

Assessing the influence of demographic factors on investors' investment decisions

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Abstract—Investing is a deeply personal journey that is shaped by various factors, including demographic characteristics that play a significant role in investors' decision-making. This paper examines how demographic factors, including age, gender, income, education, and marital status, influence investors' investment decisions. This paper aims to provide insights into the influence of demographic characteristics on investors' attitudes towards risk, investment preferences, and financial goals. It examines how these characteristics shape investment behavior.

The paper emphasizes the significance of investment decision-making in attaining financial objectives and ensuring future financial stability. The text explores how demographic factors influence investors' risk tolerance, investment preferences, and financial objectives. The paper explores the impact of age on investment decisions, noting that younger investors tend to have different risk tolerances and investment preferences compared to older investors. In addition, the paper examines how gender, income, education, and marital status influence investment behavior. It offers valuable insights for financial professionals, policymakers, and researchers who aim to offer personalized investment advice, develop suitable financial products, and promote financial inclusion.

With a deep understanding of how demographic factors impact investment decisions, stakeholders can craft investment strategies that are more effective, create financial products that are suitable, and foster financial inclusion and well-being. This paper offers a thorough analysis of the intricate connection between demographic factors and investors' investment decisions. It provides valuable insights into the drivers of investment behavior and decision-making processes.

Keywords: Investors' Investment Decisions

I. INTRODUCTION

Investing is a unique and individualized process, shaped by a multitude of factors. Demographic characteristics play a crucial role in shaping investors' decisions, influencing their risk tolerance, investment preferences, and financial goals. Having a deep understanding of how demographic factors influence investment decisions is essential for financial professionals, policymakers, and researchers who want to offer personalized investment advice, create suitable financial products, and promote financial inclusion. This paper explores the intricate connection between demographic factors and investors' decisions, with the goal of offering insights into the diverse ways demographics impact investment behavior.

Investment decision-making plays a crucial role in personal finance, enabling individuals to enhance their wealth, accomplish financial objectives, and safeguard their future. Investment decisions are not made in isolation. They are influenced by various demographic factors that reflect investors' unique circumstances, life stages, and experiences. Through an analysis of demographic characteristics such as age, gender, income, education, and marital status, we can gain valuable insights into the factors that influence investment behavior, including attitudes towards risk, investment preferences, and financial objectives.

Age is a crucial demographic factor that greatly impacts investment decisions. Investors' risk tolerance and investment preferences frequently shift as they navigate various life stages. Younger investors, for example, may have a greater appetite for risk and a preference for growth-focused investments like stocks and mutual funds. On the other hand, older investors who are approaching retirement may place a higher value on preserving their capital and generating income. As a result, they tend to lean towards safer investment choices like bonds and stocks that pay dividends. Having a thorough understanding of how age impacts investment decisions is crucial for financial advisors and investment managers. This knowledge allows them to create investment strategies that cater to the changing needs and goals of investors.

Gender is an important demographic factor that significantly influences investment decisions. Studies have indicated that there are notable differences in investment behaviors and risk attitudes between men and women. It is often observed that men exhibit greater confidence and assertiveness in their investment decisions, while women tend to be more risk-averse and cautious. In addition, women tend to place a greater emphasis on long-term financial objectives, such as planning for retirement and saving for education. Understanding these gender differences is crucial for financial professionals who want to offer tailored investment advice and assistance to their clients.

Income level plays a crucial role in shaping investment decisions, as individuals with higher incomes typically have access to a broader array of investment opportunities and financial products. High-income investors often have the means to expand their investment portfolios and explore a wider range of options. This may include considering alternative investments like real estate, private equity, and hedge funds. On the other hand, individuals with lower incomes tend to prioritize investment options that are easier to access, such as savings accounts, mutual funds, and retirement plans. Having a grasp on how income impacts investment decisions is crucial for policymakers who want to foster financial inclusion and tackle income inequality.

Education level plays a significant role in shaping investment decisions. Research has indicated that individuals who possess advanced education often demonstrate a higher level of financial literacy and confidence when making investment decisions. Investors with a solid education tend to be more inclined towards active investment strategies, conducting extensive research, and seeking professional financial advice. On the other hand, people with less education may be more vulnerable to falling victim to financial scams, making risky investments, and being drawn to expensive financial products. Understanding the significance of financial education and literacy is crucial for policymakers who aim to empower investors and enhance financial well-being.

