Impact of Financial Risk Tolerance on Reinvestment Intention and Investor's Financial Well-Being: A Narcissistic Personality and Perceived Financial Transparency Approach

Aamir Shehzad¹, Junaid Iqbal², Muhammad Faheem Ullah³, Syed Attiya Hassan⁴ and Amna Saeed⁵

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Abstract

This study investigates the impact of monetary gamble tolerance on investment intentions among people, emphasizing the job of monetary information and personality traits. Utilizing a sample of 284 money students, we employed multinomial logistic regression analysis to explore what monetary information means for risk tolerance and investment choices. Our discoveries uncover that people characterized by elevated degrees of extraversion, suitability, openness to experience, and conscientiousness are more disposed to invest, with monetary gamble tolerance significantly mediating these relationships. Specifically, monetary gamble tolerance completely mediates the connection between neuroticism and long haul investment intentions, highlighting the psychological elements of investment conduct. Additionally, monetary information arose as a significant factor impacting short-term and long haul investment intentions, though it showed limited moderating effects between risk tolerance and investment purpose. These insights highlight the importance of improving monetary literacy and understanding personality traits to foster more educated investment choices. The implications of this research extend to monetary supervisors, institutions, and policymakers, emphasizing the need to promote monetary information and chance tolerance as pivotal components in empowering people to take part in investment activities.

Keywords: Financial Risk Tolerance, Reinvestment Intention, Narcissistic Personality, Perceived Financial Transparency.

Introduction

Traditional monetary paradigms, based on the assumption that depositors are rational, exploited cognitive biases to make judgments when faced with ambiguity and uncertainty in decision making (Nga, 2018). However, the traditional financial paradigm's rationality arguments are countered by a new example known as behavioral finance, which reveals how individual and situational aspects impact an investor's investment decision. According to the study, these characteristics impact a person's sense of financial risk, and their awareness of risk ultimately exposes their investing

²*PhD Research Scholar, Islamia University of Bahawalpur. Email: j.iqbal024@hotmail.com*

³Research Scholar, University of Agriculture Faisalabad. Email: <u>muhammadfaheemullah6@gmail.com</u> ⁴MS Business Administration, Institute of Banking and Finance, Bahauddin Zakaria University, Multan. Email: Attiyahassan78@gmail.com

⁵MS Business Administration, Institute of Banking and Finance, Bahauddin Zakaria University, Multan. Email: <u>Amnasaeed2703@gmail.com</u>





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¹MS Business Administration, Institute of Banking and Finance, Bahauddin Zakaria University, Multan. Email: <u>Shehzadaamir706@gmail.com</u>

behavior (Ajzen, 2019). Risk tolerance is an important component in financial decisions, saving, and investing.

In general, financial managers trust on the assessment of people' risk conduct to forecast their performance in financial marketplaces. It is critical to appropriately analyze an individual's risk behavior and allocate a portfolio in accordance with what a client can handle. Regardless of the importance of risk behavior, choices can be influenced by behavioral and emotional factors.

The theory of planned behavior (TPB) examined several background characteristics (character, socioeconomic position, gender, age, ethnicity, education, and prior experiences) that might possibly impact people's behavioral ideas, hence influencing their attitude toward behavior and intention. However, the theory of planned behavior has not been applied to comprehend individual investing intentions that are based on the aforementioned criteria.

Thus, in instruction to acquire a better empathetic of the underlying causes for individual investment intentions, the current study looks at the essential background aspect of a person's character and financial literacy. Character refers to "the way an individual interacts, responds, and behaves with others, and is frequently manifested through quantitative attributes". Financial literacy is examined with the goal of determining whether or not it has an impact on investing intentions. As a result, the current study intends to examine the impact of risk behavior in the association stuck between personality characteristics and investment purpose, and it does so by offering financial literacy to individuals, which can influence their risk behavior and venture intention. According to Ripens (2013), "financial literacy has substantial potential to modify migratory habits." Because of its importance in financial decisions, financial literacy has piqued the interest of policymakers and academics (Arena & Admire, 2014). This research will assist investment advisors and policymakers in attracting individuals to participate in investing activities based on their personality traits and risk tolerance, as well as by offering financial literacy (Ahmad, 2020).

