

ONLINE MARKETING PRACTICES: A STUDY OF SELECTED ASSET MANAGEMENT COMPANIES IN INDIA

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Abstract

Mutual fund Industry in India has grown many folds since its inception. It has solution for almost all types of investment problems. But in spite of various benefits, still Indian people fear of investing in mutual funds; the main problem is their lack of awareness about this sector and its fundamentals. So here online marketing came as a relief to mutual fund industry which is struggling for recognition, cost, and concentration of investor in few cities. So, current research is an effort to identify the key online marketing practices used by Asset management companies in India. Top 10 companies are selected on the basis of their market capitalization. Websites of selected Asset Management companies and various literatures have been reviewed and Interviews with marketing executives have been conducted to get in-depth knowledge about the current key marketing practices used by Asset Management companies. Further A survey was conducted among the mutual fund investors using self-structured questionnaire to validate the above findings. The results shows that among the selected marketing practices investor are satisfied with their various aspects like visual appeal, loading & processing, security, privacy & confidentiality and processing of transactions. Out of the selected mutual fund companies HDFC Mutual fund is on no. 1 position regarding online practices followed by ICICI Mutual fund, & Reliance Mutual fund.

Keywords: Asset Management companies, On-line Marketing, Mutual fund investors.



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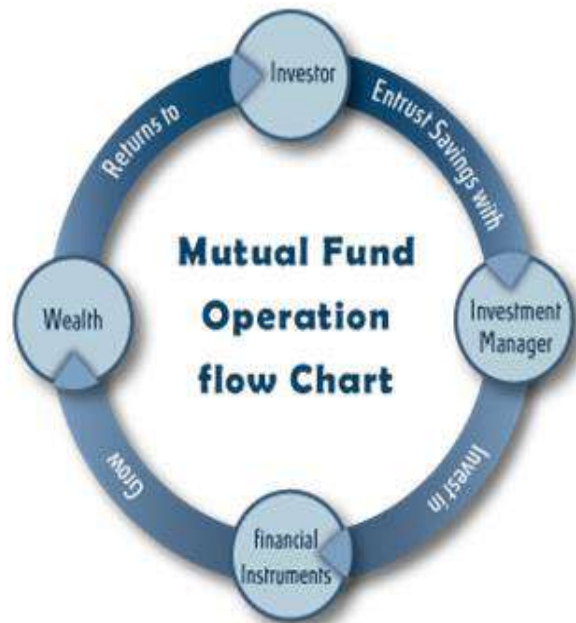
1. INTRODUCTION

Rapid growth of internet and its associated technologies changes the way organizations do their business. Organizations world-wide have successfully adopted the medium of the Internet for business communication, in particular for the purposes of marketing services and products (Lymer and Tallberg, 1997). With the growth and development of internet and increasing number of internet users, the scope of internet marketing has tremendously increased in this technological era. There were approximately 46 million internet users in India in the year 2007 and it grew to 456 million in the year 2017, a whopping growth of approximately 991 percent (www.iamai.in). Internet is a very effective tool for both marketer and the customer. Internet marketing means achieving marketing objectives through the use of social media, internet and electronic communication. Internet marketing is very dynamic

and vast concept. E-marketing is achieving marketing through use of electronic communication technologies (**Chaffey, Chadwick, Mayor and Johnston, 2012**). Internet marketing is the fastest growing tool of marketing as compared to all other traditional medium. Internet marketing is one of the cheapest forms of advertising and is available without any time limitation. The various benefits it provides over conventional marketing namely greater outreach, convenience, low cost, transparency, broader product line, faster transaction, customization etc. leads to rapid growth of online marketing. There are certain ways by which companies use online marketing to gain strategic advantages like email marketing, viral marketing, mobile applications and social media marketing like Facebook, twitter, you-tube etc.

