

An Analytical Study of Investors' Awareness and Perception Towards Investment in Mutual Funds with Special Reference to Children's Funds in Amravati City (2024–2026)

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Abstract

Investment in mutual funds has gained significant importance in recent years due to increasing financial awareness and the need for systematic financial planning. Among various mutual fund schemes, children's mutual funds play a vital role in securing the future financial needs of children, such as education and marriage. However, investors' awareness and perception towards these funds remain a critical area of study, especially in semi-urban cities like Amravati.

The present study aims to analyze the level of awareness and perception of investors towards investment in mutual funds with special reference to children's funds in Amravati City during the period 2024–2026. The study is analytical in nature and is based on both primary and secondary data. Primary data has been collected through a structured questionnaire from selected investors, while secondary data has been gathered from journals, websites, books, and reports.

The study focuses on understanding investors' knowledge about children's funds, factors influencing investment decisions, risk perception, and satisfaction level. The findings of the study reveal that although investors are aware of mutual funds, awareness regarding children's mutual funds is comparatively low. The study concludes with suitable suggestions to improve investor awareness and encourage long-term investment in children's mutual fund schemes.

Investor Awareness & Perception Towards Children's Mutual Funds



The diagram explains how investors' socio-economic factors influence their awareness about mutual funds.

Awareness leads to the formation of perception regarding children-specific mutual fund schemes.

Positive perception motivates the investment decision in children funds.

Ultimately, investment helps in achieving long-term financial goals related to children.

Keywords :-

Mutual Funds, Children's Funds, Investor Awareness, Investor Perception, Financial Planning, Amravati City

1. Introduction

In the modern financial system, investment plays a crucial role in wealth creation and financial security. With changing economic conditions, rising inflation, and increasing education costs, individuals are seeking reliable investment avenues to secure their future and that of their children. Mutual funds have emerged as one of the most popular investment options due to

professional management, diversification, liquidity, and comparatively lower risk.

Mutual funds pool money from various investors and invest it in diversified portfolios of equity, debt, or hybrid instruments. Among different types of mutual fund schemes, children's mutual funds are specially designed to meet the long-term financial goals related to children, such as higher education and marriage expenses. These funds usually have a long lock-in period and are aimed at disciplined and goal-oriented investment.

Despite the availability of various mutual fund schemes, investors' awareness and perception significantly influence investment decisions. In cities like Amravati, where financial literacy is gradually improving, it becomes essential to study how investors perceive mutual funds and whether they are aware of specialized schemes like children's funds. Understanding investor behavior helps financial institutions, policymakers, and advisors to design better awareness programs and suitable investment products.

Therefore, the present study attempts to analyze investors' awareness and perception towards investment in mutual funds with special reference to children's funds in Amravati City during the period 2024–2026.

Review of Literature

Several studies have been conducted to understand investors' awareness and perception towards mutual fund investments. Previous research highlights that mutual funds are increasingly preferred due to professional management, diversification, and better returns compared to traditional investment options.

Sharma (2020) studied investor behavior towards mutual funds and found that awareness levels are higher among educated and salaried individuals. The study also revealed that long-term investment objectives significantly influence mutual fund investment decisions.

Patel and Mehta (2021) examined factors affecting mutual fund investments and concluded that risk perception, return expectations, and financial literacy play an important role in scheme selection.

Kumar (2022) analyzed mutual fund awareness in semi-urban areas and observed that although investors are aware of mutual funds in general, knowledge about

specific schemes such as children's funds and sectoral funds remains limited.

A study by Rao (2023) focused on goal-based investment planning and highlighted the importance of children's mutual funds in achieving long-term financial goals. The study emphasized the need for investor education and awareness programs.

From the above studies, it is evident that while general awareness about mutual funds exists, there is a research gap regarding investors' awareness and perception towards children's mutual funds, particularly in cities like Amravati. Hence, the present study attempts to fill this gap.

