented schemes remain the most preferred investment category due to their higher return potential, whereas debt and liquid funds attract risk-averse investors. The research concludes that HDFC Mutual Fund has maintained a strong market position through diversified products, investor-centric services, and consistent fund performance, making it a preferred investment destination among Indian investors.

Keywords: Mutual Funds, HDFC Mutual Fund, Investor Behaviour, Risk and Return, Asset Management, Investment Awareness, Portfolio Diversification.

I. INTRODUCTION

Mutual funds have become one of the most important financial instruments for mobilizing household savings and channelizing them into productive investments. A mutual fund pools money from a large number of investors and invests the collected corpus in diversified financial assets such as equities, bonds, government securities, and money market instruments [1]. Diversification reduces unsystematic risk and enhances portfolio efficiency [2]. The development of mutual funds has significantly contributed to capital market growth [3]. Professional fund management enables investors to access expert investment decisions [4]. Mutual funds provide liquidity and flexibility for investors [5]. The introduction of systematic investment plans has increased retail participation [6]. Investor awareness regarding mutual fund schemes has improved considerably over the past decade [7]. Regulatory reforms by the Securities and Exchange Board of India (SEBI) have enhanced transparency and investor protection [8]. Asset Management Companies play a critical role in managing investment portfolios efficiently [9]. The growth of digital investment platforms has further accelerated mutual fund adoption [10]. Risk-return trade-off remains a major determinant of investment decisions [11]. Net Asset Value serves as an important performance indicator [12]. Investor confidence is influenced by fund performance consistency [13]. Equity mutual funds generally offer higher long-term returns [14]. Debt funds provide stability and lower risk

exposure [15].



The Indian mutual fund industry has experienced remarkable expansion due to increasing financial literacy and rising disposable income levels [16]. HDFC Mutual Fund has emerged as one of the leading asset management companies offering diversified investment solutions [17]. The company provides equity, debt, hybrid, ETF, and liquid fund schemes to meet varying investor requirements [18]. Investment objectives differ across demographic groups [19]. Age significantly affects investment preferences [20]. Educational qualifications influence financial decision-making capabilities [21]. Income levels determine investment capacity and risk tolerance [22]. Previous investment experience shapes investor confidence [23]. Fund reputation contributes to scheme selection [24]. Service quality and accessibility influence customer satisfaction [25]. Market volatility impacts investor behaviour and fund flows [26]. Long-term wealth creation remains the primary objective of most mutual fund investors [27]. Portfolio diversification helps in minimizing investment risk [28]. Investor awareness programs conducted by fund houses enhance participation rates [29]. Therefore, analysing HDFC Mutual Fund products provides valuable insights into investor perception, fund performance, and the overall development of the Indian mutual fund industry [30].

II. LITERATURE SURVEY

Several researchers have examined investor perception and mutual fund performance in emerging economies. Sharma and Pandya investigated investment behaviour and highlighted the importance of mutual funds in portfolio diversification [1]. Sharma analysed investor perception and identified fund attributes influencing investment decisions [2]. Tripathi emphasized the role of financial awareness in mutual fund adoption [3]. Gupta reported

that risk perception significantly affects investment choices [4]. Kaur observed that demographic factors influence scheme selection [5]. Singh found that education level positively affects mutual fund participation [6]. Jain examined investor awareness and reported growing acceptance of systematic investment plans [7]. Mishra studied risk-return characteristics and identified equity funds as preferred options [8]. Verma highlighted the importance of professional fund management [9]. Patel concluded that fund performance consistency attracts investors [10]. Kumar identified transparency as a key determinant of investor confidence [11]. Rao reported that service quality affects customer loyalty [12]. Mehta observed that digital platforms improve investment accessibility [13]. Bansal emphasized the significance of portfolio diversification [14]. Chandra identified liquidity as a major advantage of mutual funds [15].

Recent studies have focused on mutual fund performance evaluation and investor satisfaction. Agarwal reported that long-term performance remains a critical factor in scheme selection [16]. Nair found that fund reputation influences investor trust [17]. Joshi highlighted the impact of regulatory reforms on market growth [18]. Sinha analysed risk-adjusted returns and portfolio efficiency [19]. Reddy emphasized the importance of systematic investment planning [20]. Shah investigated investor preferences across equity and debt schemes [21]. Das reported growing participation among young investors [22]. Arora found that financial literacy improves investment decisions [23]. Kulkarni observed that technology-enabled services enhance customer engagement [24]. Bhattacharya emphasized the role of fund managers in achieving superior returns [25]. Roy identified income as a significant predictor of investment behaviour [26]. Saxena reported that investor awareness campaigns improve participation rates [27]. Narayan concluded that mutual funds are suitable for diversified wealth creation [28]. Thomas highlighted increasing competition among asset management companies [29]. Gupta and Sharma concluded that HDFC Mutual Fund remains a strong performer in the Indian mutual fund market [30].

