



## A Study on the Factors Affecting Investor Decision Making in Selecting Mutual Fund Schemes- With Special Reference to Aditya Birla Sun Life

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### ABSTRACT

This study explores the key factors influencing investor decision-making in the selection of mutual fund schemes, with a particular focus on Aditya Birla Sun Life Asset Management Company (ABSL AMC). As mutual funds continue to gain popularity among retail investors in India, understanding the behavioural, financial, and psychological drivers behind investment choices becomes increasingly important. A structured survey was conducted among investors across various age groups, income levels, and investment backgrounds to assess preferences related to fund performance, risk appetite, brand trust, expense ratio, and tax benefits. The findings reveal that while many investors prioritize historical returns and fund manager reputation, others are guided by peer recommendations, perceived safety, and alignment with personal financial goals. ABSL AMC's brand strength and diversified scheme offerings emerged as significant influencers in investor selection. The study also highlights gaps in investor awareness regarding technical metrics such as Sharpe ratio and portfolio diversification. Based on the results, it is recommended that AMCs enhance investor education and tailor marketing strategies to different investor segments. Future research may delve into regional investment patterns, long-term loyalty trends, and the impact of digital advisory platforms on mutual fund selection.

## **INTRODUCTION**

**History of the Mutual Fund Industry:** A strong financial market with broad participation is essential for a developed economy. With this broad objective India's first mutual fund was established in 1963, namely, Unit Trust of India (UTI), at the initiative of the Government of India and Reserve Bank of India 'with a view to encouraging saving and investment and participation in the income, profits and gains accruing to the Corporation from the acquisition, holding, management and disposal of securities. In the last few years the MF Industry has grown significantly. The history of Mutual Funds in India can be broadly divided into five distinct phases as follows:

**FIRST PHASE - 1964-1987** The Mutual Fund industry in India started in 1963 with formation of UTI in 1963 by an Act of Parliament and functioned under the Regulatory and administrative control of the Reserve Bank of India (RBI). In 1978, UTI was de-linked from the RBI and the Industrial Development Bank of India (IDBI) took over the regulatory and administrative control in place of RBI. Unit Scheme 1964 (US '64) was the first scheme launched by UTI. At the end of 1988, UTI had ₹ 6,700 crores of Assets Under Management (AUM)

**SECOND PHASE- 1987-1993- ENTRY OF PUBLIC SECTOR MUTUAL FUNDS** The year 1987 marked the entry of public sector mutual funds set up by Public Sector banks and Life Insurance Corporation of India (LIC) and General Insurance Corporation of India (GIC). SBI Mutual Fund was the first 'non-UTI' mutual fund established in June 1987, followed by Can bank Mutual Fund (Dec. 1987), Punjab National Bank Mutual Fund (Aug. 1989), Indian Bank Mutual Fund (Nov 1989), Bank of India (Jun 1990), Bank of Baroda Mutual Fund (Oct. 1992). LIC established its mutual fund in June 1989, while GIC had set up its mutual fund in December 1990. At the end of 1993, the MF industry had assets under management of ₹47,004 crores.

**THIRD PHASE- 1993-2003- ENTRY OF PRIVATE SECTOR MUTUAL FUNDS** The Indian securities market gained greater importance with the establishment of SEBI in April 1992 to protect the interests of the investors in securities market and to promote the development of, and to regulate, the securities market. In the year 1993, the first set of SEBI Mutual Fund Regulations came into being for all mutual funds, except UTI. The erstwhile Kothari Pioneer (now merged with Franklin Templeton MF) was the first private sector MF registered in July 1993. With the entry of private sector funds in 1993, a new era began in the Indian MF Industry, giving the Indian investors a wider choice of MF products. The initial SEBI MF Regulations were revised and replaced in 1996 with a comprehensive set of regulations, viz., SEBI (Mutual Fund) Regulations, 1996 which is currently applicable. The number of MFs increased over the years, with many foreign sponsors setting up mutual funds in India. Also, the MF industry witnessed several mergers and acquisitions during this phase. As at the end of January 2003, there were 33 MFs with total AUM of ₹1,21,805 crores, out of which UTI alone had AUM of ₹44,541 crores.