Objectives of the Study

1. The main objectives of the present study are as follows:
2. To study the level of awareness of investors regarding mutual fund investments in Amravati City.
3. To analyze investors' awareness about children's mutual fund schemes.
4. To examine the perception of investors towards investment in children's mutual funds.
5. To identify the factors influencing investment decisions in children's funds.
6. To provide suitable suggestions to improve awareness and participation in children's mutual funds.

Research Methodology

The research methodology defines the systematic process adopted for conducting the present study.

Type of Research

The present study is analytical and descriptive in nature.

Sources of Data

Primary Data:

Primary data has been collected through a structured questionnaire from investors residing in Amravati City.

Secondary Data:

Secondary data has been collected from books, research journals, websites, mutual fund company reports, and financial magazines.

Sample Size

A sample of 100 investors from Amravati City has been selected for the study using convenient sampling method.

Tools and Techniques

Questionnaire method

Percentage analysis

Tables and graphical representation

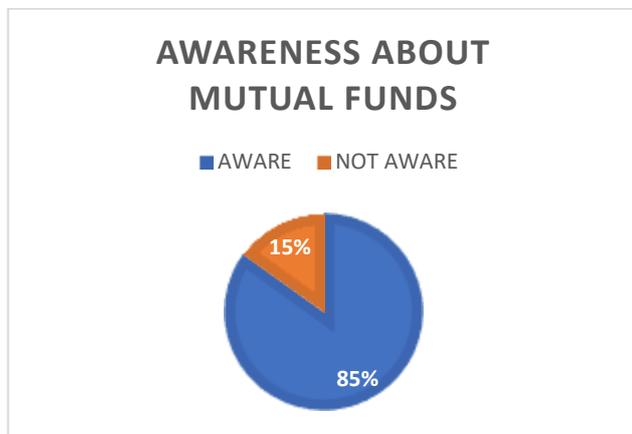
Period of the Study

The period of the study covers 2024–2026. 5. Data Analysis and Interpretation

The data collected through questionnaires from 100 investors in Amravati City has been analyzed using percentage analysis. The analysis helps in understanding the awareness level, perception, and preferences of investors towards mutual funds and children’s mutual fund schemes.

Table 1: Awareness about Mutual Funds

| Particulars | No. of Investors | Percentage |
|-------------|------------------|------------|
| Aware | 85 | 85% |
| Not Aware | 15 | 15% |
| Total | 100 | 100% |



Graph 1: Awareness about Mutual Funds

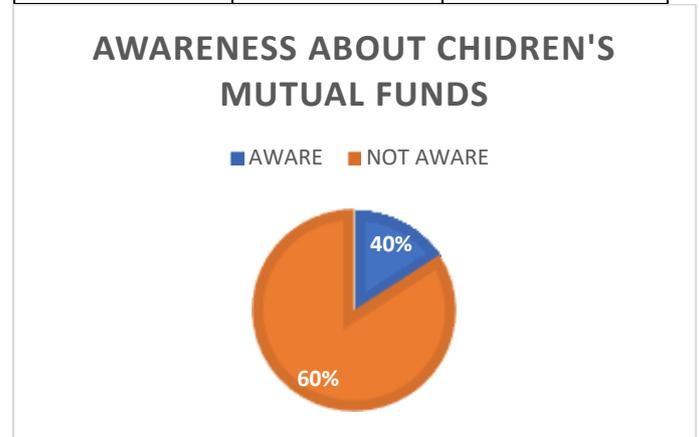
Interpretation:

The above pie chart shows that 85% of respondents are aware of mutual fund investments, while only 15% are

not aware. This indicates a high level of general awareness about mutual funds among investors in Amravati City. The increasing role of banks, financial advisors, and digital media has contributed significantly to this awareness.