III. RESEARCH METHODOLOGY

The present study adopts a descriptive and analytical research design to evaluate the performance and investor perception of HDFC Mutual Fund products. The research aims to analyse various mutual fund schemes, assess investor awareness levels, evaluate risk-return characteristics, and identify factors influencing investment decisions. Both primary and secondary data sources were utilized for the study. Primary data were collected through a structured questionnaire administered to investors and potential investors. The questionnaire included demographic information, investment preferences, awareness levels, risk tolerance, and satisfaction with HDFC Mutual Fund products. Secondary data were obtained from annual reports, mutual fund fact sheets, company publications, research journals, SEBI reports, AMFI publications, and financial websites. The collected data provided comprehensive insights into the functioning and performance of HDFC Mutual Fund schemes.

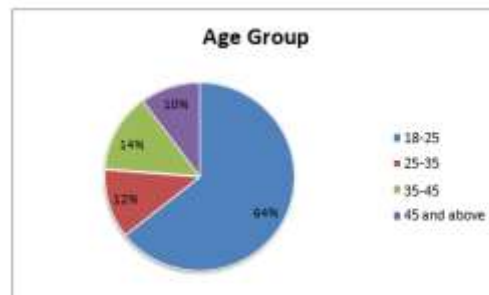
A convenience sampling technique was employed to select respondents for the study. The sample consisted of 60 respondents representing different age groups, occupations, educational backgrounds, and income categories. Statistical tools such as percentage analysis, tabulation, charts, and graphical representations were used to analyse the collected data. Investor responses were categorized based on awareness levels, investment experience, scheme preferences, and satisfaction parameters. Comparative analysis was performed to identify relationships between demographic variables and investment behaviour. The research also examined investor preferences toward equity, debt, hybrid, and liquid funds. Reliability of findings was ensured through systematic data collection and validation procedures. The methodology enabled effective assessment of investor perceptions and provided

meaningful insights into the market position of HDFC Mutual Fund. The overall approach helped identify key determinants influencing mutual fund investments and offered practical recommendations for enhancing investor participation and fund performance.

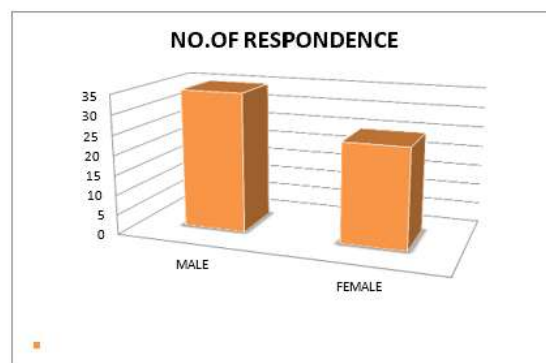
IV. RESULTS & DISCUSSION

The analysis revealed significant insights into investor behaviour and preferences regarding HDFC Mutual Fund products. A majority of respondents belonged to the younger age group, indicating growing interest among young investors in mutual fund investments. Educational qualification emerged as an important factor influencing investment decisions, as most respondents were graduates and postgraduates with a better understanding of financial markets. The study found that awareness regarding mutual funds was relatively high among respondents, suggesting successful dissemination of financial knowledge and promotional activities by financial institutions.

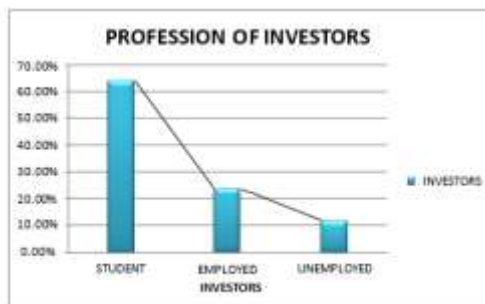
Sr. No	Particulars	Responses	Percentage (%)
1.	18-25	38	64%
2.	25-35	9	14%
3.	35-45	7	12%
4.	45 and Above	6	10%
Total		60	100%



Sr. No	Particulars	Responses	Percentage (%)
1.	Male	35	58.33%
2.	Female	25	41.67%
Total		60	100%

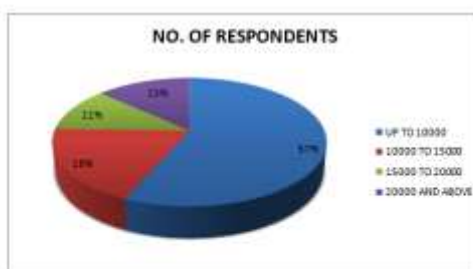


Sr. No	Particulars	Response	Percentage (%)
1.	STUDENT	38	64%
2.	EMPLOYED	14	24%
3.	UNEMPLOYED	8	12%
Total		60	100%



However, a considerable proportion of respondents had not yet invested in mutual funds, indicating the need for enhanced investor education programs. Equity-oriented mutual fund schemes were identified as the most preferred investment option due to their potential for generating higher long-term returns. Debt and liquid funds were preferred by investors seeking lower risk and greater liquidity. The findings further indicated that income level, investment experience, and risk tolerance significantly affected scheme selection. HDFC Mutual Fund was recognized for its diversified product portfolio, professional management, and strong market reputation. Investors expressed confidence in the company's ability to provide consistent returns and transparent investment practices. The results suggest that increasing financial literacy and digital investment platforms have positively influenced mutual fund participation. Overall, HDFC Mutual Fund demonstrated strong acceptance among investors and maintained a competitive position within the Indian mutual fund industry.

