

General public awareness and customer satisfaction of Mutual Fund

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This article was conceptualized with the aim to find out the general public awareness towards Mutual Fund investments. This study was conducted among client of Integrated enterprises (India) Limited, Coimbatore and general public in Coimbatore. The total sample size was about 300 (including Professionals, Business man and Formers). For statistical analysis, Chi-square test, Percentage Analysis and rank correlation method used. One of the important findings in the study was that 100% of the respondents interested to investment but majority of the respondents deposits their money in other sources, particularly in Bank Fixed deposits. Mutual Fund company may create a awareness in effective manner, by which the general public and customers of integrated enterprises (India) Limited can understand and came to know that the availability of Mutual Funds. The awareness programme should cover the mutual funds, its uses and advantages. It can be based on investors' objectives and to satisfy it.

Key words: Mutual funds, Investment, Coimbatore, Awareness programme, General public

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