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FACTORS THAT LEAD TO INVESTMENT IN MUTUAL FUNDS

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ABSTRACT

This study is focused mainly on identifying the impact of factors that lead to investment within mutual funds of Pakistan. This study has selected mutual funds sector of Pakistan and targeted the people who have the experience of making an investment within mutual funds of Pakistan to collect the data to be used within this study. It has been found that consistent returns, higher gains, effective marketing, and management risk (independent variables) have significant impact on the investor satisfaction (dependent variable). Research instrument used within this study for the collection of data from respondents has been the structured questionnaire. Various statistical instruments that are used primarily to analyze the relationship between these variables includes descriptive frequencies, reliability, correlation, regression, ANOVA, coefficient etc. The results interpreted through correlation and regression by the help of SPSS software have shown the significant impact that factors (consistent returns, higher gains, effective marketing, and management risk) has on influencing the investor satisfaction. The findings have explained that factors such as consistent returns, higher gains, effective marketing, and management risk prove highly significant in influencing satisfaction level of investors within mutual funds of Pakistan.

Key Words: Consistent Returns, Higher Gains, Effective Marketing, Management Risk, Investor Satisfaction, etc.

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