



Mutual Funds Unveiled: Navigating Familiarity and Assessing the Investment Aspects

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ABSTRACT

This abstract explores the intricate world of mutual funds, delving into the nuances of navigating familiarity and assessing the investment aspects associated with these financial instruments. Mutual funds have become a popular choice for investors seeking diversification and professional management of their portfolios. However, understanding the complexities and risks involved in mutual fund investments is crucial for making informed decisions. The abstract discusses the importance of familiarity with different types of mutual funds, including equity funds, bond funds, and hybrid funds, to align investment objectives with risk tolerance and return expectations. It highlights the need for investors to conduct thorough research and due diligence before selecting a mutual fund that suits their financial goals. Furthermore, the abstract delves into the critical aspects of assessing mutual fund investments, such as performance evaluation, expense ratios, fund manager expertise, and historical returns. It emphasizes the significance of Analyzing these factors to make sound investment choices and achieve long-term financial objectives.

Overall, this abstract serves as a guide for investors looking to navigate the complex landscape of mutual funds, providing insights into how to leverage familiarity and assess key investment aspects to make informed and strategic investment decisions.

Keywords:

Mutual Funds, Gender Differences, Age Groups, Income Levels, Investment Weightage, Investment Perspectives, Investment Methods, Investment Duration, Mutual Fund Types, Investment Benefits

1. Introduction

The mutual fund industry stands as a testament to the transformative power of financial innovation. Over the decades, it has grown from a relatively modest and localized concept into a global financial behemoth, shaping the investment landscape for individuals, institutions, and governments worldwide. The evolution and expansion of mutual funds offer a compelling narrative of adaptation, diversification, and resilience in the face of changing market dynamics and investor needs.

This comprehensive study embarks on a journey to dissect the multifaceted story of the global expansion and evolution of mutual funds. It is a tale that spans continents, embraces diverse investment philosophies, and navigates through the complexities of regulatory environments unique to each jurisdiction. Our aim is to unravel the nuances of this ever-expanding industry, shedding light on its historical trajectory, regional dynamics, regulatory frameworks, and the innovative strategies that have propelled it to prominence

Background of the Study

1. Historical Significance: The historical significance of mutual funds lies in their transformative role within the financial landscape. Historically, mutual funds emerged as a solution to the challenges faced by individual investors in accessing diversified portfolios. Early mutual funds, often referred to as investment trusts, provided a vehicle for pooling resources, offering small investors the opportunity to participate in a diversified portfolio managed by professionals. This democratization of investing marked a significant departure from the traditional investment model, where only the affluent could access diversified investment opportunities. Furthermore, understanding the historical context in which mutual funds originated and evolved is essential. The study can trace the inception of mutual funds to the late 19th century and examine their role in shaping investment practices over the decades. The Great Depression and subsequent regulatory reforms, such as the Investment Company Act of 1940 in the United States, played a pivotal role in shaping the modern mutual fund industry.

2. Global Reach:

The global reach of mutual funds signifies their role as a universal financial instrument. Mutual funds have transcended geographical boundaries to become accessible to investors worldwide. They provide a vehicle for individuals and institutions to invest in a diversified portfolio of securities from different countries and regions. This globalization of investment opportunities has not only expanded the investor base but has also influenced capital flows and market dynamics on a global scale.

The study can explore the mechanisms that enable mutual funds to offer global investment options, such as international equity funds, global bond funds, and emerging market funds. Additionally, it can investigate the impact of mutual funds on cross-border investment trends, capital allocation, and portfolio diversification strategies.

3. Economic Impact:

The economic impact of mutual funds extends beyond their role in wealth creation for investors. Mutual funds channel savings into productive investments, including stocks, bonds, and other securities, thereby supporting economic growth. This study can analyze the correlation between mutual fund assets under management (AUM) and economic indicators such as GDP growth, job creation, and capital formation.

Additionally, the study can explore the role of mutual funds in facilitating long-term financial planning and retirement savings. Understanding how mutual funds contribute to economic stability and financial wellbeing is crucial in assessing their broader impact.

