

## INFLUENCE OF PERSONALITY TRAITS AND BEHAVIORAL BIASES ON IRRATIONAL INVESTMENT DECISION MAKING OF PUBLIC OFFICIALS

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**ABSTRACT.** This study examines the behavioural and personality factors in the investment of public officials. Investment Decision Making (IDM) of the individual investors may be rational or irrational and here the study focused on the irrational IDM. The influence of eight types of behavioural biases and Big five personality traits (BFPT) on irrational IDM are studied along with mediation effect. Significant findings of the study are that BFPT and Behavioural biases pointedly influence public officials' Irrational IDM. Personality traits have a mediating role in behavioural bias and irrational decisions. The results suggest that personality traits and Behavioural biases are key in investment decisions and the investor education and awareness programmes are vital in overcoming the biases and lead to rational decisions.

### 1. INTRODUCTION

Individual investors' behaviour in decision-making has a vital role in economic development of the country. Like all other decisions, investment decisions are made after several calculations and thinking by the person. Decision-making is selecting one course of action among different courses of action available in front of a person. Any decision-making process requires appropriate mental and financial resources to acquire and process information. It is intellectual and emotional and may be determined by the individual's Personality. The process of decision-making is affected by commitment, beliefs, age and individual differences, past experience, cognitive biases, and the impact of the past decision also affect the new decision as fear of loss or passion for success (Dietrich, C., 2010).

Thinking is the base of any type of decision-making which may or may not be rational. Rational and irrational thinking are part of human thinking and associated behaviour (Simon, 1993). Irrational thinking is an addition of rational thinking, as an impulse of blending thinking in to 'n' pattern repeated to logic and extra logic assemblies to reach an objective. Emotions, imaginations, intuitions, and other skills are the components of non-rational thinking. (Burciu, A & Hapenciuc, C. V., 2010). Rational thinking is based on proven evidence and hypotheses that measure experiences and interactions to determine rational actions and decisions. Irrational thinking is usually based on emotions, often mixed with those emotions and biased or selective evidence. Rational thinking creates motivation because there is structure and unmistakable evidence, while irrational thoughts cause anxiety (Brain, P., 2022). The steps in intelligent decision-making are identifying the current opportunity, defining the markets that need to be

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fulfilled, calculating the prices to be paid and the profits that can be added. The decisions termed as rational if it made based on the intellectual understanding of human thinking or behaviour and bearing in mind the human features and limitations that limit human action. In an effort to make a rapid and easy decision, persons tend to depart from rationality, or what is essential for a standard decision-making process when he or she is rational. Intuition is an all-inclusive form of information processing that differs from investigation and can be higher in some cases. (Julmi, C., 2019). In economic theory, the ultimate end of rational behaviour is to exploit company profits and take full advantage of benefits in the case of people in general (Katona, 1963). The basic postulation of rational IDM is the concept of exploiting usefulness or return. The limitation of a rational model is that it does not consider aspects that cannot be measured, such as personal feelings, ethics, or altruism. Prospect theory (Kahneman, & Tversky, A., 2013) and bounded rationality theory (Simon, H. A., 1957) are the basis of the thoughts related to non-rationality in economic decision-making. In financial circumstances, decision-makers only sometimes have all the information available at any given moment to be cautious or follow the steps economists suggest for rational decision making. They claim that rationality is bounded and that the perfect conditions leading to full rationality are not really in question (Lacatus, M. L., 2018). In the present study, the investigators concentrate on the irrational IDM rather than the rational.