Table 2: Awareness about Children’s Mutual Funds

| Particular | No. of Investors | Percentage |
|------------|------------------|------------|
| Aware | 60 | 60% |
| Not Aware | 40 | 40% |
| Total | 100 | 100% |

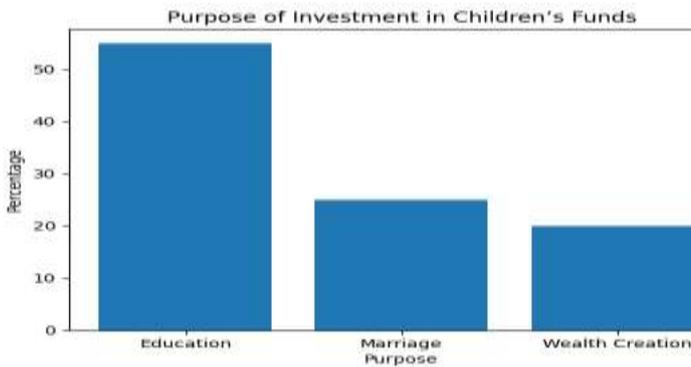


Interpretation:

The pie chart reveals that 60% of investors are aware of children’s mutual fund schemes, whereas 40% lack awareness. Although awareness is moderate, a significant portion of investors still do not have adequate knowledge about children’s funds. This shows the need for targeted awareness programs focusing on goal-based investment.

Table 3: Purpose of Investment in Children’s Fund

| Purpose | Percentage |
|---------------------------|------------|
| Children’s Education | 55% |
| Marriage | 25% |
| Long-term Wealth Creation | 20% |

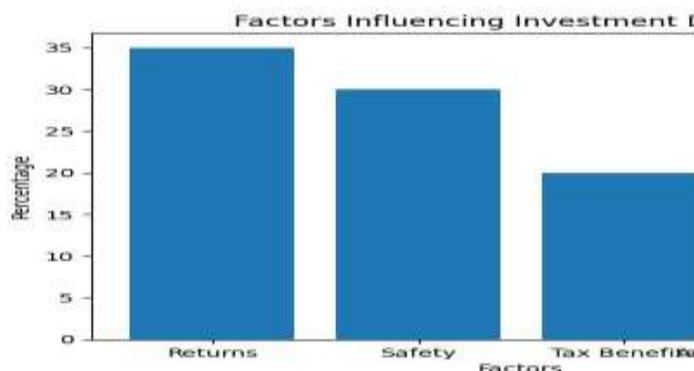


Interpretation:

The bar chart indicates that education (55%) is the primary purpose for investing in children’s mutual funds. This is followed by marriage (25%) and long-term wealth creation (20%). The findings suggest that investors mainly consider children’s funds as a financial planning tool for securing their children’s future education.

Table 4: Factors Influencing Investment Decision

| Factors | Percentage |
|------------------------|------------|
| Safety | 30% |
| Returns | 35% |
| Tax Benefits | 20% |
| Advisor Recommendation | 15% |



Interpretation:

The bar chart shows that returns (35%) are the most influential factor while selecting children’s mutual fund schemes. Safety (30%) is the second most important factor, followed by tax benefits (20%). Advisor recommendation (15%) has comparatively less influence, indicating that investors prefer self-analysis and return-oriented decisions.

Findings of the Study

- Based on the analysis, the following findings are observed:
- Most investors are aware of mutual funds, but awareness regarding children’s funds is comparatively low.
- Education is the primary objective behind investing in children’s mutual fund schemes.
- Returns and safety are the major factors influencing investment decisions.
- Financial advisors play a limited role in influencing investors.
- Many investors prefer traditional investment options over children’s mutual funds due to lack of proper knowledge.

Suggestions

- Based on the findings of the study, the following suggestions are made:
- Mutual fund companies should conduct awareness programs focused on children’s funds.
- Financial advisors should educate investors about long-term benefits of children’s mutual funds.
- Simple and transparent information should be provided to investors.
- Digital platforms can be used to promote children’s investment schemes.
- Government and educational institutions should promote financial literacy.

Conclusion

The present study concludes that while mutual funds have gained popularity among investors in Amravati City, awareness and understanding of children’s mutual fund schemes are still limited. Investors recognize the importance of financial planning for their children’s future, but lack of proper information and guidance restricts wider adoption of children’s funds. Enhancing financial literacy and promoting goal-based investment planning can significantly improve participation in children’s mutual fund schemes

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