



# A study on investor perception towards mutual funds angel one stock broking pvt Ltd

Medala swarnalatha<sup>1</sup>, Dr. S. Narender<sup>2</sup>

<sup>1</sup>II MBA Department of MBA, Malla Reddy Engineering College  
(Autonomous), Hyderabad, India

<sup>2</sup>Professor, Department of MBA, Malla Reddy Engineering  
College (Autonomous), Hyderabad, India

**Abstract** – Mutual funds have emerged as a popular investment option among investors due To benefits such as diversification, professional management, liquidity, and the Potential for better returns. This study focuses on investor perception towards Mutual funds with reference to Angel One Limited, a digital financial services Platform that provides easy access to mutual fund investments. The main objective of the study is to analyze how investors perceive mutual Funds in terms of risk, return, safety, awareness, and convenience. It also Examines the key factors influencing investment decisions such as financial Advisors, income level, investment objectives, and digital platforms. The study Highlights the role of Angel One Limited in providing a user-friendly platform That simplifies investment and enhances investor participation.

**Keywords** – Mutual funds, Risk, Return, investment, investor perception, investor decision.

## I. INTRODUCTION

Investor perception towards mutual funds refers to how investors think, feel, And understand mutual fund investments. It includes their awareness, level of Knowledge, risk tolerance, and expectations regarding returns. Investor Perception plays an important role in influencing investment decisions.

In recent years, mutual funds have gained significant importance due to growing Financial awareness, increasing income levels, and the development of digital Investment platforms such as Angel One Limited, which make investing easier And more accessible.

Despite this growth, many investors still rely on financial advisors and have Only moderate knowledge about mutual funds. Therefore, understanding Investor perception is important to identify the factors that influence their Investment behaviour and to improve financial awareness among investors. Overall, studying investor perception towards mutual funds helps in Understanding investor behaviour and the reasons behind their investment Choices.

Investor perception refers to the attitudes, beliefs, opinions, and preferences that influence an individual's investment decisions. The perception of investors toward mutual funds is shaped by various factors such as risk and return expectations, fund performance, investment objectives, financial literacy, trust in fund managers, market conditions, and the availability of information.

Positive perceptions often encourage investors to allocate a portion of their savings to mutual funds, while negative perceptions may lead them to prefer traditional investment options such as bank deposits, gold, or real estate. Mutual funds offer several advantages, including professional portfolio management, diversification of risk, affordability, and transparency. However, investors may

also have concerns regarding market volatility, management fees, and the uncertainty of returns.

Therefore, analyzing investor perception helps in understanding the factors that motivate or discourage investment in mutual funds.

### Importance of mutual funds.

The mutual fund industry has become an important component of the financial market. Despite its growth, many investors still lack awareness regarding mutual fund investments.

Understanding investor perception is necessary to identify factors influencing investment decisions and barriers to investment.

### The Importance of this study includes:

Understanding investor attitudes towards mutual funds.

Identifying factors influencing investment decisions.

Assessing the level of investor awareness.

Helping mutual fund companies improve their services.

Assisting policymakers in designing investor education programs.

## II. REVIEW OF LITERATURE

### 1. Gupta (1994)

The study revealed that investor decisions are influenced by factors such as safety, liquidity, and expected returns. Investors preferred investment avenues that provided stable returns with minimal risk.

### 2. Singh (2011)

The research found that awareness and education significantly influence investment behavior. Investors with better financial knowledge were more likely to invest in mutual funds.

### 3. Jain and Kothari (2012)

The study highlighted that mutual fund investors consider past performance, reputation of fund houses, and



ISSN:3048-7722

professional management before making investment decisions.

#### 4. Kumar and Priya (2015)

The researchers observed that risk perception is one of the major factors affecting investor participation in mutual funds. Investors often prefer schemes that align with their risk appetite.

#### 5. Sharma (2018)

The study concluded that increasing awareness programs and digital investment platforms have improved investor confidence and participation in mutual fund investments.

### III. NEED AND IMPORTANCE OF THE STUDY

The mutual fund industry has become an important component of the financial market. Despite its growth, many investors still lack awareness regarding mutual fund investments. Understanding investor perception is necessary to identify factors influencing investment decisions and barriers to investment.

#### The importance of this study includes:

Understanding investor attitudes towards mutual funds.  
Identifying factors influencing investment decisions.  
Assessing the level of investor awareness.

Helping mutual fund companies improve their services.  
Assisting policymakers in designing investor education programs.

Promoting financial inclusion and long-term wealth creation.

### IV. SCOPE OF THE STUDY

The study focuses on analyzing investor perception towards mutual funds and identifying the factors that influence their investment decisions. It covers aspects such as awareness, risk perception, expected returns, investment preferences, and satisfaction levels. The study is useful for investors, financial advisors, mutual fund companies, and researchers interested in understanding investor behavior in the financial market.

