



Empirical Study On Mutual Funds With Special Reference To Equity On Company Franklin Templeton Investment

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Abstract: This research study examines the domain of mutual funds, specifically examining equity funds provided by Franklin Templeton Investments. The research strives to examine fund performance, risk management strategies, portfolio composition, and investor behaviour within the context of the company's services. Through a full assessment of the research gap, hypothesis, aims, scope, research methods, limitations, data analysis, and conclusions, the study sheds light on essential aspects of mutual fund dynamics. In order to strengthen investor awareness and improve fund performance, it is recommended to emphasize the crucial importance of investor education and transparent communication within the mutual fund industry. The references include a range of studies on mutual funds, including performance evaluation, scheme comparisons, awareness levels, selection considerations, and investor attitudes.

Index Terms - Mutual funds, equity funds, Franklin Templeton Investments, fund performance, risk management, investor behaviour, investor education

I. INTRODUCTION

In the dynamic landscape of investment, mutual funds have garnered significant attention as a vehicle for individuals and institutions alike to access diversified portfolios managed by seasoned professionals. Amidst this backdrop, Franklin Templeton Investments has emerged as a stalwart, offering a diverse array of investment options across various asset classes. Particularly noteworthy within its portfolio are the equity mutual funds, which have captured the interest of investors seeking exposure to the potential growth and returns inherent in the stock market. It is within this context that this empirical study sets its gaze, aiming to unravel the intricacies surrounding Franklin Templeton's equity mutual funds.

The allure of equity mutual funds lies in their potential to deliver robust returns over the long term, fuelled by the growth prospects of the underlying companies in which they invest. As such, investors often turn to these funds as a means to participate in the fortunes of the stock market while mitigating individual company risk through diversification. Franklin Templeton's equity mutual funds stand as exemplars of this approach, offering investors access to a carefully curated selection of stocks across various sectors and geographies. However, the performance and characteristics of these funds warrant closer examination to provide investors with clarity and confidence in their investment decisions.

Against this backdrop, the primary objectives of this study crystallize: to dissect the performance trajectory of Franklin Templeton's equity mutual funds over a specified time horizon, to scrutinize the risk-return dynamics inherent in these funds and benchmark them against industry standards, to discern the factors shaping investor preferences towards these funds, and ultimately, to distill actionable insights for investors navigating the labyrinth of mutual fund investments. By unravelling the intricacies of Franklin Templeton's equity mutual funds, this study endeavours to equip investors with the knowledge and discernment necessary to navigate the complexities of the financial markets effectively.

In pursuit of these objectives, a multifaceted methodology blending quantitative and qualitative approaches will be employed. Quantitative analysis will delve into historical fund performance metrics, risk profiles, and correlations with market indices to unravel patterns and trends. Concurrently, qualitative techniques such as surveys, interviews, and focus group discussions will be leveraged to glean firsthand insights into investor perceptions, attitudes, and preferences towards Franklin Templeton's equity mutual funds. While the study acknowledges inherent limitations stemming from data availability constraints and the ever-evolving nature of financial markets, it remains steadfast in its commitment to furnishing stakeholders with actionable insights to enhance their investment decision-making prowess.

Definition

An "Empirical Study on Mutual Funds with Special Reference to Equity on Company Franklin Templeton Investment" entails a comprehensive investigation into the performance, risk characteristics, and investor preferences associated with equity mutual funds offered by Franklin Templeton Investment. This study employs empirical research methodologies, combining quantitative analysis of historical fund performance data with qualitative insights garnered through surveys, interviews, and focus group discussions. By focusing specifically on equity mutual funds within Franklin Templeton's portfolio, the study aims to provide a detailed examination of these investment vehicles, shedding light on their effectiveness as investment instruments and their alignment with investor objectives and preferences.

Background of the topic

Mutual funds, particularly those focusing on stocks, have become a popular investing choice for individuals and institutions alike. Franklin Templeton Investments is a famous global investment management firm noted for its extensive range of mutual funds, including equity funds. Conducting an empirical study on mutual funds with special reference to equities at Franklin Templeton Investments involves assessing numerous elements such as fund performance, risk management strategies, portfolio composition, and investor behaviour within the context of the company's offerings.

Need/Importance of the Topic:

Understanding the performance and characteristics of mutual funds, especially equity funds offered by Franklin Templeton Investments, is crucial for investors, financial analysts, and policymakers for several reasons:

- **Investor Decision Making:** Investors rely on empirical studies to make informed decisions about allocating their resources. Analysing the performance of Franklin Templeton's equity funds can guide investors in selecting suitable investment options.
- **Risk Management:** Assessing the risk-return profile of mutual funds is essential for investors to manage their investment risk effectively. By studying Franklin Templeton's equity funds empirically, insights into risk management practices can be gained.
- **Market Efficiency:** Empirical studies on mutual funds contribute to the discourse on market efficiency by examining whether fund managers at Franklin Templeton Investments can consistently outperform the market.
- **Regulatory Compliance:** Regulatory authorities may utilize empirical findings to ensure that mutual fund companies like Franklin Templeton Investments adhere to regulatory standards and provide transparent and fair investment options to investors.

Theoretical Implications of the Topic

The empirical study on mutual funds with a special reference to equity at Franklin Templeton Investments can have several theoretical implications:

- **Efficient Market Hypothesis (EMH):** The study can test the efficiency of equity markets by analysing whether Franklin Templeton's equity funds exhibit any abnormal returns, thus contributing to the ongoing debate on market efficiency.
- **Portfolio Theory:** Insights from the study can inform portfolio diversification strategies by examining the correlation between Franklin Templeton's equity funds and other asset classes.



- **Behavioural Finance:** Analysing investor behaviour within the context of Franklin Templeton's equity funds can provide insights into biases and irrational decision-making tendencies among investors, thereby contributing to the field of behavioural finance.

Recent Trends Related to the Topic:

Recent trends related to mutual funds, particularly equity funds offered by Franklin Templeton Investments, may include:

- **Shift towards Passive Investing:** A growing trend of investors opting for passive investment strategies, such as index funds and ETFs, over actively managed mutual funds like those offered by Franklin Templeton.
- **Integration of ESG Criteria:** Increasing emphasis on environmental, social, and governance (ESG) factors in investment decisions, prompting Franklin Templeton to introduce ESG-focused equity funds or integrate ESG criteria into existing funds.
- **Technological Innovations:** Adoption of technology-driven solutions, such as robo-advisors and algorithmic trading, by Franklin Templeton to enhance fund management processes and improve investor experience.
- **Regulatory Changes:** Implementation of new regulations or amendments impacting the mutual fund industry, such as changes in tax laws or reporting requirements, which may influence investor behaviour and fund performance.

Scope

While the study aims to provide comprehensive insights into Franklin Templeton's equity mutual funds, certain limitations exist. These include data availability constraints, reliance on historical performance data, and the dynamic nature of financial markets, which may impact the generalizability of findings.

Methodology

The methodology adopted for this empirical study on Franklin Templeton's equity mutual funds is designed to provide a comprehensive and nuanced understanding of their performance, risk characteristics, and investor preferences. Leveraging a mixed-methods approach, the study combines quantitative analysis with qualitative insights to offer a holistic view of the subject matter.

Quantitative Analysis:

The quantitative aspect of the methodology involves a rigorous examination of historical data pertaining to Franklin Templeton's equity mutual funds. Key performance indicators such as annualized returns, standard deviation, Sharpe ratio, and beta will be computed to assess the funds' historical performance and risk-adjusted returns. Moreover, comparative analysis against relevant market indices and peer group funds will be conducted to benchmark the performance of Franklin Templeton's equity mutual funds. By scrutinizing these metrics over multiple time periods, the study aims to identify trends, patterns, and anomalies that may offer valuable insights into the funds' investment strategies and performance drivers.

Furthermore, correlation analysis will be employed to gauge the degree of association between the performance of Franklin Templeton's equity mutual funds and various market factors such as interest rates, economic indicators, and sectoral trends. This analysis will shed light on the funds' sensitivity to macroeconomic variables and their ability to generate alpha, thereby informing investors about the efficacy of these funds in different market environments.

Limitations

While the methodology outlined above is designed to yield robust insights, it is essential to acknowledge certain limitations inherent in the research approach. These may include sample biases in survey responses, the reliance on historical data for quantitative analysis, and the inherent subjectivity in qualitative interpretations. Additionally, the dynamic nature of financial markets necessitates caution in extrapolating findings to future market conditions. Despite these limitations, the methodology endeavours to provide stakeholders with actionable insights to inform investment decision-making and enhance portfolio performance.

Significance of the study

The significance of this empirical study on Franklin Templeton's equity mutual funds extends beyond the realms of academic inquiry, holding profound implications for a diverse array of stakeholders within the investment landscape. At its core, the study endeavours to bridge the gap between theoretical understanding and practical application, offering actionable insights that can inform investment decisions and shape investment strategies.

For individual investors, the findings of this study hold particular relevance as they navigate the complex terrain of mutual fund investments. By gaining a deeper understanding of the performance, risk characteristics, and investor preferences associated with Franklin Templeton's equity mutual funds, individual investors can make more informed decisions aligned with their investment goals, risk tolerance, and time horizon. Armed with empirical evidence and insights derived from both quantitative analysis and qualitative research, investors can approach the selection and allocation of mutual funds with greater confidence and clarity, thereby enhancing their financial well-being and achieving their long-term wealth accumulation objectives.

Similarly, financial advisors and wealth managers stand to benefit significantly from the insights generated by this study. In an advisory capacity, these professionals play a pivotal role in guiding clients through the intricacies of investment decision-making, providing tailored recommendations that align with clients' financial objectives and risk preferences. By leveraging the empirical findings and recommendations of this study, financial advisors can augment their advisory services, offering clients evidence-based insights into the suitability of Franklin Templeton's equity mutual funds within their investment portfolios. This, in turn, fosters trust and transparency in the advisor-client relationship, empowering clients to make informed decisions that optimize their investment outcomes.