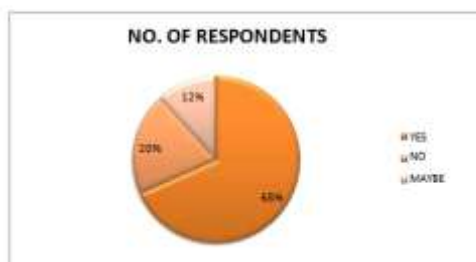
Sr. No	Particulars	Response	Percentage (%)
1.	UP TO 10000	32	57%
2.	10000 TO 15000	12	19%
3.	15000 TO 20000	7	11%
4.	20000 AND ABOVE	9	13%
Total		60	100%



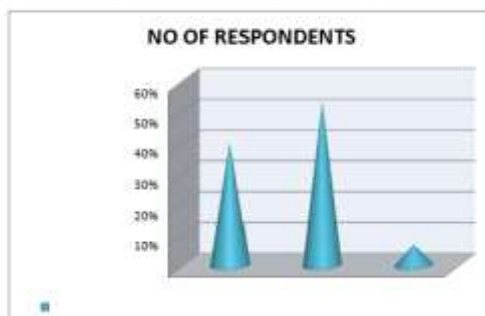
Interpretation:

The majority of respondents (57.0%) have an income of up to \$10,000, indicating a significant portion

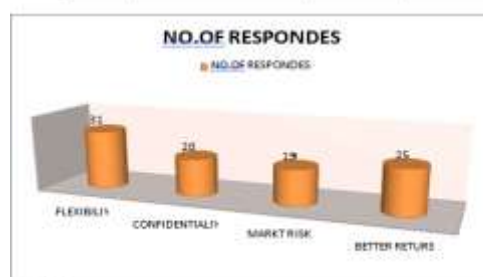
Sr. No	Particulars	Responses	Percentage (%)
1.	YES	41	68%
2.	NO	12	20%
3.	MAYBE	7	12%
Total		60	100%



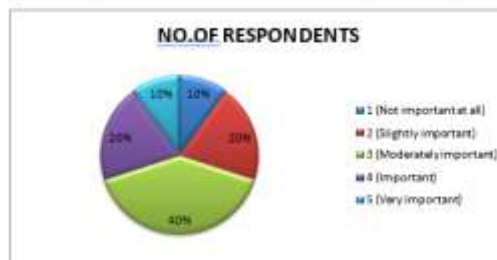
Sr. No	Particulars	Responses	Percentage (%)
1.	YES	24	40%
2.	NO	32	53.3%
3.	MAYBE	4	6.7%
Total		60	100%



Sr. No	Particulars	Responses	Percentage (%)
1.	FLEXIBILITY	31	52.5%
2.	CONFIDENTIALITY	20	33.9%
3.	MARKET RISK	19	32.2%
4.	BETTER RETURNS	25	40.7%
Total		95	159.3%



Sr. No	Particulars	Response	Percentage (%)
1.	1 (NOT IMPORTANT AT ALL)	6	10
2.	2 (SLIGHTLY IMPORTANT)	12	20
3.	3 (MODERATELY IMPORTANT)	24	40
4.	4 (IMPORTANT)	12	20
5.	5 (VERY IMPORTANT)	6	10
Total		60	100%



V. CONCLUSION

The study concludes that mutual funds have become an effective investment vehicle for individuals seeking professional fund management, diversification, and long-term wealth creation. HDFC Mutual Fund has successfully established itself as one of the leading asset management companies in India through its extensive range of investment products and customer-focused services. The analysis indicates that investor awareness, educational background, income level, risk perception, and investment experience play significant roles in determining mutual fund investment behaviour. Equity schemes remain the most preferred investment option due to their superior growth potential, while debt and liquid funds cater to conservative investors seeking stability and liquidity. The findings reveal that HDFC Mutual Fund enjoys strong investor confidence because of its transparent operations, diversified portfolio offerings, and consistent performance. Despite growing awareness, a section of the population remains hesitant to invest in mutual funds due to limited financial knowledge and risk concerns. Therefore, enhanced investor education initiatives, simplified investment procedures, and targeted awareness campaigns are necessary to increase participation levels. Technological advancements and digital investment platforms are expected to further expand the reach of mutual fund products among retail investors. The study highlights the importance of continuous innovation and customer engagement in maintaining competitiveness within the rapidly evolving financial services sector. Overall, HDFC Mutual Fund demonstrates strong growth prospects and remains a preferred choice for investors seeking efficient and professionally managed investment opportunities.

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