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Investor Perception Towards Mutual Funds with Special Reference to Gadag and Koppal Districts-A Pilot Study

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ABSTRACT

The foundations of funds are essential for any investor who wants to successfully traverse the financial world. Fundamentally, a fund is an accumulation of wealth from several investors, carefully overseen by seasoned market experts. To maximize profits, these funds are judiciously distributed over a wide variety of assets, such as stocks, and bonds. The fund's investors receive a proportionate share of the earnings from these investments, which is determined by the number of units they have invested in. Making educated investment selections requires understanding how different types of funds function and identifying which ones fit with your financial goals, as different funds serve different functions. The study has utilized both quantitative and qualitative data tested with chi square and regression. An investment that gathers money from several sources is called a fund. Fund managers then utilize the funds to purchase a range of equities and bonds. Units representing a portion of the assets held by the fund are distributed to each participant. A fund is a specified amount of money utilized for a certain objective.

KEYWORDS: Mutual Funds, Investors Perception

INTRODCUTION

A fund can be formed for a variety of reasons, such as an insurance company paying claims to its policyholders, a college offering scholarships, or the local government constructing a new civic centre. Governments, businesses, and private citizens all use funds to invest their money. An emergency fund, often referred to as a rainy-day fund, can be formed to cover unforeseen requirements or a trust fund may be created to set aside funds for a specific individual [1]. Individuals as well as organisations alike have access to a variety of funds through which to invest and profit. Examples are mutual funds, which pool the money of several participants and invest it in a variety of assets, and hedge funds, which allocate the assets of wealthy people and organisations to investments to generate returns above market. Governments employ funds, such as special revenue funds, to pay for certain public expenses.

Types of Funds

The following are the few examples of funds commonly used:

- People can set up emergency funds in their own savings accounts to assist them in difficult financial situations, such as losing their job, being sick for a long period, or incurring large expenses. In general, one should have three months' worth of net income in the emergency fund.

- College funds are frequently tax-advantaged savings programs created by families to save away funds for the future school expenses of their children.
- • Formal arrangements known as trust funds are made by a person who grants them appointing a trustee to oversee significant assets on behalf of a named beneficiary for a certain period, after that the beneficiary or beneficiaries receive either all or some of the funds [2].
- People who are saving for retirement utilize retirement funds as savings vehicles. Retirement funds provide pensions or monthly payments to retirees.

When it comes to investing, a few kinds of funds include:

- Mutual funds are investment funds overseen by qualified managers that distribute the money obtained from private investors among bonds, stocks, and/or other assets.
- Highly liquid mutual funds known as "money-market funds" are bought by investors to generate income on short-term interests-bearing instruments like treasury bills and commercial papers.
- Exchange-traded funds are exchanged on public exchanges, much like stocks, yet they are comparable to mutual funds.
- Institutions and people with high net worth can invests through hedge funds, which are vehicles meant to boosts the return on their pooled funds by utilizing high-risks tactics including leverage, derivatives, and short selling.
- Funds for government bonds are designed for investors who want to protect their money by making investments with small risks in Treasury securities like treasury bills or agency-issued debt like securities issued by Fannie Mae. The United States government supports both options.

Funds are also created by the government and distributed for a variety of purposes. A few grants from the government consist of:

- Funds designated for debt service are used to pay down the government's debt.
- Resources for capital projects are used to finance a nation's capital projects, which include buying, constructing, or remodelling machinery, buildings, and other capital assets.
- Permanent funds are assets and other resources that the government is not permitted to withdraw or use, although it is often permitted to use the money these assets produce for legitimate government purposes.

Mutual Funds

Mutual funds pool the capital of several participants to purchase a range of securities. Expert fund managers choose which investments to purchase and sell. This combination of investments is managed by a qualified fund manager, and the fund's prospectus contains information about its objectives and assets[3]. The Cycle of

Investment in Mutual Funds is depicted in Fig 1.1

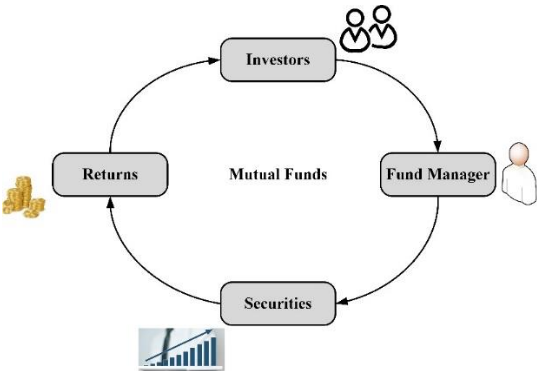

Fig. 1.1. Cycle of Investment in Mutual Funds.

