

Factors Affecting Perception of Mutual Fund Investors: A Comparative Study of Three States

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Growth and Development of various mutual fund products in Indian Capital market has proved to be one of the most catalyst instrument in generating momentous investment growth in the capital market. The reforms in the financial sector and many developments in Indian money market and capital market made Mutual Funds an important portal for the small investors. This paper will highlight state wise factors which affect the perception of investors while investing in Mutual funds. The research will also suggest few marketing strategies which should vary from one state to another.

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