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# An Exploratory Inquiry into the Psychological Biases in Financial Investment Behavior

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## Abstract

The purpose of this article is to identify the beliefs and attitudes of the individual investors with regard to financial investment decision making, with particular reference to the individual's preferences and investment choices.

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Investment biases have not been explored earlier, so this article contributes to new knowledge in terms of financial product buying behavior.

Keywords: Psychological biases Behavioral finance Financial investment decision behavior  
Exploratory study Qualitative research

## Acknowledgments

This paper is a small part of an accepted thesis submitted by the first author to Management Development Institute, Gurgaon, India.

## Notes

1. <http://www.timm.indiatimes.com/timm/ecoclass.jsp>

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