IMPORTANT NOTES

- A mutual fund is a collection of stocks, bonds, and other assets that are bought using investor cash that has been pooled.
- Individual investors can access mutual funds to a variety of professionally managed portfolios.
- Mutual funds can be identified by the assets they purchase, their financial objectives, and the expected returns.
- Annual fees, cost ratios, or commissions charged by mutual funds reduce their total results.
- Many American employees invest their retirement assets in mutual funds through retirement plans offered by their employers.

Understanding Mutual Funds

All investors that have purchased fund shares own a mutual fund, which is an investment portfolio. As a result, a buyer of mutual fund shares has a portion of all the actual property that the fund owns. The overall efficacy of the fund's assets determines its efficacy. The market value of the fund's shares rises as a result of these assets' appreciation. But as soon as the properties do, the stocks lose value.

The mutual fund manager manages the portfolio, allocating assets according to the fund's strategy across various firms, sectors, and industries. Approximately 50% of mutual funds owned by families in the United States are index equity funds. These funds have portfolios that are composed of and weighted with the assets of indexes that resemble the Dow Jones Industrial Average or the S&P 500. Vanguard and Fidelity handle the biggest mutual funds. Additionally, they are index funds.

REVIEW OF LITERATIRE

Historical Evolution of Mutual Funds

The first mutual funds were established in the US in 1924 by State Street's Investment Trust and the Massachusetts Investors Trust. Similar to mutual funds of today, these trusts allowed investors to buy shares of a professionally managed portfolio of various stocks. Individual investors did not instantly take a liking to this offering. Individual ownership of stock was more popular at the time. Fig. 2.1shows the Timeline of mutual funds (1924–1970).