Marital status plays a crucial role in shaping investment decisions. Married individuals may have distinct financial goals and priorities compared to their single counterparts. For example, married couples often focus on shared financial objectives like purchasing a house, setting aside funds for their children's education, and preparing for retirement. In addition, married couples can take advantage of the benefits that come with combining their finances and making joint decisions when it comes to managing their investments.

To summarize, demographic factors have a significant impact on the investment decisions made by investors. Various factors such as age, gender, income, education, and marital status play a role in shaping investors' attitudes towards risk, investment preferences, and financial goals. Understanding how demographic characteristics impact investment behavior allows financial professionals, policymakers, and researchers to develop more effective investment strategies, design appropriate financial products, and promote financial inclusion and well-being. This paper seeks to investigate the intricate connection between demographic factors and investment decisions, offering valuable insights into the drivers of investment behavior and decision-making processes.

II. REVIEW OF LITERATURE

1994 saw the publication of "Factors Influencing Individual Investor Behavior," a study by Nagy and Obenberger that investigated the impact of various factors on individual investors. The objective of the study was to ascertain the impact of decision variables on the stock purchases of investors. Furthermore, the research examined whether these decision variables can be identified as distinct constructs utilized by investors when making investment decisions regarding stocks. The primary data for the study came from a survey of 500 experienced shareholders. Participants in the study identified seven homogeneous constructs that influenced investor decisions. Despite using a variety of criteria to select stocks, investors valued traditional wealth maximization criteria, according to the study. Additionally, the results indicated that investors gave minimal regard to the ethical practices, environmental footprint, and domestic or global operations of the company. The majority of investment professional, familial, and professional colleague recommendations are disregarded, according to the study. Additionally, the research demonstrated that valuation models are capable of assessing stocks.

A study conducted by Kamesaka et al. (2003) titled "Investment Patterns and Performance of Investor Groups in Japan" investigated the patterns and performance of investments made by five institutional, foreign, and individual investors. The research ascertained whether trading patterns involving positive and negative feedback were based on information or behavior. From 1980 to 1997, the research utilized an exclusive data set comprising weekly investment flow data, weekly purchases, and sales by investor type from the Tokyo Stock Exchange. Utilizing the VAR model, Pearson correlation, and portfolio change measure, the data set was analyzed. Positive feedback was received from both Japanese and foreign investors, according to the research. As information-driven traders, foreign investors appeared to time the Japanese market more accurately than individual investors. Individual Japanese investors performed poorly due to their inability to time the market as a result of behavioral biases. Certain institutional investors in Japan engaged in negative trading. The weekly inflows and outflows of investment trusts,

insurance, and banks exhibited a negative correlation with market returns. The research identified behavioral and information-based trading in the same markets.

In "Factors Influencing Investor Behavior: A Study of the UAE Financial Markets," Al-Tamimi (2006) investigated the behavior of individual investors in the financial markets of the UAE. Data for the study were gathered using a modified questionnaire based on primary sources. There were 34 items in five categories on the questionnaire. There is congruence between personal financial needs, accounting information, neutral information, self-perception, and firm perception. The sample comprised 343 individuals. Individual investors were most significantly influenced by six variables, according to the research. The factors that were ranked highest were as follows. structured financial markets, anticipated corporate profits, rapid wealth acquisition, and historical stock performance. Additionally, the research revealed that the religious beliefs and opinions of UAE investors' relatives have an unexpectedly minor effect.

The research conducted by Cheng et al. (2007), titled "Who is the Winner? An Analysis of the Trading Behavior and Performance of Prominent Traders in Taiwan's Futures Market" examined the trading behavior and performance of major traders in Taiwan's futures market. The research was dependent on an exclusive dataset consisting of weekly price information for capital weighted index futures contracts. This data was acquired from the Taiwan Futures Exchange (TAIFEX) and covered the time span from January 2001 to December 2002. Utilizing a bivariate VAR model, the research examined the trader's conduct. Furthermore, the trader's performance was assessed using the Portfolio Change Measure pioneered by Grinbaltt and Titman in 1993. Positive feedback traders were identified as both individual traders and future dealers by the study's findings. On the contrary, individual traders reported subpar trading performance, while future dealers acknowledged break-even trading performance. Although it was discovered that foreign investors were participating in negative feedback trading, they proved to be astute market timers, amassed substantial profits, and exhibited the most promising performance in Taiwan's futures market. The same was also reported regarding security dealers. According to the analysis of cumulative profits for the sample period, individual traders incur a loss of approximately one billion NTD while foreign investors gain an estimated 600 million NTD.

