ABSTRACT

A common individual investor has limited resources and access to market price sensitive information. He is also not a technical analysis expert. Here Mutual Fund comes to his aid. Mutual Funds Managers design portfolios management strategies based on information obtained and opportunities available in markets. A Mutual Fund success comes from expertise of Fund Manager and patience of investors. A good Mutual Fund Manager understands and analyzes investor needs and behavior in order to meet their expectations.

Here in this study an attempt is being made to examine the related aspects of ‘investor awareness level’ and ‘the fund selection behavior’ of individual Indian investors towards various mutual fund schemes especially in the National Capital Region of Delhi.

An attempt will also be made to determine role played by returns in influencing the investors investment decision making. An attempt will be also be made to test investors awareness level towards newer modes of financing and investing like investments in share market, investments in banks, investments in post office schemes, investments in corporate deposits, investments in life insurance schemes, financing through reverse mortgage, investments in Islamic banking schemes, etc. From researchers and academician view point such a study will help in expanding knowledge in this area of learning.