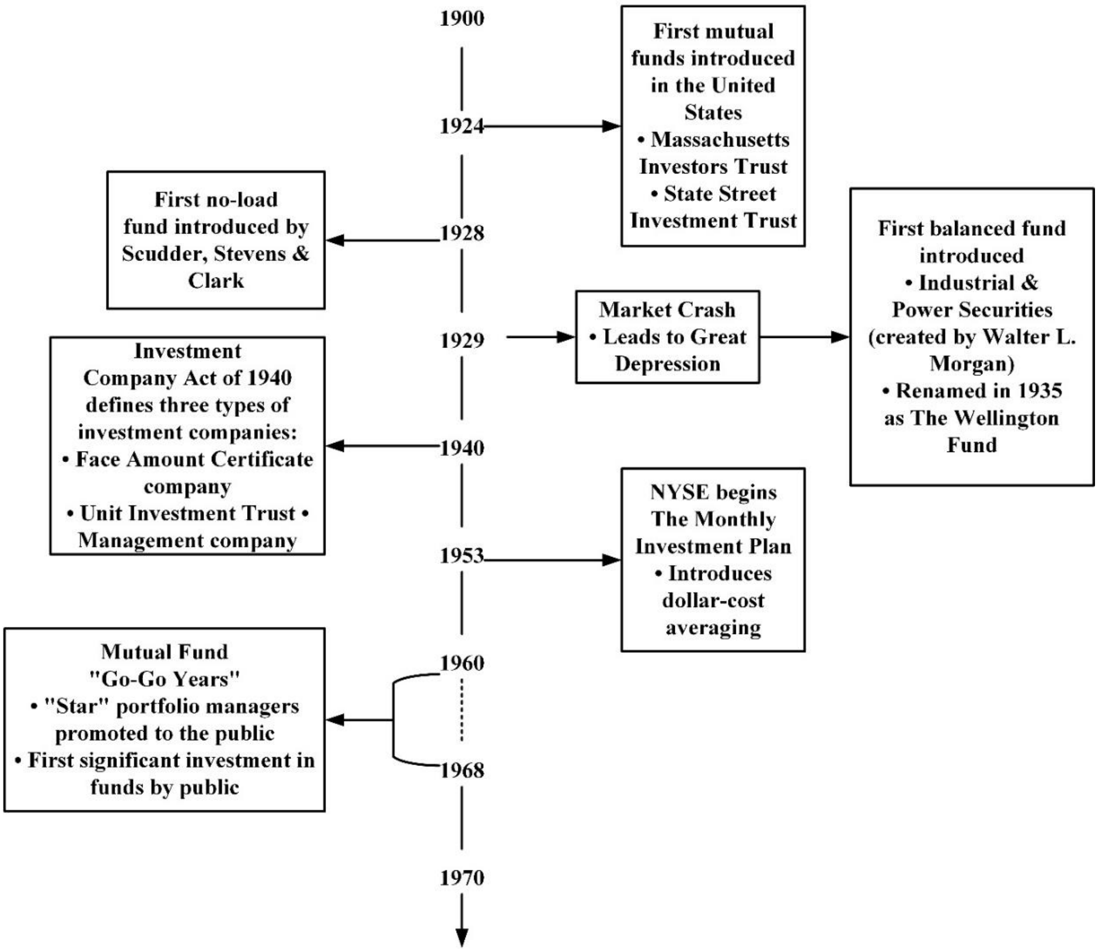

Fig. 2.1. Timeline of mutual funds: 1924–1970

Mutual funds were among the many assets that regular investors shied away from during the Great Depression and the 1929 Market Crash. Stockbrokers were referred to as "the carriers of the plague," and the business as "the plague." Take action Several Acts aimed at reforming the securities business were devised and put into effect starting in 1933 by Congress and the newly established Securities and Exchange Commission (SEC). Additionally, these new regulations aimed to shield investors from the deceptive and manipulative tactics that dominated the market in the Roaring Twenties. The several kinds of pooled investment vehicles were categorized and governed by a single act, the Investment Company Act of 1940. The Act provided specific guidelines for the formation, promotion, and management of investment businesses and their goods, as well as defining three categories of investment firms. One kind of management business is a mutual fund. By legal designation, it is an open-end management corporation. There were just 68 mutual funds in the US at the time the Act was approved. Americans refrained from making stock market investments from the 1929 crisis until the Second World War. The American stock markets were all but dead. The Monthly Investment Plan (MIP) was initiated in January 1954 by the New York Stock Exchange (NYSE) and the member's businesses, seeing that getting individuals back into the markets was critical for their existence. The initiative, which ran under the slogan "Own Your Share of American Business," aimed to do two things: first, inform potential investors of the fundamental advantages of purchasing stocks and bonds; and second, provide them with the chance to invest as little as $40 per month in NYSE-listed equities. Small quantities of shares, especially fractional shares calculated to three places to the correct location of the decimal point, were available for purchase by participants.

1980-Today: Mutual Funds Attract More Investors-Small and Large

For mutual funds and the recently established class of investment firms known as discount brokerage firms, the removal of set charges was a welcome development. These businesses aimed to draw people who would frequently invest in the market for securities, either directly by buying stocks and bonds or indirectly by investing in mutual funds. They saw chances and profit in the small investors' sporadic purchases of small amounts of stocks and bonds. They would be able to collect a steady flow of payments and commissions by doing this. If the number of investors was high enough, the corporation might make a significant amount of money from these fees.

Mutual fund businesses started providing a range of goods and services to small investors as a means of retaining their clientele. A large number of the advantages and services were dependent on the total amount of funds invested. The benefits (often discounts) you received increased with your investment amount, bringing down the overall cost of your assets. By using this tactic, mutual fund providers were able to take a bigger cut of each investor's money. Time Line of MF (1980-2000) is shown in Fig. 2.4