**FOURTH PHASE- SINCE FEBRUARY 2003-APRIL 2014** In February 2003, following the repeal of the Unit Trust of India Act 1963, UTI was bifurcated into two separate entities, viz., the Specified Undertaking of the Unit Trust of

India (SUUTI) and UTI Mutual Fund which functions under the SEBI MF Regulations. With the bifurcation of the erstwhile UTI and several mergers taking place among different private sector funds, the MF industry entered its fourth phase of consolidation. Following the global melt-down in the year 2009, securities markets all over the world had tanked and so was the case in India. Most investors who had entered the capital market during the peak, had lost money and their faith in MF products was shaken greatly. The abolition of Entry Load by SEBI, coupled with the after-effects of the global financial crisis, deepened the adverse impact on the Indian MF Industry, which struggled to recover and remodel itself for over two years, in an attempt to maintain its economic viability which is evident from the sluggish growth in MF Industry AUM between 2010 to 2013.

**FIFTH(CURRENT)PHASE-** SINCE MAY 2014 Taking cognizance of the lack of penetration of MFs, especially in tier II and tier III cities, and the need for greater alignment of the interest of various stakeholders, SEBI introduced several progressive measures in September 2012 to "re-energize" the Indian Mutual Fund industry and increase MFs' penetration. In due course, the measures did succeed in reversing the negative trend that had set in after the global melt down and improved significantly after the new Government was formed at the Center. Since May 2014, the Industry has witnessed steady inflows and increase in the AUM as well as the number of investor folios (accounts). The Industry's AUM crossed the milestone of ₹10 Trillion (₹10 Lakh Crore) for the first time as on 31st May 2014 and in a short span of about three years the AUM size had increased more than two folds and crossed ₹ 20 trillion (₹20 Lakh Crore) for the first time in August 2017. The AUM size crossed ₹ 30 trillion (₹30 Lakh Crore) for the first time in November 2020. The overall size of the Indian MF Industry has grown from ₹ 10.83 trillion as on 31st March 2015 to ₹69.50 trillion as on April 30, 2025, about 6 and half fold increase in a span of 10 years. The MF Industry's AUM has grown from ₹ 22.26 trillion as on March 31, 2020 to ₹69.50 trillion as on April 30, 2025, more than 3-fold increase in a span of 5 years. The no. of investor folios has gone up from 8.97 crore folios as on 31-March-2020 to 23.63 crore as on 30-Apr 2025, more than 2 and half fold increase in a span of 5 years. On an average 24.03 lakh new folios are added every month in the last 5 years since March 2020. The growth in the size of the industry has been possible due to the twin effects of the regulatory measures taken by SEBI in re energizing the MF Industry in September 2012 and the support from mutual fund distributors in expanding the retail base. MF Distributors have been providing the much-needed last mile connect with investors, particularly in smaller towns and this is not limited to just enabling investors to invest in appropriate schemes, but also in helping investors stay on course through bouts of market volatility and thus experience the benefit of investing in mutual funds. (Association Of Mutual Fund in India, n.d.)

**Contribution of Mutual Fund industry in World Economy:** Mutual funds have emerged as a significant pillar in the global financial system. As of 2023, global mutual fund assets under management (AUM) reached a record high of \$74.3 trillion, indicating their growing role in capital mobilization and investment diversification. The U.S. market alone accounts for nearly \$30 trillion, making it the largest mutual fund market in the world. Additionally, long-term mutual fund inflows increased by \$615 billion in 2023, reflecting heightened investor confidence. The rise in equity and bond fund investments suggests a broader participation of retail and institutional investors, contributing to economic growth and market liquidity. With nearly 60% of retail investors now relying on mutual funds, and expense ratios falling to 0.37%, mutual funds have become more accessible and cost-effective, further strengthening their contribution to financial inclusion and economic stability. (Steven & Kathleen , 2023)