The other variable taken for the study is investor personality. Personality is the sum of all the factors relating to an individual, which includes the physical, psychological and emotional adjustment of an individual to his/her environment. Personality traits are the stable features that describe an individual's behaviour. Psychologists have identified several traits and dimensions that differentiate individuals. Some trait theories explain different traits and dimensions of Personality, like the sixteen-factor theory of Raymond Cattell and the five-factor theory of Robert McCrae and Paul Costa. Lewis Goldberg named the five-factor theory the Big Five personality traits (BFPT). BFPT are Openness (O), Conscientiousness (C), Extroversion (E), Agreeableness (A), and Neuroticism (N), otherwise known as OCEAN. 'O' is the response to the environmental and social background and changes; otherwise, it is the response to experience and its link with intellectual activity. It is the ability to think out of the box and creative and artistic value and interest in learning new things. Sub-dimensions identified under this trait are Curiosity, Aesthetic, Ideas, and Action. 'C' is the ability to control impulses, lead a disciplined life and fulfil goals within limitations. The person with this trait will be thoughtful and careful and have a deep sense of duty and orderliness. Sub-dimensions identified under this trait are Competence, Deliberation, Order, and Self-discipline. 'E' is a person's intensity or level of interaction with society and environment and a tendency to seek stimulation and company; make good relationships with society. It is the base of sociability, assertiveness, and emotional expression. Sub-dimensions identified under this trait are Excitement seeking, Assertiveness, Gregariousness, and Warmth. 'A' is the tendency to keep the relationship and interactions with others. It is the willingness to accept others and cooperate with fellow mates. Sub-dimensions identified under this trait are Modesty, Altruism, Straightforwardness, and Trust. 'N' is the opposite of a stable personality and describes emotional stability and the ability to experience negativity. It is the tendency to experience and expect unpleasant emotions. Sub-dimensions identified under this trait are Vulnerability, Self-consciousness, Depression, and Anxiety (McCrae & Costa, 2008). Like any other decision, the investor's Personality may be a determining factor in IDM.

Irrational decisions are sometimes based on behavioural biases. Biases are classified as Emotional bias and Cognitive bias. The heuristic bias includes representativeness, availability bias, anchoring bias and gambler's fallacy. While in cognitive bias includes overconfidence bias, mental accounting bias, herd effect, and regret aversion. Behavioural biases are outcomes of non-rational thinking, and they are the factors that may depend on the performance of individual investment. The role of behavioural biases in the IDM of public officials is tried to study here.

Investor personality and behavioural biases are the variables taken for the study because the variables affect the investment performance of the investors and collectively influence the investment environment and economy. Public officials are the stable income group in the country and the influencing group in society. Here the investigators studied the dependence of the irrational IDM of public officials on their behavioural biases and personality traits. The study is original and novel idea on the influence of personality and biases on irrational investment. This study must pave way to the researches in the field of behavioural finance and behavioural economics.

## 2. LITERATURE REVIEW

The researchers come to different conclusions from the previous research on personality traits and investment. There is a relationship between Personality and portfolio selection, and it may be helpful for stock brokers to develop portfolios according to the personality of the clients (Rizvi & Fatima, 2014). After examining different psychological backgrounds for both short and long-term investment goals with BFPT, it can be concluded that extroverts are interested in short-term financing, and neurotic people are interested in avoiding this activity. (Mayfield, Perdue, & Wooten, 2008). Some studies differentiated the investment preferences with different types of personalities, while others analyzed the different avenues in relation to BFPT. Individual investors' personality type does not influence traditional investment avenues' preference but modern investment avenues (Showndhariya & Kavitha, 2018).

The review found that that the personality traits are studied along with investment pattern and behaviour and decision making. There is a research gap that the personality traits are not studied in relation to rational and irrational IDM separately.

Investment decisions can be derived from different financial models from the technical side. Decisions also consider incidental factors, which consider the location and psychology of the market, in other words. It invites investors to learn about the various biases that may appear in them and then take steps to avoid them, thus increasing their performance (Shunmugathangam, 2017). Moods and emotions can play helpful and disruptive roles in decision-making. Feelings can be consistent to lead to good or bad decisions (Shiv et al., 2004). Investors' psychological tendencies have a significant impact on the purchase of securities. The investor's psychological biases and subsequent investment-related behaviour are persistent and systematic (Pandit & Yeoh, (2014). The investor will select the portfolio which will maximize his utility. The temperament and psychology of the investor are other crucial considerations in making an investment decision by the investors. (Bindu, 2017). Behavioural biases like Representativeness, Availability bias, Anchoring bias, Herd effect, Mental accounting, Gamblers' fallacy, Overconfidence and Regret aversion are the apparent biases in investment. (Kahneman & Tversky, 1979); (Benartzi & Thaler (1995); Prelec & Loewenstein (1998); Thaler (1999)). ). According to the researchers, IDM may be affected by cognitive and emotional bias.

