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## A STUDY ON INVESTORS BEHAVIOUR TOWARDS MUTUAL FUND

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**ABSTRACT**

The integrated finance sector is one of the fastest growing sectors of the Indian economy. The mutual fund is reliable for investors as the risk is low compared to other investment sources. It is readily available to investors as funds can be invested in one sector but vary in many areas. Separation happens in a professional way. This research paper focuses on a number of factors that highlight investors' perceptions of a partnership fund. The research study is based on investor behavior in relation to mutual funds. According to research, the majority of investors are men and entrepreneurs. The study conducted was the main study from 60 respondents in a simple way to make examples of that. It said many people are aware of the shared fund because of the ads and social media platforms. The study explained that there was a common investment in shared investments compared to other investment sectors and this study was analysed on the basis of the number of people using chi square and ANOVA as tools.

**Keywords:** Investors Behaviour, Mutual Fund

**INTRODUCTION**

Mutual fund is a pool of money collected from investors and invested in specific investment strategies. A shared fund is a fund that uses to invest in pools to save money for investors who share the same financial purpose. A mutual fund is created when investors put their money together. Therefore, it is a pool of investor funds. The money raised thus is invested in financial market assets such as stocks, payments and other securities. Revenue received from these investments and revenue recognition were shared by unit owners in proportion to no. of units owned by them. The most important features of the fund are that the donors and beneficiaries of the fund are the same class of people who are investors. The term mutual fund means investors invest in the pool and benefit from the pool. The amount of money managed jointly by investors is a mutual fund. A corporate fund business to invest the funds collected in such a way as to the wishes of the investors who created the lake. Investors usually appoint professional investment managers to produce a product and offer it to invest in investors. This project represents a pool allocation and pre-situation investment objectives. Therefore, a partnership fund is the most appropriate investment for the average person as it offers the opportunity to invest in a variety of security baskets, professionally managed at very low cost.

**REVIEW OF LITERATURE**

**Indro, D. C. (2004)** examines the relationship between the total amount of equity revenue collection and investor sentiment using weekly flow data. The survey led to the flow of equity fund in the current high week where individual investors became more active in the past and present weeks. The relationship between the revenue of collective equity revenue and the sentiment of investors remains strong even after calculating the effects of risk and inflation. Overall, the evidence shows that the behavior of fund investors is influenced not only by economic foundations, but also by the attitude of investors.

**Kamesaka, A., Nofsinger, J. R., & Kawakita, H. (2003)** consider investment and performance strategies for foreign investors, individual investors, and five types of institutional investors. This was a new and exciting discovery especially in the light of evidence-based trading and behavioral-based trading taking place in the same market

**Y., & Swanson, P. E. (2003)** investigates the trading performance and investment performance of foreign investors in 60 major firms listed in Taiwan Stock Exchange Findings which show that foreign investors are short-term top players but long-term players. The short-term performance seems to be driven by the low cost of the winner's portfolio rather than taking a risk. After controlling the size, revenue, and industry, the short-term performance of immigrants in large-scale, high-profit, and high-tech stocks is better than in size, low-profit, and non-high-tech stocks.