4. Diverse Investment Philosophies:

The diverse investment philosophies within the mutual fund industry reflect the array of options available to investors. Mutual funds come in various forms, including equity funds, fixed-income funds, money market funds, and alternative investment funds. Each category embodies its unique investment philosophy, riskreturn profile, and investment objective.

The study can delve into the characteristics and strategies associated with different types of mutual funds. For example, equity funds may employ growth, value, or dividend-oriented strategies, while fixed-income funds may focus on government bonds, corporate bonds, or high-yield debt. Investigating these diverse approaches can provide insights into how mutual funds cater to the varying needs and preferences of investors.

5. Regulatory Frameworks:

The regulatory framework surrounding mutual funds is a critical aspect of their evolution. Different countries have distinct regulatory regimes governing mutual funds, encompassing registration requirements, disclosure obligations, and investor protections. The study can examine the historical development of mutual fund regulations, highlighting key milestones and regulatory reforms.

Additionally, it can explore the impact of regulatory changes on the mutual fund industry, including their role in enhancing transparency, mitigating risks, and fostering investor confidence. Understanding the interplay between regulatory frameworks and the growth of mutual funds is essential for comprehending their resilience and adaptability.

6. Innovation:

Innovation is at the heart of the mutual fund industry's evolution. The study can investigate the innovative strategies and developments that have propelled mutual funds into the modern era. These innovations may include:

- Introduction of Exchange-Traded Funds (ETFs): Exploring how ETFs have revolutionized the landscape by providing a new way for investors to access diversified portfolios with intra-day trading capabilities.
- Sustainable and ESG Investing: Analyzing how mutual funds have adapted to investor demand for socially responsible and sustainable investment options.
- Fintech Integration: Examining the role of technology in fund management, from algorithmic trading to robo-advisors, and its impact on investor accessibility.
- Smart Beta and Factor Investing: Investigating the emergence of smart beta strategies and factor-based investing within the mutual fund industry.

These innovations have not only enhanced the appeal of mutual funds but have also allowed them to adapt to changing market conditions and investor preferences.

Literature Review –

Dr. Sandeep Bansal, Deepak Garg and Sanjeev K Saini (2012), have studied Impact of Sharpe Ratio & Treynor's Ratio on Selected Mutual Fund Schemes. This paper examines the performance of selected mutual fund schemes, that the risk profile of the aggregate mutual fund universe can be accurately compared by a simple market index that offers comparative monthly liquidity, returns, systematic & unsystematic risk and complete fund analysis by using the special reference of Sharpe ratio and Treynor's ratio.

Dr. K. Veeraiah and Dr. A. Kishore Kumar (Jan 2014), conducted research on Comparative Performance Analysis of Select Indian Mutual Fund Schemes. This study analyses the performance of Indian owned mutual funds and compares their performance. The performance of these funds was analysed using a fiveyear NAVs and portfolio allocation. Findings of the study reveals that, mutual funds out perform naïve investment. Mutual funds as a medium-to-long term investment option are preferred as a suitable investment option by investors.

Dr. Yogesh Kumar Mehta (Feb 2012), has studied Emerging Scenario of Mutual Funds in India: An Analytical Study of Tax Funds. The present study is based on selected equity funds of public sector and private sector mutual fund. Corporate and Institutions who form only 1.16% of the total number of investors accounts in the MFs industry, contribute a sizeable amount of Rs. 2,87,108.01 crore which is 56.55% of the total net assets in the MF industry. It is also found that MFs did not prefer debt segment.

E. Priyadarshini and Dr. A. Chandra Babu (2011), have done Prediction of The Net Asset Values of Indian Mutual Funds Using Auto- Regressive Integrated Moving Average (Arima). In this paper, some of the mutual funds in India had been modelled using Box-Jenkins autoregressive integrated moving average (ARIMA) methodology. Validity of the models was tested using standard statistical techniques and the future NAV values of the mutual funds have been forecasted.

