

Dr. Pooja Srivastava (Feb, 2022). " Mutual Fund Investment Behaviour; A Study on Association between the Variables of Investment Behaviour and Investors Attitude."

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" Mutual Fund Investment Behaviour; A Study on Association between the Variables of Investment Behaviour and Investors Attitude."

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ABSTRACT

This study evaluates the association between the variables of investment behaviour and investors attitude. We used chi- square analysis for the better understanding of association between the investment behaviour and investors attitude. Our findings from the investors indicate that there is a association between the investment behaviour and investors attitude. It was found that asymptotic significance for Pearson Chi-Square comes out to be less than 0.05, so we reject the all null hypothesis at 5% level of significance. Hence it can be concluded that two variables are associated and all the variables of investment behaviour are associated with the investors attitude. Finally our analysis do not support the hypotheses, investors with different risk-taking ability have different variables of investment behaviour. Here the analysis has been done to analyse, investors attitude of the different groups of i.e. rational, cautious and gambling attitude retail investors of eastern U.P. while making an investment in the mutual fund

Keywords; *Mutual Fund Investment, Variables of Investment Behaviour, Investors Risk Analysis, Retail Investors, Perception and Attitude of Investors.*

Mutual fund investment is an investment in which an investment company pools money from its unitholders and allocate their corpus in different categories of investment options like stocks, debt and money market investment. The concept of mutual fund emerged in India in 1963, when the Government of India launched the unit trust of India (UTI). The need and preference of different set of investors are different while making an investment decision some investors are risk taker while some are risk averter. With this in this paper, the investors are categorized into three sets of groups i.e. Rational, Cautious, Gambling attitude investors. Charness and Gneezy(2011) study indicate the strong evidence for gender differences in risk taking and also, Are men willing to take the financial risk than women ?.. And they concluded that women make smaller investments in the risky asset than do men, and so appear to be financially more risk-averse. As for as mutual fund performance is concerned some of the investors rely on past performance for the investment. Grinblatt and Titman

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(1992) studied how mutual fund performance relates to past performance. These tests are based on a multiple portfolio benchmark that was formed on the basis of securities characteristics. They find the evidence that differences in performance between funds persist over time and that this persistence is consistent with the ability of fund managers to earn abnormal returns. They concluded that there is a positive persistence in mutual fund performance. The persistence cannot be explained by inefficiencies in the benchmark that they related to firm size, dividend yield, past returns, skewness, interest rate sensitivity or CAPM beta. In this paper, they can also assert that the past performance of the fund provides useful information for investors who are considering an investment in mutual funds. Also the one branch of financial analyst support the portfolio selection theory while making an investment. Sharpe (1996) explains the theory of portfolio selection, the theory of pricing of capital assets under conditions of risk, and the general behaviour of stock market prices. Results obtained in all three areas are relevant for evaluating mutual fund performance. However, one paper pointing the direction for future studies of mutual fund performance has appeared. He concluded and represents an attempt to bring to bear on the measurement and prediction of mutual fund performance, some of the result of recent work in capital theory and the behaviour of stock –market prices. Hence risk appetite is also very important aspect while making the investment decision as suggested by

Tobin (1958) in his study he explained the relationship between the portfolio's risk in terms of the standard deviation of return and its expected return described by the capital market line. Thus, the risk is a relevant decision variable in fund choice. Our study based on the behaviour aspect of investment which relates to three categories of investors i.e.gambling cautious and rational. Though some study focuses on the types of mutual fund may also be a preference hile making an investment decision. like Renneboog et al (2008) provides a critical view of literature on socially responsible investment (SRI). Particular to SRI is that both financial goals and social objectives are pursued. Over the past decade, RI has experienced an explosive growth around the world reflecting the increasing awareness of investors to social, environmental, ethical and corporate governance issues. A number of question are reviewed in this paper on the causes and the shareholder's value impact of corporate social responsibility (CSR). They concluded that the existing studies hint but do not unequivocally demonstrate that SRI investors are willing to accept suboptimal financial performance to pursue and ethical objectives. Also Chang HSU et al(2012) in their study investigates the performance of 30 Taiwan open-ended equity mutual fund and the sample period was divided into sub-periods, the bull market period(Nov 2006 to Oct 2007) and the bear market (Nov 2007 to Oct 2008) and the analysis of the performance evaluation used six indicators to track the equity mutual

fund with positive (negative) performance in the bull(bear) market. Moreover, most of the mutual fund performance ranking is inconsistency for both bull and bear market period. During our study we also find that some of investors also go for investment in mutual fund to reduce the tax burden this argument is also supported by the fact given by Bergtresser and Poterba (2001) explores the relationship between the after-tax returns that taxable investors earn on equity mutual fund and subsequent cash inflows to these funds. The study reveals that the individual tax burden that investors face when they negatively correlated with fund inflows. A mutual fund that offers higher after-tax return attracts greater inflows than those with lowest after-tax returns. □

Objectives and Hypotheses

- 1) To find out the association between the variables of Investment Behaviour and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).
 - 2) To analyse investors perception toward generating consistent returns while making Mutual fund investment.
 - 3) To know investors opinion regarding investment in Mutual fund.
 - 4) To know investors attitude towards investment in Mutual funds as compared to shares.
- Based on our observations , we find our hypotheses as followings.