#### The scope includes :

- Investor awareness regarding mutual funds.
- Factors affecting investment decisions.
- Preference for different mutual fund schemes.
- Perception of risk and return.
- Satisfaction with mutual fund performance.
- Future investment intentions of investors.

### V. OBJECTIVES OF THE STUDY

- To study the perception of investors towards mutual funds.

- To examine the factors influencing investment decisions in mutual funds.
- To assess the awareness level of investors regarding mutual fund schemes.
- To analyze investor preferences for various types of mutual funds.
- To evaluate the relationship between risk perception and investment behavior.
- To identify the benefits and challenges perceived by mutual fund investors.
- To provide suggestions for improving investor participation in mutual funds.

### VI. RESEARCH METHODOLOGY

Research methodology refers to the systematic process adopted to collect, analyze, and interpret data for achieving the objectives of the study. The present study on investor perception towards mutual funds is based on both primary and secondary data.

#### Research Design

The study adopts a descriptive research design to understand the attitudes, preferences, and perceptions of investors towards mutual funds.

#### Sources of Data

##### Primary Data

Primary data is collected directly from investors through a structured questionnaire and personal interactions. The questionnaire includes questions related to awareness, investment preferences, risk perception, and satisfaction with mutual fund investments.

##### Secondary Data

Secondary data is collected from books, journals, research articles, annual reports, websites, magazines, and other published sources related to mutual funds and investor behavior.

##### Sample Size

A sample of 50 investors was selected for the study.

##### Area of Study

The study was conducted among investors in the selected geographical area to analyze their perception towards mutual funds.

#### Data Collection Instrument

A structured questionnaire was used as the primary tool for collecting data from respondents.

##### Tools for Data Analysis

The collected data was classified, tabulated, and analyzed using simple statistical tools such as:

- Percentage Analysis
- Tables and Charts
- Graphical Representation



ISSN:3048-7722

**Limitations of the Study**

- The study is limited to a specific geographical area.
- The sample size may not represent the entire investor population.
- The study is based on the responses provided by respondents, which may be subject to personal bias.
- Time and resource constraints limited the scope of the research.

**Conclusion**

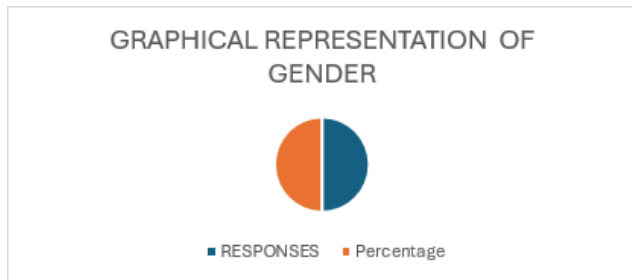
The research methodology provides a systematic framework for collecting and analyzing data regarding investor perception towards mutual funds. The findings obtained through this methodology help in understanding investor behavior and factors influencing mutual fund investment decisions.

**VIII. DATA ANALYSIS AND INTERPRETATION**

**Q) Gender**

Table No. :4.1

Gender	RESPONSES	Percentage
Female	50%	50%
Male	50%	50%



**Interpretation:**

The data shows an equal distribution of respondents by gender, with 50 females (50%) and 50 males (50%).

**Q) Source of information**

Source of information	RESPONSES	PERCENTAGE
Financial advisor	60	60%
News	10	10%
Social media	30	30%



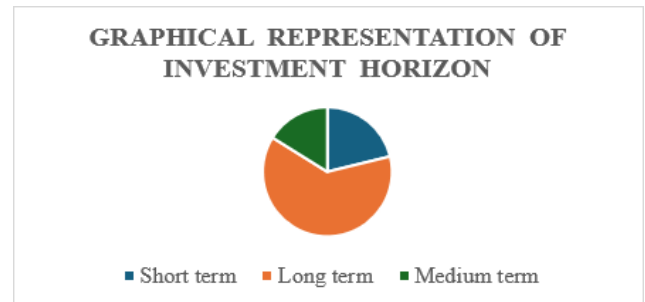
**Interpretation:**

The data shows that 60% of investors get information about mutual funds from financial advisors, making them the

most trusted source. 30% of investors rely on social media for mutual fund information, showing the growing influence of digital platforms. Only 10% of investors depend on news sources, indicating that news has less impact. Overall, financial advisors play the biggest role in shaping investor perception towards mutual fund.