Rashmi Sharma and N. K. Pandya (2013), have done an overview of Investing in Mutual Fund. In this paper, structure of mutual fund, comparison between investments in mutual fund and other investment options and calculation of NAV etc. have been considered. In this paper, the impacts of various demographic factors on investors' attitude towards mutual fund have been studied. For measuring various phenomena and analysing the collected data effectively and efficiently for drawing sound conclusions, drawing pie charts has been used and for analysing the various factors responsible for investment in mutual funds.

Rahul Singal, Anuradha Garg and Dr Sanjay Singla (May 2013), have done Performance Appraisal of Growth Mutual Fund. The paper examines the performance of 25 Growth Mutual Fund Schemes. Over the time period Jan 2004 to Dec 2008. For this purpose, three techniques are used (I) Beta (II) Sharpe Ratio (III) Treynor Ratio. Rank is given according to result drawn from this scheme and comparison is also made between results drawn from different schemes and normally the different are insignificant.

Dhimen Jani and Dr. Rajeev Jain (Dec 2013), have studied Role of Mutual Funds in Indian Financial System as a Key Resource Mobiliser. This paper attempts to identify, the relationship between AUM mobilized by mutual fund companies and GDP growth of the India. To find out correlation coefficient Kendall's tau b and spearman's rho correlation ship was applied, the data range was selected from 1998-99 to 2009-10.

Bello (2009) have used common indicators of business and monetary conditions, the lagged mutual-fund-risk premium, and the market- risk premium to predict mutual-fund returns for a time horizon of one-month. He finds that each of the five predictors significantly forecast mutual-fund returns from April 1991 to March 2006. Further Bello have pointed out that the indicator of monetary conditions, i.e. the federal funds premium have the strongest forecast power. Multivariate analyses confirm that the five predictors are indeed strong forecasters of mutual fund returns and the federal funds premium, the market-risk premium, and the lagged mutual fund-risk premium all emerge as the best and most consistent predictors of mutual fund returns. Moreover, the default-risk premium and term premium are found to be good but less consistent as predictors of mutual-fund.

Chen, Roll, and Ross (1986), find that several economic variables are significant in explaining expected stock returns including industrial production, measure of unanticipated inflation, changes in expected inflation, etc. Chen, Roll, and Ross argue that, in accordance with financial theory, the spread between long-term and short-term interest rates, expected and unexpected inflation, industrial production, and the spread between high and low grade bonds should systematically affect returns. Their results show that these sources of risk are indeed significantly priced.

Jensen and Johnson (1995), Jensen, Mercer, and Johnson (1996), Belcher, Jensen and Mercer (2006), Patelis (1997), Thornback (1997), and others, investigate the relation between stock and bond returns and the alternative indicators of monetary conditions, including changes in the federal funds rate, the federal funds premium, the term premium, et cetera. Jensen, Mercer and Johnson (1996) find that the behavior of business conditions proxies is affected by monetary policy and that monetary developments are associated with security return patterns. They investigate the impact of monetary influences on security returns in the presence of three business conditions proxies including dividend yield, default premium and term premium. They show that expected stock and bond returns move together across changing business conditions and that the three variables are all related similarly to both stock and bond returns. They argue that these relations depend on the monetary environment.

Belcher, Jensen and Mercer (2006) examine monetary conditions and business conditions jointly. They focus on the relation between aggregate stock and bond returns and alternative indicators of monetary conditions while conditioning on the Federal Reserve monetary policy stance (i.e. whether the policy is expansive or restrictive). They demonstrate that monetary conditions have a prominent and systematic relation with security returns. They also show that Federal Reserve monetary policy has strongest relation with security returns for cyclical industries and weakest relation with returns for defensive industries. Moreover, they argue that monetary conditions and business conditions are related but that they display considerable independence. They show that the changes in the federal funds rate, the federal funds premium (i.e. the difference between federal funds rate and Treasury bills rate) and the term premium (i.e. the difference between 10-year Treasury bond rate and the rate on one-year Treasury securities) have significant relation with future stock returns in line with Patelis (1997) and Thornback (1997). Belcher, Jensen and Mercer also show that only the federal funds premium and the term premium significantly predict bond returns and that the term premium provides the greatest explanatory power for both stock and bond returns.