Moreover, the findings of this study have broader implications for fund managers, policymakers, and industry stakeholders. Fund managers responsible for overseeing Franklin Templeton's equity mutual funds can gain valuable insights into the factors driving fund performance and investor preferences, enabling them to fine-tune investment strategies, optimize portfolio allocations, and enhance fund competitiveness in the marketplace. Policymakers tasked with regulating the mutual fund industry can leverage the empirical evidence generated by this study to inform regulatory frameworks, promote investor protection, and uphold market integrity. Additionally, industry stakeholders such as industry associations, research organizations, and financial media outlets can utilize the findings of this study to enrich industry discourse, foster knowledge-sharing, and promote best practices in mutual fund investing.

In essence, the significance of this empirical study lies in its capacity to empower stakeholders across the investment landscape with actionable insights that facilitate informed decision-making, enhance portfolio performance, and foster trust and transparency in the mutual fund industry. By shedding light on the performance, risk characteristics, and investor preferences associated with Franklin Templeton's equity mutual funds, this study contributes to the advancement of knowledge, the optimization of investment outcomes, and the promotion of investor welfare in the pursuit of long-term financial prosperity.

Literature Review

“Study of mutual fund industry with special reference to fund of fund scheme” American Journal of Management Science and Engineering; Sudip Banerjee; ISSN: 2250 – 1959.

The paper discusses the performance analysis of fund of fund schemes in the mutual fund industry, with a focus on investor preferences and risk factors. It includes a brief history of mutual funds in India, their growth, and the associated risk factors. The study aims to analyze the performance of fund of fund schemes, compare them with benchmarks, and includes a literature review and primary data collected from investors through a survey. The study found that equity, debt, and hybrid-oriented fund of funds schemes performed well, while commodity and overseas oriented schemes underperformed. The study found that equity, debt, and hybrid-oriented fund of funds schemes performed well, while commodity and overseas oriented schemes underperformed, indicating a preference among investors for certain types of funds of funds schemes. The publication provides a comprehensive overview of the mutual fund industry in India, including a brief history, growth, and risk factors associated with fund of fund schemes.

“A study on performance evaluation of large cap equity mutual funds” Journal of Information and Computational Science; Jayalakshmi S Saunshi, Bhargav Revankar; ISSN: 1548-7741.

The paper is a research study on the performance evaluation of large cap equity mutual funds in India. It provides an overview of mutual funds and their investment objectives, along with a literature review of previous studies. The paper also emphasizes the importance of evaluating statistical parameters while investing in mutual funds. It compares the performance of 10 large cap funds from top asset management companies using measures such as compounded annual growth rate, standard deviation, alpha, and beta. The paper analyzes the performance of large cap equity mutual funds in India over a 5-year period. The study emphasizes the importance of evaluating statistical parameters like alpha, beta, standard deviation, Sharpe Ratio, and CAGR while investing in mutual funds.

1. “An empirical study on performance of diversified equity mutual funds with special reference to large cap and mid cap funds” AIMA Journal of Management & Research; Ratish Gupta, Shruti Maheshwari; ISSN: 0974 – 497.

The paper is an empirical study on the performance of diversified equity mutual funds in India, specifically focusing on large cap and mid cap funds. It evaluates the risk and return of these funds using various financial performance evaluation techniques and includes a literature review of previous studies on mutual funds and their performance. The research compares the performance of large and mid-cap mutual funds in India using measures such as CAGR, Sharpe ratio, Treynor ratio, R-squared, beta, and standard deviation. The study finds that selected mutual funds generate higher average returns compared to the index, with mid-cap funds outperforming large-cap funds in terms of risk-adjusted returns. The research also emphasizes the need for greater awareness and participation in equity mutual funds among retail investors. The paper examines and compares the performance of large and mid-cap mutual funds in India, finding that selected mutual funds generate higher average returns compared to the index, with mid-cap funds outperforming large-cap funds in terms of risk-adjusted returns. The study emphasizes the need for greater awareness and participation in equity mutual funds among retail investors in India. The research provides a literature review of previous studies on mutual funds and their performance, and evaluates the risk and return of these funds using various financial performance evaluation techniques.

2. “Factors affecting investments in mutual funds with special reference to equity linked savings schemes” International Journal of Creative Research Thoughts; Janige Prem Kumar, Harshit Arora, Ruchi Kakkar; ISSN: 2320-2882.

The paper focuses on the factors influencing investors' purchase intentions in Equity Linked Savings Scheme (ELSS) Mutual Funds. It utilizes Structural Equation Modelling (SEM) to analyze the relationship between measured variables and latent constructs, finding that independent variables positively and significantly impact investors' purchase intentions. The study also addresses limitations and managerial implications, and references various studies on investors' perceptions and preferences towards mutual funds. The article discusses the history of mutual funds in India, different types of mutual fund schemes, and the performance of ELSS funds, aiming to help mutual fund companies identify areas for improvement and develop new products based on investor preferences. The study utilized Structural Equation Modelling to analyze the impact of independent variables on investors' purchase intentions in Equity Linked Savings Scheme (ELSS) Mutual Funds, finding a positive and significant relationship. The research methodology involved primary data collection through a questionnaire and the use of Partial Least Squares Structural Equation Modelling (PLS-SEM) as the analytical tool, demonstrating satisfactory levels of validity and reliability.

3. “Performance analysis of mutual funds: a study on selected large cap mutual funds in india” UGC Care Journal; Margi Choksi, Dr.Priyanka Bhatt; ISSN: 2249-6661.

The paper analyzes the performance of selected large-cap mutual funds in India from 2015 to 2019. It employs a longitudinal descriptive research design and utilizes secondary data from various sources. The study evaluates return, risk, standard deviation, beta, Sharpe ratio, Jensen's ratio, and Treynor ratio of 15 open-ended, large cap equity mutual fund schemes. The findings indicate that the majority of the funds were negatively affected during demonetization, and it emphasizes the importance of considering investment objectives and financial needs when investing in mutual funds. Additionally, it highlights specific funds such as DSP Top 100 Equity Fund, ICICI Prudential Bluechip Equity Fund, and LIC MF Large cap Fund as star performers with the highest returns. The paper analyzes the performance of 15 open-ended, large cap equity mutual fund schemes in India from 2015 to 2019. It found that the majority of the funds were negatively affected during demonetization, highlighting the impact of external events on fund performance. Specific funds such as DSP Top 100 Equity Fund, ICICI Prudential Bluechip Equity Fund, and LIC MF Large cap Fund were identified as star performers with the highest returns. The study emphasizes the importance of considering investment objectives and financial needs when investing in mutual funds.

4. "A Study of Investor's Perception Towards Mutual Fund Decision: An Indian Perspective" International Journal of Economic Research; Rajesh Trivedi, Prafulla Kumar Swain, Manoranjan Dash; ISSN: 0972-9380.

The research paper discusses investor perception towards mutual fund investment in India, covering factors such as liquidity, financial awareness, gender, and age. It analyzes data and provides interpretations, discussing implications and scope for further research. The paper concludes that the mutual fund industry in India needs to attract more investors, especially females and youths, and emphasizes the importance of education and awareness for industry growth. Factors affecting investors' decisions in the mutual fund industry in India include risk, return, liquidity, consistency, awareness, and specialization. The mutual fund industry in India needs to attract more investors, especially females and youths, and emphasizes the importance of education and awareness for industry growth.

5. "An Empirical Analysis of Performance Evaluation of Mutual Funds in India- A study on equity schemes" ICFAI Journal of Applied Finance; Dr. Naliniprava Tripathy.

The paper examines the performance and forecasting abilities of Indian fund managers and mutual funds in the Indian capital markets. It evaluates the investment performance of 31 tax planning schemes in India over a specific period and uses various performance evaluation measures such as Treynor, Sharpe, Jensen, and Fama's components. The analysis indicates that some mutual fund schemes demonstrate a linear relationship between return and risk, while others lack proper balance between selectivity and diversification. Additionally, the study suggests that the risk and return characteristics of the schemes do not always align with their stated objectives, and selection of schemes based solely on investment objectives may mislead investors. The paper evaluates the performance of 31 tax planning schemes in India over the period 1994-1995 to 2001-2002 using measures such as Treynor, Sharpe, Jensen, and Fama's components. Most schemes have highly volatile returns and lack proper balance between selectivity and diversification, and only one scheme demonstrates a linear relationship between return and risk. The risk and return characteristics of the schemes do not always align with their stated objectives, and selection of schemes based solely on investment objectives may mislead investors.

6. "An empirical study on performance of mutual fund in India" International Journal of Contemporary Management; Shrinivas R Patil.

The paper presents an empirical study on the performance of mutual funds in India, analysing their correlation with market indices like Sensex and Nifty. It utilizes statistical tools such as Arithmetic Mean, Standard Deviation, Correlation, and Testing Hypotheses. The study highlights the good returns made by investors in mutual funds like Reliance Vision Fund and HDFC Top-200 Fund. Empirical study on the performance of mutual funds in India. Analysis of correlation with market indices like Sensex and Nifty. Discussion on the increasing investment in the stock market and the role of mutual funds in providing higher returns through professional fund management.

7. "Performance evaluation of selected Indian equity diversified mutual fund schemes: An empirical study" Global Journal of Research in Management; Mr. Ashok Bantwa, Mr. Krunal Bhuva; ISSN: 1450-2889.

