

RISK PERCEPTION OF MUTUAL FUND INVESTORS IN KERALA - AN EMPIRICAL ANALYSIS

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ABSTRACT

The risk is the important feature of all financial assets. Risk perception is the subjective judgment about the characteristics and severity of a risk. It is one of the important factors which influence the investment behavior of investors. In this study, the impact of risk perception of mutual fund investors in Kerala on their investment decision is carried out. The study found that there exists a positive relationship between the risk perception and investment decisions in MF. So Asset Management Companies must consider the risk perception of investor while launching a new product.

KEYWORDS: *Risk Perception, Investment Behavior, Investment Decision, Asset Management Companies*

Article History

Received: 22 Dec 2017 | Revised: 27 Dec 2017 | Accepted: 11 Jan 2018