Research Methodology

Objectives of the Study

- To Study of Familiarity of mutual fund.
- To assess the mutual fund Investment.
- To Navigate the mutual fund land scape.

Research Design,

Data Collection Method: Survey

Sample Size: 324

Sampling Area:

Research Instrument: Questionnaire

Data Analysis

5.1 Demographic Profile –

Gender	Responses
Male	172
Female	152
Total	324

Male: 172 counts, constituting 53.1% of the total.

Female: 152 counts, making up 46.9% of the total.

Age	Responses
18 – 25	125
26 – 40	84
40-60	82
Above 60	33
Total	324

Monthly income	Counts
< 25000 ₹	99
25000 ₹ - 50000 ₹	87
50001 ₹ - 75000 ₹	81
75001 ₹ - 100000 ₹	39
> 100000 ₹	18
Total	324

Less than 25,000 ₹: 99 counts, accounting for 30.6% of the total responses. 25,000 ₹ - 50,000 ₹: 87 counts, representing 26.9% of the total responses. 50,001 ₹ - 75,000 ₹: 81 counts, making up 25.0% of the total responses. 75,001 ₹ - 100,000 ₹: 39 counts, comprising 12.0% of the total responses. More than 100,000 ₹: 18 counts, accounting for 5.6% of the total responses.

Frequencies of How much Are you familiar with mutual funds			
How much Are you familiar with mutual funds	Counts	% of Total	Cumulative %
Somewhat Familiar	198	61.1 %	61.1 %
Very Familiar	106	32.7 %	93.8 %
Not familiar at all	20	6.2 %	100.0 %

Frequencies of Have you ever invested in mutual funds			
Have you ever invested in mutual funds	Counts	% of Total	Cumulative %
Yes	288	88.9 %	88.9 %
No	36	11.1 %	100.0 %

Frequencies of You invest by.			
You invest by.	Counts	% of Total	Cumulative %
Own	70	24.3 %	24.3 %
Agent	105	36.5 %	60.8 %
Both	113	39.2 %	100.0 %

Frequencies of How long Have you been doing the investment in mutual funds?			
How long Have you been doing the investment in mutual funds?	Counts	% of Total	Cumulative %
Less Than 1 Year	61	21.2 %	21.2 %
1-5 Years	73	25.3 %	46.5 %
6-10 Years	38	13.2 %	59.7 %
11-15 Years	69	24.0 %	83.7 %
16-20 Years	34	11.8 %	95.5 %
21-25 Years	13	4.5 %	100.0 %

Frequencies of How much do you invest in a year			
How much do you invest in a year	Counts	% of Total	Cumulative %
Below 25000 ₹	68	23.6 %	23.6 %
25001 - 50000 ₹	45	15.6 %	39.2 %
50001 - 100000 ₹	49	17.0 %	56.3 %
100001 - 500000 ₹	56	19.4 %	75.7 %
above 500000 ₹	70	24.3 %	100.0 %

Frequencies of What is your plan regarding the mutual fund investments in the future			
What is your plan regarding the mutual fund investments in the future	Counts	% of Total	Cumulative %
Increase	187	64.9 %	64.9 %
Not Sure	48	16.7 %	81.6 %
Decrease	29	10.1 %	91.7 %
No Change	24	8.3 %	100.0 %

Frequencies of How much Risk do you see in the Mutual Fund Investment			
How much Risk do you see in the Mutual Fund Investment	Counts	% of Total	Cumulative %
Moderate	114	39.6 %	39.6 %
low	85	29.5 %	69.1 %
very Low	41	14.2 %	83.3 %
high	28	9.7 %	93.1 %
Very High	20	6.9 %	100.0 %

Frequencies of What is your expected return from investments			
What is your expected return from investments	Counts	% of Total	Cumulative %
Less Than 10%	40	13.9 %	13.9 %
between 10% to 30%	183	63.5 %	77.4 %
above 30%	65	22.6 %	100.0 %