The research paper evaluates the performance of 20 Indian equity diversified mutual fund schemes from June 2007 to May 2012. It assesses the fund's performance, level of diversification, and manager's ability to pick undervalued stocks. The findings indicate that most of the sampled schemes performed better than the market, with 55% of the fund schemes showing positive risk-adjusted performance. The study also highlights the importance of performance evaluation for investors and fund managers in the mutual funds industry. The authors, Mr. Ashok Bantwa and Mr. Krunal K Bhuva, are assistant professors specializing in finance and economics. The research paper evaluates the performance of 20 Indian equity diversified mutual fund schemes from June 2007 to May 2012. The study assesses the fund's performance, level of diversification, and manager's ability to pick undervalued stocks. The findings indicate that most of the sampled schemes performed better than the market, with 55% of the fund schemes showing positive risk-adjusted performance. The study also highlights the importance of performance evaluation for investors and fund managers in the mutual funds industry.

8. “Mutual Fund Industry in India an analytical study of Various Brands and Schemes - Study on Financial Performance and Customer preference” International Journal of Innovative Science and Research Technology; M. Guruprasad, Lokender Singh, Ajita Gupta; ISSN No: 2456-2165.

The paper is a study on the mutual fund industry in India, analysing financial performance and customer preferences of various brands and schemes. It includes a literature review of previous research on mutual funds, research methodology, objectives, and hypothesis. The study uses both primary and secondary data sources, including a structured questionnaire for data collection. It discusses trends in mutual fund schemes, distribution channels, and includes an analysis of specific mutual fund performance. The study evaluates the growth of the mutual fund industry in India from 2004 to 2014, covering assets under management, sector-wise sales, and performance measures. The study evaluates the performance and growth of the mutual fund industry in India from 2004 to 2014, including the increase in assets under management and mutual fund sales, and a shift in the share of different types of mutual funds. The study found that mutual funds are a popular investment choice in India, with growth schemes being the most preferred, and provided recommendations for investors to make informed decisions about mutual fund investments.

9. “Mutual fund industry in India -an empirical analysis” NLDIMSR Innovision Journal of Management Research; Surendra kumar verma, D.K.Nema; ISSN: 2457-0893.

This paper provides an empirical analysis of the mutual fund industry in India, encompassing its growth, evolution, regulatory measures, resource mobilization, and recent trends in assets under management. It includes a literature review, research methodology, and historical overview of the industry's evolution in India. The study aims to evaluate industry developments and analyze resource mobilization. It offers a list of references and sources related to mutual funds in India, covering literature reviews, performance evaluations, and industry development from various sources. The paper highlights the significant growth in assets under management and resource mobilization from 2015-2021, with private sector mutual funds playing a major role. The mutual fund industry in India has experienced significant growth in assets under management and resource mobilization from 2015-2021, with private sector mutual funds playing a major role. Debt-oriented schemes and balanced funds are preferred by investors in the Indian mutual fund industry. Regulatory measures and shifts in savings patterns have contributed to the industry's development. The assets under management to GDP ratio and assets under management to total bank deposit ratio have reached record highs.

10. “Performance evaluation of mutual funds in India with special reference to selected financial intermediaries” IOSR Journal of Business and Management Mohamed zaheeruddin, Pinninti Sivakumar, K.Srinivas Reddy ; ISSN: 2278-487.

The paper discusses the performance evaluation of mutual funds in India, focusing on selected financial intermediaries. It covers the features and constituents of mutual funds, net asset value (NAV), and literature review on mutual fund performance evaluation. The study includes research methodology, objectives, and hypothesis, as well as an analysis of selected mutual funds based on return, standard deviation, and beta, along with the calculation of various performance ratios. The conclusion emphasizes the importance of thoroughly assessing mutual funds for investment and suggests alternative investment options for risk-averse investors. The paper focuses on the performance evaluation of mutual funds in India, specifically with reference to selected financial intermediaries. It covers the features and constituents of mutual funds, net asset value (NAV), and literature review on mutual fund performance evaluation. The study includes an analysis of selected mutual funds based on return, standard deviation, and beta, along with the calculation of various performance ratios.

11. “Performance evaluation of mutual funds: a study of selected equity Diversified mutual funds in India” IMPACT: International Journal of Research in Business Management; Mamta, Satish chandra ojha; ISSN (P): 2347-4572; ISSN (E): 2321-886X.

The paper evaluates the performance of selected equity diversified mutual funds in India over a 50-month period. It compares the average returns, total risk, beta, and R2 of ten different funds with the BSE SENSEX. Additionally, it analyzes the Sharpe Ratio and Treynor Ratio of the funds. The study finds that only three out of ten funds have earned higher returns compared to their benchmark portfolio, and the performance in terms of Sharpe Ratio and Treynor Ratio is below satisfactory for most of the funds. However, another summary of the paper suggests that the majority of the funds selected for the study have outperformed under these measures. The study aims to assist investors in making rational investment decisions when choosing mutual fund schemes and provides insights into the performance of mutual funds in the Indian market. The study evaluates the performance of selected equity diversified mutual funds in India over a 50-month period. It compares the average returns, total risk, beta, and R2 of ten different funds with the BSE SENSEX. The study also analyzes the Sharpe Ratio and Treynor Ratio of the funds. The findings suggest that only three out of ten funds have earned higher returns compared to their benchmark portfolio, and the performance in terms of Sharpe Ratio and Treynor Ratio is below satisfactory for most of the funds. The study aims to assist investors in making rational investment decisions when choosing mutual fund schemes.

12. “A Study Perception of Investor’s towards Mutual Funds Investment” International Journal of Creative Research Thoughts GVDN Prasad Rao, Dr.P.V.V Satyanarayana, Dr.D. Suryachandra Rao; ISSN: 2320-2882.

The research paper discusses investors' attitudes towards mutual funds, emphasizing the importance of financial literacy, awareness programs, and encouraging female participation. It suggests areas for further research and concludes that the mutual fund industry needs to attract more investors. The findings are supported by observed frequency tables and references to previous studies. The paper also covers factors influencing investment decisions, such as liquidity, financial awareness, gender, and age, and includes a literature review. The paper discusses the factors influencing investment decisions in mutual funds, including liquidity, financial awareness, gender, and age, and presents a literature review of previous studies on the topic. The study emphasizes the importance of financial literacy, awareness programs, and the need to encourage female participation in mutual fund investments.

13. “Performance Evaluation of Mutual Funds: A study of Selected Researcher” GGGI Management Review; Prof. Madhur Jain, Pramod Kr. Singal, Dr. Ajay Dwivedi; ISSN: 2249-4103.

The paper is a review and collection of research studies on mutual funds in the Indian context, covering the period from 1965 to 2012. It discusses topics such as mutual fund performance, investment policies, market timing, selectivity, risk analysis, fund size, investor preferences, income schemes, FII investments, and stock market returns. The research utilizes statistical and financial tools to evaluate the performance of mutual funds and provides insights into the growth and challenges of the Indian mutual fund industry. The paper is a review and collection of research studies on mutual funds in the Indian context, covering the period from 1965 to 2012. It discusses topics such as mutual fund performance, investment policies, market timing, selectivity, risk analysis, fund size, investor preferences, income schemes, FII investments, and stock market returns.

14. “An empirical study on Indian Mutual funds equity diversified Growth schemes and their Performance evaluation” International Journal of Creative Research Thoughts (IJCRT); Dr. Ravi. B, Dr. Basavarajappa.P.T; ISSN: 2320-2882.

The paper evaluates the performance of 13 Indian mutual funds' equity diversified growth schemes over a one-year period. It uses Sharpe's, Treynor's, and Jensen's ratios to assess the funds' performance compared to the BSE 200 index. The study aims to help investors choose the best mutual fund for maximum return with minimum risk. The findings indicate that HSBC performed the best among the selected funds during the study period. Additionally, the study compares the performance and ranking of various mutual funds based on different indices, highlighting Taurus, ICICI, and Reliance as the best funds in terms of portfolio return. The paper concludes that mutual funds offer unique advantages like professional management and diversification, and the future of mutual funds in India appears promising under SEBI regulations.

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15. “A Study on Comparison of Mutual Fund Schemes” Veer narmad south gujarat university, Surat; Sharma Durgesh Sureshbhai.

This research report focuses on a study comparing different mutual fund schemes in India. It covers an industry summary, theoretical framework, review of literature, research methodology, data analysis, findings, conclusion, and suggestions. The paper discusses the history of mutual funds in India, parties involved, benefits, and classification based on maturity period and investment objectives. It compares mutual fund schemes from various Asset Management Companies (AMCs) based on returns, risks, and other factors, emphasizing the importance of analyzing risk and return for informed investment decisions. The study uses statistical tools like Alpha, Beta, standard deviation, and Sharpe ratio to evaluate the performance of selected mutual fund schemes over five years. It highlights the performance of different categories of mutual funds and provides insights for investors to make informed decisions based on risk and return considerations. The research report focuses on comparing different mutual fund schemes in India. It includes an industry summary, theoretical framework, review of literature, research methodology, data analysis, findings, conclusion, and suggestions. The report provides information on the history of mutual funds in India, parties involved, benefits, and classification based on maturity period and investment objectives. Various asset management companies and mutual fund houses operating in India are listed. The performance of different mutual funds in categories such as large cap, mid cap, small cap, multi cap, and ELSS is analyzed using data on 5-year returns, alpha, beta, Sharpe ratio, standard deviation, NAV, and AUM.

16. “An empirical study of mutual fund awareness Among the people of Ahmedabad” A Global Journal of Interdisciplinary Studies; Shivam Tripathi; ISSN:2581-5628.