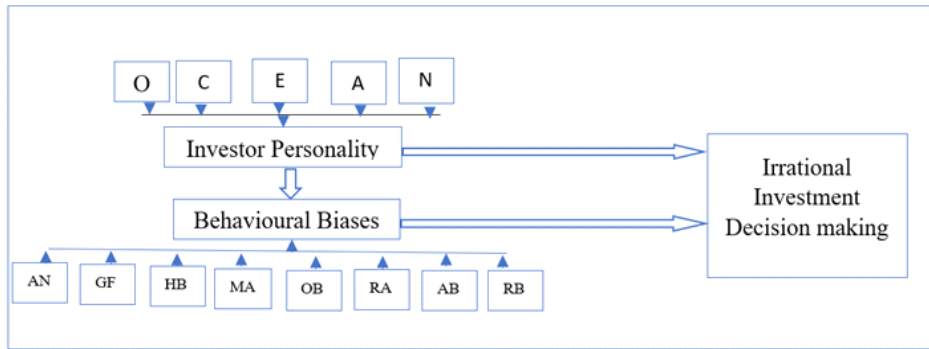
Availability bias may be the selection of more familiar and available avenues to the investor, and the person should refrain from trying to experiment with other avenues (Kahneman & Tversky, 1972). When making an investment decision, the individual may depend on the first information as the prime factor. All other information may not be provided with due consideration and may call as Anchoring bias. In the Herd effect, the investor tends to follow the majority in society without analyzing the investment opportunities (Tversky, & Kahneman, 1974). Investors sometimes make false assumptions about the avenues, time of investment, volume of investment, and expected return and risk; it is termed Mental accounting (Richard Thaler, 1999). In the Gamblers' fallacy, the individual may depend more on experience while selecting an investment, assuming that past occurrences may repeat. Representativeness is the bias of the investors getting confused with similar types of investment, and it may lead to a biased decision. An investor may be biased as Overconfidence when he or she believes his knowledge, skill, and mental power is much better than others, and he or she may not make any error in decision-making (Chen; Kim; Nofsinger, & Rui, 2007). Some individuals always

think about the harmful consequences; thus, they avoid the regret that may arise in the future, which is considered the Regret aversion bias (Kahneman & Tversky, 1979).

Heuristic factors and Prospect theory both influence individual investors in India (Chandra & Kumar, 2012). Loss-averse behaviour is the most common when making an investment decision (Muhammad N. M. N., 2009). Herding behaviour is higher in emerging markets with more significant information asymmetry (Poshakwale & Mandal, 2014). Daniel, Hirshleifer, Subrahmanyam, et al. (1998) proposed a securities market under and overreactions theory.

It suggests that investors react more to private information and less on public information signals. The reviews pointed out several biases, and the investigators have identified eight behavioural biases prominent in the Indian market per the review like Anchoring (AN), Gamblers fallacy (GF), Herding Bias (HB), Mental Accounting (MA), Overconfidence Bias (OB), Regret aversion (RA), Availability Bias (AB) and Representativeness Bias (RB).

The review found that that behavioural biases are studied in behavioural finance and decision making in security market. There is a research gap that behavioural biases are not studied in relation to the personality traits and irrational IDM.



**Figure 1: The conceptual model for this research**

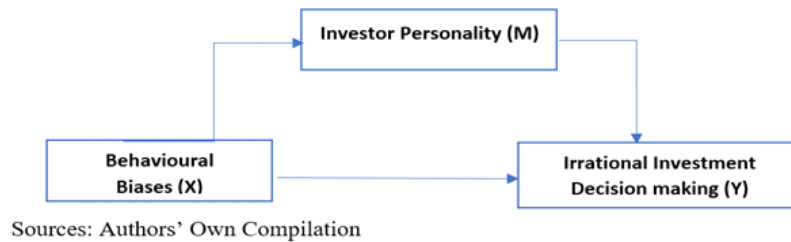
#### **Aims of the study:**

Following the recent advancement in IDM, this study aims to present trends in research, drift in main themes and offer future directions.

