

## **Investors' attitudes towards Mutual Fund**

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This article was conceptualized with the aim to find out investors' attitude, problems encountered and factors influencing towards Mutual Fund investment with reference to Trichy area. This study was conducted among members of Trichy Investors Association. Disproportionate Stratified random sampling techniques used for primary data collection. The total sample size was 126 (actual members was around 252) by the time of investigation, interview schedule used. It will enclose in as Annexure in full paper. For statistical analysis reference weighted average method, percentage method and chi-square test used. One of the important funds found based on this research activity thus: Maximum of the respondents are Postgraduates, investors consider Liquidity as the Prime factor, maximum of the respondents accepted proper planning and investment objectives is most essential to invest in Mutual Fund. Since most of the investors (at Trichy) become more Cautious after they lost their saving with unincorporated bodies, Nidhis, Benefit Funds and some Non-Banking Finance companies. They are now turning more to Mutual Fund but it is not upto the expected level (Number). Mutual Fund Companies can do successes in Trichy area by way of create awareness and remarkable progress in the coming years.

**Key words:** Investors, Mutual fund, Finance, Instrument, Trichy

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