



## **PATTERN OF INVESTMENT: BEHAVIORAL STUDY REGARDING FINANCIAL PRODUCTS**

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### **ABSTRACT**

*Investment pattern of investors are changing with the changing scenario of investment alternatives available. Now people are investing more in modern financial products than the ordinary financial products. This research paper is an attempt to explore the investment pattern of various investors. This is a primary data based exploratory study and descriptive in nature. Data has been collected through questionnaire method. The results of the study are based upon percentage and graphical method, also resulting useful guidelines and investment trends for the future investors.*

**KEYWORDS:** *Effect of income on financial product selection, factors effecting financial product selection and motivational factors for financial product selection.*