In their research article entitled "The Behavior of Japanese Individual Investors During Bull and Bear Markets," Kim and Nofsinger (2007) examined the conduct of Japanese individual investors and compared it to the behavior exhibited during long-term bull and bear markets. The research investigated potential variations in an individual's preferences and attitudes toward stock risk, book-to-market valuation, and historical returns across different market conditions. Furthermore, the study evaluated the investment performance of individual investors. Literature-supported research distinguished between the bear market period (1990-99) and the bull market period (1984-89) using market-wide data for the study. The financial statement information, monthly stock returns, and annual individual investor share ownership for Japanese stocks listed on the Tokyo Stock Exchange were acquired by the PACAP research center of Pacific Basin Capital Markets. The research employed portfolio sorting and regression models for data analysis. Distinguishing characteristics in investment behavior were identified in the study's findings between bull and bear markets. It appeared that investor risk aversion, book-to-market valuation, and feedback trading exhibited variations across distinct market conditions. It appears that Japanese individual investors favored riskier stocks during bear markets and stocks with a high book-to-market ratio during bull markets. Additionally, the research revealed that Japanese individual investors failed to outperform the market, exhibited inferior performance during periods of economic expansion, and were correlated with subpar investment outcomes.

In their research study titled "Individual Investors Biases: A Segmentation Analysis," Sahi and Arrora (2012) sought to categorize present and prospective individual investors into discrete behavioral clusters according to their investment biases. The research utilised a combination of questionnaires and in-depth interviews to gather data from a sample of 377 participants. In this study, eight behavioral biases were examined. Spouse effect, reliance on socially responsible investing bias, overconfidence bias, self-control bias, categorization tendency, budgeting tendency, and adaptive tendency. The study's findings indicated that investors were susceptible to a variety of biases that had an effect on their financial conduct. Consistent with this, the study categorized the investors into four main segments based on their investment biases viz. Proficient planners, Cautious anticipators, Novice learners, and Competent confirmers. A subset of investors who were susceptible to investment biases reported high levels of financial satisfaction, according to the findings of the study. The constructs of speculative risk and risk control that individuals employ to assess their financial risk-taking did not differ significantly across the bias clusters. Nevertheless, a notable distinction emerged when the two risk constructs were combined, suggesting that individuals can exhibit both risk-seeking and risk-averse tendencies in their investment choices.

Shanmugham and Ramya (2012) investigated the influence of social factors on the trading behavior of individual investors in their study titled "Impact of Social Factors on Individual Investors Trading Behaviour." By employing the Theories of Reasoned Action and Planned Behavior, the research investigated the conduct of individual investors. This has been accomplished through

the application of a variety of social factors, including media, the internet, social interactions, attitude, perceived behavioral control, subjective norms, and trading behavior intention. The findings of the research indicated that social interaction exerted the most significant influence on individuals' attitudes towards trading, with the media factor following suit. Additionally, as social interactions increased, a positive attitude toward commerce emerged. Despite the positive impact of the media, a weak correlation was observed between the media and the attitude towards trading. The Internet did not have any impact on individuals' attitudes towards trading. In relation to additional variables, a robust positive correlation was observed among attitude, perceived behavioral control, and trading intention. There exists a negative correlation between subjective norms and intention to engage in trading. On the contrary, a strong positive correlation was observed between the intention to trade and the actual trading activity.

In their scholarly article titled "The Behaviour and Financial Performance of Individual Investors in the Trading Shares of Companies Listed at the Nairobi Stock Exchange, Kenya," Aduda et al. (2012) investigated the conduct and financial outcomes of individual investors who engaged in the trading of stocks of companies that were publicly traded on the Nairobi Stock Exchange (NSE), Kenya. The research employed a blend of primary and secondary data sources in order to discern the behavior of individual investors and assess their financial performance, respectively. The primary data was acquired from 43 respondents via a structured questionnaire, while the secondary data were retrieved from the databases of the NSE and CMA. The abnormal returns were computed utilizing the acquired data in conjunction with the NSE all-share index, NASI size, and book-to-market returns. In addition, the research utilized the data to illustrate four firm-specific variables—volatility, market capitalization, the book-to-market ratio, and trading volume—in order to derive conclusions regarding individual performance. The findings of the study indicated that the financial performance and trading behaviors of individual NSE shareholders were inconsistent. Certain investors demonstrated rationality in their investment decision-making, whereas others displayed irrationality and followed the herd. Additionally, the findings unveiled that a significant proportion of investors deviated from conventional investment protocols, thereby rendering them susceptible to irrational conduct. Furthermore, a significant prevalence of herding behavior was observed among a considerable number of investors.