- ✓ **Ho₁** : There is no association between the variable of investment behaviour (They give assured and consistent return) and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).
- ✓ **Ho₂** : There is no association between the variable of investment behaviour (They provide a high return with low risk) and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).
- ✓ **Ho₃** : There is no association between the variable of investment behaviour (Very simple to invest and monitor fund performance on a regular basis) and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).
- ✓ **Ho₄** : There is no association between the variable of investment behaviour (Mutual fund provide the benefit of cheap access to expensive stocks) and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).
- ✓ **Ho₅** : There is no association between the variable of investment behaviour (It is good investment instrument) and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).

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- ✓ **Ho₆**: There is no association between the variable of investment behaviour (It is better to invest in a mutual fund rather than investing directly in shares) and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).

Methodology

➤ Primary Data Sources

Consists of all the data collected study that directly related to the study purpose, both personally gathered as well as data from a third party that has been collected with an equivalent purpose.

Throughout the Pilot study, the researcher used primary data sources. The primary data was collected through an empirical study. The empirical study was made by administering a questionnaire/schedules to collect the data regarding the following dimensions-

- Investment behaviour of retail investors
- Variables of investment Behaviour.
- Mutual fund investment decision by different categories of investors

➤ Questionnaire Development

A well-structured questionnaire was developed after an extensive review of the literature and the exploratory investigations. As this research study is for retail investors, a final questionnaire was developed to conduct the pilot study on the respondents.

Respondents were asked to indicate their attitudinal response on several statements on Performance of mutual fund, Investment behaviour of retail investors, Impact of mutual fund performance on the investors' decision & Factors affecting the selection of mutual fund on a LIKERT scale based questions. There are five choices namely, **Strongly Disagree (1), Disagree (2), Undecided (neither agree nor disagree) (3), Agree (4), and Strongly Agree Population and Sampling**

The definition of the population for the proposed research has also been done. As per the topic of the study- '**Mutual Fund Investment Behaviour; A study With Reference To Difference Among The Perception of The Respondents of Different Groups.**' for the study in question retail investors in eastern, U.P., India has been taken as the realistic/accessible population.

In this research, we have to select the population on the basis of their basic investment behaviour in mutual funds in eastern, U.P., India. The target population is that population to which we would like to draw inferences, comprises of **500** retail investors in eastern, U.P.,

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This is the population actually surveyed.

The unit of analysis was a **retail investor** of mutual fund in eastern, U.P., India, it **was selected as an observation unit**. The choice of retail investors as the observation unit relied upon the assumption that retail investors of in eastern, U.P., India represent the sentiments of all the retail investors of mutual fund in India. The entire survey population was of **500** respondents; they were sampled and surveyed.

*Respondents were chosen using **Convenient Sampling Technique**.*

➤ **Data Collection**

Data collection in surveys generally is based on questionnaires. There mainly are two ways to collect questionnaire data: via self-administered questionnaires (i.e. email), or via personal interviews.

The questionnaires in this study were basically distributed among the respondents manually and through email. This was considered the most suitable option due to the wide geographical distribution of samples in the entire eastern, U.P., India.

Survey Duration

The survey was handed out directly to respondents, from the start of April 2018 up till the end of July 2018. □

➤ **Data Analysis and Interpretation**

Chi-Square Analysis (Investment Behaviour) Association between Investment Behaviour and Investors' Attitude

Research Objective- To find out the association between the variables of Investment Behaviour and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).

Null Hypothesis (H₀): There is no association between the variable of investment behaviour (They give assured and consistent return) and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).

Table I Crosstab

Crosstab						
			They give assured and consistent return			Total
			Strongly Disagree	Disagree	Undecided	
Investors' Attitude	Gambling Attitude	Count	19	9	2	30
		% within	63.3%	30.0%	6.7%	100.0%
		% of Total	3.8%	1.8%	0.4%	6.0%
	Rational Attitude	Count	121	244	0	365
		% within	33.2%	66.8%	0.0%	100.0%
		% of Total	24.2%	48.8%	0.0%	73.0%
	Cautious Attitude	Count	28	77	0	105
		% within	26.7%	73.3%	0.0%	100.0%
		% of Total	5.6%	15.4%	0.0%	21.0%
Total		Count	168	330	2	500
		% within	33.6%	66.0%	0.4%	100.0%
		% of Total	33.6%	66.0%	0.4%	100.0%

