BUYING BEHAVIOUR OF INVESTORS TOWARDS MUTUAL FUNDS IN INDIA

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ABSTRACT

Saving is an important integral part of the economy of any nation. Awareness of investment developed tremendously due to economic development, rotation of money, as a result investor’s searches for different safest avenues of multiplying funds available with them.

Financial markets are becoming more extensive with wide-ranging financial products trying innovations in designing mutual funds portfolio but these changes needs unification in correspondence with investor’s expectations. Mutual funds as a part of financial markets become more popularized among investors because of its convenient nature, easy operations and good returns. Still it is not favoured by so many investors because of its volatility. Thus, it becomes too important to study mutual funds from investors view point.

This research paper focuses attention on number of factors which highlights investor’s perception about mutual funds. To make the study more practical and original in nature, primary data has been collected through structured questionnaire and survey from 400 individual investors who invested their money in mutual funds. For collecting primary data tailor made interview scheduled has been used. Convenient random sampling method is used for collecting primary data. The secondary data will be collected from related research works, published books, journals, and reports of Securities and Exchange Board of India (SEBI), Association of Mutual Fund of India (AMFI), Reserve Bank of India (RBI) and other authorized sources of data such as websites of various companies.

KEY WORDS: Economic growth, financial markets, investment, investors, mutual funds.