Marketing of financial services is a challenging and highly specialized branch of Marketing. The practice of advertising, promoting, and selling financial products and services is in many ways far more complex than the selling of consumer packaged goods, automobiles, electronics, or other forms of goods or services (**Estelami, 2007**). The increased level of competition, formation of strict regulators, the revolutionary use of new technologies, Difficulty in communicating the use and quality of financial services , changing Market place, Fragmenting consumers and industry deregulation have in recent years raised the importance of developing and implementing formal marketing plans for financial institutions. Mutual fund companies rely heavily on others for the sale of their products, such as third parties like brokers and banks which now account for nearly 80% of all fund sales (**Estelami, 2007**). Being into service Industry Mutual Funds do not have any physical product to be sold. Their product comprises the various Schemes offered to the prospective investors. Penetration of mutual fund is confined to few cities/Areas. So Mutual fund companies have to be more conscious about their marketing strategies and plan the activities accordingly.

“Mutual Fund” means a fund established in the form of a trust to raise monies through the sale of units to the public or a section of the public under one or more schemes for investing in securities including money market instruments or gold or gold related instruments or real estate assets. (**SEBI Mutual Fund Regulations, 1996**).



Source: mutualfundindia.com

Mutual fund Industry in India has grown many folds since its inception, from only one scheme (UTI unit scheme 1964) to much more equity, debt, liquid, sectorial, thematic schemes & many more. After liberalization of Mutual Fund in the year 2003, the AUM of all Mutual Funds in India increased by approximately 2000 % from Rs. 96574 crore in June 2003 to Rs. 1948870 crore in June 2017 (Amfi India). So there is tremendous growth in Mutual Fund industry in last decade and more scope for future.

Marketing of Mutual Fund is not an easy task, Mutual Funds has to follow strict government and SEBI Regulations may it be related to advertising of Mutual Fund, Distribution of Mutual Funds, charge of fees , claiming of expenses etc.

Mutual Fund Investments are subject to Market Risk Please read the offer document carefully before investing.

Every Mutual Fund document, Advertising and other source of information provided for the investors must contain these above mentioned lines. It is very difficult to sell product/service which contains this type of statutory warning. Asset Management Companies have to manage strict regulations on one side and ever changing perception and demand of the investor on other side other than the challenges faced by Fund houses in form of increasing competition etc. Most of the Asset Management companies have similar products with almost similar returns but there is no guaranty of returns for future so in this scenario Asset Management companies need aggressive marketing strategies along with well thought execution.

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(**Mutual Fund Summit, 2013**), Confederation of Indian Industry organizes an annual summit of Mutual Fund industry; the report of Summit stated that In future asset management companies are expected to invest in channel innovation such as Mobile and internet services. Mobile telephony enabling mobile transactions for the purchase and sale of Mutual Funds and SMS based services is expected to revolutionize the Indian Mutual Fund Industry.

Although online marketing is a buzz word and catching the attention of various stakeholders but till now there is lack of research in use of this technology in Mutual fund Industry. So there arises a need to find out how this technology can be effectively used in Mutual fund industry. Thus present research is an effort to fill this research gap. The objective of the current study is to identify the current marketing practices adopted by various asset management companies in India. Top 10 companies are selected on the basis of their market capitalization. Websites of selected Asset Management companies and various literatures have been reviewed and Interviews with marketing executives have been conducted to get in-depth knowledge about the current key marketing practices used by Asset Management companies. Further A survey will be conducted among the mutual fund investors using self-structured questionnaire to validate the findings.

2. REVIEW OF LITERATURE

The terms Online Marketing, E-marketing, Internet Marketing, online advertising is interchangeably used by the researchers & marketing practitioners. Simply Online Marketing is carrying marketing activities over internet, extranet and with their related technologies. Being very effective technology of marketing, internet marketing is catching the attention of academic researcher, Marketing strategists and organisations. Over the period of time various definition of online marketing emerged. Various researchers define online marketing in terms of use of internet and its related technologies. (Gilmore et al, 2007 & Wisdom, 2015) defined E-marketing as utilising both the internet and those technologies which are associated with the internet, to assist in the achievement of marketing objectives in combination with other marketing communication techniques. Yurovskiy (2010) define online marketing as a form of marketing and advertising which use the internet to deliver promotional marketing messages to consumers, which includes search engine marketing, social media marketing, many type of display advertising (including web banner advertising), and mobile advertising. (Eid & El-Gohary, 2013) in their study stress that E-Marketing includes Internet marketing, e-mail marketing, intranet marketing, extranet

marketing, mobile marketing, telemarketing, electronic data interchange for marketing activities, customer relationship management and more. In their study they focus on internet, email, intranet, extranet and mobile marketing.