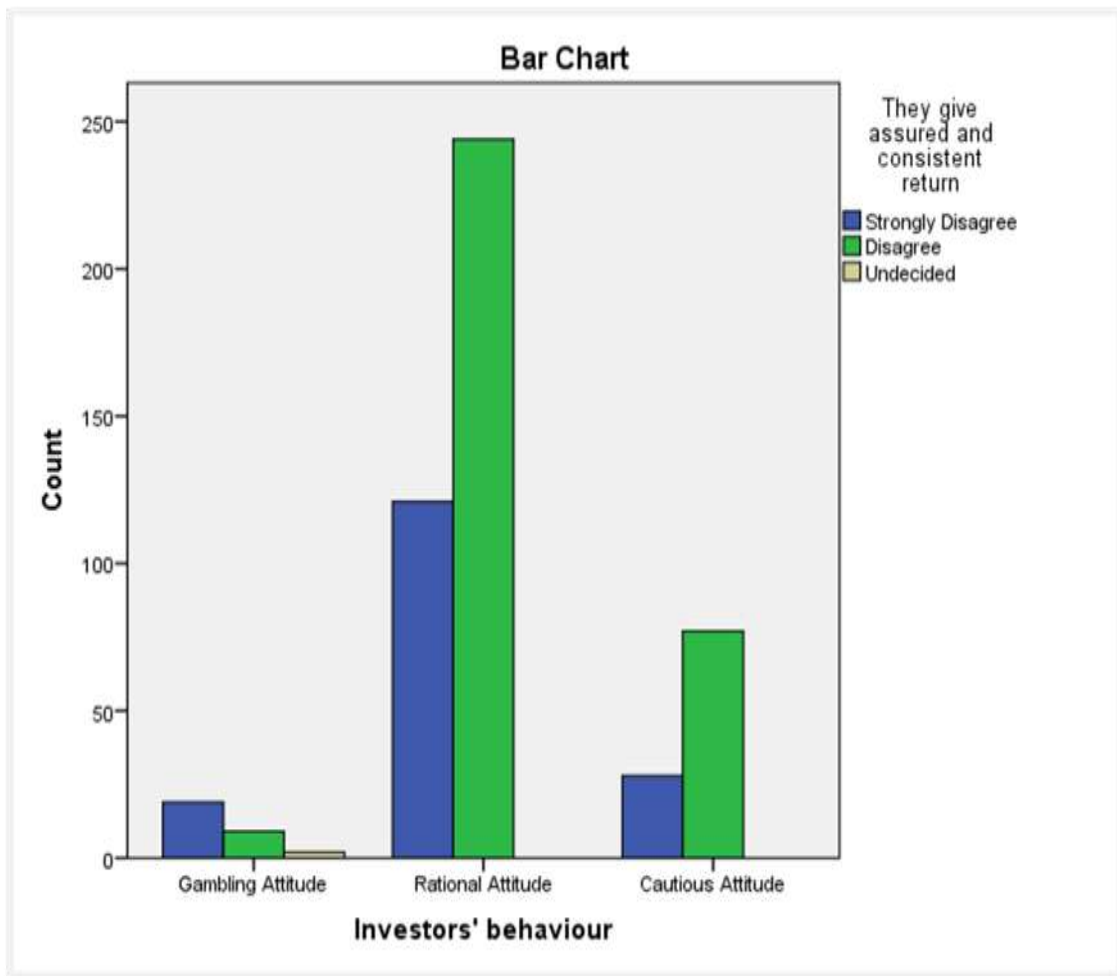
Source: Prepared by Researcher from Primary Survey, 2018

Table II Chi-Square Tests

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.537 ^a	4	.000
Likelihood Ratio	27.414	4	.000
Linear-by-Linear Association	6.781	1	.009
N of Valid Cases	500		
a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .12.			
Symmetric Measures			
	Value	Approx. Sig.	
Nominal by Nominal	Phi	.308	.000
	Cramer's V	.218	.000
N of Valid Cases	500		
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Source: Prepared by Researcher from Primary Survey, 2018

Figure I Bar Chart



Source: Prepared by researcher by Primary Survey, 2018

- ❖ **Null Hypothesis (H_0)** : There is no association between the variable of investment behaviour (They provide a high return with low risk) and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).

Table III Crosstab

Crosstab			They provide a high return with low risk <input type="checkbox"/>			Total
			Strongly Disagree	Disagree	Undecided	
Investors' Attitude	Gambling Attitude	Count	3	25	2	30
		% within	10.0%	83.3%	6.7%	100.0%
		% of Total	0.6%	5.0%	0.4%	6.0%
	Rational Attitude	Count	104	261	0	365
		% within	28.5%	71.5%	0.0%	100.0%
		% of Total	20.8%	52.2%	0.0%	73.0%
	Cautious Attitude	Count	53	52	0	105
		% within	50.5%	49.5%	0.0%	100.0%
		% of Total	10.6%	10.4%	0.0%	21.0%
Total	Count	160	338	2	500	
	% within	32.0%	67.6%	0.4%	100.0%	
	% of Total	32.0%	67.6%	0.4%	100.0%	

