

## **A Comparative Study of Retail Investors' Perception about Mutual Funds: A Case Study of UTI Mutual Fund and Prudential ICICI Mutual Fund**

\* Laila Ahmed Patel

### **Abstract**

*Mutual Funds plays an extremely crucial role in an economy. They are the vehicles for mobilization and channelization of funds towards the securities market, which has become the barometer of economic health. This research paper compares the retail investors' perception about UTI Mutual Fund and Prudential ICICI Mutual Funds. The study shows there here is a significant difference in the investors buying motives of PRUD.ICICI mutual fund and UTI mutual fund. There is a significant difference in the investors' future perception about PRUD. ICICI mutual fund and UTI mutual fund. Further based on mean values it can be concluded that investors perceive PRUD. ICICI having brighter future as compared to UTI.*

**Keywords:** Mutual Funds, Retail investors, PRUD.ICICI mutual fund , UTI mutual fund, Paired Sample't' Test.

---

\*Assistant Professor, L. S. Raheja college of Arts and Commerce, Mumbai, India. Email : lailamphil@gmail.com