Organisations are using various online marketing practices to catch the attention of investor and to gain the strategic advantages. As per (Anderson & Choobinen, 1996) E-Marketing has been characterised as a tool for facilitating marketing efforts, thus leading to a higher level of marketing effectiveness. (Du Plessis et al, 2012 & Wisdom, 2015) relate how information technology digital channels including mobile phone, the internet and email have changed how businesses communicate. Through these means, an organization can interact in an individual way with the consumer. Two-way communication is established through “social media channels”, for example, Facebook, MySpace, and Twitter further creating, plus building excellent relationship opportunities within businesses.

Website, which actually becomes the official address of any organization, is used by the organizations not only as a medium to inform & promote but also to sell its products & services and to maintain customer relationship. As per (Yannopoulos, 2011) A website can be seen as a mix between direct selling (as it can engage the visitor in a dialogue) and advertising because it can generate awareness, provide information, and demonstrate the product. Also, a website may be viewed as complementary to the personal selling effort by business-to-business suppliers and advertisers of consumer products. Website is becoming very important tool to the organisation in this online scenario. (Pestek et al, 2010 and Wisdom, 2015) in their study point out that several companies do not set strategic goals before developing their websites and other e-marketing activities. The findings showed that managers deemed a website a prerequisite and believed that internet marketing provided their companies with a competitive advantage.

As per (Kaplan and Henli, 2010) Social networking is a term that can be represented as a set of Web applications and Web 2.0 technologies that allow users to create, modify and generate content. People are becoming habitual of social networking sites and using these as a channel not only for entertainment but to gain knowledge, to communicate and to purchase the products and services. Organizations by creating their account on various social platforms, using them as a vehicle to communicate, to promote, to advertise, to sell and to maintain relationship with their existing & prospective customers. (Hanna, Rohm, & Crittenden, 2011) in their study confirm that Social networking platforms such as Facebook, Twitter, Instagram,

YouTube and other activities have begun to transform business activities such as marketing, advertising and promotion. As per (Chen et al., 2011) Social networking provides opportunities for companies to become more attractive in the world. (Alam, 2017) indicated in his study that social media is the most preferred medium of communication to promote the product, followed by emails communication, television commercial and SMS by the consumer.

As per (Dehkordi et. al, 2012) Email Marketing can be considered as an electronic mails which deliver commercial messages to Email users and customers. Email is one of the old and most effective tactics in E-Marketing. Potential of email in marketing aspect is not under veil and all the firms and companies always tries to prepare a list with their customers. Email being the most personalized tool, is used by organizations to send the various messages to the target audience. (Raadet al, 2010) in their study describe email marketing to be the best technique for advertisement for online businesses. (Murphy, 2003) stress that A relatively new technology, e-mail can enhance customer relationships, customer satisfaction and profitability.

Rapid growth in internet penetration and advancement in mobile technologies changes the way organization and consumers connect to each other. Mobile phone with internet connection, which is more personalized, easy to carry and provide instant connectivity, is becoming the new mode of communication. (Shankar, 2010) cite M-commerce offers multiple advantages like Ubiquity, personalization, flexibility and distribution, instant connectivity, immediacy; it is going to be next generation mode of business. Considering these advantage, organizations are developing mobile applications for their respective customers. Through these mobile applications customers can access website, emails and even connect to various social networking sites of the company. (Persaud et al, 2012) point out that smart phones has certain abilities like web browsing, usage of mobile applications and many more so marketer can use these advantages in terms of marketing aspect, by encouraging them to use their smart frequently. (Dehkordi et al, 2012) point out that Mobile marketing have become a two way or multi way communication device for the firms to build connection with their customers.

