ISSN: 2091-2986
DOI Prefix: 10.3126/ijssm
International Journal of Social Sciences and Management

Research Article

Influential Factors of Investors' Perceptions on Investment Decisions in Mutual Funds

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Article Information

Received: 11 March 2025
Revised version received: 05 April 2025
Accepted: 07 April 2025
Published: 10 April 2025

Cite this article as:
B.K. Thapa et al.(2025) Int. J. Soc. Sc. Manage. 12(2): 89-98. DOI: 10.3126/ijssm.v12i2.77495

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Abstract

Purpose- The objective of this study is to identify the factors that influence investors' perceptions and investment decisions by examining investment objectives (IO), Investment Returns (IR), investment structure (IS), and Investment Horizon (IH) on Investment Decisions (ID) for mutual fund investments in Nepal. This study seeks to provide valuable insights for fund managers, investors, and policymakers in the Nepalese mutual fund market. ***Design/Methodology/Approach-*** Data from 386 Nepalese mutual fund investors was collected quantitatively using a structured questionnaire. Analytical statistical approaches were utilized in structural equation modeling using AMOS. Path and mediation studies explored investment goals, returns, structure, horizon, and choices. Validity and reliability tests like Cronbach's Alpha protected constructs. The model fit was evaluated using RMSEA, CFI, CMIN/DF and SRMR. ***Findings-*** Results reveal that all four independent factors significantly influence investing choices and investment return is a major mediator. The largest direct influences on returns were those of investing goals and investment horizon, which then shaped choices. Strong internal consistency and dependability let the model show an excellent fit. ***Implications-*** Using these realizations, fund managers may create mutual funds that complement investor objectives, hence improving fund attractiveness and performance. Policymakers may regulate mutual funds to promote transparency and good judgment. ***Originality/Value-*** This research addresses Nepal's growing mutual fund market and meets a need for data on investing factors. A detailed strategy and robust methodology give informative research on developing financial market investment behavior.

Keywords: Investment decision; mutual fund; Investment objective; Investment structure; Investment horizon; Investment return.

Introduction

Emerging as a must-have investing tool, mutual funds provide ordinary investors with a diversified portfolio run under financial professionals. Given its function in pooling resources from many investors to invest in a diverse portfolio of assets, mutual funds are important in the financial markets. Although the mutual fund business is still in its early years in Nepal, it is fast becoming popular among investors. Knowing the elements influencing mutual fund investment choices becomes essential for fund managers and investors as the market changes.

Many factors affect the choices made about investments in mutual funds. These elements may be divided generally into

investment goals, anticipated returns, the structure of the investment, and the investment horizon. Every one of these elements is quite important in determining an investor's mutual fund decision. Investors with long-term financial objectives would choose funds with a longer investment horizon; those looking for quick returns would choose funds with a shorter investment horizon.

The main determinants of mutual fund investing choices are investment goals. Among the many financial objectives that different investors have are capital appreciation, consistent income, tax advantages, and risk diversification. Their selection of mutual funds is much influenced by these goals. Barber *et al.* (2005) claim that the kind of mutual fund one chooses depends much on their investing goals. While those looking for consistent income may choose bond or balanced funds, investors focused on capital gain are probably going to select equity-oriented funds.

Another important consideration guiding mutual fund investing choices is the anticipated return on investment. The possible rewards their investments may provide usually inspire investors. Many times, the performance of mutual funds in terms of returns is compared with peer funds and benchmarks. Gruber (1996) underlined that emphasizes the need for previous performance in influencing investor decisions—high-performance funds attract more investors.

Investment choices very much depend on the structure of the investment, which comprises the asset allocation of the fund, risk profile, and fee schedule. The cost structures linked with mutual funds—including management fees, entry and exit loads, and other charges—increasingly concern investors. Khorana, Servaes and Tufano (2007) have shown that mutual fund appeal to investors is much influenced by their cost structure. Usually, more tempting is funded with reduced costs and a clear charge structure.