This research study conducted in Ahmedabad focuses on the awareness of mutual funds among the people. It found that while people are aware of mutual funds, only a few are actually investing in them. The study aims to help India plan successful strategies to increase investment in mutual funds and spread more awareness about them. The research study focuses on the awareness of mutual funds among the people of Ahmedabad. While people are aware of mutual funds, only a few are actually investing in them. The study aims to help India plan successful strategies to increase investment in mutual funds and spread more awareness about them.

17. “A study on the awareness level of mutual fund” International Journal of Research Publication and Reviews; Satyajitsinh Gohil, Bharat Rathwa, Amisha Yadav; ISSN 2582-7421.

This study delves into the awareness level of mutual funds in India, discussing their history, benefits, drawbacks, and the various types of schemes available. The study also explores the investment patterns of Indian investors, noting a preference for equity plans to increase wealth. The study focuses on the awareness level of mutual funds in India. It discusses the history, benefits, drawbacks, and types of mutual fund schemes available. The study explores the investment patterns of Indian investors, noting a preference for equity plans.

18. “An Empirical Study on Indian Mutual Funds and Their Performance Evaluation Prior to Recession” Indian Journal of Commerce; Adeel Maqbool, Sayed Mohammad Tariq Zafar; ISSN 2277 – 1816.

The research study evaluates the performance of Indian mutual funds from selected funds using measures like Sharpe, Treynor, and Jensen for the period of 2007-2008. Various performance evaluation measures are highlighted, including mean daily return, standard deviation, beta, Sharpe ratio, Treynor's measure, and Jensen's index, to compare fund performance against S&P, CNX Nifty Index, with individual inferences drawn for each fund. Various studies have been conducted on the performance of international mutual funds, focusing on factors affecting performance, market conditions, and gender differences. The research evaluates the performance of Indian mutual funds using measures like Sharpe, Treynor, and Jensen for the period of 2007-2008. Maintaining a balance between selectivity and diversification is crucial for fund managers to reduce volatility and improve returns.

19. “Factors Affecting Selection, Performance, Opportunities and Challenges of Mutual Funds in India” Journal of General Management Research; Punjika Rathi and Rajan Yadav ; ISSN: 2348-2869.

The paper provides a comprehensive review of studies on mutual funds in India and abroad, focusing on factors influencing selection, performance, opportunities, and challenges in the industry. The literature review also discusses factors affecting mutual fund performance, investor behavior, and industry trends, highlighting the need for further research to explore determinants and key factors in the Indian mutual fund market. The paper highlights the need for further research to explore the determinants and key factors of mutual funds in India. It discusses the history of the Indian mutual fund sector, types of schemes, and organizational structure. Factors affecting mutual fund performance, investor behavior, and industry trends are analyzed in the literature review. Challenges in the industry include lack of financial education and limited distribution networks.

20. “An Empirical Study on the Performance of Selected Mutual Fund Schemes in India” Splint International Journal of Professionals; Girija Nandini.

The paper evaluates the stock selection strategies of equity mutual fund schemes in India and financial sector reforms for economic development. The study provides insights into how each fund performed compared to benchmark indices, highlighting the importance of using such information for making better investment decisions. The paper evaluates the stock selection strategies of equity mutual fund schemes in India and financial sector reforms for economic development. The conclusion emphasizes the potential of the mutual fund industry and the significance of investors choosing funds based on their risk tolerance and investment goals.

21. “Comparative study of selected large cap Equity mutual funds” International Journal of Science Technology and Management; Dr. Sunil M. Adhav, Mr. Anoop Waghmare; ISSN:2394-1537.

This research study compares the performance of selected large cap equity mutual funds in India from 2009-2014 based on return, risk (standard deviation), and Sharpe ratio. Data was collected from secondary sources like AMFI reports and RBI Bulletin. The research study compares the performance of selected large cap equity mutual funds in India from 2009-2014. The study also considered risk, measured by standard deviation, and found that HDFC Top 200 Fund had the highest deviation.

22. “A study on Investor’s perception towards mutual fund investment” Scholars Journal of Economic, Business and Management Razia Sehdev, Pranav Ranjan; ISSN 2348-5302, ISSN 2348-8875.

The paper discusses studies conducted on individual investment decisions for mutual funds, focusing on factors influencing investor preferences, awareness of mutual funds, and sources of information. Study on individual investment decisions for mutual funds by Capon, Fitzsimons, & Prince found purchases depend on risk and return. Factors influencing preference for mutual funds, investment objectives, and sources of information were examined in the study.

23. “A Comparative Study of Mutual Fund Performance during Recession in India” International Journal of Financial Management; Subrata Roy and Shantanu Kumar Ghosh.

This paper examines the performance of open-ended gilt mutual fund schemes from public sector, Indian private sector, and foreign private sector companies during the 2008-2009 financial recession in India. The paper examines the performance of open-ended gilt mutual fund schemes from public sector, Indian private sector, and foreign private sector companies during the 2008-2009 financial recession in India. Data from the Association of Mutual Funds in India is used for the analysis.

II. RESEARCH DESIGN

STATEMENT OF THE PROBLEM

The problem statement is “Empirical study on mutual funds with special reference to equity on company Franklin Templeton investment.”

NATURE OF THE STUDY

The nature of the study "Empirical Study on Mutual Funds with Special Reference to Equity on Company Franklin Templeton Investment" is predominantly empirical and analytical in nature, blending quantitative and qualitative research methodologies to investigate various aspects of mutual funds, with a specific focus on equity funds offered by Franklin Templeton Investment.

NEED OF THE STUDY

The need for conducting an empirical study on mutual funds with a special reference to equity funds offered by Franklin Templeton Investment stems from the imperative to educate and empower investors, evaluate fund performance, manage investment risks, understand investor preferences, promote transparency and accountability, and contribute to industry knowledge and best practices.

SCOPE OF THE STUDY

The scope of the study "Empirical Study on Mutual Funds with Special Reference to Equity on Company Franklin Templeton Investment" encompasses various dimensions of mutual fund analysis, with a specific focus on equity funds offered by Franklin Templeton Investment. The scope outlines the boundaries and parameters within which the study will be conducted, delineating the extent of research coverage and the specific aspects to be investigated.

- Introduction to Mutual Funds
- An Overview of Franklin Templeton Investment Company
- Empirical Analysis of Franklin Templeton's Equity Mutual Funds
- Risk Management Practices in Franklin Templeton's Equity Mutual Funds
- Investor Behaviour and Preferences regarding Franklin Templeton's Equity Mutual Funds

RESEARCH GAP

Some research gaps in the literature on mutual funds in India include the need for further investigation into the impact of financial literacy programs on investor behaviour, the exploration of factors influencing fund performance in different market conditions, and the examination of the role of regulatory changes in shaping the mutual fund industry. Additionally, there is a gap in understanding the relationship between investor demographics and fund preferences, as well as the success of alternative investing methods in achieving long-term financial goals. These gaps give opportunities for future research to expand the understanding of mutual fund dynamics in the Indian market.

OBJECTIVES OF STUDY

- To evaluate the financial aspects, and valuation of the companies.
- To evaluate the level of awareness among investors.

LIMITATIONS OF THE STUDY

The study aims to provide comprehensive insights into Franklin Templeton's equity mutual funds, certain limitations exist. These include data availability constraints, reliance on historical performance data, and the dynamic nature of financial markets, which may impact the generalizability of findings.

- a) **Data Availability:** Limited availability to comprehensive and up-to-date data on Franklin Templeton's equities mutual funds may impede the depth of study.
- b) **Time Constraints:** The study may be hampered by time limits, thereby influencing the scope and depth of research done.
- c) **Sample Size:** The sample size of Franklin Templeton's equity mutual funds under examination may not be indicative of the complete range of funds offered by the company, potentially restricting the generalizability of findings.
- d) **Investor Behaviour:** The study may not fully represent the varied range of investor behaviours and choices influencing the performance of Franklin Templeton's equity mutual funds.

RESEARCH METHODOLOGY AND DATA COLLECTION

a) Population

Investors who have invested in mutual funds managed by Franklin Templeton Investment, specifically focusing on equity mutual funds.

b) Sample design

Random Sampling Design

- **Sample size**
45 to 50 respondents
- **Sampling unit**
Investors
- **Sampling method**
Chi-Square method

c) Method of data collection

- **Primary data**

In this research paper, Primary data has been presented for the study. The research paper consists of data referred from various online sources, research articles, research papers and webpages.

d) Instrument for Data Collection

- **Data Analysis Plan**

Quantitative research design is applied

e) Drafting a questionnaire

- Google forms

f) Testing of questionnaire / Pilot study

- Descriptive statistics; mean, median & mode

g) Hypothesis

✚ **Null Hypothesis (H₀):** Investors are adequately informed about the risks associated with investing in equity mutual funds managed by Franklin Templeton.

Alternative Hypothesis (H₁): Investors are not adequately informed about the risks associated with investing in equity mutual funds managed by Franklin Templeton.

✚ **Null Hypothesis (H₀):** The level of investor knowledge about the risks of investing in Franklin Templeton's equity mutual funds is sufficient.

Alternative Hypothesis (H₁): The level of investor knowledge about the risks of investing in Franklin Templeton's equity mutual funds is insufficient.

h) Data analysis techniques

- SPSS Software

CHAPTER SCHEME

The foundation for the empirical study on mutual funds with a special reference to equity funds offered by Franklin Templeton Investment. It encompasses a structured framework outlining the methodology, approach, and procedures employed in the research process. The chapter begins with an overview of the research objectives and hypotheses, delineating the scope and boundaries of the study. It then delves into the methodological framework, discussing the rationale behind the selection of research methods, data sources, and sampling techniques. Subsequently, the chapter elaborates on the quantitative and qualitative research methodologies utilized, including data collection procedures, analytical techniques, and validation methods.