Type	Counts	% of Total	Cumulative %
EQUITY	162		
Debt	66		
HYBRID	111		
index	110		
Targeting specific industries or sectors	76		
Tax saving	130		
Money market	92		

Other Avenues	Counts	% of Total
Bond	58	
Real-estate	77	
Gold	136	
Land	50	
insurance	60	
FD	147	
Capital market	97	

Benefits	Count
Potential for higher returns compared to traditional investment options	108
Professional management of the investment portfolio	132
Diversification across different asset classes and sectors	108
Liquidity	124
Tax efficiency	135

Challenge	Count
Lack of knowledge or understanding about mutual funds	87
Uncertainty about returns	102
Lack of trust in financial institutions	110
Insufficient funds to invest regularly	80
Perception of high fees or charges	79

	Time constraints to research and manage investments	59
Goals	Wealth Accumulation	118
	Retirement Planning	119
	Education Savings	45
	Short Term Goals	64
	Income Generation	108
Opportunities	Capital appreciation	118
	Regular income generation	145
	Diversification of investment portfolio	134

H₀: - There is no association between familiarity of mutual Funds and Gender, Age and income of Investors

H_a: - There is association between familiarity of mutual Funds and Gender, Age and income of Investors

Familiar with mutual fund Respecting Gender Age and Income in terms of Association

Group	Value	Accept or reject
Gender	< .001	Reject
Age	< .001	Reject
Income	< .001	Reject

Gender, Age and income are Related to familiar with mutual funds

H₀ is there any significant different between male and female Regarding Higher weightage to be given to Mutual Funds

H₁ there is no significant different between male and female Regarding Higher weightage to be given to Mutual Funds

Component	Sub-component	Composite index
Gender	Male	0.68
	Female	0.53
Age	18-25 years	0.777528
	26-40 years	0.585542
	41-60 years	0.52439
	Above 61 years	0.424242
Income	< 25000 ₹	0.7505
	25000 ₹ - 50000 ₹	0.58261
	50001 ₹ - 75000 ₹	0.485
	75001 ₹ - 100000 ₹	0.52
	> 100000 ₹	0.6

Male is giving more weightage in an investment compare to Female

Youngsters are giving higher weightage in an investment compare to other age Group

One Sample T-Test				
		Statistic	df	p
Gender Composite index	Student's t	8.07	1.00	0.079
Note. H _a $\mu \neq 0$				

H₀ is there any significant different between Age Group Regarding Higher weightage to be given to Mutual Funds

H1 there is no significant different between Age Group Regarding Higher weightage to be given to MutualFunds\

Kruskal-Wallis			
	χ^2	df	p
Age Composite index	3.00	3	0.392

H0 is there any significant different between Income Group Regarding Higher weightage to be given to Mutual Funds

H1 there is no significant different between Income Group Regarding Higher weightage to be given to Mutual Funds

Hypothesis	Test	P-value	Remarks
Gender	T-test	0.079	Fail to reject
Age	Anova	0.392	Fail to reject
Income	Anova	0.406	Fail to reject

There is significance difference in given weightage in an investment respecting gender, Age and Income

H0 There is no Association between expected return from mutual funds investment and age gender and income of investors

Ha: - There is no Association between expected return from mutual funds investment and age gender and income of investors

The expected return from investments

Group	Value	Accept or reject
Gender	< 0.001	reject
Age	< 0.001	reject
income	< 0.001	Reject

Gender, Age and Income are related with the expected return from investments

H0 There is no association between % of invest in mutual funds and gender Age and income

Ha There is association between % of invest in mutual funds and gender Age and income

% of Total investment Accounts for Mutual funds

Group	Value	Accept or reject
Gender	<0.001	Reject
Age	<0.001	Reject
Income	<0.001	Reject

H0: - There is no association between Method of investment in mutual funds and gender, Age and income

Ha: - There is association between Method of investment in mutual funds and gender, Age and income Contingency Tables

Association of Method of investment in mutual funds With gender, Age and income

Group	Value	Accept or reject
Gender	0.036	reject
Age	< 0.001	reject
income	< 0.001	reject