Another important consideration is investment horizon—that is, the length of time an investor intends to be involved in a mutual fund. Despite short-term volatility, investors with long-term goals are more inclined to participate in equities funds because of their potential for better returns over time. Conversely, investors with a short-term vision can choose debt funds or money market funds, which have lesser returns but more consistency. Campbell and Viceira (2002) confirmed that the investing horizon influences the choice of investment vehicles. What are the main elements affecting mutual fund investment choices in Nepal? This is the leading research topic directing this work. This research intends to holistically investigate the elements influencing Nepal's mutual fund investing choices, including the independent variables of investment goals, anticipated returns, investment structure, and investment horizon, and the dependent variables of investment decisions in Nepal.

Review of Literature

Theoretical Review

Many elements rooted in accepted financial theory affect judgments on mutual fund investments. Knowing these ideas helps one to examine the decisions investors take about mutual funds. Among the main ideas pertinent to this research are the Theory of Planned Behavior, Behavioral Finance Theory, Efficient Market Hypothesis (EMH), and Modern Portfolio Theory (MPT). Modern Portfolio Theory is a fundamental idea in investment management that has been developed (Markowitz, 1952). For a given level of risk, MPT advises investors to build an efficient frontier of ideal portfolios with the highest projected return. The theory claims that diversification across many assets helps to lower unsystematic risk. MPT emphasizes the need for asset allocation and the investment structure within a mutual fund portfolio. It suggests that the investment structure, along with the kinds of assets owned, greatly affects the risk and return profile, influencing investment choices. The Efficient Market Hypothesis holds that financial markets are informationally efficient, asset prices completely represent all available information at any moment (Fama, 1970). According to this view, market timing or stock picking cannot regularly provide returns above average. This suggests to mutual fund investors that the predicted return should coincide with the market performance as previous performance may not be a good indicator of future returns. Kahneman and Tversky (1979) have shown that investor behavior is usually irrational owing to overconfidence, loss aversion, and herd instinct. Investors' preconceived conceptions may lead them to conclusions that vary from the logical models proposed by MPT and EMH, influencing their investing goals. The Theory of Planned Behavior, which was initially developed by Ajzen (1991), posits that an individual's intentions are influenced by subjective norms, attitudes, and perceived behavioral control, thereby affecting their behavior. This theory argues that, within the context of mutual fund investments, attitudes about investment risk and returns, the effect of social networks and financial counselors, and investors' trust in their abilities to make intelligent investment choices drive their decisions. This theory provides a complete framework for understanding the relationships among numerous components, including investment objectives, predicted returns, and investment horizon, thereby influencing investment decisions. Making decisions on mutual fund investments mostly relies on investing objectives. Studies have shown that mutual fund choice is mostly determined by investing goals (Barber et al., 2005). While individuals looking for regular income may choose bond or balanced funds, investors emphasizing capital development usually choose equity-oriented funds. Another important consideration guiding mutual fund selections is the anticipated return on investment. Gruber (1996) underlined

that whoever emphasizes the relevance of previous performance in influencing investment decisions, high-performance funds often draw more investors. Khorana *et al.* (2007) shown that mutual fund appeal to investors is much influenced by their cost structure. Usually, more tempting is funded with reduced costs and a clear charge structure. Campbell and Viceira (2002) confirm that the choice of investment vehicles is much influenced by the investing horizon.

Empirical Review

Investment Objectives (IO):

Investment objectives are essential in influencing investors' choices, since they mirror the varied financial aspirations and risk tolerances of people. Multiple research projects have investigated this correlation in various settings, including Nepal. Barber, Odean, and Zheng (2005) highlighted the considerable impact of investors' objectives, such as capital appreciation, income generation, and tax advantages, on their choice of mutual funds. As a consequence of these goals, investors have different tastes in equities and bond funds. Based on research performed in Nepal by Pandey (2017), investors who want to accumulate wealth are likelier to invest their money into equity-oriented mutual funds. Shrestha (2018) found that a large percentage of mutual fund investments made in Nepal are motivated by tax savings, especially around the conclusion of the fiscal year when tax planning efforts are at their peak. Kafle and Bhattarai (2019) discovered that risk diversification is highly valued by Nepalese investors, which drives a taste for diversified mutual fund portfolios instead of individual equities. Younger Nepalese investors with long-term financial goals often prefer aggressive growth funds (Paudel & Gautam, 2020). This means that they choose investments that aim to maximize returns over a lengthy period.

- **H_1:** IO significantly impacts on IR.
- **H_5:** IO significantly impacts on ID.