Mutual fund industry being the early adopter of technology, indulged in various online activities from providing the e-transaction (purchase and redemption etc.), to providing statements and all documents other than all online marketing activities through the use of

emails, website, mobile applications, social media platforms and many more. According to report published by (ASSOCHAM, 2015) Mutual fund companies are using technologies to connect to their existing and prospective investors. Mobile Apps, WhatsApp, Social media platforms like Facebook etc., and website are used by Mutual fund companies for investment, redemption, switch and for other information purposes to attract new segment, young working generations. It was further stress that Emerging Technology and changing role of regulator will help the Mutual fund companies to increase their outreach among the retail investors. (ICI Fundamentals, 1997)report about the development of Mutual fund Company's website. 187 companies were surveyed who are registered with Investment Company Institute. More than 50% company's which are surveyed were having websites, although Internet usage was common among the all sizes of fund houses but website are most common among large fund houses. Most important reasons to establish a website were to increase communication with shareholders and to increase an addition sales avenue. Most of the fund houses from those who are not having website currently are planning to launch their website in near future. Raddatz (2017) examined whether social media is a help or hindrance for Mutual Fund companies. Social media allow Mutual fund companies to connect to their investors and prospective investors effortlessly. Moreover expense of communication regarding their offerings etc. can also reduce by the usage of various social media platforms like Facebook, twitter etc. This is one side but Mutual Fund companies are facing certain problems also. Social media users typically require wide & detailed information instantly but Mutual fund companies are restricted by regulatory authorities regarding dissemination of information. So companies are in difficult situations regarding the usage of social media.

Mutual fund companies deals with the wealth of the investor so they need to more cautious regarding share of information on various online platforms. In order to increase the penetration of mutual fund and bring transparency in the system, regulatory authority allowing usage of online channel for communication, marketing even selling on e-commerce sites also. Allecca (2001) in her study specify that regulatory authority has started accepting the internet communication as an effective tool of communication in Mutual Fund industry. According to Securities Exchange Commission extent of the disclosure and not the medium by which it is made is the primary consideration in determining whether there has been sufficient disclosure. Guha (2016) reviewed the digital marketing strategy for Mutual funds in India. Various channels like social media, search engine optimization, blogs, online

reputation management, emails, display campaigns & retargeting, webinars can be used to turn the investors' interest towards Mutual fund along with offline world. Digital marketing can be used to make the investors aware, arouse their interest & desire and finally to influence them to invest in mutual funds. Research conducted by(Nielson, 2014) depicts that although only 9% of urban Indian households invest in Mutual Funds but in the past three years consumer investment in Metro cities has been increased by 5% whereas growth in Non-Metro has been respectable, increasing 2% since 2010. Moreover trend towards internet and its related technologies is increasing among the investors; investors are turning to the Internet for advice regarding Mutual Funds.

Following the technology trends, mutual fund investors are becoming tech savvy. (Verma, 2005) in his study put light on the point that general investor profile in Mutual Fund industry is changing and investor is becoming much more tech savvy. He predicted that the whole process of management of Mutual Fund by the investor will ultimately go completely paperless. So it will be necessary for Mutual Fund companies to invest and improve in technology. According to study, the three areas which are expected to most radically change are Distribution of Mutual Fund products, Information on schemes, and Customer care.

Mutual fund industry, where selling activities was dominated by distributors facing a radical change. Now mutual fund investors use various online platforms to find the information regarding mutual fund. (Ranganathan, 2006) in her study cite that investors are using internet to find information related to Net Asset Value, bonus, dividend etc. and other aspects of the mutual fund companies. Investors are ready to use the automated services if they are user friendly. (Rao, 2010) in his study confirm that investors use web site of mutual fund companies for their information needs. Furthermore, Mutual fund Company's website provides the information required by investor for taking informed decisions and comply with SEBI guidelines. Investors consider website of mutual fund companies to be reliable and updated. So website can be considered an important marketing tool by mutual fund companies to create awareness and market their mutual fund product.

3. RESEARCH METHODOLOGY

The data for this research has been collected both from primary and secondary sources. In order to fulfil the objectives of the study, ten largest Asset Management companies are chosen on the basis of their Asset Under Management (AMFI report, June 2015), which include U.T.I., Bank Sponsored Asset Management companies (both Public and Private) and

Private Asset Management companies. Websites of selected Asset Management companies and various other publications have been reviewed to gather the relevant data regarding online marketing practices. Interviews with marketing executives have been conducted to get in-depth knowledge about the current marketing practices of Asset Management companies. A structured questionnaire was prepared and survey was conducted among the Mutual fund investor to know the activities done by Mutual fund companies in respect of online marketing practices selected earlier. Using convenience sample approach, 100 mutual fund investors were selected. The data were collected from the mutual fund investor belongs to selected cities of Punjab and Chandigarh. Data pertaining to various aspects of online marketing practices was collected on Five point Likert scale ranging from 1 (strongly agree) to 5 (strongly disagree). Data was analysed, using tabulation, weighted average score and descriptive statistics. Weighted average score has been used to determine the Top 3 mutual fund companies in respect of online marketing practice.