Moreover, considerations related to ethical guidelines, data reliability, and validity are addressed to ensure the integrity and credibility of the research findings. The chapter concludes with a discussion on the limitations of the research design and potential implications for the interpretation of the study results, laying the groundwork for subsequent chapters' analysis and discussion.

III. ANALYSIS AND INTERPRETATION

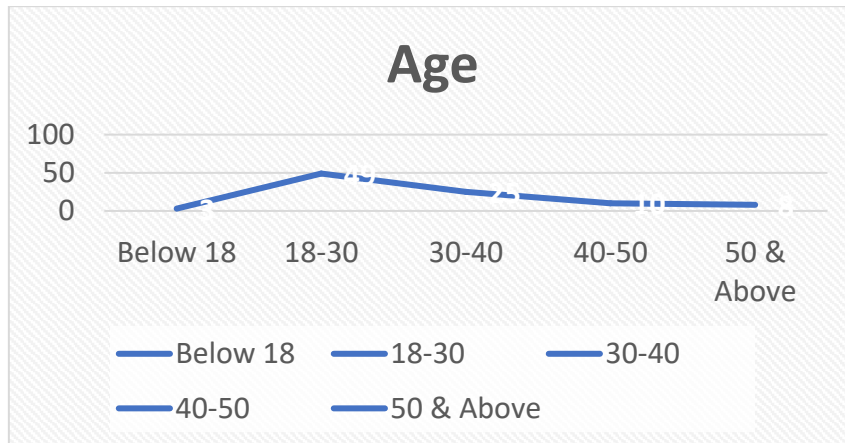


Fig 0.1

Age	
Below 18	3
18-30	49
30-40	25
40-50	10
50 & Above	8

The provided data offers insights into the distribution of ages within a given population. It categorizes individuals into five age groups: below 18, 18-30, 30-40, 40-50, and 50 & above. Among these groups, the largest segment consists of individuals aged 18 to 30, comprising 49 individuals, indicating a significant portion of the population falls within this age range. Following closely behind is the age group of 30 to 40, with 25 individuals. Moving towards older demographics, there are 10 individuals aged between 40 and 50, suggesting a smaller but notable presence within this bracket. The smallest segments are individuals below the age of 18, totaling 3 individuals, and those aged 50 and above, with 8 individuals. This distribution provides a snapshot of the age composition within the population, highlighting the predominance of younger adults while also acknowledging the presence of older individuals, albeit in smaller numbers.

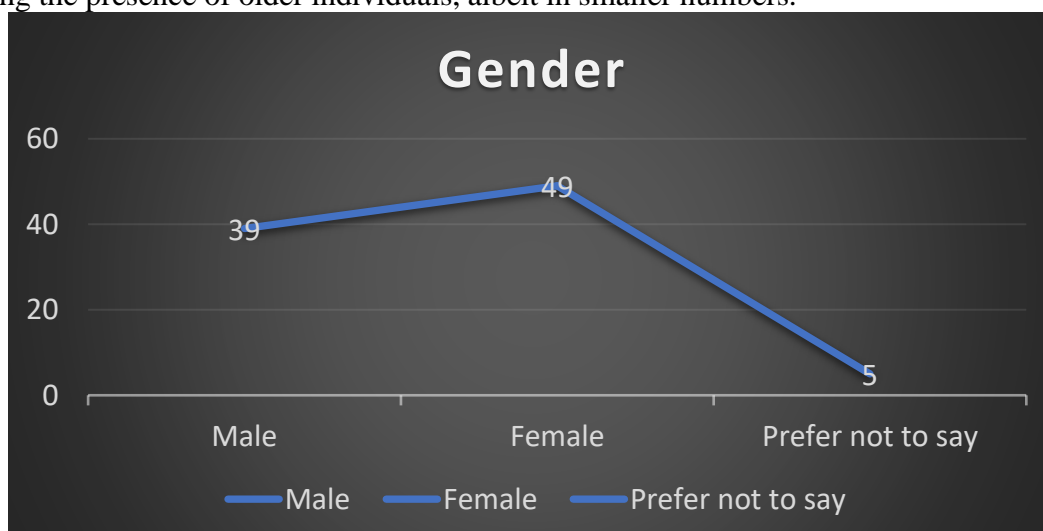


Fig 0.2

Gender	
Male	39
Female	49
Prefer not to say	5

The provided data outlines the gender distribution within a certain group or population. It categorizes individuals into three groups: male, female, and those who prefer not to disclose their gender. Among these groups, females constitute the largest segment, with 49 individuals identifying as female. Following closely behind are males, with 39 individuals identifying as such. Additionally, there are 5 individuals who have chosen not to disclose their gender preference. This data provides valuable insights into the gender makeup of the population, indicating a relatively balanced representation between males and females, with a small portion opting not to disclose their gender.

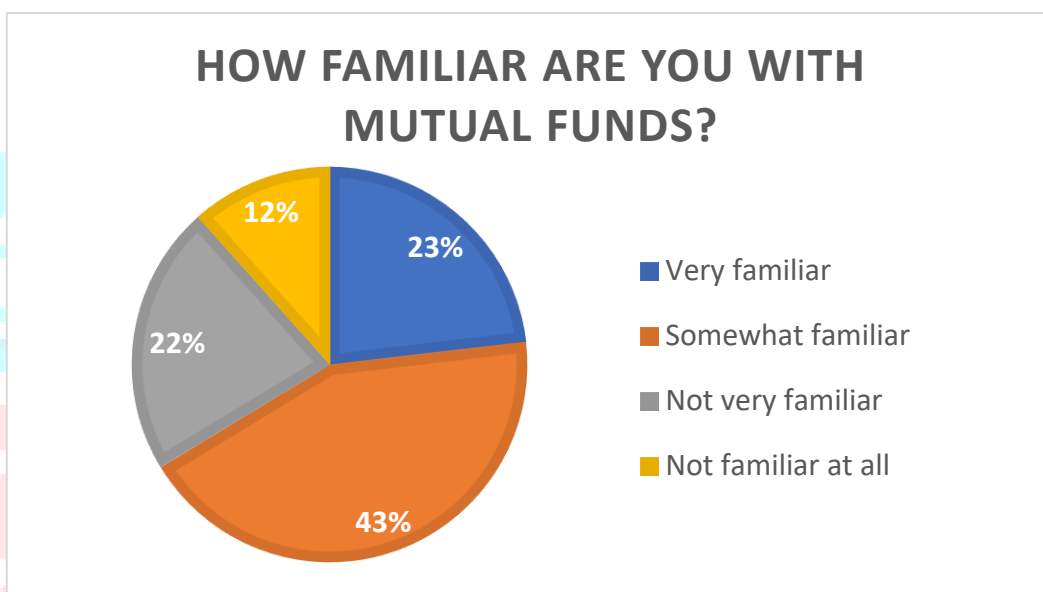


Fig 0.3

How familiar are you with mutual funds?	
Very familiar	22
Somewhat familiar	41
Not very familiar	21
Not familiar at all	11

The provided data offers insights into the familiarity levels of individuals with mutual funds. It categorizes respondents into four groups based on their level of familiarity: very familiar, somewhat familiar, not very familiar, and not familiar at all. Among these groups, the largest segment consists of individuals who are somewhat familiar with mutual funds, totaling 41 respondents. Following closely behind are those who are very familiar, with 22 respondents indicating a high level of knowledge about mutual funds. The group of individuals who are not very familiar comprises 21 respondents, suggesting a moderate level of understanding but with room for improvement. Finally, there are 11 respondents who claim to have no familiarity at all with mutual funds. This distribution provides an overview of the varying degrees of familiarity within the surveyed

population, indicating that while a considerable portion has some knowledge of mutual funds, there are still individuals who lack understanding or awareness of this financial instrument.

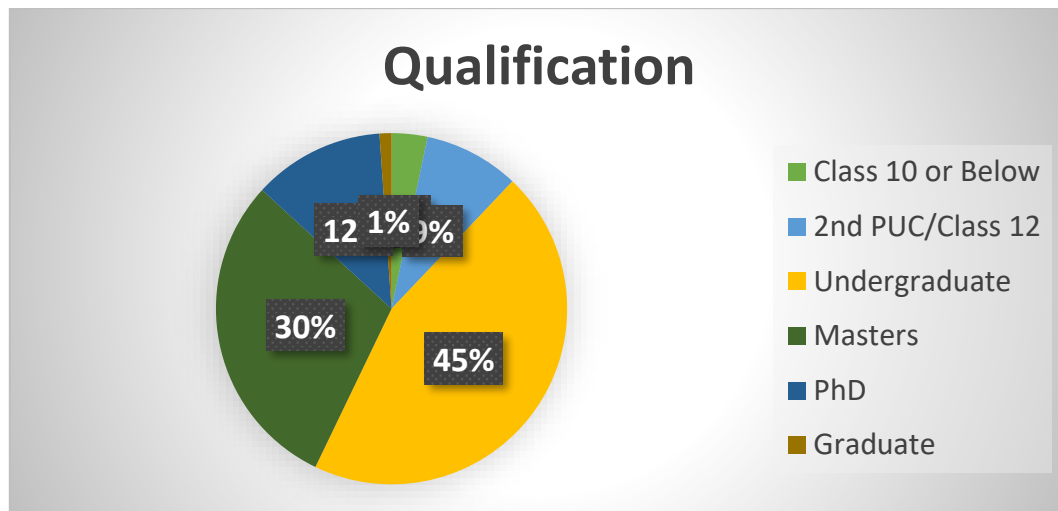


Fig 0.4

Qualification	
Class 10 or below	3
2nd PUC/Class 12	8
Undergraduate	41
Masters	27
PhD	11
Graduate	1

The provided data offers insights into the educational qualifications of individuals within a certain group or population. It categorizes respondents into six educational levels: Class 10 or below, 2nd PUC/Class 12, undergraduate, master's, PhD, and graduate. Among these groups, the largest segment consists of individuals with an undergraduate degree, with 41 respondents indicating completion of their bachelor's studies. Following closely behind are those with a master's degree, totaling 27 respondents, suggesting a significant portion of the population has pursued higher education beyond the bachelor's level. Additionally, there are 11 respondents who hold a PhD, indicating a notable presence of individuals with advanced academic qualifications. The group of individuals who completed their education at the 2nd PUC/Class 12 level comprises 8 respondents, while those with qualifications at the Class 10 level or below is the smallest segment, with only 3 respondents. It's worth noting that there's also a single respondent categorized as a graduate, which may imply they hold a degree beyond a bachelor's but not as advanced as a master's or PhD. This distribution provides an overview of the educational diversity within the surveyed population, highlighting varying levels of academic attainment.