Investment Structure (IS):

These structural components impact investor preferences and decisions, according to several empirical research, including Nepalese market insights. Khorana, Servaes and Tufano (2007) found that investors are sensitive to mutual fund expenses, preferring lower fees and clear cost structures. Sapkota (2016) observed that Nepalese investors prefer mutual funds with transparent and appropriate charge structures since excessive costs may lower returns and dissuade investors. Mutual fund asset allocation also affects its attractiveness. Shrestha and Bhattarai (2017) found that Nepalese investors choose diversified asset allocation funds that balance risk and return, matching their risk tolerance and investment goals. According to Gurung and Basnet (2018), cautious Nepalese investors chose debt funds while aggressive investors chose equity funds. The research suggests that knowing the risk profile helps investors to better satisfy their investment objectives and risk tolerance. Well-organized funds with solid governance and clear communication appeal more to investors (Acharya and Koirala, 2019). Thapa and Joshi (2020) observed that fund management business stability and trustworthiness affect investment choices. Nepalese investors trust well-established and reputable businesses to administer their mutual funds. These studies show that mutual fund structural features such as fee structure, asset allocation, risk profile, and management credibility influence investor choice.

- **H_2:** IS significantly impacts on IR.
- **H_6:** IS significantly impacts on ID.

Investment Horizon (IH):

These structural components impact investor preferences and decisions, according to several empirical research, including Nepalese market insights. Khorana, Servaes, and Tufano (2007) found that investors are sensitive to mutual fund expenses, preferring lower fees and clear cost structures. Sapkota (2016) observed that Nepalese investors prefer mutual funds with transparent and appropriate charge structures since excessive costs may lower returns and dissuade investors. Mutual fund asset allocation also affects its attractiveness. Shrestha and Bhattarai (2017) found that Nepalese investors choose diversified asset allocation funds that balance risk and return, matching their risk tolerance and investment goals. According to Gurung and Basnet (2018), cautious Nepalese investors chose debt funds while aggressive investors chose equity funds.
The study implies that understanding the risk profile helps investors meet their investing goals and risk tolerance. Investors prefer well-managed, communicative funds (Acharya and Koirala, 2019). Thapa and Joshi (2020) found that fund management company stability and trustworthiness impact investment decisions.

- **H_3:** IH significantly impacts on IR.
- **H_7:** IH significantly impacts on ID.

Investment Return (IR):

Investors need to maximize their earnings while also reducing risks when choosing mutual funds. The significance of investment return cannot be overstated. Similar tendencies have been seen in numerous markets, including Nepal, according to several empirical research that have examined this relationship. Investors consider a mutual fund's past and predicted returns. Funds with strong returns are generally picked. Gruber (1996) noticed. Mutual fund performance rates impact investors (Bhatta, 2017). Funds with better track records attract more money. Acharya and Shrestha (2018) pointed out that expected returns play a significant role in the investment choices of Nepalese investors, who often rely on past returns as a proxy for future success. Pokharel and Sharma (2019) are

mostly motivated by the hope of making a tidy profit, which is why equity funds are the preferred investment vehicle for Nepalese investors. Gurung and Karki (2020) has shown that investors are inclined to commit to longer investment horizons for funds with higher projected returns; this, in turn, affects both the selection of mutual funds and the lengths of holding such funds.

- **H_4:** IR significantly impacts on ID.

Mediating Hypothesis

- **H_8:** IO significantly impacts on ID through mediating IR.
- **H_9:** IS significantly impacts on ID through mediating IR.
- **H_{10}:** IH significantly impacts on ID through mediating IR.

