Conclusion

The conclusions are drawn only with respect to investors of Chennai. This study concludes that various demographic factors like age, marital status, gender, city, income level, market knowledge, occupations and qualifications etc. have major impact on investment decision of investors in Chennai. Demographic factors like gender have no impact on investment decision of investors. There has been a tremendous growth in the mutual fund industry in India, attracting large investments not only from the domestic investments but also from the foreign investors. Increasing number of Asset based Management Companies providing prospect to the Investors in the form of Safety, Returns, Transparency, Liquidity, Tax benefits and Services. The growing middle-class household families with limited risk bearing capacity, it provides better returns than any other long-term securities. India’s high rate of savings and a rapid-liberalizing economy is expected to elevate the mutual fund sector to new hikes. Hence, surveys similar to the present one need to be conducted at intervals to develop useful models. Nevertheless, it is hoped that the survey findings will have some useful managerial implication for investors and AMCs in their product designing and marketing.

Today, a lot of investment opportunities are available to the investors in the financial Markets. According to the investor’s opinion, the main reason for the quick popularity of the mutual funds is the guaranty to redeem at net asset values. The investors have realized the benefits of investing in mutual funds. They determine to go for new funds for their further investments. Thus, mutual fund industry has a good prospect in Chennai city.

Scope for Further Research

The researcher is of the opinion that there is lot of scope for research in this subject with regard to the various relevant aspects of mutual funds. Some of them are:

1. Study on Ethical mutual funds.
2. Study on Mutual fund investment styles.
3. Study on Fund manager’s decision making.
4. Portfolio preferences of urban mutual fund investors.