**Objective:**

The study is being done with the following objectives in mind:

- To ascertain the awareness level of investors on mutual fund investments.
- To understand the reasons of investing in Mutual Fund.
- To identify the factors affecting investors choice of mutual fund.
- To identify the need for Mutual Fund investments and help the investors in identifying the right investment avenues.
- To ascertain the mode of investment adopted by investors (direct fund house / brokers)
- To identify the risk and return parameters of various schemes.
- Observe the fund management process of mutual funds
- Explore the recent developments in the mutual funds in India
- To study the regulatory practices and make suggestions on changes desired.
- To study the changes in investor behaviour.
- To analyze the impact of changes in the financial markets and economic conditions on investors behaviour

**Research Hypotheses**

The research is based on the following hypothesis:

- **H₀₁:**
  Mutual Funds are the most preferred investment options for MIG and HIG.

- **H₀₁:**
  Mutual Funds are not the most preferred investment option for MIG and HIG.

- **H₀₂:**
  Awareness level on mutual funds is high amongst Investor’s.

- **H₀₂:**
  Awareness level on mutual funds is low amongst Investor’s.

- **H₀₃:**
  Income affects the investment pattern of individuals.

- **H₀₃:**
Income does not affect the investment pattern of individuals.

- **H_{04}**: Investment decisions are informed and done on the basis of the risk return profile of various schemes.

- **H_{04}**: Investment decisions are not always informed and often done without any risk return profile of various schemes.

- **H_{05}**: Investment decisions are influenced by peers and brand of the promoters of mutual fund.

- **H_{05}**: Investment decisions are not influenced by peers and brand of the promoters of mutual fund.