Literature Review

Risk is an essential factor in both real estate and financial ventures. As a result, for personal financial planning and portfolio optimization for investors, this component is very crucial. As a result, financial service providers must determine a person's financial risk tolerance in order to provide suitable services to their consumers. Financial risk tolerance is distinct as the highest level of indecision acceptable while making a financial choice (Grable, 2020). Instead of financial risk tolerance, the idea of risk hatred is sometimes used (Akhtar, 2018).

International Journal of Bank Marketing is a publication that focuses on the marketing of banks throughout the world.

The possibility of information openness being immorally enabling or damaging creates an issue for society as a whole. Individualities bear reliable and clear information in order to make logical profitable opinions. Foundational work proposes information asymmetry as one of the introductory hypotheticals of the normative decision- making paradigm. To reduce the query associated in profitable deals, the effective request thesis (EMH) proposes that enterprises must completely expose applicable information. This study, like Schnackenberg and Tomlinson (2016), defines company information translucency as the perceived quality of information that companies laboriously reveal and communicate with their stakeholders.

There are at least three reasons why commercial translucency is important in prognosticating stakeholder happiness. Former exploration has suggested that perceived efficacy is dependent on people's opinions about their capability to do a specific exertion. This tone- belief or tone- agency

evaluation may be told by the affective thrill that people witness when presented with a certain task (Losada-Otálora & Alike, 2019). As a result, positive emotional responses to an item result in advanced situations of perceived tone- efficacy, and vice versa (Cindra et al., 2017). The quantum of threat forbearance station associated with an investment occasion presented by a specific pot, in particular, may impact an investor's tone- efficacy.

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Investors 'emotive responses to an establishment's information openness are instanced by their threat forbearance station. It's anticipated that a high position of information translucency will affect in a good emotive response from the investor toward the telling business, indicating a high position of threat forbearance and hence fiscal effectiveness. Alternately, if a pot exhibits shy information translucency, investors are more likely to display lower threat forbearance, performing in lower situations of tone- efficacy.

In the frame of behavioral finance, the associated exploration has sought to explain threat forbearance using normative models proposed by classical finance (similar as anticipated mileage proposition; see Machina, 2008) and expressive models grounded on interactive and/ or cerebral characteristics (Grable, 2016). Still, in the linked exploration, fiscal, social, artistic, bodily, and ethical rudiments have been proposed as presumptive predictors of discrete fiscal threat forbearance.

In this perspective, fiscal knowledge is a significant determinant of fiscal threat forbearance (Grable, 2020). The effect of specific demographic and behavioral characteristics on fiscal threat forbearance has easily been the content of disquisition, as substantiated by the linked empirical literature.

Still, many exploration have been conducted to determine the impact of fiscal knowledge on threat forbearance. This composition's thing is to seal a gap in the associated literature. In adding to demographic characteristics, the influence of fiscal knowledge position on fiscal threat forbearance for a sample has been explored for this purpose.

As a result, locals are extremely threat conservative, but nonresidents are extremely eager to accept chances as compared to reside. The forenamed difference might be attributed to Turkey's periodic fiscal heads (Hamza, 2019).

The significance and utility of financial literacy extend well beyond the creation of better family balance sheets to the creation of a strong and effective financial system, which ultimately results in optimum and effective resource allocation in a real economy (Hamza, 2019).

Financial literacy is seen as an important skill for improving people's financial well-being. Due to incorrect judgments in the intricate financial markets, a lack of financial literacy leads to bad financial decisions that are damaging to both individuals and society as a whole (Tustin, 2010). The final goal of financial literacy is to make sound monetary and investing decisions.