In their scholarly article titled "The Behavior of Institutional and Retail Investors in Bursa Malaysia During the Bullish and Bearish Periods," Lai et al. (2013) examined the conduct of institutional and retail investors in Bursa Malaysia in relation to liquidity preference tendencies, price anchoring, overconfidence, self-control, and herd behavior. A structured questionnaire was employed to gather the data from a sample of 200 retail investors and 51 institutional investors. An asset pricing model was utilized in the study to ascertain the substantial risk factors and elucidate the fluctuations in stock returns across different market conditions. The findings of the research indicated that notable distinctions in behavioral attributes were observed between retail and institutional investors throughout the bear and bull markets. In relation to institutional investors, clear distinctions were observed between these two discrete market trends with respect to overconfidence, liquidity preference, and price anchoring. With the exception of liquidity preference and self-control, there were no prominent distinctions in the investment practices of retail investors. During bullish and bearish periods, both institutional and retail investors displayed overconfidence; nevertheless, the majority of investors (of both types) exercised considerable liquidity and self-control when making investment decisions. The majority of institutional and retail investors disagreed that their investment decisions during bullish and bearish periods were influenced by herd behavior, according to the study. In addition, the results demonstrated that investors closely monitored the dividend yield as one of the fundamental variables throughout the bearish market outlook. In regard to technical indicators, trend analysis seemed to be the most significant and meticulously monitored metric.

Sahi et al. (2013) conducted an exploratory investigation titled "An Exploratory Inquiry into the Psychological Biases in Financial Investment Behavior" in an effort to identify the beliefs and attitudes of individual investors that influence their financial investment behavior, with a specific focus on investor biases. The research study adopted a qualitative methodology, specifically interviewing 30 informants, in order to gain insight into the fundamental determinants that influence their investment decisions. The information was evaluated utilizing open analysis, which is a type of content analysis. Individual investors are predisposed to pursue a particular course of action due to their diverse perceptions and beliefs regarding their financial investment decision behavior, according to the study's findings. Further, the study found 19 themes of behavioral tendencies which were categorized into three broad headings viz. Affective influence and emotions, principles of perceptual organization and information processing, and psychological motivations. These themes exposed the inherent partiality of the human mind in regard to investment decision-making. Kengarthan and Kengarthen (2014) investigated the impact of a range of behavioral factors, including the following, in their research paper titled "The Influence of Behavioral Factors in Making Investment Decisions and Performance: Study on Investors of Colombo Stock Exchange, Sri Lanka." The influence of market factors, herding factors, heuristics, and prospects on the investment performance and decision-making of individual Colombo Stock Exchange investors. The results revealed that most of the behavioral variables from all the four factors viz. The influence of market conditions,

herding, heuristics, and prospects on the decisions of individual investors is moderate. On the other hand, the impact of the anchoring variable derived from heuristics on investment decision making is significant, while the influence of selecting the stock variable based on the herding factor is relatively minimal. Moreover, in relation to investment performance, the majority of the aforementioned behavioral factors do not exhibit any discernible impact. It is limited to three biases, specifically. An impact of overconfidence, anchoring variables derived from the heuristics factor, and stock selection influenced by the herding factor on investment performance was observed. Additionally, it was discovered that overconfidence and stock selection negatively impacted investment performance, while anchoring significantly improved investment performance.

Phan and Zhou (2014) utilized the Theory of Planned Behavior as a conceptual framework to investigate the determinants that impact an individual's intention to engage in investment behavior on the Vietnamese stock market in their research paper titled "Factors Influencing Individual Investors Behavior: An Empirical Study of the Vietnamese Stock market." The researchers envisioned the impact of Vietnamese investors' investing intention through the lens of their perceived behavioral control, attitude toward the behavior, and subjective norms in this theory. Additionally, the research investigated the impact of psychological variables, including this. The influence of risk psychology, overconfidence, excessive optimism, and herd behavior on an individual's investment behavior. The research utilized AMOS 20.0 in conjunction with Structural Equation Modelling (SEM) to analyze the data obtained from a nationwide survey that surveyed 472 individual investors. The findings of the study demonstrated that an individual's investment intention was substantially influenced by their investment attitude, perceived behavioral control, and subjective norm. Following attitude toward investment in terms of influence, subjective norms and perceived behavioral control rank in that order of importance. This stated that a person's intention to engage in a particular behavior is self-determined and influenced by their general emotions. Additionally, a positive correlation was observed between subjective norm and investment attitude. This indicated that an investor's propensity to engage in investment behavior is heightened when they hold the belief that a majority of their significant others endorse their participation in the stock market. The research proved that individual's investment intention was guided by four psychological elements viz. Each of the following factors—excessive optimism, overconfidence, the psychology of risk, and herd behavior—influenced behavior attitudes. Moreover, an increase in risk aversion undermined the intention to invest, thereby diminishing the likelihood of successfully executing an investment. Additionally, the research revealed the presence of gender-based variations among individual investors in Vietnam when investigating the correlation between psychological factors and investment attitude and the intention to behave and the factors that influence it. In contrast to women, male investors' investment attitudes were found to be more influenced by herd behavior, according to the findings. However, overconfidence and excessive optimism had a more significant impact on the formation of the investing attitude of female investors.

