Research Methodology:

Sources of Data
The entire study would be based on
   (a) Primary data and
   (b) Secondary data.

The Primary data will be collected by a questionnaire which would be circulated amongst customers in Mumbai. The questionnaire would be tested through Pilot Testing and subsequently circulated amongst customers. The Secondary data, on the other hand, will be collected through information available in various books, journals, previous research, website etc. The analysis will be done by using mathematical and statistical tools to arrive at conclusions.

Research Design

Descriptive Quantitative Research
The Research involves understanding of various concepts of Mutual Funds and the organizations involved in selling it. Also we need to understand the buying behavior of the consumers from upper and middle segment.

Sample Type
The sampling type for the consumer survey would be Stratified Random Sampling method. The Customers the Mutual Fund Companies survey would be conducted using Judgemental sampling method.

Sample Size
Consumer Survey: 1000 respondents
Sampling Frame: Individuals in the age group of 18-50 years.
Retailers Survey: 6 Mutual Fund Companies

Research Area
The Primary data from consumers and the store data will be collected through major Mutual Fund Investors of India like Delhi in North India; Mumbai and Ahmedabad in Western India; Chennai, Bangalore and Hyderabad from Southern India.

Hypothesis Testing
Parametric Tests: ANOVA
Non Parametric Test: Z test and Chi square test

**Limitations:**

Every study initiated in social sciences has limitations. The current study suffers from the following limitations:

- The study will be confined to MIG and HIG individuals.
- The study will be restricted to the city of Mumbai.
- The response from the data collected may be biased since there is an element of subjectivity.
- The sample size shall be 1000 customers.
- The study is limited to select mutual fund schemes.

**Future Research on Investor behaviour:**

This is an area of great research potential. Once this research is completed one can use this as a base for future research in the area of:

- Investment in Global Funds V/s Indian Funds.
- Creating Investment Awareness in Rural Areas.
- Individual Perception towards Investments.
- Investor Behaviour in other cities