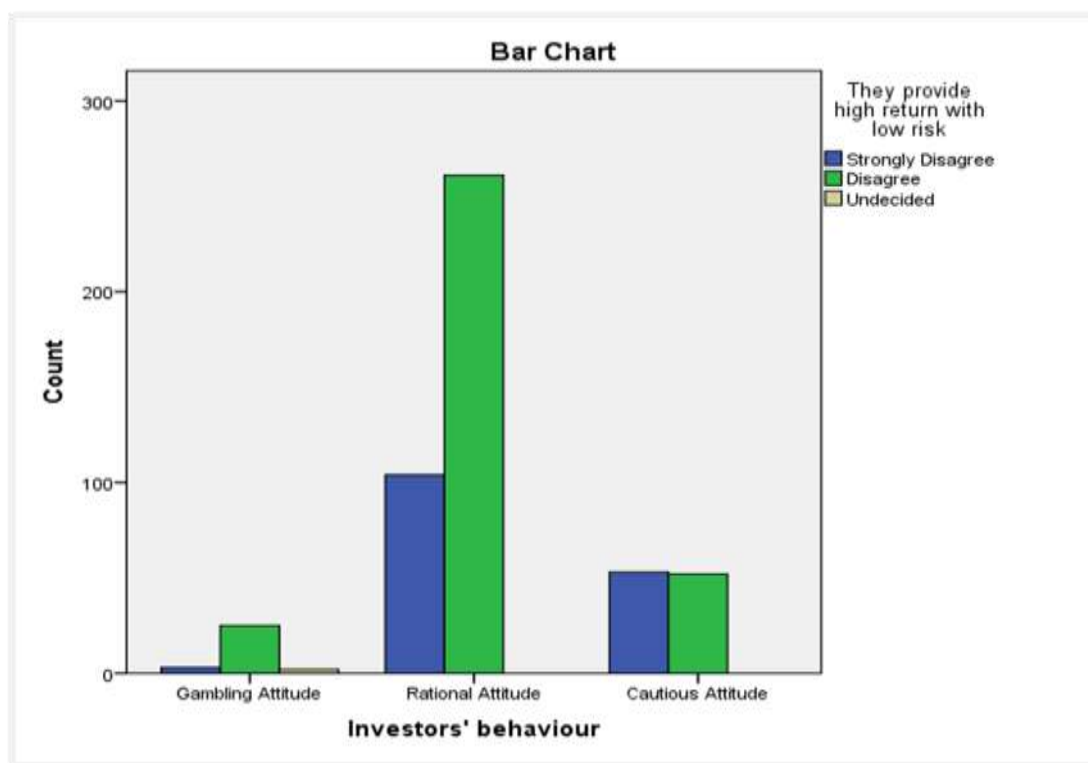
Source: Prepared by Researcher from Primary Survey, 2018

Table IV (Chi-Square Tests)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	55.473 ^a	4	.000
Likelihood Ratio	35.874	4	.000
Linear-by-Linear Association	28.816	1	.000
N of Valid Cases	500		
a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .12.			
Symmetric Measures			
	Value	Approx. Sig.	
Nominal by Phi	.333	.000	
Nominal by Cramer's V	.236	.000	
N of Valid Cases	500		
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Source: Prepared by Researcher from Primary Survey, 2018

Figure II(Bar Chart investment behaviour)



Source: Prepared by Researcher from Primary Survey, 2018

- ❖ **Null Hypothesis (H₀):** There is no association between the variable of investment behaviour (Very simple to invest and monitor fund performance on a regular basis) and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).

Table V Crosstab

Crosstab			Very simple to invest and monitor fund performance on a regular basis					Total
			Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	
Investors' Attitude	Gambling Attitude	Count	0	11	5	4	10	30
		% within	0.0%	36.7%	16.7%	13.3%	33.3%	100.0%
		% of Total	0.0%	2.2%	1.0%	0.8%	2.0%	6.0%
	Rational Attitude	Count	89	38	84	100	54	365
		% within	24.4%	10.4%	23.0%	27.4%	14.8%	100.0%
		% of Total	17.8%	7.6%	16.8%	20.0%	10.8%	73.0%
	Cautious Attitude	Count	51	16	19	18	1	105
		% within	48.6%	15.2%	18.1%	17.1%	1.0%	100.0%
		% of Total	10.2%	3.2%	3.8%	3.6%	0.2%	21.0%
Total	Count	140	65	108	122	65	500	
	% within	28.0%	13.0%	21.6%	24.4%	13.0%	100.0%	
	% of Total	28.0%	13.0%	21.6%	24.4%	13.0%	100.0%	

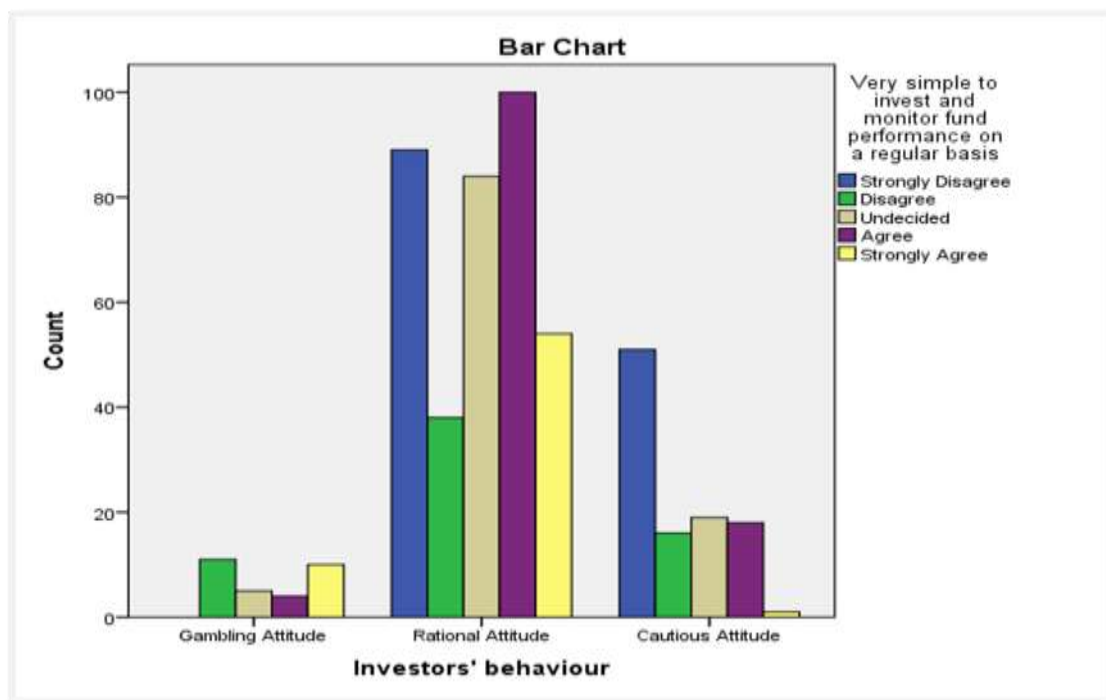
Source: Prepared by Researcher from Primary Survey, 2018