Furthermore, this survey revealed that there is a noteworthy discrepancy in financial literacy between men and women in virtually all nations. Around the world, 70% of women and 65% of men are financially illiterate. In India, the gender disparity is much larger, with 80 percent of women and 73 percent of males financially illiterate. Similarly, according to the National Financial

Literacy and Inclusion Survey 2013-14 (National Institute of Securities Market, 2015), just 20% of Indians are financially literate. Furthermore, the research detailed the financial literacy rate by zone as follows: The west zone has a 27 percent share, whereas the south zone has a 25 percent share (Bapat, 2020).

As a result, the purpose of this exploration is to probe the goods of fiscal knowledge on investment success, with threat forbearance acting as a prolocutor (Raut, 2020).

Financial literacy is seen as an important skill that individuals must possess in order to improve their financial prosperity. Inadequate financial literacy leads to poor financial decisions that are harmful to people and society as a whole in the long term. Tustin (2010) defines formalized formal several research educations have found a beneficial association between financial literacy and asset building, savings, and retirement planning.

Individuals' investing preferences are influenced by their financial knowledge and risk perception. High-risk investors choose stock, foreign exchange, and portfolio investments. Risk-averse investors, on the other hand, prefer deposits. There is also a considerable association between investing choices and financial literacy. As financial literacy is poor, investors choose foreign currency and deposits; when financial literacy improves, investors prefer to build a portfolio or buy shares. There is no difference in financial literacy between genders at the basic level of financial literacy, however males are more financially educated than women at the advanced level of financial literacy (Raut, 2020).

Low financial literacy makes consumers less likely and unwilling to participate in the stock market, and males are more financially savvy than women. Rendering to Ate et al. (2016), half of all investors lack monetary literacy (parents or friends are their primary sources of knowledge) and are vulnerable to behavioral biases. Over-hopefulness, representativeness, and validation have a good link with financial literacy, whereas loss hatred, overconfidence, inclosing, and cognitive discord have a negative relationship. According to the study findings of Madan and Tatiana (2013) and Sabra and June (2014), persons who have superior financial literacy are better at accumulating money.

According to Agarwal et al. (2007), the majority of financial errors are made by those who have a very poor degree of financial literacy. According to Bergheim and Garrett (2003), poor financial decisions contribute to economic vulnerability on a broader scale, and education may help by raising awareness and understanding about financial decisions (Lim, 2019).

Grable's underlying link between financial literacy and investment success is empirically supported once again by Sabra et al. (2012), Madan and Tatiana (2013), and Sabra and June (2014). (2014). Bergheim (2003) and Agarwal et al. (2007), on the other hand, made it abundantly evident that financial blunders and bad financial judgments are the result of a lack of financial literacy. Grable (1997), Sabra Madan and Tatiana (2013), and Sabra and June (2014) conducted research to assess the influence of financial literacy on several aspects of investment success, including financial well-being, satisfaction, and wealth creation.

However, other characteristics of investment success, such as satisfaction, matching the projected return, and outperforming the market return, have received little attention in the preceding research. As a result, this study attempts to quantify investment performance in terms of the aforementioned factors (investor happiness, matching projected returns, and outperforming the market return) (Ponchio, 2019).

When compared to financially illiterate pupils, financially educated students had a more noticeable favorable attitude toward financial risk-taking. According to Human and Mcquitty (2009), people

with a poor degree of financial literacy have more difficulty understanding financial concepts, which leads to higher risk ratings (Bakar, 2020).

Because of the exceptional result it has on financial investment choices, various empirical studies in financial planning and financial counselling have been done to discover the elements of individual financial risk tolerance.

Likewise, Frohman et al. (2014) used retrogression analysis to probe the influence of fiscal knowledge on the Bangkok middle class and discovered that an increase in fiscal knowledge position increased consumers' desire for further sophisticated fiscal goods.