In their research titled "Analyzing the Effective Behavioral Factors on Investors' Performance in Tehran Stock Exchange (TSE)," Ranjbar et al. (2014) examined the impact of cognitive errors and errors as influential behavioral factors on the investment performance of investors in the Tehran Stock Exchange. Data collection for the study was conducted through the administration of a meticulously designed questionnaire to a sample of 148 investors. For the analysis of the research data, Structural Equation Modelling (SEM) was the primary statistical technique employed. As determined by the study's findings, herding behavior and heuristics have a positive effect on investment performance. The investment performance was primarily influenced by two effective dimensions of heuristic factors: availability bias and anchoring bias. Conversely, prospect factors consist of... The negative impact of loss aversion and mental accounting on the investment performance of the investors was evident. The study proposed that investors ought to adopt a simultaneous approach when evaluating portfolios, as opposed to conducting independent examinations.

Abdallah and Hilu (2015) conducted an exploratory study in their research paper entitled "Exploring Determinants to Explain Aspects of Individual Investors Financial Behaviour." The authors investigated the determinants that account for the financial behaviour of individual investors, which is contingent upon their risk attitude. The investigation was conducted utilizing primary sources of data and a questionnaire was employed to gather information. The information was gathered from 179 respondents who were engaged in commerce within the United Arab Emirates. The research utilized Structural Equation Modelling (SEM) and Exploratory Factor Analysis (EFA) to examine the data. Individual investors' risk attitudes were found to be significantly correlated with information asymmetry, market perception, overconfidence, and information asymmetry, according to the study's findings. Moreover, these factors influenced the emotional dispositions of the individual investor, which could potentially impact their propensity for taking risks. According to the study, financial literacy among investors in the UAE is significantly low. Additionally, UAE investors placed the least amount of weight on technical analysis and fundamentals when making investment decisions. Additionally, the results revealed that the level of overconfidence had the greatest impact on investors' risk tolerance and was also a potential cause of excessive trading.

In their study titled "A Qualitative Inquiry into the Investment Decision Behaviour of Malaysian Stock Market Investors," Jaiyeoba and Haron (2016) conducted a qualitative investigation within the field of behavioral finance through the visualisation of Malaysian stock market investors' investment decision behaviour. The study's specific objectives were to determine whether Malaysian investors intend to maintain an active presence in the stock market, the type of third-party advice they rely on, their comprehension of the factors that contribute to unsuccessful investment decisions, the obstacles they encounter when making investment decisions, and the methods they employ to overcome these challenges. The research employed a semi-structured interview methodology in order to gain insight into the investment behavior of six retail investors. By employing content analysis and utilizing verbatim texts, the research aimed to identify and analyze emerging themes. Malaysian stock investors were patriotic in nature, as evidenced by their willingness to remain in the market despite their experience, according to the study's findings. Additionally, the research revealed that adherence to Sharia principles was of the utmost importance to Muslim investors when evaluating potential investment companies. In lieu of quantitative analysis, the results revealed that Malaysian investors made investment decisions based on feelings of comfort or convention. Thus, they were susceptible to psychological biases and made investment decisions heavily based on their own observations. It was determined that mathematical modeling and technical analysis had the least bearing on the company selection criteria.