Table VI Chi-Square Tests

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	69.744 ^a	8	.000
Likelihood Ratio	77.114	8	.000
Linear-by-Linear Association	38.374	1	.000
N of Valid Cases	500		
a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 3.90.			
Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.373	.000
	Cramer's V	.264	.000
N of Valid Cases		500	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Source: Prepared by Researcher from Primary Survey, 2018

Figure III Bar chart investment Behaviour



Source: Prepared by Researcher from Primary Survey, 2018

- ❖ **Null Hypothesis (Ho₄)** : There is no association between the variable of investment behavior (Mutual fund provide the benefit of cheap access to expensive stocks) and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).

Table VII Crosstab

Crosstab			Mutual fund provide the benefit of cheap access to expensive stocks					Total
			Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	
Investors' Attitude	Gambling Attitude	Count	0	0	4	11	15	30
		% within	0.0%	0.0%	13.3%	36.7%	50.0%	100.0%
		% of Total	0.0%	0.0%	0.8%	2.2%	3.0%	6.0%
	Rational Attitude	Count	35	52	108	95	75	365
		% within	9.6%	14.2%	29.6%	26.0%	20.5%	100.0%
		% of Total	7.0%	10.4%	21.6%	19.0%	15.0%	73.0%
	Cautious Attitude	Count	10	7	13	65	10	105
		% within	9.5%	6.7%	12.4%	61.9%	9.5%	100.0%
		% of Total	2.0%	1.4%	2.6%	13.0%	2.0%	21.0%
Total	Count	45	59	125	171	100	500	
	% within	9.0%	11.8%	25.0%	34.2%	20.0%	100.0%	
	% of Total	9.0%	11.8%	25.0%	34.2%	20.0%	100.0%	

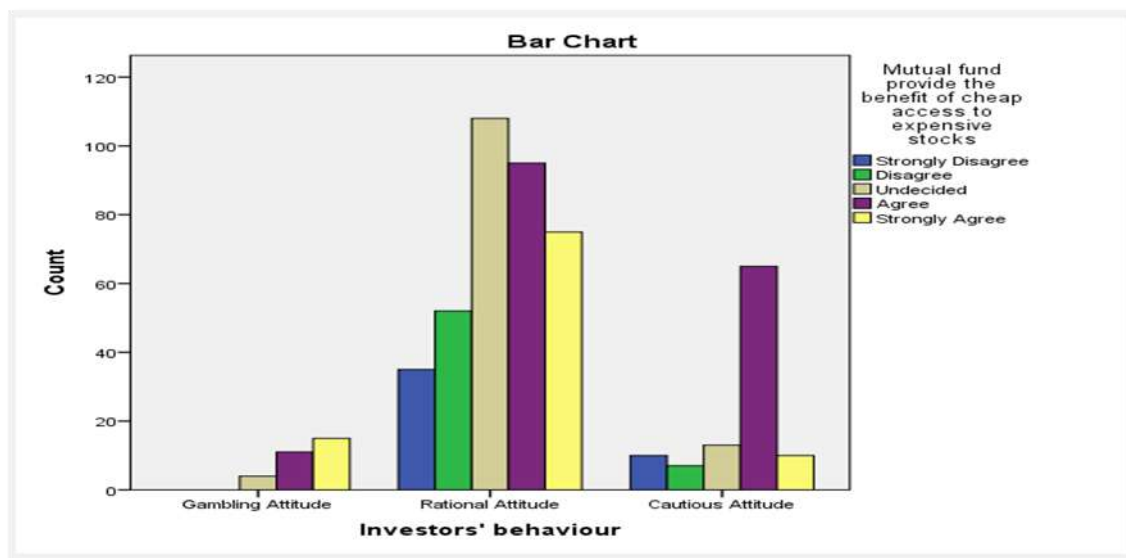
Source: Prepared by Researcher from Primary Survey, 2018

Table VIII Chi-Square Tests

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.069 ^a	8	.000
Likelihood Ratio	73.764	8	.000
Linear-by-Linear Association	1.506	1	.220
N of Valid Cases	500		
a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.70.			
Symmetric Measures			
	Value	Approx. Sig.	
Nominal by Phi	.380	.000	
Nominal by Cramer's V	.268	.000	
N of Valid Cases	500		
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Source: Prepared by Researcher from Primary Survey, 2018

Figure IV Bar chart investment Behaviour



Source: Prepared by Researcher from Primary Survey, 2018

- ❖ **Null Hypothesis (H₀)** : There is no association between the variable of investment behavior (It is good investment instrument) and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).

