

AN EMPIRICAL STUDY ON RELATIONSHIP BETWEEN DEMOGRAPHIC DYNAMICS OF INVESTORS AND THEIR PERCEPTION TOWARDS MUTUAL FUNDS IN INDIA

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ABSTRACT

First decade of 21st century along till now mutual fund industry have witnessed a boost in mutual fund investments, even after major changes in Indian economy like global credit crises, demonetization and implementation of new taxation policy, i.e. GST, this investment instrument always get more and more boost in terms of investments and Now Mutual Fund as an investment instrument is a sole way to get more returns within the limited time period. Realizing mutual fund as a good investment instrument the outcome is that growth of the customer invests in mutual funds have increased and reached up to 2.29 crores, though this financial instrument supposed to achieve more that is what is to be expected. The objective behind this study is to create awareness among customers, to understand their perception when it comes to investing in mutual funds and Relationship between demographic dynamics of Investors and their Perception towards Mutual Funds. This study will help to understand an investor's preference and choice towards investment options and their understanding towards mutual funds.

KEYWORDS: *Mutual Fund, Financial Instrument, Demonetization and Implementation*