

The Study on Investors' Attitude towards Investing in Mutual Funds

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Abstract: *The objective of the study is to ascertain the investors' attitude on mutual funds. The study examined investors' impression of mutual funds as the dependent variable, with fund scheme, risk and return, and level of investors' expertise as independent variables. This study investigates the influence of fund scheme, risk and return, and the level of investors' expertise on investors' perspective. The researcher employed questionnaires as a study instrument for data collecting, which was subsequently analyzed using the SPSS program. The analysis involved utilizing descriptive statistics, correlation, and regression techniques. Correlation and regression analysis were employed to determine the links and quantify the effects between the variables. The analyzed result indicates that the variable of the investor's level of knowledge has a positive and large impact on investors' attitude in mutual funds. However, the fund scheme and risk & return have a small impact on investors' attitude in mutual funds.*

Keywords: Investors, Mutual Fund, Risk & Return, Fund Scheme