4. DISCUSSION

Table 1: Marketing practices of Asset Management Companies

Mutual Fund Company	Website Marketing	Email Marketing	Mobile Application	Social Media Marketing					
				Twitter	Facebook	Google +	Instagram	YouTube	LinkedIn
HDFC	Y	Y	Y	Y	N	N	N	N	N
ICICI Prudential	Y	Y	Y	Y	Y	Y	N	Y	Y
Reliance	Y	Y	Y	Y	Y	N	N	Y	Y
Birla Sun Life	Y	Y	Y	Y	Y	N	N	Y	Y
UTI	Y	Y	Y	Y	Y	Y	N	Y	Y
SBI	Y	Y	Y	Y	Y	N	Y	Y	Y
Franklin Templeton	Y	Y	Y	Y	Y	N	N	Y	Y
IDFC	Y	Y	N	Y	Y	N	N	Y	Y
Kotak Mahindra	Y	Y	Y	Y	Y	N	N	Y	Y
DSP BlackRock	Y	Y	N	Y	Y	N	N	N	Y

Table 1 shows the online marketing practices used by mutual fund companies. Data regarding the use of these practices has been collected from the websites of respective Mutual fund companies. Main online marketing practices used by mutual fund companies are website

marketing, email marketing, Mobile application and social media marketing. All the selected mutual fund companies are using the various online marketing practices to connect the stakeholders. All the companies have their own website, containing various facilities for the convenience of investors. All the companies send the emails to their investors to provide various informational & promotional messages. Regarding the social media marketing, companies are using various social networking sites namely Facebook, twitter, YouTube, google plus, LinkedIn and Instagram to connect to their investors and other stakeholders. Among these social networking sites google plus and Instagram are the less used social networking sites. Regarding Mobile application only two companies namely IDFC & DSP Black Rock Mutual Fund are not having their active mobile application.

From the above table, we can see that all the selected mutual fund companies are using most of the online marketing practices. Further To validate, the data has been collected from the investor to know their view regarding the extent of online channels used by selected mutual fund companies.

Table 2: Email facility By Asset Management Companies

Variables	Description	Percentages
Frequency of emails received from Mutual fund companies	Daily	21
	Weekly	25
	Monthly	32
	Annually	16
	Can't say	6
Query handling of investors through email	Within an hour	30
	Within 24 hours	37
	Within 48 hours	14
	More than 48 hours	4
	Not resolved through emails	15
Attractive visual appeal of emails	Strongly Agree	32
	Agree	57
	Neutral	11
High Privacy & Confidentiality of emails	Strongly Agree	27
	Agree	40
	Neutral	25
	Disagree	3
	Strongly disagree	5
Ease of use of emails	Strongly Agree	33
	Agree	55
	Neutral	11
	Disagree	1
Adequate frequency of emails	Strongly Agree	39
	Agree	36
	Neutral	16
	Disagree	4
	Strongly disagree	5

Table 2 shows the email facilities provided by Mutual fund companies. Regarding the frequency of email received 21% respondents receive daily, 25% received weekly, 32% monthly, 16% receive annually where as 6% respondents are not able to define it. Most of the respondents agreed that mutual fund companies send them adequate emails, as 39% & 36% respondents are strongly agree & agree with the statement whereas only 4% & 5% respondents are disagree & strongly disagree with the statement. Most of the respondents considered emails received from mutual fund companies are easy to use as 33% & 55% respondents are strongly agreed & agreed with the statement that emails are ease to use. Only 1 % respondents are disagreeing with the statement. All most all the respondents considered visual appeal of emails to be attractive as 32% respondent are strongly agree with the statement regarding visual appeal of email where as 57 % respondents are agree with the statement and 11 % respondents are having neutral view point. Privacy of investors are maintained by mutual fund companies as 29% respondents are strongly agree & 40% respondents are agree with the statement regarding high privacy & confidentiality. Only 3% & 5% respondents are disagree & strongly disagree with the statement. Regarding the query handing of investor through email; 30% respondents says that query handled within an hour, 37% respondents agreed that query handled within 24 hours, 14% respondents agreed that query is handled with-in 48 hours where as 4% respondents says that query is handled in more than 48 hours. 15 % respondents are of view that query is not resolved through emails at all.

