

EXECUTIVE SUMMARY

Mutual funds can give investors access to emerging markets. A mutual fund is a professionally-overseen firm of aggregate ventures that gathers cash from numerous financial backers and places it in stocks, securities, momentary currency market instruments, or potentially different protections. Investments from individual to individual. The behavior of the investors is varied and the factors influencing their investments are many. This study on investors' preferences towards Mutual Funds market will be made to identify the effect of Mutual Fund Market, identify the predominant factors which influence the individual Investor's behavior. To identify the predominant factors which influence the individual Investor's Investment pattern.

Methods: Analytical and Descriptive Research was used. Convenience sampling with sample size of 100 was done. A structured questionnaire was used for the survey.

Hypothesis:

H0: Investors Behavior impacts the Mutual fund Investments

H1: Investors Behavior may not impact the Mutual fund Investments

Results: were tabulated using tally bar method every character were analyzed through demography by using percentage method. In certain cases statistical central tendency tools were used to arrive at market potential study with certain consumption. To make the data accurate statistical standard deviation were also calculated. By using market convention inferences were drawn for concept of variables looking into analysis. Into the end generalizing these findings were arrived and based on the recommendations were made. There is a significant effect of Mutual Funds Market on Investment Preferences of Investors is upheld in the research project.

Conclusion: The shared asset industry is developing at a colossal speed. Countless plans have come up from different financial assets. With the financial exchanges oaring the financial backers are pulled in towards these plans. The Indian financial backers for the most part contribute over time of 2-3 years. Likewise there is a tendency to put resources into fixed stores because of the security connected to it. To dominate and make common finances a triumph, companies still need to make mindfulness and comprehend the mind of the Indian client.