Gender, Age and Income are related with investment perspectives

Ho: - There is no association between mutual fund investment and age gender and income of investors

Ha: - There is no association between mutual fund investment and age gender and income of investors

Pearson Chi-Square Tests		
Gender	Chi-square	15.869
	df	7
	Sig.	.026*
Age	Chi-square	145.217
	df	21
	Sig.	.000*
Monthly income	Chi-square	163.743
	df	28
	Sig.	.000*

H0: - There is no association between other option of investment and Gender, age and income of investors

H1: - There is no association between other option of investment and Gender, age and income of investors

Pearson Chi-Square Tests		
		Other Options
Gender	Chi-square	34.979
	df	7
	Sig.	.000*
Age	Chi-square	120.642
	df	21
	Sig.	.000*
Monthly income	Chi-square	207.029
	df	28
	Sig.	.000*

Gender, Age and Income are related with the Other Options of Mutual Funds

H0: - There is no association between Benefits of investment and Gender, age and income of investors

H_a: - There is no association between Benefits of investment and Gender, age and income of investors

Pearson Chi-Square Tests		
		benefit
Gender	Chi-square	9.479
	df	5
	Sig.	.091
Age	Chi-square	112.834
	df	15
	Sig.	.000*
Monthly income	Chi-square	106.051
	df	20
	Sig.	.000* ^b

- Gender is not related with Benefits of Mutual funds
- Age and Income are related with Benefits of Mutual funds

H0 is their diversification in the mutual fund investment strategy is important

H_a there is no diversification in the mutual fund investment strategy is Required

One Sample T-Test				
		Statistic	df	p
How important is diversification in your mutual fund investment strategy	Student's t	-17.5	287	< .001
Note. H _a μ < 3				

Reject diversification in the mutual fund investment strategy is important

H0, do you think Mutual Funds should not be given higher weightage in an investment

H1, do you think Mutual Funds should be given higher weightage in an investment

One Sample T-Test				
		Statistic	df	p
Do you think Mutual Funds should not be given higher weightage in an investment	Student's t	-0.558	287	0.289
Note. H _a μ < 3				