Table 3: Website facility of Asset Management Companies

Variables	Description	Percentages
Content of official website of Mutual fund companies	Informational	23
	Promotional	42
	Mix of both	35
Attractive Visual appeal of website	Strongly Agree	24
	Agree	68
	Neutral	8
	Disagree	0
	Strongly disagree	0
High Website security	Strongly Agree	19
	Agree	47
	Neutral	16
	Disagree	18
	Strongly disagree	0
Fast loading & Processing of Website	Strongly Agree	59
	Agree	35
	Neutral	6

	Disagree	0
	Strongly disagree	0
Adequate disclosure of advertisement on website	Strongly Agree	22
	Agree	37
	Neutral	34
	Disagree	6
	Strongly disagree	1

Table no. 3 shows website activities of Mutual fund companies. 42% investor are of view that content of website is promotional where as 23% investor considered content of website as informational. 35% respondents considered content to be a mix of both informational and promotional. Almost all the respondents are of view that website has attractive visual appeal as 24 % & 68 % respondents are strongly agree & agree with the statement whereas 8 % respondents are having neutral response, none of the respondent is disagree with the statement. Regarding the security of website, 19% & 47% respondents are strongly agree & agree that website of mutual fund companies are highly secured, 16 % respondents are having neutral response regarding this where as 18% respondents are disagree with the statement. All most all the respondents considered website has fast loading & processing, 59 % respondents are strongly agree with the statement & 35% respondents are agree with the statement only 6 % respondents are having neutral opinion about this. None of the respondent is disagree with the statement. Regarding the Adequate disclosure of advertisement on website, 22% & 37% respondents strongly agree & agree with the statement that advertisement is adequately disclosed on website, 34 % respondents having neutral feeling about this where as 6% & 1% respondents are strongly disagree & disagree with the statement.

Table 4: Mobile Application facilities of Asset Management Companies

Variable	Description	Percentages
Availability of Mobile App	Yes	93
	No	7
Provision of similar facilities for both Mobile App & official Website	Strongly Agree	30
	Agree	51
	Neutral	6
	Disagree	6
	Strongly disagree	7
Large Mobile App size	Strongly Agree	54
	Agree	43
	Neutral	3
	Disagree	0
	Strongly disagree	0
Fast loading & Processing of Mobile App	Strongly Agree	35
	Agree	59
	Neutral	6
	Disagree	0
	Strongly disagree	0

Attractive visual appeal of Mobile App	Strongly Agree	29
	Agree	36
	Neutral	30
	Disagree	5
	Strongly disagree	0
High secured Mobile App	Strongly Agree	27
	Agree	46
	Neutral	15
	Disagree	0
	Strongly disagree	12
Lesser time for e-transaction on Mobile App	Strongly Agree	22
	Agree	56
	Neutral	6
	Disagree	14
	Strongly disagree	2

Table no. 4 shows the Mobile Application activities of Mutual fund companies. Majority of the respondents (93%) are agreed that their Mutual fund companies have mobile app designed for the investors compared to non-agree respondents (7%). Most of the respondents agreed that Mobile App provide by Mutual fund companies has the same facilities as provided by primary website of the selected Mutual fund companies only few respondents are not agree with this. All most every respondent is agreeing that size of mobile application is large. All the respondents (94%) agree that mobile app provided by Mutual fund companies has fast loading and processing. Majority of respondents (more than 60%) are agree that visual appeal and looks of mobile application is attractive where as 30% respondents are having neutral response where only 5% respondents are not agreed with the statement. Majority of respondents are agreed that mobile app provided by Mutual fund companies is secured only 12% respondents are not agreeing with this. Majority of respondents agreed that mobile applications take lesser time to do the e-transaction as against the 14% respondents who are not agreed with this statement.