Likewise, Baja et al. (2015) used retrogression analysis to examine the influence of fiscal knowledge on threat avoidance using data from questionnaires in Italy and discovered that those with lower fiscal knowledge situations avoided threat more (Qalati, 2021).

They discovered that fiscal knowledge was a crucial factor of threat perception. Likewise, substantial exploration on fiscal knowledge has generally tried to assess the fiscal knowledge chops of individualities in Turkey. Expansive exploration has been accepted on the determinants of threat forbearance for colorful populations.

People have an advanced threat forbearance in good times, when asset prices rise. In poor times, on the other hand, threat forbearance plummets to an each- time low (Grable, 2020).

Still, Gostkowski (1998) in Grable and Lytton (2001) notes that assessing a person's threat forbearance is a delicate procedure. This is due to the fact that threat forbearance is a tough notion to grasp. According to Hallman and Rosenbloom (1987), investor threat forbearance is private rather than objective, and it's delicate to measure because investor threat forbearance refers to how well an investor is suitable to overcome stock price volatility and how well he's suitable to control stations and emotional forbearance in the request (Abdillah, 2019)

This viewpoint is supported by Torne et al. (1996), who argue that the capacity to attain desired investment objectives is most strongly impacted by investors' emotional willingness to tolerate the chance of portfolio value loss. Pak and Mahomed's (2012) research backs up Torne et al (1996).'S assertion that investors do not always behave rationally; they might exhibit opportunistic or irrational behavior during the investing decision-making process. As a result, the government must take effective actions to prevent such behavior, or else the stock market would "balloon."

Justification of the Study

Financial risk is commonly thought to be a meaning of the delivery of prospective returns. The more the variance, the higher the danger (Olsen, 2008). Risk tolerance is one of the most important attributes for an investor to have if he is to succeed. Separate risk tolerance is regarded to be the primary factor in asset allocation, securities selection, and strategic target plans, therefore risk tolerance evaluations focus on long-term goals (Grable, 2020).

Individual investors' risk tolerance may be defined as their inclination to make investment decisions in situations where the fulfilment of a desired aim is uncertain and there is a chance of loss (Kegan and Wallach (1964) in Grable, 2008). Risk tolerance influences investors' conclusions to invest their money for short-term and long-term areas. Investors with diverse levels of risk tolerance react differently when making investment decisions on various investment avenues. Cordell (2001) further divides speculation risk tolerance into four components: risk arrogances, financial aptitude to tolerate risk, information, and a proclivity for concealment. Risk tolerance is a fluid concept that evolves over time.

Problem Statement

Risk tolerance influences investment success. Santa Cruz (2009), on the other hand, asserted that there is no association between financial risk tolerance and stock market success (in terms of returns).

However, the investment performance construct used in our study is meant to quantify an investment's consolidated success in terms of returns and pleasure.

According to the Economic Times (2013), "a higher risk is associated with a greater possibility of higher return, while a lower risk is associated with a greater likelihood of low level of return." The risk-return trade-off mentions to the trade-off that a depositor must make between risk and return while production investing decisions.

Research Questions

- Is Financial literacy has any impact on the investment behavior?
- Is risk tolerance related to the investment behavior?
- Is investment performance is related to the financial literacy and risk tolerance?

Objectives

Objective of this research is to find put that if the financial literacy and risk tolerance have any significant impact on the investment performance. So, people can improve their knowledge of investment. In this research, we have top found that if the personality traits of a person effects its investment pattern and how the personality traits are playing role for the risk tolerance behavior of an individual.

Proposed Hypothesis

The theoretical model depicted in is based on a review of the literature. This conceptual model seeks to found a robust positive connotation between financial literacy and investment success, which is mediated through risk tolerance. It states, in the context of individual investors, that if an investor is financially educated, he becomes more risk-tolerant and his investment performance improves.