Thus, this review efforts to address the research questions such as:

*R.Q. 1. How the investor personality effect on Irrational IDM?*

*R.Q. 2. How the behavioural biases effect on Irrational IDM?*



**Figure 2: Behavioural biases on Irrational decision making as Personality is a mediating factor**

This conceptual model has been derived from gap analysis. Investors sometimes use mental shortcuts and they may not always behave rationally even though the traditional finance

proposes so. Behavioural finance validates the psychological impact on individuals' investment and financial activity. This research aims to know how the Personality of the investor effect the selected behavioural biases on the Irrational IDM of individual investors. The primary aim of the investigation is to empirically examine the impact of Investor personality on behavioural biases through irrational IDM.

Behavioural biases are studied by different researchers but they are not studied the mediating effect of personality traits in between biases and decision making. Here the original contribution of the article sticks on the mediation analysis of BFPT on the relation between Behavioural biases and IDM.

**Objectives of the study:**

1. To find the influence of Investor Personality on Behavioural biases and Irrational IDM
2. To find the influence of behavioural bias on irrational IDM
3. To find the mediation effect of Investor Personality between Behavioural biases and

Irrational investment decisions.

**Hypotheses to be tested:**

*H01: The Personality traits of the investors are significantly related to their Behavioural biases and Irrational IDM*

*H02: Behavioural biases have a significant role in irrational IDM*

*H03: The personality traits of the investors mediate the relationship between Behavioural bias and irrational IDM*

The aims are achieved by testing the hypotheses using statistical inferential analysis.

### 3. RESEARCH DESIGN

The study was descriptive, and the data were collected from 384 public officials in Kerala using a questionnaire. The sample was selected according to the proportionate stratified random sampling method. Samples were selected proportionately from different departments.

**Table 1: Demographic Characteristics of the Respondents**

Variables	Categories	No. of respondents	Percent
Geographical area	South zone	128	33.3
	Central zone	128	33.3
	North zone	128	33.3
	Total	384	100
Age	Between 20 and 30 years	13	3.4
	Between 30 and 40 years	170	44.3
	Between 40 and 50 years	119	31
	Between 50 and 60 years	82	21.4
	Total	384	100
Gender	Male	200	52.1
	Female	184	47.9
	Total	384	100
Income level	Below 40,000	27	7
	Between 40,000 - 60,000	108	28.1
	Between 60,000 - 80,000	191	49.7
	Between 80,000 - 100,000	47	12.2
	Above 100,000	11	2.9
	Total	384	100

Primary data were collected for this research through a five-point Likert scale questionnaire. The research instrument includes the BFPT inventory, the Behaviour bias scale and the IDM questionnaire. The target population, the public officials, were asked closed-ended questions, and they were supposed to answer on the scale.

Hundred public officials responded for preliminary study for testing the validity and reliability of the tool. The scale's reliability provides consistency and accuracy that helps make the instrument error-free. Cronbach's alpha ( $\alpha$ ) was used to check the internal consistency to ensure the tool's reliability. The uniformity between each construct item needs to be checked and those above 0.7 (Table 2) for all constructs (Nunnally & Bernstein, 1967; Fornell & Larcker, 1981).

Dimensions	$\alpha$	No. of elements
Irrational Decision making	.749	8
Behavioural Biases	.881	16
Investor Personality	.774	20

Construct validity is very important in psychological tests, and here there is a psychological conducted based on the theory of BFPT. The researchers used a correlation coefficient for testing construct validity. There are five personality traits, and each one has 4 statements; the correlation between these four statements is calculated, and all the statements are significant. Content validation is a mixed method, both quantitative and qualitative process that is applicable to all elements of the research instrument (Lawshe, 1975). This technique was used for validation of the IDM scale, personality trait scale and Behavioural bias scale. CVR ratio, which depends on how accurately the concept is defined and the degree to which "experts" approve the construct, was calculated. Only statements which have a score of 0.50 or above in the CVR ratio have been included in the final research instrument.

#### 4. RESULTS

The data were examined using mean and standard deviation for descriptive, correlation, and multiple regression analysis for testing Hypotheses.

