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## STUDY OF ATTITUDE OF MIDDLE INCOME INVESTORS TOWARDS INVESTMENT AVENUES



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### Abstract

Middle income investors happen to be core aspects of financial strengths of a country. They are responsible for rapid economic growth as they contribute in multiple ways. The contribution of middle income group from this point of view is essential. The middle income group investor should be garnered for collection of funds and development of investment. What is the response and reaction of the middle income group is certainly mater of study and interest. The researcher has studied and has evaluated the attitude of middle Income Investors towards investments avenues.

**Keywords :** Investors, Investment Avenues, Middle income group