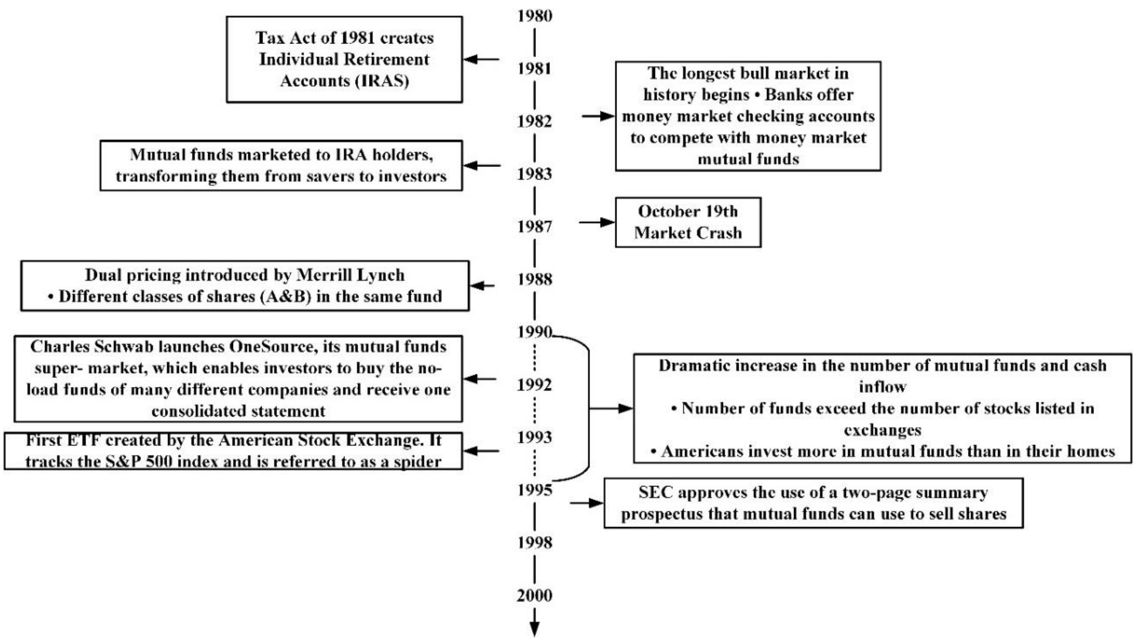

Fig. 2.4 Time Line of MF 1980-2000

Both the number of people investing in mutual funds and the quantity of money going into them grew significantly during the 1980s bull market. The Tax Act of 1981's establishment of Individual Retirement Accounts (IRAs) and the public's growing understanding of the advantages of mutual fund investment, as previously indicated, were the main drivers of this expansion. The shift in corporate policy from specified benefit plans to defined contribution plans contributed to the expansion of mutual funds.

Patel [29] explains that Every individual investor's first priority is investing as their meagre resources from today must be used to cover their future needs. At the moment, modernization is taking place. People are gradually becoming more sophisticated, aware, and literate in many spheres of life. Examples include being cashless, using cutting-edge smartphones for banking, shopping, and other activities, becoming independent, and, in the unlikely event that investing decisions need to be made. Currently, out of all the available possibilities for investing, mutual funds are the most viable choice. A professionally managed group investment instrument that combines the capital of several participants to buy assets is called a mutual fund. Since the word "mutual fund" lacks a legal meaning, it is commonly used to refer solely to open-ended, regulated collective investments that are accessible to the general public. Comparing mutual funds to direct investment in individual stocks has its benefits and drawbacks. They now have a significant financial impact on households. With particular reference to Anand District, Finding out if investors are aware of and favour mutual funds as a financial alternative is the aim of the study report.

Khan and Kotishwar [30] explains that In any sector, understanding client impression is crucial. It sheds light on consumer behaviour and expectations from market participants. Gaining a thorough comprehension of perception will undoubtedly help the athletes. For small investors in the present complicated financial environment, mutual funds are a great option for an investment vehicle. The Indian mutual fund sector offers affordable share market investment opportunities to the average person. The Indian mutual fund market has grown dramatically in the last several years, and numerous private players have contributed their worldwide knowledge to the sector. Investor perception has an impact on mutual fund investments. Thus, research on investors' perceptions of mutual funds is necessary. The study examines if an investor's choice of a different mutual fund from the public and private sectors is correlated in any way with their demographic profile. The opinions of 500 individual investors 250 from the public and 250 from the private sectors are taken into account for analytical purposes. The primary determinants of investors in mutual funds in the public and private sectors are determined. According to the research, an investor's view is influenced by their demographic profile, and their age, marital status, and level of education all directly affect the investments they choose. The survey also shows that there is a limited target audience for those in higher income brackets and that the female market is underutilized. According to the research's further results, management fees, return on income, and security are the characteristics that have the most effects on investors' perceptions of public private mutual funds (MFs).

Arora and Chawla [31] presents that 200 eligible respondents were selected for the study's sample utilising a multistage random sampling technique in order to better understand the impact of several factors on investment decisions and the choosing of mutual fund investments. The article shows how characteristics like risk perception, investing behaviour, and risk-taking capacity are related to demographic variables. The study primarily focuses on the variables influencing investors' decisions about mutual funds and the effects of demographic characteristics on investors' perceptions of risk, investing styles, and capacity for taking on risk. 200 investors in mutual funds were sought for by contacting 283 responses. Henry Garret & Chi-square Rating methods were used to analyse the information. It has been shown that the most significant aspect influencing investors' decisions to choose mutual funds is the regular return on schemes, with less procedure having the least impact. The majority of demographic characteristics are not significantly correlated with investment behaviour, risk perception, or propensity to take risks.

Depending on the risk and reward, investors' perceptions of their different investment options varied. Based on individual and demographic factors including age, gender, income, relationship status, education, and length of investment experience, it could change. Narsis [32] has determined the individual element that significantly affects the respondent's view of investments. Respondents who lived in the Tiruchirappalli district's urban areas were the subjects of the study. Respondents came from every conceivable demographic. The researcher employed the questionnaire approach to get data from 200 respondents for this study. The most important demographic and personal factors influencing the perception of investments have been determined through the application of route analysis in this research study. The government exemption from taxes for all long-term investments, the belief that saving money is a desirable habit, and the importance of consultants in helping investors choose their options are three of the ten measurable markers of general investor perspective.

