

INVESTORS PERCEPTION TOWARDS MUTUAL FUNDS: A STUDY WITH REFERENCE TO BALLARI DISTRICT

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ABSTRACT

Mutual Funds emerged for the first time in Netherlands in the 18th century and then got introduced to Switzerland, Scotland and then to United States in the 19th century. The main motive behind mutual fund investment is to deliver a form of diversified investment solution. Over the years the idea developed and people received more and more choices of diversified investment portfolio like the mutual funds. In India, the mutual fund concept emerged in 1960. The credit goes to UTI for introducing the first mutual fund in India. Monetary Fund's benefited a lot from the mutual funds. In this era of globalization and competition, the success of an industry is determined by the market performance of its stock. The investors too like to invest only in the stock of those companies from which they can get maximum gains. In early years of growth of mutual fund industry, investors were available only with few investment avenues to invest their money. But with the passage of time a lot of opportunities are available to the investors for investing their money in different investment channels. One such channel is to invest in mutual funds along with effective financial management. Mutual funds have seen a tremendous growth in the last few years. The present study examines the investor's perception towards mutual funds and their satisfaction level on mutual funds.

KEYWORDS: Investors Perception, Investment Satisfaction, Money Attitude and Mutual Fund.