Jaiyeoba et al. (2018) examined the investment decision behavior of Malaysian retail investors and fund managers in their study titled *Investment Decision Behaviour of the Malaysian Retail Investors and Fund Managers: A Qualitative Inquiry*. The research aimed to examine various themes, such as the experience and intention of stock investors to continue participating in the market, their knowledge of the Malaysian economy, the factors that influence their choice of companies, the sources and nature of investment advice they seek, strategies for minimizing the impact of psychological biases, and the difficulties they encounter when making investment choices. The research utilized a qualitative methodology, specifically employing semi-structured interviews to gather data from four fund managers and four retail investors. The findings of the research indicated that Malaysian investors and fund managers maintained an optimistic outlook on their ability to sustain their involvement in the stock market, notwithstanding the fluctuations that occurred. In analyzing the performance of the company, they relied primarily on news and regulatory body data and implemented a bottom-up methodology. It was determined that Malaysian investors' company selection priorities were predicated solely on the following criteria: Sharia compliance, high dividend yields, solid performance and future prospects, and high returns. These were the critical factors that exerted the greatest influence on their decision-making process. Additionally, the research revealed that retail investors were more susceptible to emotional and psychological biases than were fund managers. The findings additionally revealed that the fund managers implemented self-discipline advice from the investment team, interviewees regarding the investment intention, and investment guidelines as essential strategies to reduce the impact of emotions and biases.

Mak and Ip (2017) conducted an exploratory study on the investment behavior of investors in the main land Chinese and Hong Kong markets in their research article titled "An Exploratory Study of Investment Behaviour of Investors." The objective of the research was to discern the disparities in investment behavior preferences between investors based in the People's Republic of China and those based in Hong Kong. Additionally, the research identified the primary characteristics that influenced the behavior of investors and demonstrated how these characteristics could be utilized to forecast the investment behavior preferences in both Hong Kong and mainland China. The research was conducted using proprietary information supplied by a financial institution and comprised a sample of 142496 investors from both of these regions. The research utilized models of linear regression. Demographic, psychological, and sociological factors, including the age, gender, income, education, marital status, and investment experience of investors, were identified as significant predictors and explanatory variables of investment behavior preferences in these two regions. The study's findings assisted investment firms and brokers in developing practical strategies for their clients. Additionally, the research revealed a noteworthy disparity in the financial investment practices of investors residing in Hong Kong and the People's Republic of China with regard to the quantity of fund shares they owned and the selection of financial investment options specific to each country. Additionally, the research revealed that the three most influential factors on the investment behavior of individuals in both of these regions are the age, income, and investment experience of the investors.

In their study, U M Gopal Krishna (2019) investigated the correlation between the risk-taking propensity of investors and their investment knowledge. The results indicate that this correlation is statistically significant solely in the domains of gold, silver, shares, and bonds, but not in the domains of mutual funds, banks, or post offices. Furthermore, the study found that investment knowledge and risk tolerance are influenced by demographic variables.

U M Gopal Krishna (2019) posits that investors exhibit diversity in their investment preferences across various investment vehicles. Investment Avenue preferences are ascertained by considerations of safety, return, risk, and liquidity. In contrast to bond investors, the majority of investors enter the stock market with the intention of maximizing returns.

U M Gopal Krishna, (2020), Private banks generate profits via return on capital employed, earnings per share, and net profit margin. Operating profit margin and price to earnings ratio determine the profitability of public sector banks. In order to survive, both public and private banks must implement new instruments and developments.

U M Gopal Krishna (2024), Today's competitive business environment requires good decision-making. Financial Planning, Forecasting, Fund Management, and Internal Audit Management Systems affect decision-making quality and effectiveness. Academic researchers and business practitioners have recently focused on business intelligence (BI) because it improves Business Intelligence Systems, which are crucial to business success. Businesses perform better with business intelligence (BI). We hope this study will help us understand how BI systems improve decision-making. BI tool-Business Intelligence System relationships, Financial Forecasting, Fund Management System, Financial Planning, and Internal Audit Management System data were analyzed. To test the theoretical model, we surveyed 420 Indian IT professionals who use Financial Performance and Business Intelligence tools. The study found many valuable data assets in Indian IT companies. These assets facilitate fast, effective decision-making for Business Intelligence System implementation. Internal Audit Management System, Financial Planning, Fund Management, Forecasting. BI for quality decision-making is more important than Competitive advantage in Financial Forecasting, Fund Management System, Financial Planning, and Internal Audit Management System. Business Intelligence System implementation can be improved by studying financial capabilities and performance measurement. How business intelligence tool statement quality boosts competitiveness. The study examined how Financial Capabilities affect BI implementation. It explains why companies should use and promote BI. It proves financial capabilities' importance in business intelligence tool implementation. The study found that business intelligence (BI) systems help Indian IT companies make better operational decisions, giving them an edge. To maximize business intelligence (BI) system ROI, the organization's long-term goals and BI strategy must align. Study: Financial capabilities aid business intelligence (BI) system implementation. According to relevant literature, financial capabilities improve operational performance, decision-making, and data availability. BI improves data-driven decisions, adding value. U M Gopal Krishna (2024), This study measured the economic independence of Andhra Pradesh women entrepreneurs. Empowerment was measured at government, professional, and social levels. The scale measured measurement levels as high, medium, and low. Positive, moderate, and negative responses advanced to higher, medium, and lower levels, respectively. The empowerment analysis found that 67% of government employees, 45% of professional employees, and 69% of social employees felt empowered by entrepreneurship. The empowerment level analysis as a whole suggests that women business owners in Andhra Pradesh have a positive view of entrepreneurship and that it empowers women. U M Gopal Krishna (2024), The researcher's empirical study shed light on the banking sector's green practices in India, a developing nation with growing environmental concerns. Through analysis, the study confirms the importance of "a) Commitment and Support from Management, and b) Pressure from competitors and customers," in Indian banks adopting green practices. The study also establishes the structural relationship between these factors and Indian banking sector environmental sustainability. This research also shows that top management and owners' active participation is most important. They should be convinced of green banking's benefits and enthusiastic about green program implementation.