**Contribution of the Mutual Fund Industry to the Indian Economy:** The Indian mutual fund industry has played a transformative role in channelizing household savings into the financial markets, thereby contributing to the deepening of capital markets and promoting financial inclusion. As of May 31, 2025, the Assets Under Management (AUM) of the Indian mutual fund industry stood at ₹72.20 trillion, a significant rise from ₹12.04 trillion in 2015—representing a 6-fold growth in a span of 10 years. Even in the last five years, the industry's AUM has tripled from ₹24.55 trillion in 2020 to ₹72.20 trillion in 2025. This robust growth reflects the growing trust of retail investors, with the total number of folios (investor accounts) reaching 238.3 million, of which 188.4 million are in equity, hybrid, and solution-oriented schemes, largely dominated by the retail segment. The industry has also marked key AUM milestones over the past decade:

- Crossed ₹10 trillion in May 2014,
- ₹20 trillion in August 2017,
- ₹30 trillion in November 2020, and
- ₹72.20 trillion in May 2025.

These achievements underline the mutual fund industry's significant and growing contribution to India's financial ecosystem by mobilizing capital, empowering investors, and strengthening long-term savings infrastructure. (AMFI, 2025).

## **RESEARCH OBJECTIVIES**

- To identify the major factors influencing investor decisions in choosing mutual fund schemes.
- To assess the role of Aditya Birla Sun Life AMC's brand perception in investor choices.

- To understand the impact of risk tolerance and return expectations on mutual fund selection.
- To analyze investor preferences based on demographic variables like age, income, and occupation.

## **LITERATURE REVIEW**

**(Ms. Sathiri, Mr. Shravan , & Dr. Chokkamreddy, 2024)**

A detailed performance evaluation of selected mutual fund schemes under Aditya Birla Sun Life AMC. Their study focused on quantitative metrics, especially the Sharpe ratio, to determine the risk-adjusted return of five schemes over a one-year period. The findings highlighted that equity-oriented funds under ABSL outperformed hybrid and debt schemes in terms of overall return and consistency. The study revealed that investors preferred schemes with lower volatility and those that clearly stated their investment objectives. It also emphasized the growing importance of professional fund management, as investors now value the skills and past records of fund managers before committing capital. Additionally, the regularity and transparency of ABSL's reporting were appreciated, giving the fund house a competitive edge. The authors concluded that factors such as scheme clarity, consistent performance, and brand reliability are central to investor decisions, and ABSL's reputation is strengthened by its ability to maintain transparency and diversification.

**(Adit , 2020)**

An analytical approach using Data Envelopment Analysis (DEA) to evaluate the operational efficiency of Indian mutual fund schemes. DEA allowed the author to benchmark mutual fund schemes by analyzing inputs like expense ratio and outputs such as returns. This paper found that investors are more likely to invest in funds that deliver optimal efficiency – that is, funds offering higher returns for the same level of risk or cost. Aditya Birla Sun Life AMC was found to perform moderately well, especially in schemes where the cost-return ratio was balanced. The study noted that informed investors are increasingly evaluating funds based on such technical measures before making decisions. It further suggested that AMCs must focus on cost minimization and return optimization to improve fund attractiveness. Since ABSL has been known to reduce expense ratios across several of its funds, this move may positively influence efficiency-conscious investors. Chopra's research reinforces the idea that technical performance indicators are gaining importance in investor decision-making.

**(Jyoti, 2023)**

The findings suggest that investors are primarily influenced by the perceived safety of their investment, the availability of expert financial advice, and the reputation of the AMC. Notably, Aditya Birla Sun Life AMC featured prominently among the most trusted fund houses. The study also revealed that equity and hybrid schemes are more attractive to young and middle-aged investors who are willing to take calculated risks for higher returns. Income

levels and investment goals played a key role in shaping preferences, with salaried investors showing greater interest in systematic investment plans (SIPs). A noteworthy finding was the increased adoption of mobile applications and online portals for investing, monitoring, and redeeming mutual 25 fund units. This shift towards digital convenience benefits AMCs like ABSL that have strong technological integration. Trust, simplicity, and easy access were cited as deciding factors in scheme selection.