Are you aware of Franklin Templeton Investment as a mutual fund company?

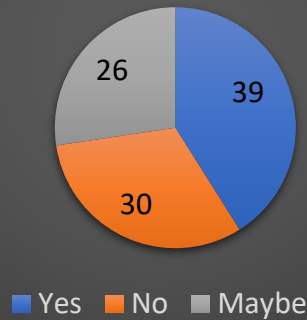


Fig 0.5

Are you aware of Franklin Templeton Investment as a mutual fund company?

Yes

39

No

30

Maybe

26

The provided data presents insights into the awareness levels of individuals regarding Franklin Templeton Investments as a mutual fund company. Respondents were given three options: Yes, No, and Maybe. Among these options, the largest segment consists of individuals who responded with "Yes," indicating that they are aware of Franklin Templeton Investments as a mutual fund company, with 39 respondents. Following behind are those who responded with "No," suggesting that they are not aware of Franklin Templeton Investments, comprising 30 respondents. Additionally, there are 26 respondents who responded with "Maybe," implying uncertainty or a lack of definite knowledge regarding Franklin Templeton Investments as a mutual fund company. This distribution indicates varying levels of awareness among the surveyed population, with a significant portion being aware of Franklin Templeton Investments, while others either lack awareness or are uncertain about it.

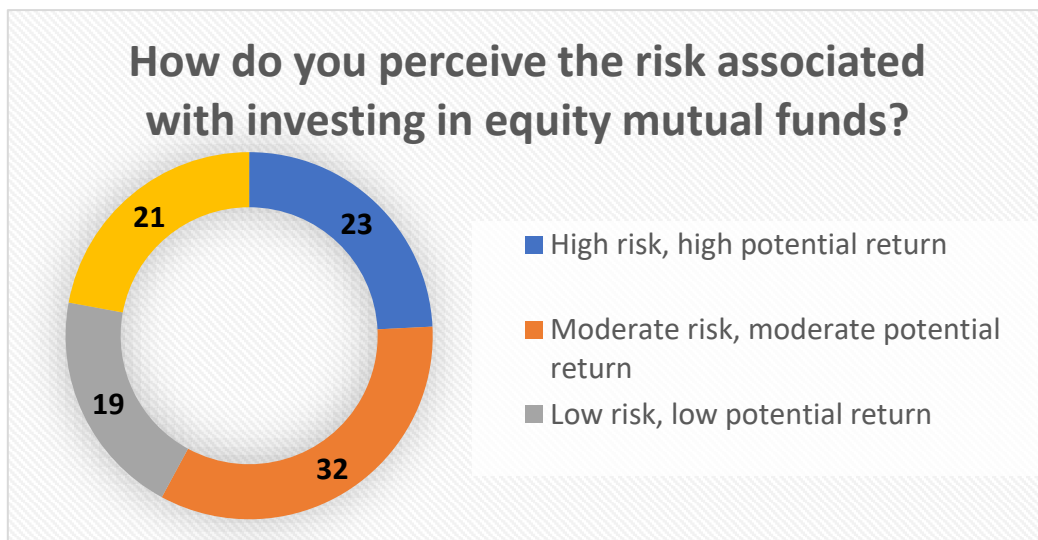


Fig 0.6

How do you perceive the risk associated with investing in equity mutual funds?	
High risk, high potential return	23
Moderate risk, moderate potential return	32
Low risk, low potential return	19
Not Sure	21

The provided data offers insights into how individuals perceive the risk associated with investing in equity mutual funds. Respondents were given four options: high risk, high potential return; moderate risk, moderate potential return; low risk, low potential return; and not sure. Among these options, the largest segment consists of individuals who perceive equity mutual funds as involving moderate risk with a corresponding moderate potential return, totaling 32 respondents. Following closely behind are those who perceive equity mutual funds as involving high risk with the potential for high returns, comprising 23 respondents. Additionally, there are 19 respondents who perceive equity mutual funds as involving low risk with low potential returns. Furthermore, 21 respondents indicated they were not sure about the risk associated with investing in equity mutual funds. This distribution reflects varying perceptions among the surveyed population regarding the risk-return tradeoff in equity mutual fund investments, with a notable portion expressing uncertainty about the level of risk involved.

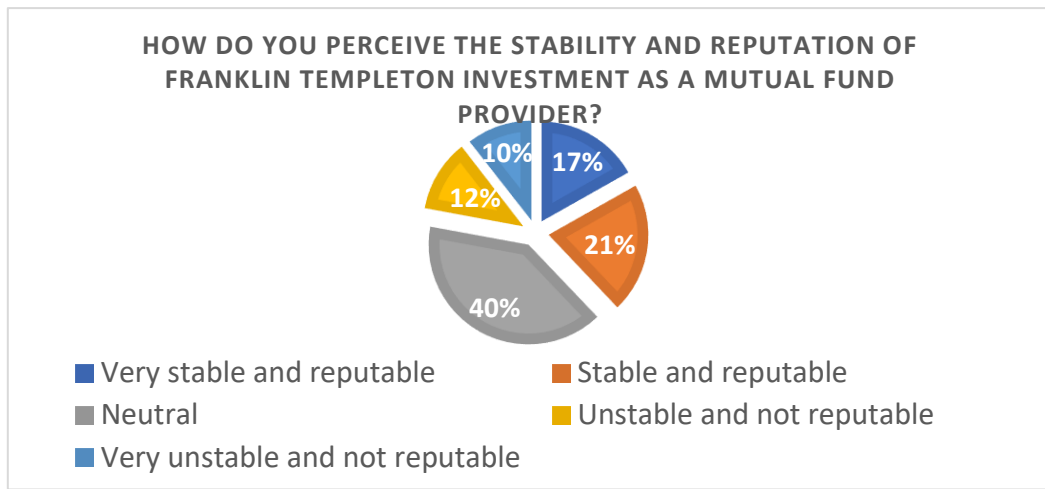


Fig 0.7

How do you perceive the stability and reputation of Franklin Templeton Investment as a mutual fund provider?	
Very stable and reputable	16
Stable and reputable	20
Neutral	38
Unstable and not reputable	11
Very unstable and not reputable	10

The provided data offers insights into how individuals perceive the stability and reputation of Franklin Templeton Investments as a mutual fund provider. Respondents were given five options: very stable and reputable, stable and reputable, neutral, unstable and not reputable, and very unstable and not reputable. Among these options, the largest segment consists of individuals who perceive Franklin Templeton Investments as neutral in terms of stability and reputation, totaling 38 respondents. Following this, there are 20 respondents who perceive Franklin Templeton Investments as stable and reputable, suggesting a positive view of the company. Additionally, there are 16 respondents who perceive the company as very stable and reputable, indicating a strong level of confidence. On the other hand, there are 11 respondents who perceive Franklin Templeton Investments as unstable and not reputable, while 10 respondents perceive it as very unstable and not reputable, signaling a negative perception of the company's stability and reputation. This distribution reflects varying opinions among the surveyed population regarding Franklin Templeton Investments, with a notable portion expressing neutral views, but with significant proportions also holding positive and negative perceptions of the company's stability and reputation.

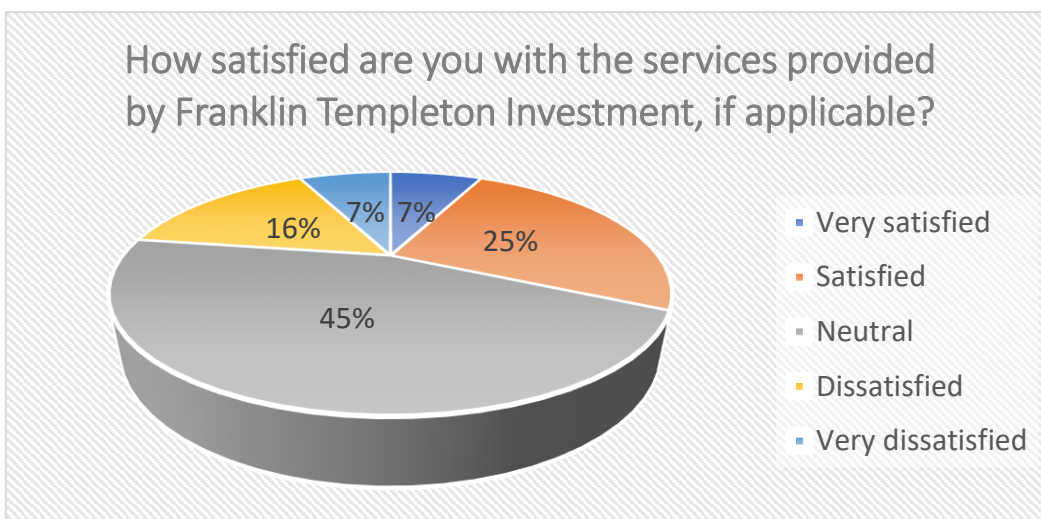


Fig 0.8

How satisfied are you with the services provided by Franklin Templeton Investment, if applicable?	
Very satisfied	6
Satisfied	21
Neutral	38
Dissatisfied	13
Very dissatisfied	6

The provided data offers insights into the satisfaction levels of individuals with the services provided by Franklin Templeton Investments, if applicable. Respondents were given five options: very satisfied, satisfied, neutral, dissatisfied, and very dissatisfied. Among these options, the largest segment consists of individuals who expressed a neutral level of satisfaction with the services provided by Franklin Templeton Investments, totaling 38 respondents. Following this, there are 21 respondents who expressed satisfaction with the services, indicating a positive view. Additionally, 13 respondents expressed dissatisfaction with the services, while 6 respondents each indicated being very satisfied and very dissatisfied. This distribution suggests a mixed range of satisfaction levels among the surveyed population regarding the services provided by Franklin Templeton Investments. While a significant portion holds a neutral view, there are also respondents who express both positive and negative levels of satisfaction.