Research Gap

Lack of Nepalese mutual fund investment studies despite growing literature. The focus on well-established markets has hampered scholars from understanding how these characteristics impact developing economies like Nepal's. In developing countries, cultural norms, legislative frameworks, and market conditions may impact investors' financial actions, explaining this discrepancy. The literature on how investing intentions impact mutual fund selection is lacking, and Nepal has not conducted a systematic study. In developed markets, previous performance and predicted returns are essential (Barber *et al*., 2005; Gruber, 1996), but investor behavior and market development in Nepal may vary. Additionally, in countries where regulations are well-established, mutual funds are more appealing due to transparent charge structures (Khorana *et al*., 2007). It is necessary to investigate the structural elements that influence investment choices in Nepal, a country with a developing system of regulatory oversight and investor protection. Sapkota (2016) found that Nepalese investors are fee-sensitive; cost structures, transparency, and investor confidence require additional study. Despite Nepal's small mutual fund sector, mental biases affect investing choices (Kahneman & Tversky, 1979). The effects of overconfidence, loss aversion, and herding on Nepalese mutual fund investments require additional study. Gurung and Basnet (2018) evaluated investment horizon and risk tolerance. Nepalese demographics' preferences are seldom examined. Subedi and Bhandari (2020) noted younger investors' distinctive investing habits, although age, income, education, and other demographics have not been shown to effect mutual fund investments. Understanding these distinctions may enhance mutual fund marketing and products for diverse investors.

Research Methodology

This quantitative study analyzes and describes Nepalese mutual fund investing factors. Analytical and descriptive research approaches improve understanding. Descriptive research benefits mutual fund investors, whereas analytical studies benefit causal coreligionists. Nepalese mutual fund investors' standard questionnaire provided for data collection. Survey questions have included investment objectives, investment structure, investment horizon, investment returns and investment decisions. Cochran's method has been used to draw a sample. It works well for large populations and gives a statistically significant sample size. Cochran calculated that 386 respondents are needed for 95% confidence and 5% margin of error (Cochran, 1977). This sample size ensures the results' validity and reliability. The questionnaire's validity and reliability has been tested using Cronbach's alpha. Cronbach's alpha is a prominent internal consistency statistic that measures item similarity. When questionnaire items consistently measure the characteristics of interest, an alpha value of 0.70 or above is recommended (Nunnally & Bernstein, 1994).

Covariance analysis sheds light on the kind and direction of these variables' relationships by analyzing the degree of correlation between them (Bentler & Chou, 1987). The study has used route analysis to find the relationship between these model variables, both directly and indirectly. As a result, the relationships between the variables of interest and the dependent should be better understood (Kline, 2015). After doing a path analysis, mediation analysis to look into how Investment Return might be mediating the relationship between the investment decision and the independent variables (Investment Objectives, Investment Structure, and Investment Horizon) (Baron & Kenny, 1986). Investment returns impact the whole investment decision-making process, and this research aims to shed light on the indirect consequences and provide a deeper knowledge of how this happens. This study has analyzed the validity and reliability to make sure the findings hold up. While reliability tests assess the degree to which measurements are consistent, validity tests ensure that the concept is true (Hair et al., 2019; Cronbach, 1951). The RMSEA, CMIN/DF, CFI, and SRMR indices were first proposed by Hu and Bentler (1999) to evaluate the model fit.

Result and Discussion

Result Analysis

The reliability and validity tests showed that the study's measuring tools were reliable and accurate. Path analysis showed that investment possibilities, structure, and horizon directly affect returns and choices. The mediating analysis demonstrated that investment returns greatly increase the influence of investment options, structure, and horizon on

investment choices. RMSEA, CFI, CMIN/DF, and SRMR showed that the predicted model matched the data well.

Covariance Analysis

Fig. 1 shows the covariance analysis among the variables of the study.

Validity and Reliability Analysis

As per Table 1 all of the components of this research (Investment Decision, Objective, Return, Structure, and Horizon) have Cronbach's Alpha values of more than 0.70, indicating a high degree of internal consistency with Composite Dependability (CR) values of more than 0.70, each of the structures is very dependable and AVE values higher than 0.50, all constructs demonstrate convergent validity.

Discriminant Validity Analysis

Table 2 shows that square root of each construct's Average Variance Extracted (AVE) is bigger than its correlations. This shows that each concept is distinct and appropriately evaluates its purpose. Discriminant validity is established, proving that ideas are reliable and well-defined.

In overall, the results show that the research measures are valid and reliable. The test's internal consistency and reliability are shown by its high Composite Dependability and Cronbach's Alpha values. The study is deemed robust due to its high levels of discriminant and convergent validity.