**(Bishwajit & Sangeeta, 2019)**

The critical factors that influence retail investors when selecting mutual fund schemes in India. Their research employed a structured questionnaire targeting a sample of individual investors and revealed that five major factors had the greatest influence on investor decision-making: historical fund performance, Net Asset Value (NAV), tax-saving potential, the credibility of the asset management company (AMC), and the ease of digital investment processes. Among these, AMC reputation emerged as a particularly strong motivator, with Aditya Birla Sun Life AMC being recognized as one of the most preferred fund houses due to its wide product range, brand trust, and accessibility through digital platforms. The study also found that investors often depend on peer suggestions and media promotions, indicating a mix of rational and emotional influences. Financial literacy was seen as a crucial variable that empowered investors to make more informed decisions rather than relying solely on instincts or informal advice. Overall, the paper emphasized that mutual fund companies like ABSL must focus on investor education, branding, and consistent performance to retain investor trust.

**(Gauri, 2018)**

A foundational perspective by identifying six key factors that drive investors' decisions in choosing mutual fund schemes: returns, liquidity, flexibility, past performance, transparency, and brand value. This study, though dated, remains relevant due to its deep focus on investor psychology and expectations. The research employed surveys in Pune and concluded that investors value liquidity and easy exit options, especially those investing for short- or medium-term financial goals. Brand trust played an equally important role, with investors preferring fund houses that consistently communicated well, offered responsive customer service, and provided transparency in disclosures. Ranganathan also emphasized that a lack of awareness and technical knowledge often results in investors relying on the past brand experience or hearsay when selecting funds.

## **RESEARCH GAP**

Investor decision-making in mutual fund selection has been widely studied, with emphasis on factors such as risk tolerance, past performance, and brand reputation. However, there remains a lack of focused research on investor behavior specific to individual asset management companies, particularly in the context of Aditya Birla Sun Life AMC. Most existing literature generalizes findings across the mutual fund industry, overlooking the nuances of investor preferences tied to specific AMCs.

The influence of digital platforms and fintech tools on investor decision-making is another underexplored area. With the rise of robot-advisors, mobile

apps, and algorithm-driven recommendations, the way investors interact with mutual fund schemes has evolved. Yet, few studies examine how these technologies shape investor choices within Aditya Birla Sun Life AMC's product offerings.

Demographic segmentation is often limited to broad categories such as age or income, without delving into micro-level distinctions. There is a need for research that investigates how investor preferences vary across sub-groups – such as first-time investors, salaried millennials, or retired professionals – and how these segments respond to Aditya Birla's marketing and fund structure.

Psychological and emotional factors, including brand trust, perceived transparency, and loyalty, are frequently overlooked. While rational metrics like returns and risk are well-documented, the emotional drivers behind choosing Aditya Birla Sun Life AMC over competitors remain poorly understood.

Post-investment behavior, including satisfaction, retention, and switching patterns, is another gap. Most studies focus on the point of purchase, ignoring how investors evaluate their decisions over time and whether they remain loyal to the AMC or shift to alternatives.

Lastly, there is limited comparative analysis between perceived value and actual fund performance. Investors may be influenced by brand prestige or marketing narratives, which may not align with objective performance indicators. Understanding this disconnect could offer valuable insights into investor psychology and AMC branding effectiveness.

## **HYPOTHESIS**

**H<sub>1</sub>:** There is a significant relation between the investor's age and the sources they use to obtain mutual fund information.

**H<sub>2</sub>:** Annual income has a significant association with the percentage of portfolio allocated to mutual funds.