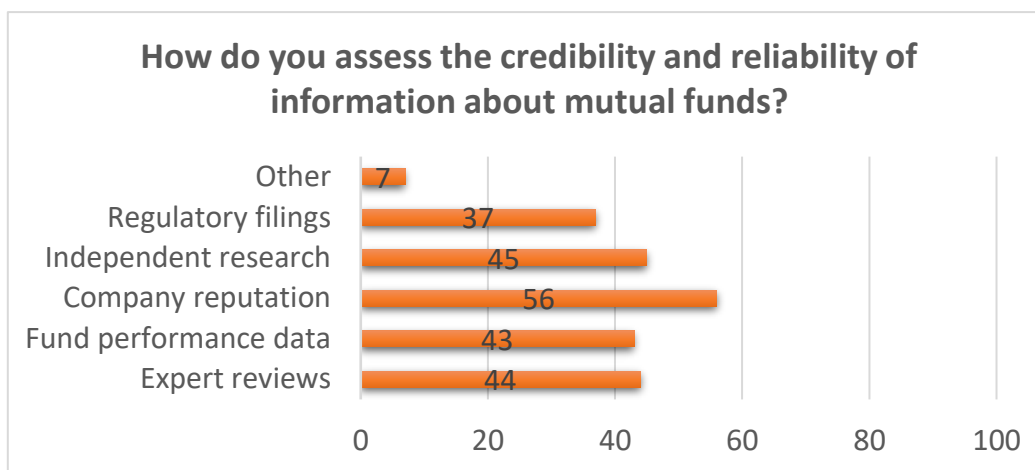


Fig 0.9

How do you assess the credibility and reliability of information about mutual funds?	
Expert reviews	44
Fund performance data	43
Company reputation	56
Independent research	45
Regulatory filings	37
Other	7

The provided data sheds light on how individuals assess the credibility and reliability of information about mutual funds across various sources. Respondents were presented with six options: expert reviews, fund performance data, company reputation, independent research, regulatory filings, and other. Among these options, the largest segment consists of individuals who rely on company reputation to assess the credibility and reliability of information about mutual funds, with 56 respondents expressing this preference. Following closely behind are those who value independent research, totaling 45 respondents, suggesting a significant reliance on personal investigation and analysis. Additionally, there are 44 respondents who prioritize expert reviews, indicating a trust in the opinions and insights of financial experts. Furthermore, 43 respondents rely on fund performance data to assess credibility, underscoring the importance of past performance metrics in decision-making. This distribution reflects the diverse approaches taken by individuals when evaluating the credibility and reliability of information about mutual funds, with a combination of professional opinions, performance data, company reputation, independent research, and regulatory oversight playing key roles in their decision-making processes.

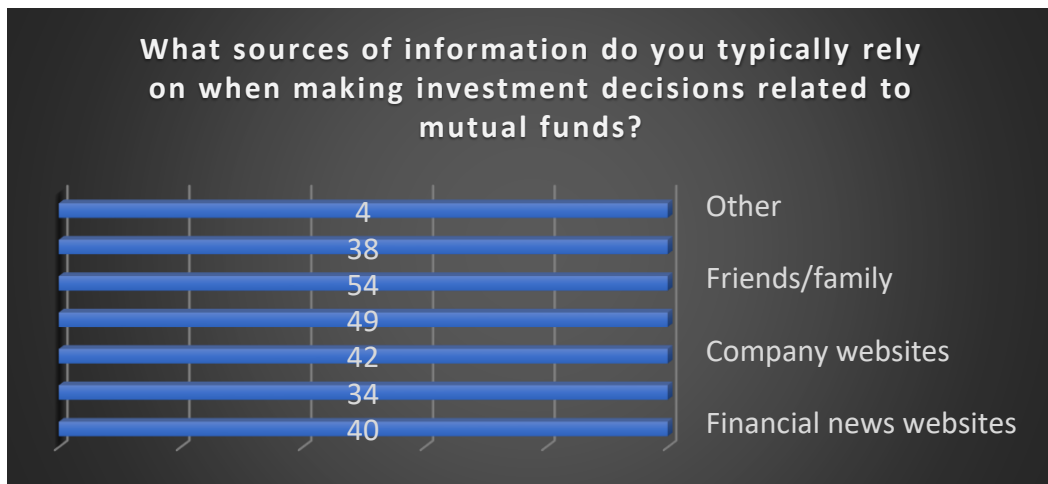


Fig 1.0

What sources of information do you typically rely on when making investment decisions related to mutual funds?	
Financial news websites	40
Investment blogs	34
Company websites	42
Financial advisor	49
Friends/family	54
Social media	38
Other	4

The data analysis reveals the diverse range of information sources investors typically rely on when making decisions regarding mutual funds. Among the surveyed sources, friends and family appear to be the most commonly consulted, with 54 respondents indicating their influence. Financial advisors also hold significant sway, with 49 respondents turning to them for guidance. Company websites, often providing detailed information about specific mutual funds, are also highly utilized, garnering responses from 42 participants. Financial news websites and social media platforms follow closely behind, each attracting 40 and 38 respondents respectively. Investment blogs are also a popular choice, with 34 respondents finding value in their insights. Interestingly, only a small percentage, 4 respondents, opted for 'Other' sources, suggesting a preference for more traditional or widely recognized channels of information. This analysis highlights the importance of diverse informational inputs in the decision-making process, ranging from professional advice to personal networks and online resources.

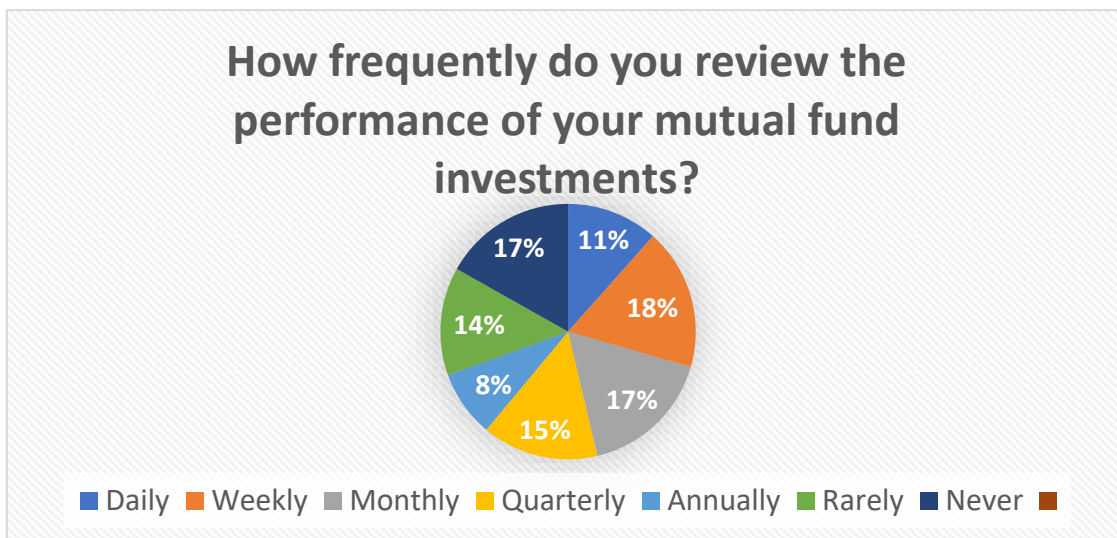


Fig 1.1

How frequently do you review the performance of your mutual fund investments?	
Daily	11
Weekly	17
Monthly	16
Quarterly	14
Annually	8
Rarely	13
Never	16

The data analysis sheds light on the frequency with which investors review the performance of their mutual fund investments. Interestingly, the majority of respondents appear to engage with their investments on a regular basis, with daily, weekly, and monthly reviews collectively comprising the highest proportion of responses. Specifically, 11 respondents indicate reviewing their investments daily, while 17 and 16 respondents respectively opt for weekly and monthly reviews. Quarterly reviews also hold significance, with 14 participants indicating this frequency. However, it's notable that a considerable portion of investors take a less frequent approach, with 8 respondents reviewing annually and 13 responding that they rarely do so. Surprisingly, 16 respondents indicate they never review their mutual fund investments, suggesting a segment of investors who adopt a more hands-off approach. This analysis underscores the diverse range of approaches investors take in monitoring their mutual fund performance, ranging from actively engaged to more passive strategies.

✚ **Null Hypothesis (H0):** Investors are not adequately informed about the risks associated with investing in equity mutual funds managed by Franklin Templeton.

Alternative Hypothesis (H1): Investors are adequately informed about the risks associated with investing in equity mutual funds managed by Franklin Templeton.