Saleem et al.[33] aimed to present empirical data on investor behaviour towards mutual funds by examining how it relates to financial literacy (FL), mutual fund awareness (MFA), investment criterion (IC), risk perception (RP), and return perception (Return P). A survey was utilised to gather information from 500 mutual fund investors; 460 of the surveys were utilised in the study. In addition, data from other Pakistani cities were gathered using the snowball sampling approach. The outcome shown that MFA, RP, and Return P are unimportant and have a detrimental impact on mutual fund investors' conduct. Mutual fund participants' conduct is significantly and negatively impacted by investment criteria. Investing in mutual funds is positively and marginally impacted by financial knowledge. The findings provide investors and policymakers more knowledge and direction about the variables influencing mutual fund investors' behaviour.

Mahadani and Mohapatra [34] explains that This research article aims to investigate the basic elements influencing an individual investor's conduct while investing in mutual funds, as well as the factors influencing the individual investor's choice of investment scheme and perception of mutual funds. There is a vast array of investing options available to investors. Since there are so many financial instruments available for investment, individual investors sometimes struggle with where to put their money. In order to choose a trustworthy investment choice, investors look for a range of facts. In addition to return, they want their financial corpus to act as a hedge, or protection against inflation. Mutual funds are the preferred investment class in the financial sector for millions of individuals worldwide. Asset management firms (AMCs) are in competition with one another, either via the development of new products or the repositioning of existing ones, and a multitude of techniques are currently accessible. Individual’s investors' confirmations is increased by a new product. AMCs must thus understand how investors select their assets and what would best please them. Therefore, this study used a survey instrument to gather data and assess what variables affect individuals to choose the plan they want. A factor analysis was performed on 442 investors' responses.

Ramanujam and Ramkumar [35] analyse the risk-taking mind-set and character attributes of employed female stock market managers. The study compared the individual's investing decision-making process to the demographic characteristics of female investors. Investors come in many forms: institutional, corporate, and small-scale individual investors. Based on their profiles, investors may be divided into a wide range of categories, including age, income, material possessions, education level, sex, expertise, and more. These investors may have different investment habits from one another. Six important Tamilnadu cities were chosen for the sample, which had a 360-person sample size.

Babu [36] explains that Investing in various assets is an intriguing pastime that attracts individuals from many backgrounds, including work, economic standing, education, and family life. Faculty members already have access to a wide range of investing options to fit their requirements and preferences. Understanding the many options helps faculty members make wise investment decisions. Indians are often regarded for having a conservative outlook on finances and favouring safe investment options. The rise has been more pronounced in recent years. In order to draw in the public, several new investment vehicles have been released during the past 20 years.

RESEARCH GAP

A research design is a kind of plan created based on different kinds of plans that are accessible for data collecting, measurement, and analysis. A study design necessitates creating the most effective strategy for obtaining the required data of mutual funds and risk return averse. The goal of the study informs the research study's design. The study addresses the problem of lack of awareness in this part of Karnataka with regards to mutual funds.

RESEARCH METHODOLOGY

To offer an extensive understanding of the topic, a descriptive survey methodology will be used in the study design to investigate investor perception towards mutual funds with particular reference to the districts of Gadag and Koppal. Both quantitative and qualitative approaches will be employed. To determine current knowledge gaps and conceptual frameworks pertinent to mutual fund investing, the study will start with a thorough examination of the literature. The study will utilize a stratified random sampling approach to guarantee representation from diverse demographic segments, such as urban and rural populations, age groups, income brackets, educational backgrounds, and vocations. To gather data, standardized surveys with open-ended questions to obtain in-depth qualitative insights will be combined with Likert scale questions to quantify awareness, motives, impediments, and satisfaction levels. To improve accessibility and response rates, the surveys will be delivered via physical and online channels. Furthermore, semi-structured interviews and focus groups will be held to go further into particular topics that were discovered during the survey phase. To find common patterns and insights, the acquired data will be evaluated using statistical techniques for quantitative data, which will provide inferential and descriptive statistics, and theme analysis for qualitative data. With the help of this mixed-methods approach, a thorough study will be possible, providing financial institutions and legislators with practical suggestions for improving the use of mutual funds and financial literacy in these areas. Throughout the study procedure, informed permission and privacy will be carefully adhered to as ethical issues.

Population and Sample

All people who invest in mutual funds in the Karnataka, India, districts of Gadag and Koppal make up the study's population. This comprises a heterogeneous set of investors from a range of socioeconomic backgrounds, including age, income, and educational attainment as well as occupational sectors. The population's mix of urban and rural dwellers reflects the two districts' disparate economic and demographic landscapes. It is not possible to conduct a thorough survey of every mutual fund investor in these regions due to time and resource limitations. As a result, a precise sample will be chosen to reflect the larger population.

This study will use the stratified random sampling approach to guarantee a representative and controllable sample. Convenience sampling is used in the study on investor impression of mutual funds in the Gadag and Koppal regions because it works well under time and resource limitations. Potential investors in mutual funds in the two districts may be reached using this strategy, which is practical since it selects responders according to their availability and desire to participate.

