

Appendix-2

Reliability test in pilot survey

From the fourth chapter 14 items, 21 items and 12 items have been identified to measure attitude, risk perception and awareness level respectively. A pilot study has been conducted based on 30 samples for measuring the reliability of attitude and risk perception and item analysis for finalizing items of awareness level.

Reliability of Variable Attitude

Exhibit 1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.774	.785	14

Exhibit 2: Item total statistics

Sl no	Particulars	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	Investment in mutual fund is easy than any other mode of invested	26.8	30.171	0.583	0.743
2	Return from mutual fund is adequate	26.6667	31.381	0.436	0.756
3	Risk involved with mutual fund is manageable	26.5333	33.981	0.49	0.78
4	The mutual fund schemes are adequate to cater to the need of every investor in stock market	26.3333	32.095	0.291	0.77
5	Redemption from mutual fund is easy	26.3333	30.952	0.465	0.753
6	Mutual fund is good investment avenues for tax saving	27.2	32.457	0.544	0.755
7	Investing in mutual fund is not a gambling	26.8	29.743	0.56	0.743
8	There is a guarantee of assured income	25.4667	36.838	-0.158	0.817
9	It is recommended to others for investment in mutual fund.	27.1333	32.124	0.474	0.756
10	Mutual fund is better investment option than Bank Fixed deposit	27	32.571	0.498	0.778
11	Mutual fund investing is the best way to invest in equity shares.	26.6667	26.095	0.83	0.708
12	Regularly gather information on mutual fund	26.9333	28.067	0.583	0.738
13	Some time is spent to monitor mutual fund performance	27.8667	33.124	0.419	0.755
14	It is eager to listen if some agent explains regarding mutual fund	26.8	31.6	0.41	0.758

From the table, it is found that if the item "There is a guarantee of assured income" is deleted reliability will be raised to .817 so, the item is deleted for final questionnaire.

Reliability of Variable Risk perception

Exhibit 3: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.834	.848	21

Exhibit 4: Item total statistics

Item no	Particulars	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	little idea about the investment in the mutual fund	63.6	103.829	0.413	0.731
2	There is no certainty of income	64.2	96.886	0.55	0.82
3	There is no steady income	64.8	104.171	0.52	0.810
4	It is difficult to calculate income from investment from mutual Fund	64.0667	93.495	0.606	0.816
5	It is not understood the complex rules and regulations of mutual fund investments	63.6667	101.667	0.481	0.825
6	There is no certainty of the return of the invested sum	64.4	107.543	0.067	0.843
7	Investment in mutual fund is very complex	63.3333	102.238	0.51	0.825
8	It is very much likely to become a victim of fraud committed by others	63.6667	102.238	0.51	0.825
9	It is difficult to select type of mutual fund for investment	63.6667	94.381	0.726	0.812
10	It is difficult to understand the NAV fixation mechanism related to Mutual fund	64.1333	96.552	0.549	0.82
11	It is felt less confident regarding time and NAV at which mutual fund are to be bought and sold for the best bargain	64.1333	95.124	0.769	0.812
12	Pattern of change in the NAV of mutual fund demotivates me in regard to the investment in Mutual Fund	63.6	95.114	0.748	0.812
13	It is very difficult to track the daily NAV movement of mutual fund of the companies	63.9333	97.638	0.689	0.816
14	sufficient education required for investment in the mutual fund	63.6667	105.381	0.456	0.822
15	Others told me that investment in mutual fund is risky	64.8667	99.267	0.449	0.825
16	Very often mutual fund related scandals are reported in papers and I am afraid of investing in mutual fund	63.6	98.686	0.605	0.819
17	It is seen that others suffer loss in mutual fund investment rather than amassing huge money	64	106.286	0.134	0.84
18	Mutual fund available is not locally available	64	108.857	0.04	0.849
19	It is not sure about the existence of the company in which mutual fund is invested	63.9333	107.495	0.688	0.801
20	There is a doubt the integrity of the local agents	64.6	102.257	0.065	0.835
21	In case of grievances, it is not sure where it should register the protest and get the grievances redressed	64.1333	102.267	0.314	0.832

From the table4, corrected Item-Total Correlation of three items (item-6, 18, & 20) are found very low. In order to increase reliability, these three items have been dropped. So, final questionnaire consists of eighteen items of risk perception.

Exhibit 5: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.866	.873	18

After dropping three items from the variable risk perception, reliability is found from the table no .866.

12 multiple choice questions were prepared based on the literature and consultation with the experts. In a pilot study, item analysis has been conducted. Two questions are found that only less than 20% respondents' answer correctly. So, two questions have been dropped for the final questionnaire as these questions do not have any discriminatory power to assess. Final questionnaires have been distributed among the randomly selected employees for gathering relevant information.