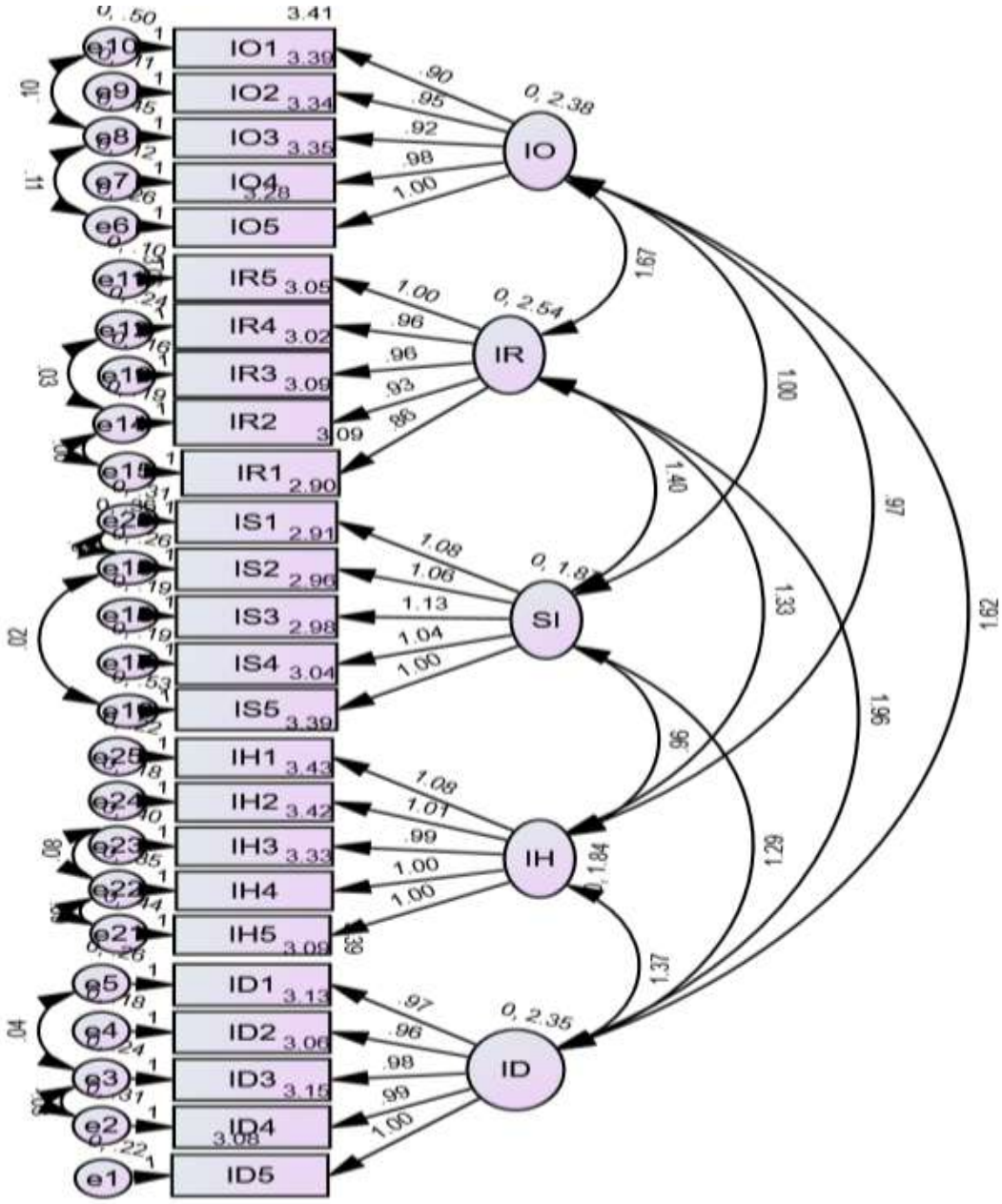

Fig. 1: Covariance Analysis

Table 1: Validity and Reliability

Factor	Items	Factor Loading	Cronbach Alpha	AVE	CR
ID	ID5	0.956	.979	0.904	0.979
	ID4	0.940			
	ID3	0.951			
	ID2	0.960			
	ID1	0.946			
IO	IO5	0.949	.976	0.883	0.974
	IO4	0.976			
	IO3	0.905			
	IO2	0.975			
	IO1	0.890			
IR	IR5	0.981	.981	0.913	0.981
	IR4	0.953			
	IR3	0.968			
	IR2	0.959			
	IR1	0.915			
SI	SI5	0.883	.973	0.877	0.973
	SI4	0.955			
	SI3	0.963			
	SI2	0.943			
	SI1	0.936			
IH	IH5	0.899	.970	0.858	0.968
	IH4	0.917			
	IH3	0.907			
	IH2	0.955			
	IH1	0.953			

