

DIAGNOSTIC STUDY OF MUTUAL FUND INVESTORS IN RURAL AREA OF SOLAPUR DISTRICT

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ABSTRACT

Recently Financial Markets are more extensive and competitive and able to fight against inflation. Mutual Fund as a part of such market becomes famous among investors because of easy liquidity, affordability, flexibility and good returns. It is found that many investors are not aware of Mutual Fund Investment; as they are more depend upon low risk investment avenues such as fixed deposits, post office schemes. It is thus time to study the behavior of mutual fund investor. This research paper gives emphasis on number of elements that highlights investor's behavior about Mutual Fund.

KEYWORDS: Behavior, Investment, Low Risk, Mutual Fund