

The Interplay of Socio-Economic factors on Mutual Funds with reference to Financial Intermediaries

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Abstract

It is a convenient platform for investment in professionally managed portfolio which is well diversified and curtails risk. There are various evidences to demonstrate persistence level of investors in holding the mutual fund units, as returns uniformity can be judged for a long holding period as compared to short holding period. Mutual funds have gained a sound momentum among investors, but still investors are having many apprehensions (doubts) among them. These apprehensions are the biggest challenges for the financial intermediaries to struggle on. This research study will highlight the different reasons for low penetration in lieu of other different financial instruments available in financial market. There are many socio-economic and demographic factors like location disadvantages, application of long-term capital gain tax on various schemes, financial illiteracy, and appetite for traditional products etc which deflect the attitude of investor towards the investment pattern towards mutual funds.

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1. Introduction

A MUTUAL FUND is one of the renowned names in financial industry as it is present in the market since decades. It is present in India since 1963, introduced firstly by unit trust of India (UTI) which was Indian government sponsored company. With due course of time, this industry was flourishing at a higher pace of success as in 1987, Public sector banks entered with new addition in the existing schemes. In 1992, private sector was allowed to flourish their business. It is incorporated by a separate legal authority called as AMFI (Association of mutual funds in India) and is regulated by SEBI (Securities and exchange board of India). The numbers of folios have shown

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