

# AN EMPIRICAL STUDY OF BEHAVIOURAL FINANCE PERSPECTIVES OF MUTUAL FUND INVESTORS

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Mutual fund is a trust that pools together the assets of investors to make an invasion into interests of investors in the capital market there by making the investor to be a section owner of the mutual funds. The Indian mutual fund system has evolved and developed at a powerful speed, impacting different areas of the monetary market and the national economy. The currency market mutual fund segment has a total corpus of \$ 1.48 trillion in the U.S. against a corpus of \$ 100 million in India. This investigation assists to identify the mentality of various investors and to improve their selection and interests in mutual funds. The result shows that the mutual fund investors do not have any unique behavioural finance perspectives different from ordinary investors but their interest varies with various factors like returns, tax, retirement benefits, flexibility, and liquidity.

**Keywords:** *Dividend; Investor; Perception; Return and risk; Sources*

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