Sampling points will be important places in the districts of Gadag and Koppal, such as marketplaces, banking institutions, community centres, and educational facilities. These venues were selected because they are likely to draw people who are actively involved in financial transactions, looking for financial guidance, or taking part in financial literacy initiatives.

Data collection Methods

Participants' opinions on mutual funds in the districts of Gadag and Koppal were surveyed using a standardized questionnaire as part of the primary data collection project. There were two components to the survey. Fig. 3.1 gives the primary data collection method.

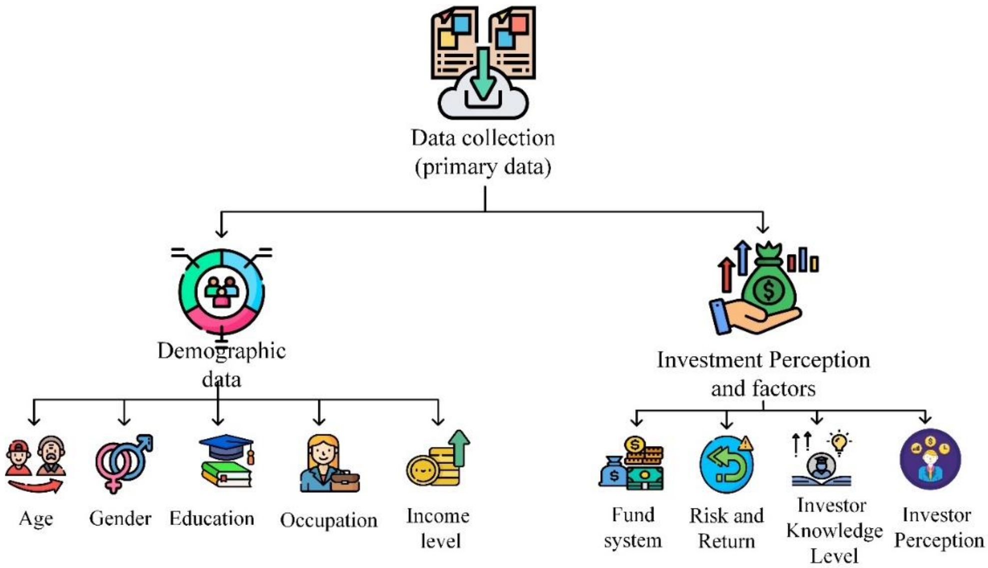

Fig. 3.1. Data Collection

Investors who have been investing for one to three years are probably better familiar with the workings of the market and have begun to generate more informed judgments on the performance of mutual funds and risk management. Experienced investors those having three to five years' worth usually understand their assets better and take a more calculated approach; they may even modify their portfolios in light of past results and projections for the future.

Table. 3.6. Investment Period of Respondents

Investment Period	Number of Respondents
Less than 1 year	25
1–3 years	30
3–5 years	20
More than 5 years	25

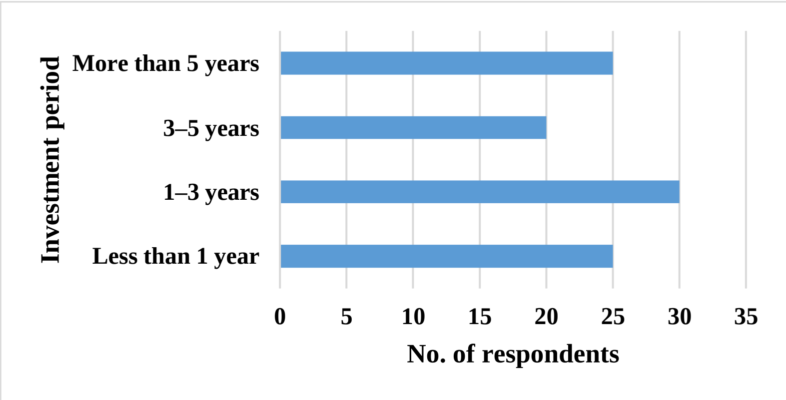

Fig. 3.7. Bar Chart of Investment Period of Respondents

Those who have been investing for more than five years are seasoned investors who may have witnessed market phases and have a solid investment strategy. Their observations can yield important details on long-term investing habits, mutual fund product satisfaction, and the efficiency of fund management over lengthy time horizons.

Through a review of data throughout various periods, the research seeks to pinpoint patterns and distinctions in investor attitudes and actions according to the length of their mutual fund investment. To better support investors in these districts at various stages of their investment journey, mutual fund companies and financial advisors can benefit from this understanding of how investment expertise influences making choices, risk tolerance, and satisfaction with mutual fund investments.