U M Gopal Krishna (2024), suggests that SVR is a practical and adaptable strategy that may help the customer overcome distributional properties of key components, data geometry, and model overfitting in this rainfall estimation project. SVR display bit capacity must be chosen carefully. Clearly, SVR outperforms MLR as an expectation strategy. In datasets where MLR cannot detect nonlinearity, SVR is useful.

U M Gopal Krishna (2024), Overall, the study suggests that blockchain technology improves business processes and solves problems in the IT industry. Effective security reduces security risks in these industries. To achieve this, blockchain technology's benefits and drawbacks for IT businesses were briefly discussed. Secondary qualitative data was used to organize this article. Therefore, relevant research journals were examined and the necessary information extracted. Additionally, block chain systems' role in digital technology and food supply chain management systems has been thoroughly examined.

U M Gopal Krishna (2024), To protect private data, the research covered data security in depth. The study required secondary data collection and analysis to find flaws and improve data security. Past studies informed the study, and the researcher's opinion is included. The article suggests that integrating the right tools and technologies can reduce cyber security threats. Organizations can secure employee data with firewalls and antivirus software. This feature would help organizations comply with data security protocols.

III. RESEARCH METHODOLOGY

III.I. OBJECTIVE OF THE STUDY

1. To Measuring the impact of Demographic factors on Investors Investment Decisions

III.II. HYPOTHESIS OF THE STUDY

H0: Demographic Variables have no significant impact on Investors Investment Decision.

H1: Demographic Variables have significant impact on Investors Investment Decision.

III.III. RESEARCH DESIGN

This study utilizes two different approaches for conducting research. One approach is an exploratory research design, which collects information about the history of the issue to evaluate the effectiveness of different potential solutions. An examination of the pertinent research is conducted in order to formulate a hypothesis for the current issue. Descriptive research, also referred to as diagnostics research, focuses on describing the characteristics and relationships between variables. Its aim is to identify cause and effect relationships and analyze the problem to reach a conclusion.

After thoroughly reviewing the relevant literature, we proceeded to develop the research design for the current study. Subsequently, we formulated the conceptual framework for our research. A random sample of 350 investors registered with the District Industries Centre (DIC) was selected. The level differences are assessed through the utilization of factor analysis and Structured Equation Modelling. Data is collected from investors in the Andhra Pradesh region for this purpose.

III.IV. SAMPLING PROCEDURE

Sampling is defined as "a technique utilized to derive conclusions by quantifying a subset of a larger population" (Zikmund et al., 2013). For the purpose of data collection in this study, a random sampling technique based on probability sampling was utilized. Probability sampling ensures that each case within the population has an equivalent opportunity of being selected (Bryman and Bell, 2011). The respondents were selected in accordance with the predetermined criteria through a random process. The following criteria shall apply:

The investors were the focus of the data collection effort.

The source of the signal response was an individual company.

Individuals who were amenable to participating in the research methodology.

III.V. SAMPLE SIZE

The determination of the sample size was based on prior research and DIC Dehradun data. In their respective studies, Samani and Veena (2008), Jesuraj (2013), Suthamathi and Prabu (2018), and Nachimuthu and Gunatharan (2012) surveyed 300 respondents, whereas Deshpande (2014) surveyed 350 respondents. Consequently, a total of 450 participants were selected as the sample size for the present investigation. Utilizing district-specific DIC data, the sample size was calculated. The data indicates that districts have a limited number of registered businesses. Consequently, a total of 50 sampling units were procured from each district, encompassing Kurnool, Kadapa, Chittor, and Anantapur, while 100 units were obtained from each plain district. While the initial sample size for this investigation was 400, it was reduced to 350 respondents as a result of incomplete questionnaires.