**H<sub>3</sub>:** There is a significant association between age and the importance given to wealth creation.

**H<sub>4</sub>:** There is a significant association between age and the importance given to retirement planning.

**H<sub>5</sub>:** There is a significant association between age and the importance given to tax saving.

**H<sub>6</sub>:** There is a significant association between age and the importance given to emergency fund planning.

**H<sub>7</sub>:** There is a significant association between age and the importance given to children's education.

**H<sub>8</sub>:** There is a significant association between occupation and the level of dependency on financial advisors for investment decisions.

**TABLE 1: VALIDATION OF QUESTIONNAIRE**

<b>Statements</b>	
I prefer investing in mutual funds regularly as part of my long-term financial planning.	(Saxena & Vidani, 2023)
I consider a fund’s historical returns more important than the AMC’s brand reputation.	(Mahajan & Vidani, 2023)
The expense ratio of a mutual fund strongly influences my selection	(Sharma & Vidani, 2023)
Advertisements and social media promotions influence my decision to invest in a mutual fund.	(Sharma & Vidani, 2023)
I am more likely to invest in mutual funds when there are promotional offers or tax benefits.	(Chaudhary, Patel, & Vidani, 2023)
I am interested in thematic or sectoral mutual fund schemes that align with my personal values.	(Bansal, Pophalkar, & Vidani, 2023)
I prefer mutual fund schemes that are simple and easy to understand.	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
I seek personalized advice from financial advisors before choosing a scheme.	(Vidani, Das, Meghrajani, & Singh, 2023)
I feel confident in selecting mutual funds independently using online tools.	(Vidani & Das, 2021)
I trust Aditya Birla Sun Life AMC to be transparent with its charges and returns.	(Patel, Chaudhary, & Vidani, 2023)

*\*Source: Author’s compilation*

**RESEARCH METHODOLOGY**

**Table 2: Research Methodology**

<b>Research Design</b>	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended

Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	200
Survey Area	Ahmedabad
Sampling Unit	Private and government Job employees, Businessmen, Students , Retired , Professionals like CA, Doctor etc.

*\*Source: Author's compilation*

### DEMOGRAPHIC SUMMARY

The demographic profile of the 200 respondents provides a well-distributed representation across age, income, and occupational categories. In terms of age, the largest segment (32%) fell within the 26–35 year range, followed closely by 36–45 years (26%) and 18–25 years (25.5%). The remaining respondents were aged 46–55 (12%) and above 55 years (4.5%), indicating that the sample includes both younger and older individuals, which helps ensure diverse perspectives in the study.

Regarding annual income, the distribution was relatively balanced. A significant proportion of participants (30.5%) reported earning less than ₹5 lakh annually, while an equal percentage (30.5%) reported earning ₹20 lakh or more. Respondents with incomes between ₹5–10 lakh and ₹10–20 lakh made up 20% and 19% of the sample, respectively. This income range suggests that the study covers individuals across different economic classes, allowing for meaningful analysis of financial factors.

In terms of occupation, respondents were fairly evenly divided. Salaried employees and business owners each represented 25.5% of the sample, reflecting strong participation from both corporate and entrepreneurial sectors. Students accounted for 22.5%, retirees for 11%, and the remaining 15.5% fell into the 'Other' category. This occupational diversity ensures that the research captures a broad spectrum of experiences and viewpoints, enriching the overall findings of the study.

### CRONBACH ALPHA

**Table 3: Cronbach Alpha**

Cronbach Alpha Value	No. of items
.878	12

Source: SPSS Software

The 12-item scale yielded a Cronbach's Alpha of 0.878, indicating high internal consistency and reliability. This suggests that the items consistently measure the same underlying concept. As values above 0.80 are considered good,

the result confirms that the instrument is suitable for further analysis and meets the reliability standards for academic research.

