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Objective-Met-Channel Satisfaction of Model Driven Digital Decision Support Systems for Mutual Fund Investing

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Abstract: This research focuses on understanding how model driven digital Decision Support Systems (DSS) affects investor's channel satisfaction. The model driven digital DSS considered for this study are digital calculators which are available on the mutual fund company's website. The research uses a qualitative research methodology. The study conducts 36 semi-structured interviews with existing investors who invest in mutual funds and have experience using the digital calculators. The research focuses on exploring how trust in the brand of the mutual fund house and the convenience of using the channel correlates with objective-met channel satisfaction.

Keywords: Mutual Funds, Digital Decision Support Systems, Brand Trust, Channel Convenience, Channel Satisfaction

JEL Classification Number: M300, M310, G20