OBJECTIVES

The objectives of study can be classified as main and other secondary objectives. The main objectives can be listed down as below;

(1) To evaluate reasons, objectives, etc. why individual investors make investments in some funds schemes treated as most preferred as most favored destination among various other available modes of investment and how far personal variables of individual investors influence the selection of mutual fund schemes by them.

(2) To evaluate which features, qualities, etc. of preferred and popular Mutual fund schemes, among others forms of saving instruments, are preferred more by the individual investors.

(3) To determine awareness level of individual investors with regard to Mutual funds and how is it influenced by communication information sources preferred by individual investors.

(4) To find out which individual investors related services, which quality of mutual fund sponsor affect selection of mutual fund schemes by individual investors.