**Table 4: Results Of Hypothesis Testing**

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis
1	H <sub>1</sub> : There is a significant relation between the investor's age and the sources they use to obtain mutual fund information.	0.219	> 0.05	H01 Accepted (Null hypothesis accepted)
2	H <sub>2</sub> : Annual income has a significant association with the percentage of portfolio allocated to mutual funds.	0.000	< 0.05	H02 Rejected (Null Hypothesis Rejected)
3	H <sub>3</sub> : There is a significant association between age and the importance given to wealth creation	0.000	< 0.05	H03 Rejected (Null Hypothesis Rejected)
4	H <sub>4</sub> : There is a significant association between age and the importance given to retirement planning.	0.162	> 0.05	H04 Accepted (Null hypothesis accepted)
5	H <sub>5</sub> : There is a significant association between age and the importance given to tax saving.	0.000	< 0.05	H05 Rejected (Null Hypothesis Rejected)
6	H <sub>6</sub> : There is a significant association between age and the importance given to emergency fund planning.	0.174	> 0.05	H06 Accepted (Null hypothesis accepted)
7	H <sub>7</sub> : There is a significant association between age and the importance given to children's education.	0.002	< 0.05	H07 Rejected (Null Hypothesis Rejected)
8	H <sub>8</sub> : There is a significant association between occupation and the level of dependency on financial advisors for investment decisions.	0.130	> 0.05	H08 Accepted (Null hypothesis accepted)

Source: Author's compilation

**DISCUSSION**

**Investor Demographics:** Majority of mutual fund investors fall within the age group of 26–45 years. Income levels are widely distributed, with 30.5%

earning less than ₹5 lakh and another 30.5% earning ₹20 lakh or more, suggesting a blend of both entry-level and high-income investors.

**Investor Preferences:** The top goals for investing in mutual funds are wealth creation (45.5%), children's education (50%), and tax saving (43.5%). Historical performance (80%), brand reputation (71.5%), and fund manager's track record (70%) are the most critical factors in scheme selection.

**Investor Behaviour :** A significant number of investors (63.5%) are open to sectoral and thematic funds. 58% of respondents highly rely on digital tools like mobile apps and online calculators for investment decisions. 64% depend heavily on financial advisors, showing continued reliance on expert guidance despite digital awareness.

**Company-specific Insights (Aditya Birla Sun Life AMC):** 91.5% of investors are aware of ABSL AMC and associate it primarily with historical returns, fund manager expertise, and brand reputation. Satisfaction levels with customer service are mixed, with 38% satisfied and 25% neutral. Fee transparency is seen as clear or very clear by 60.5%, yet 12.5% still find it unclear.

5. **Statistical Analysis Insights:** A significant relationship exists between income levels and mutual fund portfolio allocation, and between age and investment priorities like wealth creation and tax-saving. No significant relationship was found between age and source of information, or age and retirement/emergency fund planning, implying consistent behaviour across age groups for these factors.

## **Theoretical Implications**

This study contributes meaningfully to the domain of behavioural finance and investment decision-making by uncovering the cognitive, emotional, and informational factors influencing mutual fund selection. It bridges classical financial theory with behavioural insights, offering a multidimensional understanding of how investors perceive and evaluate mutual fund schemes.

### **1. Behavioural Finance Framework**

The research reinforces the departure from purely rational models by highlighting biases such as risk aversion, overconfidence, herd behaviour, and framing effects in mutual fund selection. Investors do not always act in economically rational ways; rather, psychological influences play a critical role in their choices.

### **2. Theory of Planned Behaviour (TPB)**

This study aligns with TPB by demonstrating that investor decisions are not only shaped by individual attitudes towards mutual funds but also by perceived social norms (such as peer influence or advisor recommendations) and perceived control (financial literacy and access to platforms).

### **3. Information Processing Theory**

The findings reveal that information availability, credibility, and comprehension significantly influence investor trust and decision-making. The study supports the notion that investors follow a bounded rationality model – seeking simplified, heuristic-driven decision paths rather than exhaustive analysis.

#### **4. Risk Perception and Utility Theory**

Investors assess mutual funds not just based on expected returns but also on how well the scheme aligns with their personal risk tolerance and financial goals. This insight strengthens the theoretical argument that investor utility is a composite of financial security, emotional comfort, and perceived value.