Section B: Factors and Perceptions of Investing

Section B had items that measured three distinct and one dependent variable, to evaluate the perception of mutual fund investments:

- Fund System: Concerns with the administration and structure of mutual funds.

The questionnaire's second section, which measured several characteristics of the fund system, was devoted to evaluating how people felt about investing in mutual funds. This part examined respondents' opinions about mutual fund management and structure, which are important factors affecting investor trust and choice-making.

Gaining insight into how the fund system is perceived can assist mutual fund businesses in identifying areas for practice improvement that will increase investor happiness and trust. Additionally, it clarifies whether the management processes in place now meet expectations from investors and how investor perceptions affect the investing behaviours and decisions made by mutual fund investors in the districts of Gadag and Koppal.

Table. 3.7. Survey Questions on Mutual Fund Evaluation

Question	**Description**
Efficacy of investment techniques used	Assessing respondents' opinions on the effectiveness of the investment strategies employed by mutual funds.
Clarity of data supplied regarding fund performance and risks	Evaluating the transparency and comprehensiveness of information provided to investors regarding fund performance and associated risks.
Efficiency and skill of fund managers	Gauging perceptions regarding the competence and proficiency of mutual fund managers in managing investors' funds.
Openness of fund operations	Investigating the transparency and openness of the operations and decision-making processes within mutual funds.

- Risk and Return: Views on the dangers and potential profits of investing in mutual funds.

To find out how respondents felt about the trade-off among risk and possible benefits while investing in mutual funds, questions on risk and return were posed. This entails finding out how they see the many kinds of risks such as credit, liquidity, and market risk that come with investing in mutual funds. Furthermore, it is probable that the survey asked participants about their anticipated returns from mutual funds, taking into account variables including past performance, current market circumstances, and investment goals.

To assess investors' entire investing strategy and decision-making process, it is essential to comprehend how they view risk and return. While investors with a greater tolerance for risk may be more ready to endure higher volatility in exchange for possibly better returns, more risk-averse investors may prioritize capital preservation and look for low-risk mutual fund solutions. Additionally, by evaluating investors' expected returns, mutual fund providers may better match their product offerings to market realities and client preferences, meeting the requirements and demands of their intended customer base.

The study intends to get a sense of how these factors impact investing decisions and behaviors amongst investors in mutual funds in the Gadag and Koppal areas by evaluating respondents' views on risk and return. This knowledge may help design customized investment plans and outreach tactics that better meet the various demands and inclinations of different areas' investors.

Table. 3.8. Questions on Risk and Return in Mutual Fund Investing

Question	**Description**
Evaluation of risks associated with investing in mutual funds	Assessing respondents' perceptions of various types of risks, such as credit, liquidity, and market risk, associated with investing in mutual funds.
Anticipated returns from mutual funds	Gathering insights into respondents' expectations regarding the returns they anticipate from investing in mutual funds, considering factors such as past performance, current market conditions, and investment goals.

- Investor Knowledge Level: Self-evaluation of the responders' knowledge of investing principles and mutual funds.

Respondents were probably asked to rate how familiar they were with various elements of mutual fund investments, including the different types of funds accessible, the risks and benefits of investing in mutual funds, and the variables influencing fund performance, in response to questions about their level of investor knowledge. The questionnaire may have included asking about respondents' familiarity with financial jargon, fundamental investing

Financial advisors and mutual fund companies can cultivate increased investor trust and engagement by filling in knowledge gaps and improving investor comprehension of mutual funds and investment concepts. This will ultimately support the expansion and sustainability of the mutual fund sector in the Gadag and Koppal districts.

Table. 3.9. Questions on Mutual Fund Knowledge and Familiarity

Question	Description
Familiarity with different types of mutual funds	Assessing respondents' awareness of the various types of mutual funds available in the market.
Understanding of risks and benefits of investing in mutual funds	Gauging respondents' comprehension of the risks and benefits associated with investing in mutual funds.
Knowledge of factors influencing fund performance	Evaluating respondents' familiarity with the factors that influence the performance of mutual funds.
Familiarity with financial jargon and fundamental investing concepts	Assessing respondents' familiarity with financial terminology and fundamental concepts related to investing.
Capacity to understand financial information and performance indicators	Evaluating respondents' ability to comprehend financial information and performance indicators related to mutual funds.

- Investor Perception: General perspective on and attitude towards mutual fund investment.

The study intends to provide insights into respondents' attitudes and perceptions regarding investing in mutual funds to inform market initiatives and strategic decision-making that support increased investor satisfaction, confidence, and engagement in the mutual fund sector in the districts of Gadag and Koppal. This knowledge can help with the creation of focused actions meant to solve certain issues and improve mutual fund investors' overall experience investing in these areas.

