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ARTICLES

An Exploratory Inquiry into the Psychological Biases in Financial Investment Behavior

Shalini Kalra Sahi, Ashok Pratap Arora & Nand Dhameja

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investment decisions are made. The value of this research lies in its methodology and analysis. Perceptions and beliefs of the financial consumer with regard to their financial investment biases have not been explored earlier, so this article contributes to new knowledge in terms of financial product buying behavior.

Q Keywords: Psychological biases Behavioral finance Financial investment decision behavior

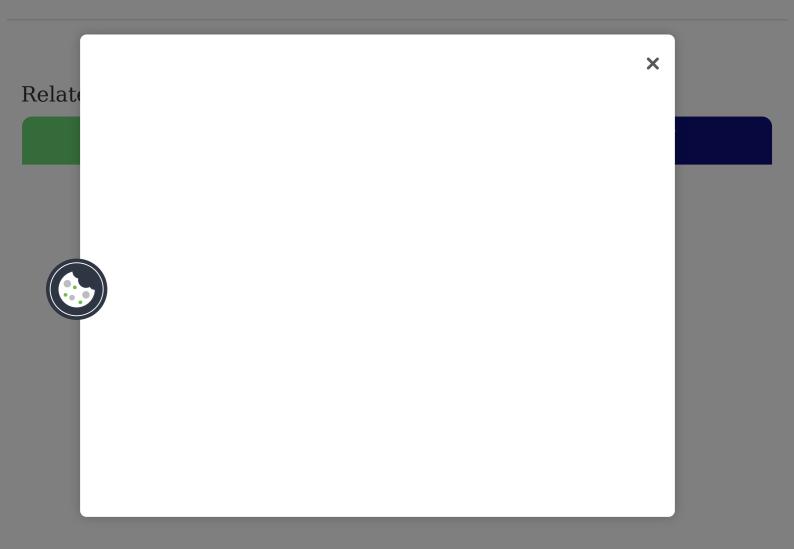
Exploratory study Qualitative research

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Notes

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