Table IX Crosstab

Crosstab			It is a good investment instrument.					Total
			Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	
Investors' Attitude	Gambling Attitude	Count	0	0	0	0	30	30
		% within	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
		% of Total	0.0%	0.0%	0.0%	0.0%	6.0%	6.0%
	Rational Attitude	Count	25	64	183	93	0	365
		% within	6.8%	17.5%	50.1%	25.5%	0.0%	100.0%
		% of Total	5.0%	12.8%	36.6%	18.6%	0.0%	73.0%
	Cautious Attitude	Count	6	89	0	10	0	105
		% within	5.7%	84.8%	0.0%	9.5%	0.0%	100.0%
		% of Total	1.2%	17.8%	0.0%	2.0%	0.0%	21.0%
Total	Count	31	153	183	103	30	500	
	% within	6.2%	30.6%	36.6%	20.6%	6.0%	100.0%	
	% of Total	6.2%	30.6%	36.6%	20.6%	6.0%	100.0%	

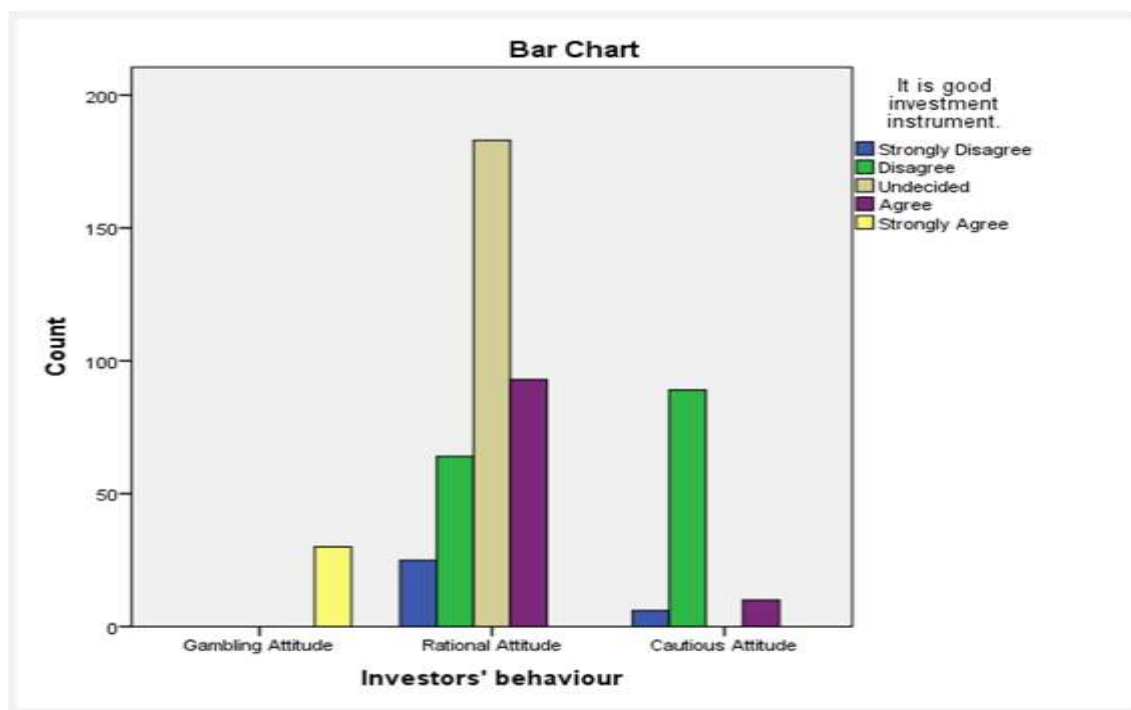
Source: Prepared by Researcher from Primary Survey, 2018

Table X Chi-Square Tests

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	686.688 ^a	8	.000
Likelihood Ratio	422.179	8	.000
Linear-by-Linear Association	167.184	1	.000
N of Valid Cases	500		
a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 1.80.			
Symmetric Measures			
S	Value	Approx. Sig.	
Nominal by Phi	1.172	.000	
Nominal	Cramer's V	.829	.000
N of Valid Cases		500	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Source: Prepared by Researcher from Primary Survey, 2018

Figure V Bar chart



Source: Prepared by Researcher from Primary Survey, 2018

- ❖ **Null Hypothesis (H₀)** : There is no association between the variable of investment behaviour (It is better to invest in a mutual fund rather than investing directly in shares) and Investors' Attitude (Gambling Attitude, Rational Attitude & Cautious Attitude).

Table XI Crosstab

Crosstab			It is better to invest in a mutual fund rather than investing directly in shares.					Total
			Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	
Investors' Attitude	Gambling Attitude	Count	0	5	3	5	17	30
		% within	0.0%	16.7%	10.0%	16.7%	56.7%	100.0%
		% of Total	0.0%	1.0%	0.6%	1.0%	3.4%	6.0%
	Rational Attitude	Count	65	51	104	85	60	365
		% within	17.8%	14.0%	28.5%	23.3%	16.4%	100.0%
		% of Total	13.0%	10.2%	20.8%	17.0%	12.0%	73.0%
	Cautious Attitude	Count	6	3	18	52	26	105
		% within	5.7%	2.9%	17.1%	49.5%	24.8%	100.0%
		% of Total	1.2%	0.6%	3.6%	10.4%	5.2%	21.0%
Total	Count	71	59	125	142	103	500	
	% within	14.2%	11.8%	25.0%	28.4%	20.6%	100.0%	
	% of Total	14.2%	11.8%	25.0%	28.4%	20.6%	100.0%	