Table 5: Social media Activities of Asset Management Companies

Variables	Description	Percentages
Connectivity of investor to Mutual fund companies on social media Platform	Daily	18
	Weekly	32
	Monthly	24
	Half yearly	17
	Never	9
Usefulness of Information provided on social media	Strongly Agree	52
	Agree	41
	Neutral	5
	Disagree	2
	Strongly disagree	0
Attractive Visual appeal & Looks	Strongly Agree	18
	Agree	70
	Neutral	10
	Disagree	2
	Strongly disagree	0
High level of engagement of MF companies on social Media	Strongly Agree	19
	Agree	45
	Neutral	34
	Disagree	2
	Strongly disagree	0

Table no. 5 shows the social media activities of Mutual fund companies. All most all the respondents are of view that social media used by Mutual fund companies provide useful information as 52% & 41% respondents are strongly agree & agree with the statement regarding the usefulness of information. 5% respondents are having neutral response and only 2% respondent are disagree with the statement. Most of the respondents consider that social media sites used by Mutual fund companies have attractive visual appeal & looks. 18% of respondents are strongly agreed& 70% respondents are agreed & 10% respondents having neutral response regarding the statement. Only 2% respondents disagree with the statement. Table shows that Mutual fund companies are having high level of engagement on social media site as only 2% respondents disagree with the statement and 19% strongly agree, 45% agree and 34% respondents are having neutral response. Table further shows that 18% respondent connect to social media daily, 32% respondents weekly, 24% respondents monthly, 17% half yearly and 9% respondents never used any social media site.

Table 6: Demographic profile of Respondents

Variables	Description	Percentages
Age	<20	0
	20-25	4
	25-30	21
	30-35	71
	35-40	4
	40-45	0
	>45 years	0
Profession	Public servant	7
	Private servant	57
	Own Business	11
	Home Maker	25
	Retired	0
	Unemployed	0
Income	<Rs. 15000	31
	Rs. 15000- Rs. 30000	38
	Rs. 30000-Rs. 45000	15
	Rs. 45000- Rs 60000	8
	Rs. 60000-Rs. 75000	6
	>Rs. 90000	2
Gender	Male	50
	Female	50
Education	Less than 10 th grade	0
	10 th grade	0
	Finished High School	0
	Diploma	9
	PG Diploma	7
	Graduate	47
	Post Graduate	37
	Doctorate	0
Marital Status	Married	87
	Single	13
	Separated	0
	Divorced	0
	Widow	0
No. of Dependent	One	46
	Two	27
	Three	3
	More than 3	2
	Not Applicable	22
Location	Chandigarh	10
	Mohali	2
	Patiala	2
	Jalandhar	57
	Amritsar	14
	Ludhiana	15

Table no. 6 shows the demographic profile of respondents. Main criteria considered in demographics of respondents are age, gender, education, marital status, profession, Income and no. of dependent other than location of the respondents. Among the chosen respondents

50 % are male and 50% are females. Most of the respondents are married (87%) whereas only 13 % respondents are single. Regarding the profession, respondents are private servant (57%), public servant (7%), Home Maker (25%) where are 11% respondents do their own business. 4% of respondents fall in age category of 20-25 years followed by 21% of respondents in age category of 25-30 years followed by 71% of respondents in age category of 30-35 years where as 4% respondents fall in age category of 35-40 years. As far as the Income of respondents is concerned 69 % respondents has income up to Rs. 30000 per month where as 15% respondents come in category of Rs. 30000-Rs 45000 followed by 8% respondents in category of Rs. 45000- Rs 60000 and 6% in category of Rs.60000-Rs75000 followed by 2% respondents who has income above Rs. 90000 per month. In education profile, 47% respondents are Graduate, 37% respondents are having post graduate degree where as 9% respondents are having diploma and 7% respondents are having PG Diploma. Regarding the number of dependents, 46% respondents are having only one dependent to them where as 27% respondents has to take care of two dependents, only 3% respondents have three dependents followed by 2 % respondents having more than three dependents where as 22% respondents do not having any dependents, major reason for this can be majority of these respondents are single. As far as the location of respondents are concerned 57 % respondents belongs to Jalandhar, 15 % respondents belongs to Ludhiana, 14 % respondents comes from Amritsar, 10 % respondents belongs to Chandigarh where as 2% respondents belongs to Mohali and Patiala respectively.