##### 4.1. Descriptive analysis.

Personality Traits	Mean	Std. Deviation
O	13.51	3.684
C	13.09	3.739
E	12.72	3.523
A	12.86	3.634
N	10.82	3.433
Investor Personality	12.60	1.934

Table 3 shows the Mean scores of the personality traits like O, C, E, A, and N are 13.51, 13.09, 12.72, 12.86, and 10.82, respectively. Standard deviations are ranging from 3.433 to 3.739 respectively. The mean total personality score is 12.60, and the standard deviation is 1.934. hence it is observed that personality traits like O, C, E, and A are more significant in their investor personality.

Behavioural biases	Mean	Std. Deviation
Anchoring	10.31	2.957
Gamblers' fallacy	10.46	3.030
Herding	10.69	2.875
Mental Accounting	10.88	2.608
Overconfidence	10.89	2.786
Regret Aversion	10.86	2.661
Availability Bias	10.84	2.753
Representative Bias	10.90	2.801

Table 4 evidenced that Representative bias, Overconfidence, mental accounting, regret aversion and availability bias show higher mean scores like 10.90, 10.89, 10.88, 10.86 and 10.84. Herding, gamblers’ fallacy and anchoring show mean scores of 10.69, 10.46 and 10.31. Gamblers’ fallacy and anchoring bias have high scores of standard deviations of 3.03 and 2.957. All the other biases show a variation between 2.875 to 2.661. Hence it indicates that Representative bias, Overconfidence, mental accounting, regret aversion and availability bias are the most significant factors considered in behavioural investment.

<b>Table 5: IDM weighted score</b>		
	Mean	Std. Deviation
Irrational decision making	3.578	0.489

Table 5 shows that the mean value of the Irrational decision is 3.58, and the standard deviation is 0.489.

**4.2. Hypotheses testing.**

<b>Table 6: Regression coefficients of investor personality on Irrational decision making</b>			
Variable	B	Beta	S.E.
(Constant)	18.552		4.274
O	0.651	0.204	0.18
C	0.098	0.031	0.202
E	-0.34	-0.102	0.207
A	-0.144	-0.045	0.168
N	0.035	0.01	0.179
R2	0.045		
AR2	0.032		
F-value	3.55		
(* - p < 0.05)			

Table 6 reveals that the personality factors account for 4.5% of the variance in Irrational IDM. Among the personality variables, O, C, and N have a positive influence and E and A have a negative effect on Irrational IDM. The F value of is equal to 3.550 (p < 0.05), which shows that the model is a good fit. It also indicates that adjusted R<sup>2</sup> is equal to 0.032.

<b>Table 7: Regression coefficients of BFPT on Behavioural bias</b>			
Variable	B	Beta	S.E.
(Constant)	7.069*		.412
O	0.063	.204	.017
C	0.005	.016	.019
E	-0.31	-.096	.020
A	-0.008	-.025	.016
N	0.001	.004	.017
R2	0.203		
AR2	0.041		
F-value	3.245		
(* - p < 0.05)			

Table 7 reveals that the personality factors account for 20.3% of the variance in Behavioural biases. Among the personality variables, O, C, and N have a positive influence and E, and A have a negative effect on Behavioural biases. The F-ratio value is 3.245 (p < 0.05), which shows that the model is a good fit. It also indicates that adjusted R<sup>2</sup> is equal to 0.041.

Variable	B	Beta	Std. Error
(Constant)	0.091**		1.53
Anchoring	0.013	0.017	0.038
Gamblers' fallacy	0.018	0.005	0.046
Herding	0.038	0.021	0.047
Mental Accounting	-0.07	-0.015	0.006
Overconfidence	0.020	0.004	0.009
Regret Aversion	0.010	0.005	0.102
Representative Bias	0.091	0.019	0.110
Availability Bias	0.003	0.100	0.015
R2	0.89		
AR2	0.93		
F-value	137.98		
(** - p < 0.01)			

Table 8 reveals that behavioural biases account for 89% of the variance in Irrational IDM. Among the Bias variables, Anchoring, Gamblers' fallacy, Herding bias, Overconfidence, Regret aversion, Representativeness and Availability bias have positive influences on irrational IDM. However, Mental accounting has a negative effect on Irrational IDM. The value of the F – ratio is equal to 137.98 ( $p < 0.01$ ), which shows that the model is a good fit. It also indicates that adjusted  $R^2$  is equal to 0.93.