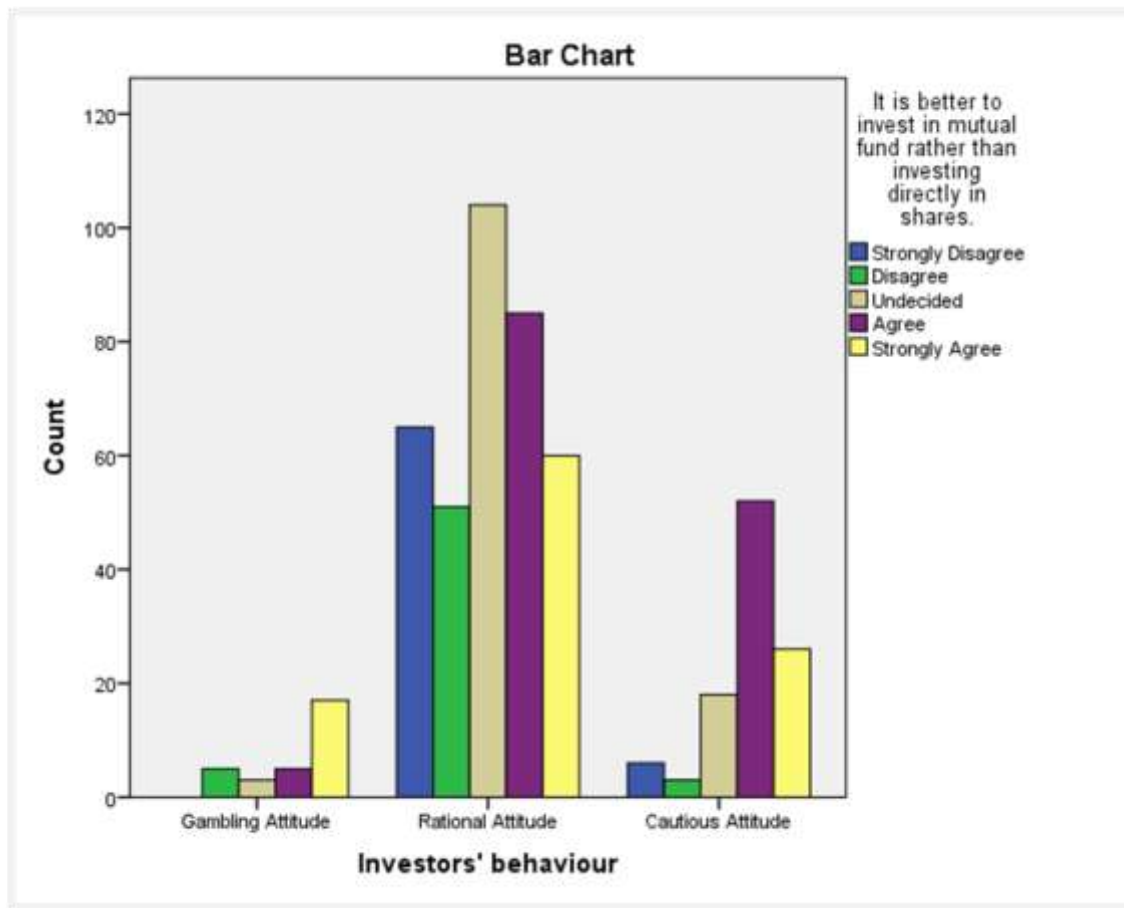
Source: Prepared by Researcher from Primary Survey, 2018

Table XII Chi-Square Tests

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	73.390 ^a	8	.000
Likelihood Ratio	74.470	8	.000
Linear-by-Linear Association	5.128	1	.024
N of Valid Cases	500		
a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 3.54.			
Symmetric Measures			
	Value	Approx. Sig.	
Nominal by Phi	.383	.000	
Nominal by Cramer's V	.271	.000	
N of Valid Cases	500		
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Source: Prepared by Researcher from Primary Survey, 2018

Figure VI Bar Chart



Source: Prepared by Researcher from Primary Survey, 2018

✓ **Result and Discussion**

Chi-Square Analysis: Association between Investment Behaviour and Investors' Attitude. From the above tables in the analysis, it was found that asymptotic significance for Pearson Chi-Square comes out to be less than 0.05, so we reject the null hypothesis at 5% level of significance. Hence it can be concluded that two variables are associated and all the variables of investment behaviour are associated with the investors attitude.

It was found that there was the total of 500 respondents (retail investors in a mutual fund), categorized on the basis of their investment attitude into 3 groups namely- Gambling Attitude, Rational Attitude & Cautious Attitude and for every variables of investment behaviour the findings are as followings.

(I) Gambling Attitude: There were 30 respondents who had gambling attitude, out of which, 63.3% respondents strongly disagreed, 30.0% respondents disagreed and 6.7% respondents were undecided that mutual fund gives an assured and consistent return.

Rational Attitude: There were 365 respondents who had a rational attitude, out of which, 33.2% of respondents strongly disagreed and 66.8% respondents disagreed that mutual fund gives an assured and consistent return.

Cautious Attitude: There were 105 respondents who had a cautious attitude, out of which, 26.7% of respondents strongly disagreed and 73.3% respondents disagreed that mutual fund gives an assured and consistent return.

(II) Gambling Attitude: There were 30 respondents who had gambling attitude, out of which, 10.0% respondents strongly disagreed, 83.3% respondents disagreed and 6.7% respondents were undecided that mutual fund provides a high return with low risk.