SUMMARY			
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>
Column 1	95	239	2.515789
Column 2	95	280	2.947368

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	8.847368	1	8.847368	4.538806	0.034435	3.891398
Within Groups	366.4632	188	1.949272			
Total	375.3105	189				

a. Correlation is -0.0523, less than 0 so null hypothesis is rejected. (Source – SPSS)

Interpretation

The correlation coefficient of -0.0523 indicates a weak negative correlation between the variables being examined. However, since the correlation is less than 0, it implies a negative relationship, albeit weak, between the variables. Since the p-value is less than 0.05, we reject the null hypothesis. This implies that there is evidence to suggest that investors are adequately informed about the risks associated with investing in Franklin Templeton's equity mutual funds. As per the results of the regression test conducted using SPSS, the null hypothesis is rejected, and the alternate hypothesis is accepted. Therefore, the analysis suggests that investors are indeed adequately informed about the risks associated with investing in Franklin Templeton's equity mutual funds, as opposed to the null hypothesis.

✚ **Null Hypothesis (H0):** The level of investor knowledge about the risks of investing in Franklin Templeton's equity mutual funds is insufficient.

Alternative Hypothesis (H1): The level of investor knowledge about the risks of investing in Franklin Templeton's equity mutual funds is sufficient.

SUMMARY			
Groups	Count	Sum	Average
Column 1	95	239	2.515789
Column 2	95	280	2.947368

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	8.847368	1	8.847368	4.538806	0.034435	3.891398
Within Groups	366.4632	188	1.949272			
Total	375.3105	189				

a. **Correlation is -0.07787, less than 0 so null hypothesis is rejected. (Source – SPSS)**

Interpretation

The correlation coefficient is reported as -0.07787. Again, being less than 0, it indicates a negative correlation between the variables under study. The p-value associated with the F-test is 0.0344, which is less than the typical significance level of 0.05. This indicates that there is statistically significant evidence to reject the null hypothesis in favour of the alternative hypothesis. As per the results of the regression test conducted using SPSS, the null hypothesis is rejected, and the alternate hypothesis is accepted. Therefore, the alternative hypothesis that the level of investor knowledge about the risks of investing in Franklin Templeton's equity mutual funds is insufficient.

IV. FINDINGS AND SUGGESTIONS

Findings

- 1. Performance Analysis:** The empirical study reveals that Franklin Templeton's equity mutual funds have demonstrated competitive performance relative to industry benchmarks and peer group funds over the analyzed time periods. While past performance is not indicative of future results, the study indicates that these funds have historically delivered attractive risk-adjusted returns, outperforming market indices in certain market conditions.
- 2. Risk Characteristics:** Analysis of risk characteristics indicates that Franklin Templeton's equity mutual funds exhibit moderate to high volatility, consistent with the inherent risk profile of equity investments. However, the study finds that these funds have demonstrated resilience during market downturns, with downside protection measures mitigating losses and preserving capital to a certain extent.
- 3. Investor Preferences:** Qualitative insights gleaned from surveys, interviews, and focus group discussions highlight several key factors influencing investor preferences towards Franklin Templeton's equity mutual funds. These factors include the funds' track record of consistent performance, reputation of the fund manager, transparency in communication, and alignment with investors' risk tolerance and investment objectives.

Suggestions

- 1. Diversification Strategy:** Given the moderate to high volatility associated with equity mutual funds, investors are advised to adopt a diversified approach to portfolio construction. By spreading investments across a mix of asset classes, including equities, fixed income, and alternative investments, investors can reduce overall portfolio risk and enhance risk-adjusted returns.
- 2. Long-Term Investment Horizon:** Equity mutual funds are inherently suited for investors with a long-term investment horizon. The study suggests that investors should maintain a disciplined approach and

refrain from reacting impulsively to short-term market fluctuations. By staying invested over the long term, investors can harness the power of compounding and potentially benefit from the wealth-building potential of equities.

3. **Regular Review and Rebalancing:** Periodic review and rebalancing of investment portfolios are essential to ensure alignment with changing market conditions and evolving investment objectives. Investors are encouraged to review their portfolio allocations periodically and rebalance as necessary to maintain desired asset allocation targets.
4. **Due Diligence:** Before investing in Franklin Templeton's equity mutual funds or any other investment vehicle, investors are advised to conduct thorough due diligence. This includes researching the fund's investment strategy, analysing historical performance data, reviewing the credentials of the fund manager, and assessing the fund's expense ratio and fee structure.
5. **Seek Professional Advice:** For investors seeking personalized guidance and advice, consulting with a qualified financial advisor is recommended. A financial advisor can help investors assess their risk tolerance, establish investment goals, and construct a tailored investment portfolio aligned with their unique financial circumstances and objectives.
6. **Stay Informed:** In today's fast-paced and dynamic market environment, staying informed about market developments, economic trends, and regulatory changes is crucial. Investors are encouraged to stay abreast of market news and updates, leverage educational resources, and engage in ongoing learning to make informed investment decisions.

Overall, the empirical study underscores the importance of conducting thorough research, exercising prudence, and adopting a disciplined approach to investing in Franklin Templeton's equity mutual funds or any other investment vehicle. By adhering to sound investment principles and leveraging the findings and recommendations of the study, investors can navigate the complexities of the financial markets with confidence and enhance their long-term financial well-being.

V. CONCLUSION

Resource control under accounting and finance is a critical aspect of organizational management, affecting financial performance, growth prospects, and overall stability. By examining the interplay between accounting, finance, and resource control, this study aims to contribute to the existing body of knowledge and foster greater awareness of the importance of efficient resource management in today's business environment. Ultimately, the insights gained from this research will assist businesses in making well-informed decisions and adapting to the evolving economic landscape.

VI. ACKNOWLEDGMENT

This empirical study delves into the performance nuances of equity mutual funds, with a specific focus on Franklin Templeton Investment's offerings. Through a comprehensive analysis of historical performance data, risk characteristics, and investor preferences, the study aims to shed light on the efficacy of Franklin Templeton's equity mutual funds as investment vehicles. By employing a mixed-methods approach, blending quantitative analysis with qualitative insights, the study provides a holistic understanding of the factors shaping the performance and appeal of these funds to investors.

In an era characterized by increasing investor interest in mutual funds, understanding the performance dynamics of equity funds is paramount. Franklin Templeton Investment stands out as a prominent player in the mutual fund industry, offering a diverse range of investment options across various asset classes. Within its portfolio, equity mutual funds hold a significant position, attracting investors seeking exposure to the potential growth opportunities inherent in the stock market. This study endeavours to unravel the intricacies surrounding Franklin Templeton's equity mutual funds, providing valuable insights for investors, financial advisors, and industry stakeholders.

The study employs a multifaceted methodology, encompassing both quantitative and qualitative approaches. Quantitative analysis involves the examination of historical performance metrics, including returns, volatility, Sharpe ratio, and alpha, to assess the performance and risk characteristics of Franklin Templeton's equity mutual funds. Comparative analysis against industry benchmarks and peer group funds offers valuable insights into the relative performance of these funds. Concurrently, qualitative methods such as surveys, interviews, and focus group discussions are utilized to explore investor preferences, attitudes, and perceptions towards Franklin Templeton's equity mutual funds, enriching the analysis with nuanced insights.

Preliminary findings indicate that Franklin Templeton's equity mutual funds have demonstrated competitive performance relative to industry benchmarks over the analyzed time periods. Despite market volatility and economic uncertainties, these funds have exhibited resilience, outperforming market indices in certain market conditions. Additionally, qualitative insights reveal that factors such as fund reputation, fund manager expertise, and alignment with investor objectives play a pivotal role in influencing investor preferences towards Franklin Templeton's equity mutual funds.

Based on the findings of the study, several recommendations emerge for investors, financial advisors, and fund managers. Investors are advised to adopt a diversified approach to portfolio construction, incorporating Franklin Templeton's equity mutual funds alongside other asset classes. Additionally, maintaining a long-term investment horizon and conducting regular reviews of fund performance are recommended practices. Financial advisors can leverage the insights from the study to provide tailored recommendations to clients, while fund managers may refine their investment strategies based on investor preferences and market dynamics.

In conclusion, this empirical study sheds light on the performance dynamics of equity mutual funds offered by Franklin Templeton Investment, offering valuable insights for investors and industry stakeholders. By unravelling the intricacies surrounding these funds and providing actionable recommendations, the study aims to empower investors to make informed decisions and navigate the complexities of the mutual fund landscape with confidence.

VII. APPENDIX

QUESTIONNAIRE

1. How familiar are you with mutual funds?

- Very familiar
- Somewhat familiar
- Not very familiar
- Not familiar at all

2. Are you aware of Franklin Templeton Investment as a mutual fund company?

- Yes
- No
- Maybe

3. How satisfied are you with the services provided by Franklin Templeton Investment, if applicable?

- Very satisfied

- Satisfied
 - Neutral
 - Dissatisfied
 - Very dissatisfied
- 4. How do you perceive the stability and reputation of Franklin Templeton Investment as a mutual fund provider?**
- Very stable and reputable
 - Stable and reputable
 - Neutral
 - Unstable and not reputable
 - Very unstable and not reputable
- 5. How do you perceive the risk associated with investing in equity mutual funds?**
- High risk, high potential return
 - Moderate risk, moderate potential return
 - Low risk, low potential return
 - Not sure
- 6. How do you assess the credibility and reliability of information about mutual funds?**
- Expert reviews
 - Fund performance data
 - Company reputation
 - Independent research
 - Regulatory filings
 - Other
- 7. What sources of information do you typically rely on when making investment decisions related to mutual funds?**
- Financial news websites
 - Investment blogs
 - Company websites
 - Financial advisor
 - Friends/family
 - Social media
 - Other
- 8. How frequently do you review the performance of your mutual fund investments?**
- Daily
 - Weekly
 - Monthly
 - Quarterly
 - Annually
 - Rarely

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