Behavioural biases (X) on Irrational IDM (Y) as BFPT (M) is a mediating factor

For the mediation test, researchers used linear regression analysis for direct effect testing and the Sobel test for indirect effect testing. Three linear regression analyses, Y on X, Y on M and M on X are done.

Sobel test formula

$$z = \frac{ab}{\sqrt{(b^2 SE_a^2) + (a^2 SE_b^2)}}$$

Where:

$a$  – Regression coefficient of M on X,  $b$  – Regression coefficient of M on Y  
 $SE_a$  – Std. Error of M on X,  $SE_b$  – Std. Error of M on Y

Direct effect analysis (Regression)			
		B	S.E.
Path A	M on X	0.103	0.087
Path B	Y on M	0.001	0.005
Path C	Y on X	0.405	0.008
Indirect effect analysis			
Point Effect	A * B	0.000103	
Sobel test			
Test statistic	17.156**		
(** - p < 0.01)			

In this case, the p-value is less than 0.05; therefore, it is concluded that the indirect effect among behavioural bias (X) and irrational IDM (Y) via BFPT (M) is statistically significant ( $p\text{-value} \leq 0.05$ ). So there found a mediation effect.



## 5. DISCUSSION

BFPT of investors influence the irrational IDM, and out of these, Consciousness is the more influential trait, followed by O and A. N has comparatively less influence on the investment decision, and trait E negatively influences investment decisions. (Priyadharshini, (2020). Irrational IDM has no relationship with the attributes A and C. Overconfidence fully mediates the relationship of E and N with irrational IDM and partially mediates the relationship between O and irrational IDM (Kanagasabai, B. & Vaneeta A. 2021). Here, irrational IDM is studied and O, C, and N have been found a positive influence and E and A have a negative effect on Irrational IDM.

There are many types of Biases which influence an investor's decision-making. It plays an essential role in the decision-making of a person, organization or any other financial matter of investors. (Gill, R. K. & Bajwa, R., 2018). Here the eight biases are taken for study and found to influence the biases on irrational IDM.

N, E, O and all behavioural biases are significantly associated. N greatly influences behavioural biases while E has a positive relationship with availability bias only (Baker, H. K., Kapoor, S. & Khare; T., 2022). In the present study, O, C, and N have a positive influence and E and A have a negative effect on Behavioural biases.

Investment performance have highly influenced by Overconfidence and gamblers' fallacy while herding behaviours are described to impact on investment performance positively at the lower level. In contrast, the other biases have a negative impact on investment performance. Gamblers' fallacy and herding have a low effect on investors' decisions, while mental accounting greatly impacts investment decisions. (Luong, L., & Ha, D.T., 2011). Prospect behavioural factor has been found to correlate with investment performance negatively. Herding, Market volatility and Heuristic (including Overconfidence and focus bias) are found to positively correlate with investment performance (Silwal, P.P., & Bajracharya, S. 2021). Here mental accounting only has a low negative influence on irrational IDM, and all the other biases positively influence irrational investment decisions.

As per the analysis, the study found that the investor personality has a significant mediation role on their behavioural bias and irrational decision making.

## 6. CONCLUSION

This study investigates the relationship between behavioural biases, investor personality and investment decision making. The study was successfully taken the samples from public officials representing from different geographical region and departments. This research aims to check the influence of bias on individual irrational decision making with the mediating role of investor personality that the indirect effect is 17.156 ( $p < 0.01$ ). The observed results supported that behavioural biases influence irrational investment decisions as  $R^2$  is 0.89 and  $F$  137.98 ( $p < 0.01$ ). It means 89% of the irrational decisions are made by the predictive variables. The personality traits of the investors were also found to influence irrational decision making as  $R^2$  is 0.203 and  $F$  3.245 ( $p < 0.05$ ). This means 20.3% of the irrational decisions are made by the predictive variables.

This study will throw light to the behavioural and psychological aspects of investors on their investment practices. The findings of this study boost the individual investors to understand and identify their biases or irrational thoughts. It will help generate Consciousness among investors to decide on their investment capacity after assessing all available alternatives. Investment is an active method of using cash to generate wealth, meet financial goals, save for old age and manage inflation. Smart investing of individuals and institutional investors helps improve productivity and increase the economy's competitiveness. This study proved the personality biases are key in investment behaviour and thus the study may lead to the conclusion that investor education is vital in rational investment decision of investors and development of Indian economy.