Table. 3.10. Questions on Investor Perceptions and Attitudes towards Mutual Funds

Question	Description
Degree of trust in mutual fund companies	Assessing respondents' level of trust in mutual fund companies and their perceived reliability.
Opinions on transparency and dependability of the mutual fund sector	Gathering insights into respondents' opinions regarding the transparency and dependability of the mutual fund sector.
Sentiments regarding potential returns and long-term benefits of mutual fund investments	Evaluating respondents' sentiments regarding the potential returns and long-term advantages associated with mutual fund investments.
Satisfaction with current investments	Assessing respondents' satisfaction with their current mutual fund investments.
Plans to maintain or grow mutual fund holdings	Gathering information on respondents' intentions regarding maintaining or increasing their mutual fund holdings in the future.

A thoughtful decision was made to distribute the poll using Microsoft's online survey form and share it on social media sites like Facebook and WhatsApp to increase the survey's audience and response rate. There are several benefits to using online platforms for data collecting. First of all, it removes obstacles based on geography, making it possible for participants to be drawn from a range of geographic regions. Second, respondents may do the questionnaire at their own pace and leisure, giving them convenience and flexibility. Thirdly, administrative responsibilities and expenses related to conventional paper-based surveys such as

In general, the utilization of social media platforms in conjunction with an online survey format resulted in a greater participation rate and improved representation of the data gathered. The utilisation of this technique not only guaranteed respondents' accessibility and convenience, but also enhanced the strength and dependability of the study results about investor attitudes towards mutual funds in the districts of Gadag and Koppal.

Table 3.11. Data Collection Details for Mutual Fund

Data Collection Aspect	**Details**
Research Instrument	• Questionnaire
Distribution Method	• Microsoft's online survey form shared via social media channels (Facebook, WhatsApp)
Survey Sections	• Section A: Demographic Data • Section B: Investment Perceptions and Factors
Demographic Data Collected	• Age: Categorized into groups such as 18-30, 31-45, 46-60, and 61+ • Gender: Male, Female, Other • Education: Levels ranging from high school to postgraduate • Occupation: Categories including salaried employees, self-employed, students, retirees, etc. • Income Level: Monthly income brackets such as below ₹25,000, ₹25,000-₹50,000, ₹50,000-₹75,000, and above ₹75,000 • Period of Investment in Mutual Funds: Timeframes like less than 1 year, 1-3 years, 3-5 years, and more than 5 years
Investment Perceptions and Factors	• Fund System: Questions about the structure and management of mutual funds • Risk and Return: Perceptions of the risks involved and expected returns • Investor Knowledge Level: Self-assessment of understanding of mutual funds and investment concepts • Investor Perception: Overall attitude and perception towards investing in mutual funds
Response Scale	• 5-point Likert scale: 1 (Strongly Disagree) to 5 (Strongly Agree)
Purpose of Data Collection Method	• Enhance accessibility and participation • Reach a diverse set of respondents • Ensure comprehensive and representative data collection

CONCLUSION

Common asset industry has still to battle to acquire financial backers. Monetary proficiency among females and young people will carry an immense accomplishment to this industry. Hence the public authority is hoping to give monetary examinations in school level. Grown-ups who are now common asset financial backers shouldn't pull out from equivalent to they accomplish insight in the field. In Indian market where monetary instruments are catching pretty much every unit of society, shared reserve industry has an incredible breadth in the event that it focuses on a variable which will at last prompt fulfilment of financial backers which will help the common asset industry to blast up. The association to support the shared asset venture organization will instruct general society to the advantages of common finances through the commercial, exposure crusades having slow down show. The Region Reception Program [DAP] and the Financial Backer Mindfulness Program [IAP] done by each AMC are pointed toward further developing mindfulness about shared assets in areas that have nothing or negligible entrance of common assets. AMCs have held6,600 IAP across 250 urban communities covering 0.26 million members in the initial a half year of the ongoing financial year. A thorough examination of the variables influencing investors' attitudes, preferences, and actions in the mutual fund sector is provided by the literature study on investor perception of mutual funds. The review starts with a synopsis of mutual funds and their historical development before delving into theoretical frameworks that inform investor choices and how different elements impact mutual fund performance. It explores investor behaviour, taking into account perceptions of risk, psychological biases, and investment decision-making processes. The analysis also looks at how market movements, regulatory dynamics, and financial literacy affect investor opinions. The many kinds of mutual funds and how well they fit investors' financial objectives are also covered. The study critically identifies research shortcomings, including the need for further in-depth investigation into the effects of socioeconomic issues and technical improvements on investor attitudes. All things considered, this review of the literature offers a thorough grasp of how investors view mutual funds, setting the stage for more empirical study and the creation of investor education programmes within the mutual fund sector.

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