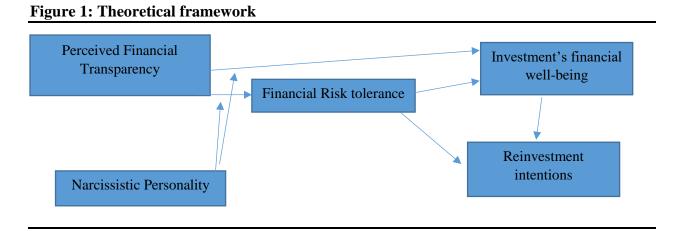
H1: Financial literacy has a significant and positive relationship with investment intention.

H2: Financial literacy and financial transparency has a significant and positive relationship with risk behavior.

H3: personality traits has a significant and positive relationship with investment intention.

H4: Risk behavior and financial transparency does not correlate the relationship between financial literacy and investment intention.

H5; investment intention does not relate with the financial literacy and personality trait.



The current study employed the "big five personality characteristics" ("neuroticism, extroversion, conscientiousness, and openness to experience"). As independent variables, consider agreeableness and openness to experience. To assess

A total of 23 personality characteristics were picked from the previous study done by Mayfield et al. (2008). "5 of these 23 questions were used to assess neuroticism, 4 were used to assess Agreeableness, and 4 were used to assess agreeableness." 5 were used to assess extraversion, 5 were used to assess honesty to experience, and 4 were used to assess introversion. 5 were used to assess agreeableness, and 5 were used to assess conscientiousness."

"A five-point Likert scale was used to assess these items." Individuals' investment intentions are employed as the dependent variable. Mayfield et al. study's was used to choose the items (2008). Five queries were secondhand to quantify respondents' "short term investment intention," and five questions were rummage-sale to quantify respondents' "long term investment intention." Individual answers were assessed using a "5-point rating scale" fluctuating from "strongly disagree" to "strongly agree" with apiece of the supplied statements.

Individuals' asset intentions are employed as the dependent variable. Mayfield et al. study's was used to choose the items (2008). Five questions were used to quantify respondents' "long term investment intention." Individual reactions were measured using a "5-point rating scale" ranging from 1 to 5. In the current study, financial literacy is employed as a moderating variable. Van Roil et al. devised a questionnaire to assess financial literacy in the research (2012). This questionnaire assesses financial literacy on two levels: "basic financial literacy" and "advanced financial literacy." The questions. "Basic financial literacy" assesses a person's understanding of "numeracy, compounding interest, inflation, time value of money, and money illusion." While advanced financial literacy assesses an individual's knowledge of "stock market operations, Bond, Stock, and the relationship between bond prices and interest rates," basic financial literacy assesses an individual's knowledge of "stock market operations, Bond, Stock, and the relationship between bond prices and interest rates," basic financial literacy assesses one feature of individuals, namely their basic financial literacy level.

In the current study, risk behavior is used as a moderating variable. Mayfield et al. employed four measures to measure "risk behavior" in their study (2008). These items were scored on a "five-point Likert scale," with 1 indicating "strongly disagree," 2 indicating "disagree," 3 indicating "neutral," 4 indicating "agree," and 5 indicating "strongly agree." A high score indicates an

individual's proclivity to avoid the financial risk associated with an investment (negative behavior), whereas a low score indicates positive risk behavior.

Research Methodology

The current study's sample consisted of business undergraduate and graduate students from various universities. These students completed courses in finance, secretarial, investment investigation, and portfolio management. Numerous other research (Durand & Shanghai, 2018) have chosen a group of scholars (learning business education) to guide the study. Because of their predicted degree of financial expertise, this group of persons can adequately answer questions about investment decision making.