Accept Mutual Funds should not be given higher weightage in an investment

Findings

- There is no association between familiarity with mutual Funds and Gender, Age and Income of The Investors
- Gender, Age and income are Related to familiar with mutual funds
- Male is giving more weightage in an investment compare to Female
- Youngsters are giving higher weightage in an investment compare to other age Group
- There is significance difference in given weightage in an investment respecting gender, Age and Income
- Gender, Age and Income are related with the expected return from investments
- There is no association between Method of investment in mutual funds and Age
- There is no association between Method of investment in mutual funds and income
- Gender, Age and Income are related with investment perspectives
- Gender, Age and Income are related with the Other Options of Mutual Funds
- Gender is not related with benefits of mutual funds
- Age and Income are related with benefits of mutual funds
- diversification in the mutual fund investment strategy is important
- Mutual Funds should not be given higher weightage in an investment
- Among 324 respondents, 172 are male (53.1%) and 152 are female (46.9%), showing a slight malemajority in the dataset.
- Ages: 18-25 (125), 26-40 (84), 40-60 (82), Above 60 (33), totalling 324 responses. Predominantly younger participants, totalling 291, comprise the largest portion.
- Distribution of income ranges: < 25,000 ₹ (30.6%), 25,000 - 50,000 ₹ (26.9%), 50,001 - 75,000 ₹ (25.0%), 75,001 - 100,000 ₹ (12.0%), > 100,000 ₹ (5.6%).
- 198 respondents are somewhat familiar, 106 are very familiar, and 20 are not familiar with mutualfunds.
- Out of 324 respondents, 288 (89%) have invested in mutual funds, while 36 (11%) have not.
- 70 invest independently, 105 through agents, and 113 use both methods, showing diverse investmentapproaches among respondents in this dataset.
- Investment durations vary: 61 respondents (Less Than 1 Year), 73 (1-5 Years), 38 (6-10 Years), 69(11-15 Years), 34 (16-20 Years), 13 (21-25 Years).
- The distribution of mutual fund types: Equity (162), Debt (66), Hybrid (111), Index (110), Sector-specific (76), Tax-saving (130), Money market (92).
- Investment distribution by annual amount: Below 25k: 68, 25k - 50k: 45, 50k - 1L: 49, 1L - 5L: 56,above 5L: 70, totalling 288 responses.
- About 54.2% of total investments account for mutual funds: <25% - 156 counts, 26-50% - 108 counts,51-75% - 16 counts, >75% - 8 counts.
- The dataset includes counts for various investment options: bond (58), real estate (77), gold (136), land(50), insurance (60), FD (147), and capital market (97).
- Higher returns, professional management, diversification, liquidity, and tax efficiency were cited 108,132, 108, 124, and 135 times respectively as benefits of investment.
- Challenges in investing include lack of knowledge, uncertainty about returns, distrust in financialinstitutions, insufficient funds, perception of high fees, and time constraints.
- The table shows counts for investing opportunities: 118 for capital appreciation, 145 for regularincome, and 134 for portfolio diversification, emphasizing diverse investment benefits.
- Future mutual fund investment plans: Increase (187), Not Sure (48), Decrease (29), No Change (24),reflecting varied sentiments and uncertainties among respondents.
- Future mutual fund investment plans: Increase - 187 (64.9%), Not Sure - 48 (16.7%), Decrease - 29(10.1%), No Change - 24 (8.3%).
- Primary goals in mutual funds: Wealth accumulation (118), retirement planning (119), educationsavings (45), short-term goals (64), income generation (108).
- Risk perception in mutual fund investment: Moderate (114), low (85), very low (41), high (28), veryhigh (20) – representing varying risk levels among respondents.
- Expected returns: 40 respondents anticipate <10%, 183 expect 10-30%, and 65 anticipate >30% returnsfrom investments.

Conclusion

The study on mutual fund investments provides a comprehensive understanding of the multifaceted landscape of investment behaviours, preferences, and perceptions among investors. Through an analysis of demographic factors such as gender, age, and income, the study reveals significant insights into how these variables influence familiarity with mutual funds, investment behaviour's, and perspectives on investments. Contrary to initial assumptions, the study finds that familiarity with mutual funds correlates significantly with demographic factors. While previous notions suggested

no association between familiarity with mutual funds and gender, age, and income, this study challenges that notion by highlighting the significant influence of these demographics on investors' familiarity with mutual funds. Such findings underscore the importance of considering demographic factors when designing educational initiatives aimed at increasing familiarity with mutual funds. Moreover, the study delves into the assessment of mutual fund investments, uncovering notable patterns in investment behaviors across different demographic groups. Male investors, for instance, are found to give more weightage to investments compared to their female counterparts. Similarly, younger investors exhibit a higher propensity for investment, suggesting a generational difference in investment attitudes and preferences. Additionally, significant differences in investment weightage based on gender, age, and income are observed, emphasizing the need for tailored investment strategies that account for these demographic variations. Furthermore, navigating the mutual fund landscape emerges as a key theme in the

study. Gender, age, and income are revealed to be related to investors' perspectives on investments and preferences for other mutual fund options. This underscores the importance of understanding the diverse needs and preferences of investors when navigating the mutual fund landscape. Additionally, diversification in mutual fund investment strategy is highlighted as crucial, emphasizing the importance of considering a range of investment options to achieve investment goals and mitigate risk. Overall, the study sheds light on the complexities of mutual fund investments and provides valuable insights for investors, financial institutions, and policymakers. By understanding the influence of demographic factors on familiarity with mutual funds and investment behaviours, stakeholders can design more targeted educational initiatives and investment strategies. Moreover, recognizing the diversity of investor preferences and the importance of diversification in investment strategy can help investors make more informed decisions and achieve their financial goals effectively. Ultimately, the study contributes to the advancement of financial literacy and the optimization of investment decisions in the mutual fund landscape.

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