

# A Study on Investment Patterns Among X, Y and Z Generations

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**Abstract:** *This study aims to examine the investment patterns among three generations: Generation X, Generation Y (Millennials), and Generation Z. With each generation having unique characteristics, behaviours, and attitudes towards money, understanding their investment preferences and decision-making processes is crucial for financial institutions, policymakers, and individuals looking to make informed investment choices. The study utilizes a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive data on investment patterns across the three generations. The findings provide valuable insights into generational differences and similarities, shedding light on the factors influencing investment decisions and potential implications for the future of investment management*

**Keywords:** *investment patterns, Generation X, Generation Y, Generation Z, investment preferences, decision-making, generational differences, quantitative surveys, qualitative interviews, investment management.*

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