Table 1 Basic financial literacy					
"%age of correct and inc	orrect answe	rs" (N= 284)			
	Numeracy	Interest compounding	Inflation	Time value of money	Money
Correct	88.70%	52.80%	56%	44%	53.50%
Incorrect/ Do not know	11.30%	47.20%	44%	56%	46.50%
Total	100%				

To ascertain the link between all research variables. The correlation was performed using SPSS, and the results are shown in table 3. The findings demonstrate a strong positive relationship between extraversion and STII (=.547**) as well as LTII (=.540**). Neuroticism has a substantial negative relationship with STII (= $-.214^{**}$) and LTII (= $-.130^{*}$). Other personality qualities that have a substantial positive association with STII and LTII include "agreeableness" (=.526**, .456**), "openness to experience" (=.457**, .443**), and "conscientiousness" (=.576**, .562**). Personality characteristics other than neuroticism had a substantial negative connection with STII and LTII, while neuroticism demonstrated a favorable link. Financial literacy has a substantial positive correlation with STII and LTII (=.485**, .519**).

Societal Analysis

This study's discoveries convey significant societal implications, particularly in the context of monetary consideration and empowerment. As monetary literacy and take a chance with tolerance arise as key drivers of investment conduct, upgrading these attributes can help span the investment gap among different demographic groups. People with lower monetary literacy often exhibit risk-disinclined tendencies, which can limit their participation in wealth-building opportunities like stock markets or mutual assets. By promoting educational initiatives that emphasis on monetary information, institutions can empower people to pursue informed investment choices, thus fostering greater financial participation.

Also, the study highlights the importance of understanding personality traits in shaping investment ways of behaving. Tailored monetary education programs that consider personality aspects could better draw in people, particularly those who might feel intimidated by monetary markets. For instance, people high in neuroticism might benefit from strategies that bolster certainty and decrease anxiety related to investing.

In a more extensive societal context, upgrading monetary literacy can prompt more educated buyer conduct, decreased monetary fragility, and greater by and large financial stability. As people become more comfortable navigating monetary landscapes, they are probably going to contribute to a more robust economy, ultimately benefiting society in general. Empowering assorted groups to participate in investment activities not just promotes individual wealth but likewise supports collective monetary growth, making it pivotal for policymakers and monetary institutions to prioritize these discoveries in their strategies.

Discussion on Findings

The discoveries of this study provide significant insights into the intricate relationships among monetary gamble tolerance, personality traits, and investment intentions, contributing to our understanding of investor conduct. One of the most significant revelations is the mediating job of monetary gamble tolerance, which demonstrates how psychological factors impact investment choices. People who exhibit more elevated levels of extraversion, suitability, openness to experience, and conscientiousness are bound to participate in investing. This suggests that personality traits play an essential job in shaping not just a singular's eagerness to take gambles but likewise their general approach to monetary navigation.

The full mediation of monetary gamble tolerance in the relationship between neuroticism and long haul investment intentions is particularly noteworthy. Neurotic people, who might experience more significant levels of anxiety and self-doubt, tend to be more cautious in their monetary dealings. By perceiving that monetary gamble tolerance can moderate these tendencies, monetary educators and guides can design interventions that specifically address the emotional boundaries these people face. This could incorporate providing consolation, personalized monetary exhortation, and strategies to oversee investment-related stress, ultimately prompting more positive investment outcomes.

Scale	No. of items	Cronbach's alpha (a)
Financial Literacy	5	0.583
Risk behaviour	4	0.807
Extraversion	4	0.678
Neuroticism	5	0.773
Agreeableness	4	0.562
Openness to Experience	5	0.603
Conscientious	5	0.563
"Short Term investment intention"	5	0.666
"Long Term investment intention"	5	0.679

Table 2: Reliability value of the scale

Implication of Research

Personality traits, risk behavior, and financial literacy were all found to play a role in investing intention in this study. The study's findings could have ramifications for financial directors, banks, and governments. As the administration of Pakistan attempts to develop the capital market and

entice citizens to participate. Along with the SECP effort, the Government of Pakistan might use the study's findings to launch a financial literacy program applicable to various investment industries. SECP is widely disseminating financial literacy; nonetheless, the outcomes of this study may assist SECP in selecting and training the proper applicants. The study's findings also imply that financial managers and investment advisors should consider character factors as well as financial risk.

