

## A Study on Investor Preference Towards Diverse Investment Opportunities of Mutual Funds in India

K. Srinivas

Asst. Professor, Department of Management Studies,  
Madanapalle Institute of Technology & Science, Madanapalle, India.

**CITATION:** Srinivas, K. (2015), "A Study on Investor Preference Towards Diverse Investment Opportunities of Mutual Funds in India", *MERC Global's International Journal of Social Science & Management*, Vol. 2, Issue 5, pp. 384-390.

**ARTICLE HISTORY:** Submitted: April 20, 2015, Revision received: June 16, 2015, Accepted: June 22, 2015

**ARTICLE TYPE:** Research paper

### ABSTRACT

*The landscape of the financial sector in India is incessantly evolving, endorsed to regulatory changes being undertaken, which is leading market participant like the asset management companies (AMCs) and distributors to streamline their strategies and take on business models which will yield sustainable benefits. In order to help the small investors, mutual fund Industry has come to occupy an important place. The basic objective of this study is to assess the investor preferences of towards investment avenues of mutual fund in India. This study reveals that mutual fund is one of the most attractive investment vehicles for the majority of the investors today. The results obtained from the study clearly depicts that in most of the areas respondents are fully satisfied in terms of level of returns when compared to other investment avenues.*

**KEYWORDS:** Mutual Fund, Investment Avenues, Fund Manager, AMC, AMFI, NAV.

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### ABOUT THE AUTHOR (S)

**Dr. K. Srinivas**, presently working as an Assistant Professor, in the Department of Management Studies, MITS, Madanapalle, Chittoor District, (A.P). He has 15 years of teaching experience and 4 years of Industry Experience. He has completed his Master's Degree in Business Management Studies from Andhra University, Visakhapatnam. He was awarded Ph.D. in Management Studies by RTM Nagpur University, Nagpur, Maharashtra, India. He is also Visiting Faculty for MBA Program of Pondicherry University, Yanam Study centre. He is the Principal Investigator for UGC – SERO, Hyderabad, sponsored Minor Research Project titled "Challenges and Opportunities in Empowering Women of Backward Classes through SHG's in Chittoor District of A.P.". He participated in many FDP Programs, National & International Conferences and Workshops in several parts of the country. He has published more than ten research papers in various National and International Journals and can be reached at [srinivask@mits.ac.in](mailto:srinivask@mits.ac.in).