Table 2: *Discriminant Validity*

	ID	IO	IR	SI	IH
ID	**0.951**				
IO	0.686	**0.940**			
IR	0.801	0.677	**0.955**		
SI	0.615	0.474	0.642	**0.936**	
IH	0.658	0.462	0.614	0.515	**0.926**

Path Analysis

The research's hypothesis testing using regression analysis (Figure 2 & Table 3) revealed that the variables have a significant direct influence on one another. While the direct effect of Investment Structure (IS) on Investment Return (IR) is statistically significant (β = 0.341, SE = 0.034, t = 9.745, p <.001), the direct influence of Investment Objective (IO) on Investment Return (IR) is statistically significant (β = 0.421, SE = 0.034, t = 12.439, p<.001. Also, Investment Horizon (IH) has a direct and substantial influence on IR (β = 0.318, SE = 0.039, t = 8.259, p <.001).

The following variables have direct effects on Investment Decision (ID): IR (β = 0.414, SE = 0.047, t = 8.823, p <.001), IO (β = 0.238, SE = 0.035, t = 6.835, p <.001), IS (β = 0.115, SE = 0.034, t = 3.424, p <.001), and IH (β = 0.259, SE = 0.036, t = 7.129, p <.001). Significant direct effects between the constructs are shown by accepting all seven hypotheses.

