

MEASURING BUYING BEHAVIOR OF RURAL INVESTORS FOR MUTUAL FUND

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ABSTRACT

This paper examines the Investor buying behavior of rural investors for financial assets specifically focused on mutual fund. As mutual funds are working as one of the key resource mobiliser in economy it also plays significant role in transmission of excess money of the investor to the borrower corporate houses. The paper also concentrates on how demographical factors affects the decision making process of investors. For the study purpose 100 respondents were surveyed in Sept./Oct. 2012. It was found that there is significant impact of demographical factors like Age, Gender, Occupation, Education and income on the decision making process to buy mutual fund. For better understanding of the impact of the factors affecting decision making process of investors ranking of the factors were done. It was found that rural investors used relied heavily on financial advisor/planner so it is first in the category, after considering financial planner the investors laid second importance to risk and return profile of the mutual fund, next was the past performance of the fund and income planning was forth and finally it was brand the fifth one.

KEYWORDS: Buying Behavior, Rural Investors, Mutual Fund