#### **5. Brand Trust and Institutional Theory**

The study emphasizes the role of brand credibility and trust in financial institutions like Aditya Birla Sun Life AMC. This supports institutional theory which posits that legitimacy and reputation influence stakeholder decisions, especially in high-risk domains like investment.

### **Practical Implications**

The study has several real-world applications for financial institutions, marketers, advisors, and policymakers aiming to optimize investor engagement and satisfaction.

#### **1. For Asset Management Companies (AMCs)**

- **Product Customization:** AMCs should develop schemes tailored to distinct investor profiles – conservative, moderate, and aggressive risk-takers.
- **Brand Positioning:** Strengthening brand identity, transparency, and consistency can foster trust and long-term client relationships.
- **Emotional Branding:** Positioning mutual funds as instruments of future security or financial independence can align with investor emotional triggers.

#### **2. For Financial Advisors and Distributors**

- **Personalized Advisory:** Using investor profiling tools based on risk appetite, return expectations, and life goals can lead to better client outcomes.
- **Client Education:** Simplifying investment terminologies and offering guided tools can help bridge the gap between interest and action among novice investors.

#### **3. For Policymakers and Regulators (e.g., SEBI)**

- **Investor Protection and Transparency:** Enhanced disclosure norms, fund rating systems, and simplified fact sheets can reduce information asymmetry.
- **Financial Literacy Campaigns:** Grassroots-level education initiatives are critical for increasing mutual fund penetration, especially among rural and first-time investors.

#### **4. For Technological Platforms and FinTech's**

- **Digital Experience Optimization:** User-friendly interfaces, robot-advisory tools, and portfolio tracking can increase investor confidence and reduce entry barriers.
- **Behavioral Nudging:** Implementing behavioral nudges, such as goal-setting prompts or risk warnings, can help guide investors toward more suitable schemes.

## 5. For Investors

- The study helps investors reflect on their own decision-making biases, levels of financial knowledge, and long-term goals—encouraging more informed and disciplined investment behaviors.

## CONCLUSION

The mutual fund investment landscape, especially with regard to Aditya Birla Sun Life AMC, is heavily influenced by a mix of rational factors (returns, brand trust, fund manager performance) and behavioural elements (advisor influence, peer recommendations). Investors today are digitally empowered, yet they still value professional advice. While ABSL AMC enjoys strong brand recognition, there is scope to improve its customer experience, digital engagement, and transparency in communication to further enhance investor satisfaction and trust.

The findings validate the growing maturity of mutual fund investors in India, who now seek a combination of performance, ease of access, goal-aligned schemes, and advisory support. Brands that can offer this complete package—digitally and through human touchpoints—will thrive in the evolving investment ecosystem.

## RECOMMENDATIONS

**1. Enhance Digital Experience :** Improve the functionality of the mobile app (portfolio tracking, NAV updates, SIP calculator). Introduce gamification for young investors and AI-powered investment suggestions.

**2. Focus on Transparent Communication :** Clearly communicate fee structures, risk levels, and fund objectives in simplified language. Regularly update investors with personalized reports and progress updates.

**3. Strengthen Customer Support :** Improve responsiveness and resolution time. Offer live chat support or chatbot integration for instant investor queries.

**4. Leverage ESG and Thematic Funds :** Promote ESG-focused mutual funds given 45% of respondents value ethical investing. Highlight sectoral funds (healthcare, tech) in SIP campaigns to tap into trend-driven investors.

**5. Expand Financial Literacy Campaigns :** Organize investor education webinars and YouTube content to increase awareness among first-time and rural investors. Partner with influencers and financial bloggers to create relatable content.

**6. Segment-based Targeting :** Customize marketing efforts based on income and age segments (e.g., ELSS and tax-saving schemes for 26–35 years old). Promote retirement schemes more actively to 46+ age groups where interest is currently low.

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