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AN EMPIRICAL STUDY ON INVESTOR’S PREFERENCE TOWARDS MUTUAL FUNDS IN COMPARISON WITH OTHER INVESTMENT AVENUES

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Abstract:
Investors use to park their savings in the financial market for the better returns. For any investors it is the challenging job for them to identify the best investment avenues in the market. Mutual fund investment is one of the investment alternatives. In this paper the attempt was made to study investor’s most preferred investment avenues and their awareness about mutual funds. Here, in this research paper resulted that investor’s preference in the investment avenues are nearly 21% of them wish to invest in insurance as a security purpose and followed with mutual fund around 18%, 16% for fixed deposits and the least is commodities around 7%. This is clearly indicates that majority of them are aware of mutual fund.

Key words: Mutual Fund, Investment, Risks and Returns.