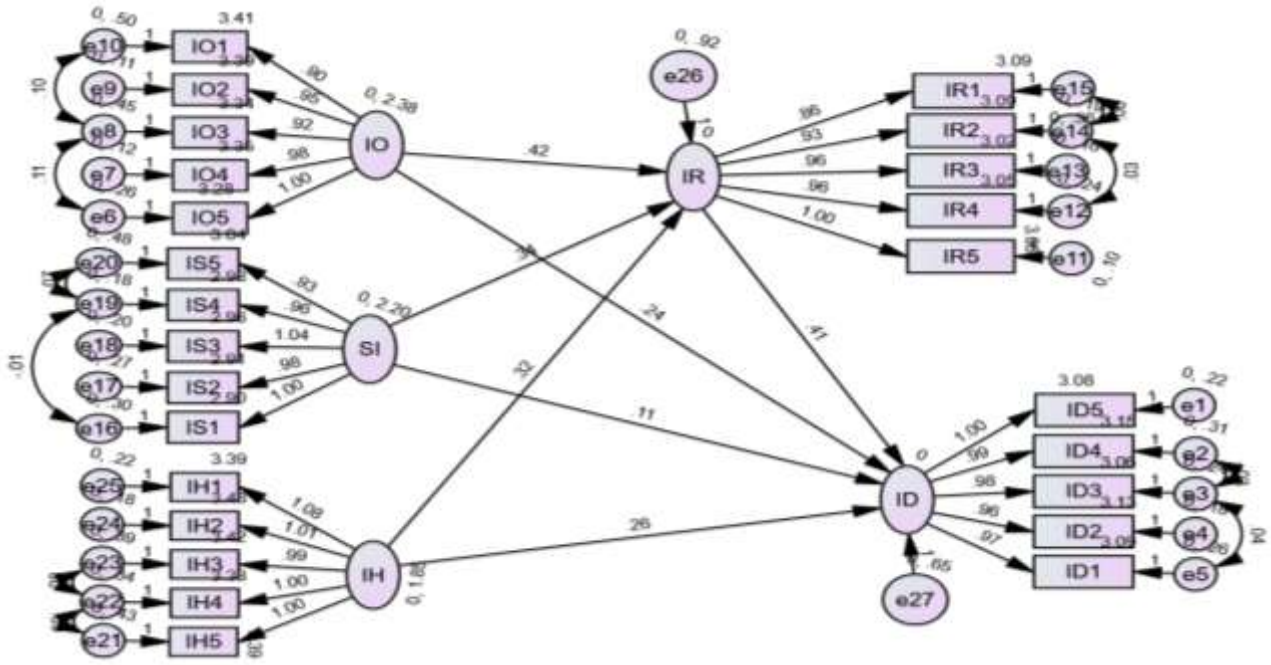

Fig. 2: Path Analysis

Table 3: *Path Analysis*

Hypotheses	Factor	Path	Factor	Unstandardized β	S.E.	t value	P value	Result
H_1	IO	→	IR	0.421	0.034	12.439	<.001	Accepted
H_2	IS	→	IR	0.341	0.035	9.745	<.001	Accepted
H_3	IH	→	IR	0.318	0.039	8.259	<.001	Accepted
H_4	IR	→	ID	0.414	0.047	8.823	<.001	Accepted
H_5	IO	→	ID	0.238	0.035	6.835	<.001	Accepted
H_6	IS	→	ID	0.115	0.034	3.424	<.001	Accepted
H_7	IH	→	ID	0.259	0.036	7.129	<.001	Accepted

Table 4: *Mediating Path Analysis*

Hypotheses	Path	Estimate	Lower	Upper	P value
H_8	IO → IR→ ID	0.175	0.114	0.254	<.001
H_9	IS → IR → ID	0.153	0.095	0.236	<.001
H_{10}	IH → IR → ID	0.081	0.047	0.130	<.001

Mediating Effect

Investment Opportunity (IO), Investment Structure (IS), and Investment Horizon (IH) indirectly affect Investment Decision (ID) via Investment Return in the mediation model (Table 4). The mediation effect is substantial for the route from IO to ID via IR (0.175, 95% CI [0.114, 0.254], p <.001). This suggests that increasing the number of investment opportunities leads to a larger variety of investment options and returns. The mediation effect from IS to ID via IR is also particularly noteworthy, with an estimate of 0.153, 95% CI [0.095, 0.236], p <.001. This suggests that investment decisions are influenced and a clearly defined investment structure increases returns. At last, the path from IH to ID via IR displays a noteworthy mediation effect (0.081, 95% CI [0.047, 0.130], p =.001). Longer investment horizons so provide better returns, which enhances the options for investments. Therefore, IR significantly moderates the interactions between IO and ID, IS and ID and IH and ID, indicating that greater investment returns might increase the effect on investment decisions of these variables. Therefore, focus on return-enhancing features when choosing wise investments.

Model Fit

Table 5 shows strong model fit: RMSEA of 0.07 (below 0.08), CFI of 0.97 (above 0.95), CMIN/DF of 2.99 (below 3), and SRMR of 0.03 (below 0.08). These numbers show a good match between the model and the data.

Table 5: *Model Fit Analysis*

Measurement	Value	Threshold
CMIN/DF	2.99	<3
CFI	0.97	>.95
RMSEA	0.07	<.08
Standardized RMR	0.03	<.08

Discussion

The results of this study emphasize the significant influence of many factors on the decisions on mutual fund investment in Nepal's capital. All postulated correlations were statistically significant with p-values less than 0.001, therefore demonstrating the durability of the model.Investment Objective (IO) affected Investment Return (IR), (standardized estimate = 0.489, t = 12.49, p = 0.001). This result is under the studies of Barberis and Thaler (2003), who stressed that investor preferences and aims significantly affect the form of investment outcomes. This is also supported by the conclusions of Fama and French (2007) and Grinblatt and Titman (1989), who also stressed the role investor objectives play in determining returns. Standardized estimates of 0.379 (t = 9.558, p =.001) and 0.321 (t = 8.195, p =.001) respectively demonstrated that Investment Structure (SI) and Investment Horizon (IH) both influenced IR. Studies like Barber et. Al. (2005) and Carhart (1997) support these findings, which fit those of Gennaioli, Shleifer, and Vishny (2015), who stressed the necessity of investment structures and time horizons in choosing returns.

Moreover, shown by the studies was the significant influence IR has on Investment Decision (ID) (standardized estimate = 0.432, t = 8.802, p <.001). This link clarifies the findings of Markowitz (1952), who claimed that expected returns mostly determine investment choices. SI showed a significant but smaller influence on ID (standardized estimate = 0.136, t = 3.485, p <.001), IO and IH were revealed to considerably influence ID with respective standardized estimates of 0.288 (t = 6.8841, p These findings fit up with those of Kahneman and Tversky (1979), who stressed the impact of investment objectives and horizons on decision-making, and also the works of Bodie, Kane, and Marcus (2014) and Shefrin and Statman (2000).