**Q)Investment Horizon**

Investment HORIZON	RESPONSES	PERCENTAGE
Short term	21.4	21.4%
Long term	63.3	63.3%
Medium term	16.3	16.3%

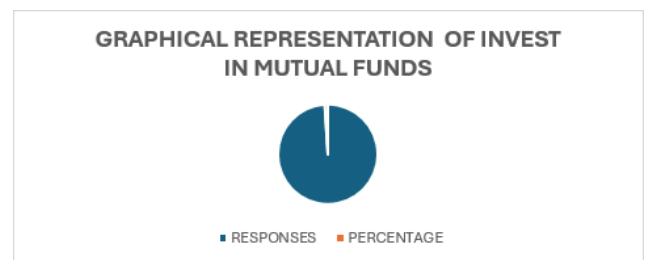


**Interpretation :**

Most respondents (63.3%) prefer long-term investment. A smaller group (21.4%) prefers short-term, and 16.3% choose medium-term. Overall, long-term investment is the most preferred option.

**Q) Do you invest in mutual funds?**

Invest In Mutual Funds	Responses	Percentage
Yes	92	92%
No	8	8%



**Interpretation :**

The table shows that out of all respondents, 92% invest in mutual funds, while only 8% do not invest. This clearly indicates that most people prefer investing in mutual funds. It suggests that mutual funds are a popular choice, possibly because they are easy to invest in and managed by professionals.

**Q) Prefer Red Investment Alternatives ?**

Investment alternatives	RESPONSES	PERCENTAGE
Stocks	66.7	66.7%
Fixed Deposits	23.5	23.5%
Gold	7.8	7.8%



ISSN:3048-7722

Real estate	2	2%
-------------	---	----

**Interpretation:**

Most people (66.7%) prefer stocks, so they like investments that give higher returns.

Some people (23.5%) choose fixed deposits because they are safe and stable.

A few (7.8%) invest in gold as a safe option. Very few (2%) choose real estate, possibly because it needs more money and time.

**IX. SUMMARY OF FINDINGS**

This Chapter deals with FINDINGS, summarised, the conclusions derived and suggestions made from the collected data

- The respondents are equally divided by gender (50% male and 50% female), showing balanced participation.
- Financial advisors are the main source of information (60%), followed by social media (30%)
- Long-term investment is most preferred (63.3%), showing a focus on future financial growth.
- Even though stocks are considered risky, 66.7% still prefer them for higher returns, while fewer choose fixed deposits, gold, and real estate.

**X. SUGGESTIONS**

- Investors should balance returns and risk, not focus only on high profits.
- Awareness programs can be conducted to improve knowledge about mutual funds, especially for beginners.
- Financial advisors should continue guiding investors but also encourage independent learning.
- Investors should consider diversification (stocks, mutual funds, gold, etc.) to reduce risk.
- More importance should be given to liquidity, so funds are available when needed.
- People should be educated about different types of mutual funds (equity, debt, hybrid) to make better choices.
- New investors should start with low-risk options and gradually move to higher-risk investments.
- Digital platforms and social media can be used more effectively to spread investment awareness.

**XI. CONCLUSION**

The study concludes that investors have a positive and favourable perception towards mutual funds. Most respondents are aware of mutual funds and a large majority are already investing in them, showing high acceptance in the market.

Investors mainly prefer mutual funds because they are professionally managed and considered safer than direct

stock investments. The preference for long-term investment and debt funds indicates that investors focus more on safety and stable returns.

However, most investors have only moderate knowledge, and they depend heavily on financial advisors for investment decisions. Returns are the most important factor influencing investment decisions, while risk and liquidity are less considered.

Overall, mutual funds are a popular and trusted investment option, but there is still a need to improve investor awareness and financial knowledge to support better and more informed investment decisions.

**REFERENCES****Journals and Research papers**

1. Gupta, L. C. (1994). [Study on investor behavior and investment preferences in India].
2. Singh, J. (2011). Impact of financial awareness on investment decision-making: Evidence from mutual fund investors
3. Jain, R., & Kothari, S. (2012). Investor behavior towards mutual funds: A study of influencing factors.
4. Kumar, S., & Priya, R. (2015). Risk perception and investment decision in mutual funds
5. Sharma, A. (2018). Impact of digital platforms and awareness programs on mutual fund investment behavior

**Books**

1. Sharma, A. (2018). Impact of digital platforms and awareness programs on mutual fund investment behavior.
2. Mutual Funds For Dummies – by Eric Tyson
3. Covers investor expectations, fund selection, and risk perceptions.
4. Bogle on Mutual Funds
5. Discusses how investors evaluate and perceive mutual fund performance.
6. Books on Investor Behavior and Perception
7. The Psychology of Investing – by John R. Nofsinger
8. Explains behavioral biases affecting investment decisions, including mutual funds.
9. Behavioral Finance and Wealth Management – by Michael M. Pompian
10. Covers investor attitudes, perceptions, and decision-making processes.

**Thinking, Fast and Slow – by Daniel Kahneman**

11. Provides insight into how investors form perceptions and make financial choices.