Improving financial literacy in nations such as India (where individual equity investment participation is just about 3%) not only makes investors aware of the securities market, but it also encourages unanticipated people to participate in investing. This study also shows that there is a clear link between financial literacy and investment performance; the more the literacy, the greater the performance. This will assist investors in better understanding and improving their financial capabilities. Furthermore, research that demonstrate the importance of financial literacy assist investors in overcoming the psychological elements that influence their investing choices and decisions.

The deep phenomena in selecting investment instruments is that the larger the risk, the higher the return (Patel, 2018). Understanding the significance of risk tolerance, as well as financial literacy, enables investors to make sound portfolio decisions. Financial advisers see the necessity of making their customers more financially educated, which in turn makes them more risk-tolerant, so that the hazardous investments recommended by financial investors do not go unnoticed. This study is also important for policymakers in terms of running additional programs to help individuals become more financially educated. People who are more financially knowledgeable tend to invest more, which adds to the general economic growth and stability of the country.

Conclusion

The discoveries suggest that monetary self-viability strengthens the positive relationship between monetary gamble attitude and monetary satisfaction. This might be on the grounds that people who have elevated degrees of monetary self-adequacy are bound to feel confident in their ability to oversee risk and accomplish their monetary objectives, which can prompt more significant levels of monetary satisfaction (Aydemir, 2017).

The discoveries of this study have a few implications for investors and policymakers. For investors, the study suggests that taking on monetary gamble can be useful for accomplishing monetary objectives, for however long it is finished in a manner that is consistent with one's gamble tolerance and monetary situation. For policymakers, the study suggests that efforts to promote monetary literacy and education might be effective in expanding monetary satisfaction and promoting objective-oriented investment conduct.

All in all, this study discovered that monetary gamble attitude meaningfully affects objectiveoriented investment conduct and monetary satisfaction, and that monetary self-adequacy strengthens the positive relationship between monetary gamble attitude and monetary satisfaction. The discoveries of this study provide new insights into the relationship between these variables and have implications for the present study expected to investigate the relationships between monetary gamble attitude, monetary satisfaction, and objective-oriented investment conduct. The discoveries of this study provide significant contributions to the existing collection of information on these topics. Specifically, the results suggest that monetary gamble attitude affects objectiveoriented investment conduct and monetary satisfaction, and that monetary self-viability strengthens the positive relationship between monetary gamble attitude and monetary satisfaction.

Recommendations

In view of the discoveries of this study, a few recommendations can be made for different stakeholders, including monetary institutions, educators, policymakers, and people. It is essential to upgrade monetary literacy programs by developing tailored initiatives that address specific demographics, zeroing in on fluctuating degrees of monetary information and personality traits. Incorporating genuine situations and interactive components can improve engagement. Normal workshops and classes on investment fundamentals, risk management, and monetary planning ought to emphasize the importance of understanding gamble tolerance.

Creating opportunities for experiential learning, like simulated investing environments, can permit people to practice pursuing choices without monetary gamble, thereby assembling certainty and understanding of market elements. Additionally, reassuring peer learning groups can foster a supportive community where people share experiences and insights about investing.

Public mindfulness campaigns highlighting the importance of monetary literacy and investment participation ought to be conducted. These campaigns can utilize different media platforms to contact an expansive crowd, particularly targeting groups with historically lower investment engagement. Empowering people to consistently survey their monetary literacy and take a chance with tolerance can prompt proactive monetary way of behaving.

By implementing these recommendations, stakeholders can foster an all the more monetarily literate and chance tolerant society, ultimately empowering people to pursue informed investment choices and upgrading generally monetary prosperity.

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