Moreover, supporting the durability of the structural equation model used in this study are the model fit indices. The fit is judged acceptable with a Chi-Square/degrees of freedom (CMIN/DF) score of 2.99 below the requirement of 3. With a Comparative Fit Index (CFI) of 0.97, the fit is fairly good—above the recommended standard of 0.95. Standardized Root Mean Square Residual of 0.03 is below the criterion of 0.08, thereby implying a satisfactory fit; Approximation's Root Mean Square Error of 0.07 is below the threshold. These results align with the quantitative test standards outlined (Hair et al., 2019, Nunnally & Bernstein, 1994).

Conclusion

This report details Nepal's capital market mutual fund investing variables. Investment Decisions were influenced by Investment Objective (IO), Investment Structure (SI), Investment Horizon (IH), and Investment Return (IR). Factor loadings, Cronbach's Alpha, AVE, and CR values demonstrate these constructs' reliability and validity, providing evidence that they accurately depict investing behavior. Results show that IO, SI, and IH greatly affect IR, which dramatically affects ID.

Investor relations' mediating role underlines the relevance of IR in decision-making since investors' return expectations are crucial to transforming their objectives, plans, and timetables into investment decisions. ID is mainly affected by IO, then IH and SI. The study's hypotheses are supported by structural equation model strength indicators CMIN/DF, CFI, RMSEA, and SRMR. Strong model fit indices and route coefficients demonstrate the theoretical and practical relevance of the suggested links. The studies assist fund managers, investors, and politicians understand Nepal's capital mutual fund investing challenges.

Implications

The study of investment objectives, structures, horizons, and predicted returns on investment decisions empirically evaluates the influence of these factors on investment decisions, therefore enhancing the theoretical framework of investment behavior. The findings underline the critical requirement of mediating elements like investment returns and help to reinforce the corpus of knowledge on investment decision-making processes. Factor loadings, Cronbach's Alpha, AVE, and CR all reveal the remarkable reliability and validity of these constructs, therefore proving their robustness in catching the required properties of investment behavior. This analytical method provides a deeper understanding of component relationships and may be utilized in future research to identify investment decision-making mediators. Investors may use this study to make more strategic investment decisions by aligning their investment goals, structures, and timeframes with expected returns. Understanding the mediating influence of returns helps investors to develop more realistic expectations and receive more positive outcomes. These findings will enable managers to construct and arrange mutual funds that satisfy the specific objectives and horizons of investors, therefore enhancing the attractiveness and performance of their products. Investor interactions that highlight expected rewards may also help increase retention and satisfaction.

The findings may help lawmakers pass mutual fund industry policies that promote transparency and responsible decision-making. Knowledge about fund structures, aims, and performance may help investors make better decisions. Financial education and counseling courses and tools might

leverage these data to help investors match investing choices with frameworks, time spans, and objectives. Focusing on predicted outcomes may help investors choose.

Future Research Opportunities

Future research looking at similar connections with other sorts of investors and in different market circumstances could make the conclusions more generally applicable. It's useful to look at how cultural, economic, and legal differences affect investment decisions in order to have a better understanding of the components involved. One kind of research that may provide insight on the ever-changing nature of investment decisions is the longitudinal study, which tracks the evolution of these linkages across time. Investment objectives, frameworks, viewpoints, and returns may be better understood, at least in theory, if we examine how these factors evolve and remain constant throughout different market conditions and economic cycles. It would be advantageous to investigate other mediating or moderating factors that could help to simplify the complicated nature of investment choices. To get a better understanding of the elements that drive investing choices, we need look at the effects of investor psychology, market mood, financial literacy, and external economic factors.

Authors' Contribution

Thapa is overall responsible author, Paudel had the initial idea and developed the first draft, Khanal and Chaulagain contributed mostly on data collection and analysis. All authors have edited various versions of the draft and all authors finalized the manuscript & agreed for the final submission.

Conflict of Interest

The authors declare no conflicts with the present publication.

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