Table 7: Rank of Asset Management Companies

Company Name	Weighted Score	Average	Overall Rank
HDFC Mutual Fund	763		1
ICICI Mutual fund	648		2
Reliance Mutual Fund	642		3
Birla Mutual Fund	509		7
UTI Mutual Fund	568		4
DSP Black Rock Mutual Fund	537		5
KOTAK Mutual Fund	536		6
IDFC Mutual Fund	470		9
Franklin Templeton Mutual Fund	484		8
SBI Mutual Fund	354		10

Table no. 7 shows the rank of selected Mutual fund companies with reference to their online activities. Weighted average score of all the ranks given by respondents is calculated. Table clearly shows that HDFC Mutual fund is occupying first position followed by ICICI Mutual fund and Reliance Mutual Fund, with regard to online activities. Last three positions are occupied by Franklin Templeton Mutual fund, IDFC Mutual fund and SBI Mutual Fund.

5. FINDINGS

It has been found out that most of the Asset Management companies are using various online marketing practices namely website marketing, email marketing, social media marketing and mobile App marketing to attract and retain the investors. Among the social media marketing, Facebook and twitter is the most common online marketing practice used by the Asset Management Companies. Website of the company and Mobile Application is the most common marketing practice used by Asset Management companies. Out of the selected mutual fund companies HDFC mutual fund is on no. 1 position regarding online practices followed by ICICI mutual fund, & Reliance mutual fund got the third position.

Finding reveal that Investors consider information provided by mutual fund companies on various social media platforms is useful to them. As per investors view point social media sites used by mutual fund companies has attractive visual appeal and looks. Most of the respondents think that mutual fund companies are quite active on various social networking sites. Investors are of view that most of the asset management companies provide mobile application facility to investors and these applications is having the same facility as provided by official/main website. Mostly respondents are agree that loading and processing of mobile application is fast, its visual appeal is attractive, it is quite safe to use the app and e-transaction processing take lesser time through mobile application although all most all the respondents consider mobile app size to be large.

There is mix response regarding the content of official website. Some investor considered it informational while some consider it promotional while others consider it a blend of both promotion and information. Mostly respondents considered website has attractive visual appeal, fast loading & processing, highly secured and provide adequate disclosure of advertisements for investors. Regarding email facilities, most of the investors are of view that mutual fund companies resolved their query through emails very few says that query are not solved through emails. There is agreement among the respondents response regarding the visual appeal & privacy, as mostly respondents consider high privacy & confidentiality is

maintained in email communication and visual appeal is attractive. Frequency of emails is adequate.

6. IMPLICATIONS OF THE STUDY

Study will help the Mutual fund companies, Marketing agencies and even to Mutual fund distributors to know the investors view regarding certain aspects of Online Marketing practices which will further help them to develop their marketing strategies and develop harmonious relationship with the investor. Although Mobile Application is popularly used by investor but they found size of mobile Application to be heavy. So it is recommended that mutual fund companies should coordinate with their IT department and develop the Mobile Application that takes less space and which are more useful to investors.

It has been found that Mutual fund companies send emails to the investors quite frequently but some of the investors are of view that their queries are not resolved through emails. May be the reason can be the companies are focusing on sending promotional emails. So it is recommended that Mutual fund companies should keep eyes on the email communication done with investors. All the email queries of investors should be transferred to the respective departments with specific turnaround time and queries should be resolved.

Some of the mutual fund companies are not having their mobile application, or they are not focusing on the use of mobile applications among the mutual fund investors. Mobile application, which is an important source of personalized marketing, should be used by mutual fund companies. So it is recommended that Mutual fund companies should develop Mobile application for the investor which has features required by investors may be related to size, security, speed & processing etc.

Although Mutual fund companies are using various online marketing practices to attract the investors and for gaining strategic advantages, it seems that they are focusing only on promotional part and other side of coin is left. It is recommended that mutual fund companies should use on line marketing practices to provide personalised service to the investors, so that specific requirement of the individual investors can be taken care of not only the generalised Marketing.

It is further recommended that Mutual fund companies should do the cost benefit analysis of these practices which can further help in identifying the most beneficial and suitable online marketing practice. Therefore, instead of using all these practices, companies should follow the particular identified practice which is most beneficial to them. If companies want to use a

mixture of online marketing practice, a perfect blend of these practices should be done considering their cost benefit analysis.

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