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Investors Perception towards Hybrid Mutual Funds in India

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Abstract: The mutual funds that are popular in terms of investment in India have become hybrid funds since they provide a mix of equity and debt securities to strike a balance between risk and returns. Although the current literature is focused more on quantitative analysis of hybrid mutual fund's performance evaluation, little has been done on qualitative perception of the investor. This research project seeks to determine the perception of the investors towards hybrid mutual funds in India with a qualitative research that fully depends on secondary data. The research design followed in the paper is exploratory research design and is based on published academic literature, industry reports and regulatory documentation as well as investor education material on hybrid mutual funds. The study synthesizes common perspectives and arguments used in the available sources by using qualitative content and thematic analysis to establish the important themes that define investor perception. The results show that investors have a tendency to regard hybrid mutual funds as a comparatively less risky investment option, which is connected to the aversion to risks, the inclination to diversify the portfolio, and the confidence in professional portfolio management. Nonetheless, the complications of the products, insufficient financial literacy, and reliance on financial consultant are also crucial factors that impact the perception. The research is relevant to the current literature in that it offers a systematic qualitative insight into the perception of investors of hybrid mutual funds, thus supplementing the previous quantitative research. The presented insights should be helpful to the asset management companies, financial advisors, and the policymakers in enhancing the communication and education strategies to the investors.

Keywords: Equity Funds, Debt Funds Investor Preference, Qualitative Study, Investor Awareness, Behavioral Finance

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