

Awareness and Perception of Investors towards Mutual Fund Investments

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Abstract: *Mutual fund investment means collects the money of people with certain investment goals. It is a trust which collects fund from different investors and invest it in different scheme in accordance with the goals of the investors. Mutual fund is regulated by SEBI (Security and Exchange Board of India) and it is a setup in the form of trust, which has sponsor, trustee, asset management company (AMC) and custodian. The present study highlight the relation between awareness and perception of mutual fund with the sources of information, level of income, educational level of respondent, factors considered by investors while making mutual fund investment and types of investment selected by the investors with special reference to Palakkad district. The researcher used structure questionnaire and used purposive sampling method for primary data collection. 50 samples selected from each of 6 taluks of Palakkad district. Percentage analysis and Chi-Square test are used in the study for analyzing the data. From the study the researcher identified that most of the investors attracted to the mutual fund because of its better return policy and there exist a relation between the income level and period of investment. The study suggest that New schemes should be introduced and to be communicated with the individuals through advertisement.*

Keywords: AMC (Asset Management Company), mutual fund, SEBI (Security and Exchange Board of India)

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