Rational Attitude: There were 365 respondents who had a rational attitude, out of which, 28.5% of respondents strongly disagreed and 71.5% respondents disagreed that mutual fund provides a high return with low risk.

Cautious Attitude: There were 105 respondents who had a cautious attitude, out of which, 50.5% of respondents strongly disagreed and 49.5% respondents disagreed that mutual fund provides a high return with low risk.

(III) Gambling Attitude: There were 30 respondents who had gambling attitude, out of which, 0.0% respondents strongly disagreed, 36.7% respondents disagreed, 16.7% respondents were undecided, 13.3% respondents agreed and 33.3% respondents strongly agreed that it is very simple to invest and monitor fund performance on a regular basis.

Rational Attitude: There were 365 respondents who had the rational attitude, out of which, 24.4% respondents strongly disagreed, 10.4% respondents disagreed, 23.0% respondents were undecided, 27.4% respondents agreed and 14.8% respondents strongly agreed that it is very simple to invest and monitor fund performance on a regular basis.

Cautious Attitude: There were 105 respondents who had a cautious attitude, out of which, 48.6% respondents strongly disagreed, 15.2% respondents disagreed, 18.1% respondents were undecided, 17.1% respondents agreed and 1.0% respondents strongly agreed that it is very simple to invest and monitor fund performance on a regular basis.

(IV) Gambling Attitude: There were 30 respondents who had gambling attitude, out of which, 0.0% respondents strongly disagreed, 0.0% respondents disagreed, 13.3% respondents were undecided, 36.7% respondents agreed and 50.0% respondents strongly agreed that Mutual fund provides the benefit of cheap access to expensive stocks.

Rational Attitude: There were 365 respondents who had a rational attitude, out of which, 9.6% respondents strongly disagreed, 14.2% respondents disagreed, 29.6% respondents were undecided, 26.0% respondents agreed and 20.5% respondents strongly agreed that Mutual fund provides the benefit of cheap access to expensive stocks.

Cautious Attitude: There were 105 respondents who had a cautious attitude, out of which, 9.5% respondents strongly disagreed, 6.7% respondents disagreed, 12.4% respondents were undecided, 61.9% respondents agreed and 9.5% respondents strongly agreed that Mutual fund provides the benefit of cheap access to expensive stocks.

(V) Gambling Attitude: There were 30 respondents who had gambling attitude, out of which, 0.0% respondents strongly disagreed, 0.0% respondents disagreed, 0.0% respondents were undecided, 0.0% respondents agreed and 100.0% respondents strongly agreed that it is a good investment instrument.

Rational Attitude: There were 365 respondents who had the rational attitude, out of which, 6.8% respondents strongly disagreed, 17.5% respondents disagreed, 50.1% respondents were undecided, 25.5% respondents agreed and 0.0% respondents strongly agreed that it is a good investment instrument.

Cautious Attitude: There were 105 respondents who had a cautious attitude, out of which, 5.5% respondents strongly disagreed, 84.8% respondents disagreed, 0.0% respondents were undecided, 9.5% respondents agreed and 0.0% respondents strongly agreed that it is a good investment instrument.

(VI) Gambling Attitude: There were 30 respondents who had gambling attitude, out of which, 0.0% respondents strongly disagreed, 16.7% respondents disagreed, 10.0% respondents were undecided, 16.7% respondents agreed and 56.7% respondents strongly agreed that it is better to invest in a mutual fund rather than investing directly in shares.

Rational Attitude: There were 365 respondents who had the rational attitude, out of which, 17.8% respondents strongly disagreed, 14.0% respondents disagreed, 28.5% respondents were undecided, 23.3% respondents agreed and 16.4% respondents strongly agreed that it is better to invest in a mutual fund rather than investing directly in shares.

Cautious Attitude: There were 105 respondents who had a cautious attitude, out of which, 5.7% respondents strongly disagreed, 2.9% respondents disagreed, 17.1% respondents were undecided, 49.5% respondents agreed and 24.8% respondents strongly agreed that it is better to invest in a mutual fund rather than investing directly in shares.

Conclusion

It can be concluded that investor's attitude is categorized into three groups i.e. gambling, rational and cautious. Investors having a different attitude have differences in their approach and different choice for all variables of investment behaviour. Our analysis had also proved that all three types of investors have different risk-taking capacity as a gambling attitude investors can take high risk, a rational investor takes calculated risk while a cautious investor

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is very risk averter, hence we can say that what would be the behaviour of investor while investing in mutual fund will depend upon its temperament and risk-taking ability. □

To summarise up conclusion it can be said that investors' behaviour while investing in a mutual fund will depend upon their attitude and investors having the different attitude will have a different objective and different variable of investment behaviour having the different reasons while making a future investment decision. Hence it can be concluded that two variables are associated and all the variables of investment behaviour are associated with the investors attitude.

Research Implications

Our research provides useful insights for the mutual fund industry policy makers. It specifically answers questions like : What are the significant factors of Investment behaviour of retail investors in mutual fund? What is the investment behaviour of retail investors in Eastern part of Uttar Pradesh? What is the association between the variables of investment Behaviour and Investors attitude (Gambling attitude, Rational attitude and Cautious attitude) ? These answers would serve as understanding the behaviour of mutual fund investors and would help policy makers for future policy initiatives.

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