The study definitely helps the researchers in this field for further study. The present study concentrated on public officials with stable incomes compared with others like business people or professionals. There is a scope to study the institutional and individual investors other than public officials on the variables. Irrational decision making of investors can also be studied with several other aspects like risk perception, objectives of investment, and intellectual capacity of the investors.

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## APPENDEIX

**Questionnaire on Investment Decision****Name:****Occupation:****Institution:****Age:** 21 – 30/ 31 – 40 / 41 – 50 / 51 – 60**Gender:** Male/ Female/ Others**Marital status:** Married / Single / Widow/ Separated**Income Level:** Below 35000/ 35000-70000/ 70000 – 105000/ Above 105000**Part I – Investment decision related questions**

<b>Factors Influencing While Selecting Investment Avenues</b>						
SI No	FACTOR	VERY HIGHLY INFLUENCED	HIGHLY INFLUENCED	MODERATELY INFLUENCED	LESS INFLUENCED	NOT INFLUENCED
1	Return					
2	Safety					
3	Liquidity					
4	Tax Saving					
5	Diversification					
6	Simplicity					
7	Affordability					
<b>Objectives of the Investment</b>						
SI No	OBJECTIVES	VERY HIGHLY INFLUENCED	HIGHLY INFLUENCED	MODERATELY INFLUENCED	LESS INFLUENCED	NOT INFLUENCED
1	Good Returns					
2	Capital Appreciation					
3	Liquidity					
4	Tax Saving					
5	Children Career					
6	Future Security					
7	Pension					
8	Other objectives					

<b>Irrational behaviour in investment (Behavioural Biases)</b>						
Sl No		SA	A	N	DA	SD
1	When thinking about selling an investment, I consider the price paid as a big factor before taking any action.					
2	Poor past financial decisions have caused me to change my carrier investing decision.					
3	I often take action on an investment right away, if it makes sense to me.					
4	I confident about my investment knowledge.					
5	I tend to categorize my investments into various accounts such as leisure, bill paying, education, funding and so on.					
6	Many investment choices I make are based upon my knowledge of how similar past investments have performed.					
7	I imitate the actions of others in making investment.					
8	If there is loss in past events I tend to hold the investment in expectation that it gains profit in future.					
9	My past investment successes were due to my specific skills and experience.					
10	I have complete knowledge about investment avenues					
11	I may decide to seek more risk after a prior gain					
12	I ignore the connection between different investment opportunities					
13	Before the investment decision I evaluate the past price movement to predict future success					
14	News about the avenue in newspaper/magazines affect my investment decision					
15	Current performance of stock is an indicator for future performance					
16	My investment decision is based on time horizon					
17	My investment decision is based on diversification					
18	I invest as savings for retirement period					
19	I study about the market fundamentals of the stock before making investment					
20	Other investors' success stories may impact on my investment decisions					
21	I want to invest in the avenues where my friends invest					
22	I can forecast the changes in stock prices in the future based on the recent stock prices					
23	I prefer to invest in the local investment avenues because of the information availability					
24	I do habit of purchasing lottery tickets					

**Part II – Personality related questions**

<b>Investor personality (Big Five Personality inventory)</b>						
Sl No	Statement	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1	I am very curious to know new things					
2	I respect the artists and value the aesthetic experience					
3	I am interested to do the work in conventional way rather than my own way					
4	I depend on other's idea to take decision					
5	I am interested to do tough job					
6	I am ready to take responsibility					
7	I often careless in my work					
8	I tend to be late in attending a meeting or function					
9	I am very adventurous in nature					
10	I am wanted to become a leader not to become a follower					
11	I enjoy loneliness than social gathering					
12	I tend to be reserved in a social setting					
13	I am ready to accept the emotions of others					
14	I am ready to forgive others' mistake					
15	I sometimes do behave others in a rude manner					
16	I am suspicious on my co workers					
17	I can keep my temper in a tensed situation					
18	I am confident enough to take financial decisions					
19	I often feel unhappy					
20	I worry a lot on my work both in career and/ or personal life					