III.VI. METHODS OF DATA COLLECTION

The information is gathered from secondary and primary sources, respectively.

IV. RESEARCH MODEL AND HYPOTHESIS FORMULATION - INVESTORS INVESTMENT DECISION

An endeavor was undertaken to ascertain the determinants that impact of Demographic Factors on Investors Investment Decisions, relying on their perspectives regarding such determinants. In order to accomplish this, the variables or statements are classified into seven manifest variables, which are detailed in Table No.

TABLE NO. 4.1 The manifest and latent variables of the Demographic factors that influence the Investors Investment Decision (estimates) are considered.

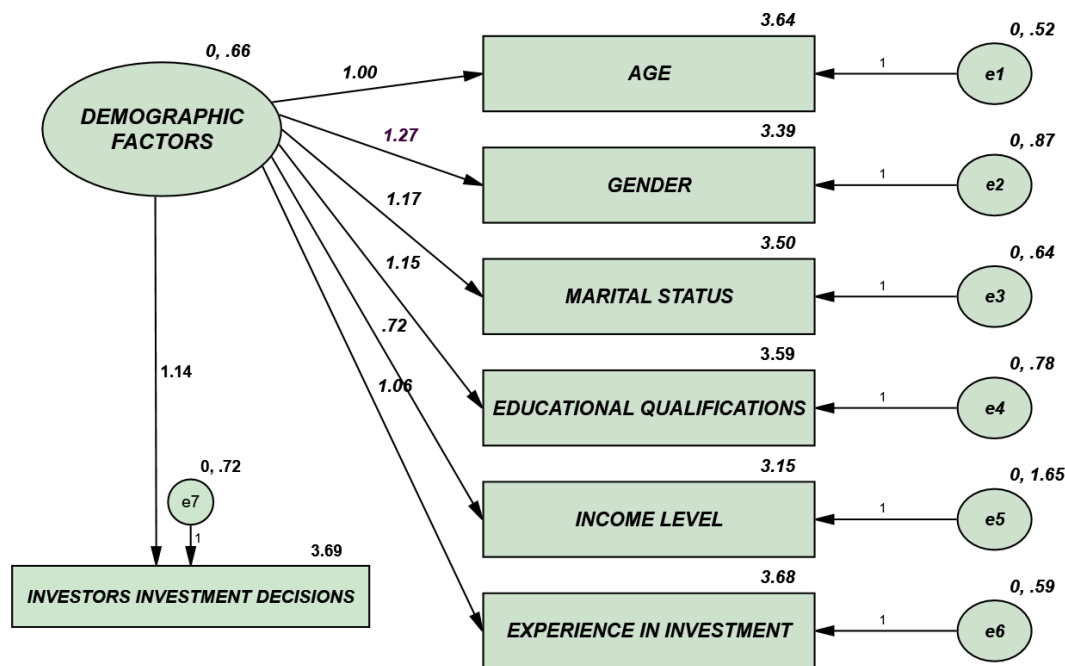
MANIFEST VARIABLES	LATENT VARIABLES
Age	Investors Investment Decision
Gender	
Marital Status	
Education	
Income Levels	
Experience	

H₀: Demographic Variables have no significant impact on Investors Investment Decision.

H₁: Demographic Variables have significant impact on Investors Investment Decision.

In order to examine the hypothesis Using a Structural Equation Model, the following figure presents the output in the form of a path diagram:

FIGURE NO. 4.1 PATH DIAGRAM OF FACTORS INFLUENCING THE INVESTORS INVESTMENT DECISION



(Note: Chi-square = 91.734, Degrees of freedom = 14 & Probability level = .000)

Regression coefficients are represented in the path diagram by the values connected to one-way arrows or directional effects. The correlations and regression coefficients quantify the strength of the associations among the variables.

A regression coefficient of 1.27 for Gender indicates a very strong relationship with Investors Investment Decision.

A regression coefficient of 0.72 for indicates a normal relationship with Investors Investment Decision.

The analysis indicates that all the seven factors namely “Age, Gender, Marital Status, Education Income Levels, Experience”.

When assessing the model's suitability for refinement or acceptance as-is, the researchers employed model fit indices. Tabular 4.2 presents the results obtained from the model fit test.

TABLE NO. 4.2 Model fit indices of (six) factors influencing Investors Investment Decision.

No.	Test Factor	Calculated Value	Acceptable Value
1	GFI (Goodness-of-fit index)	0.966	>=0.90 and above satisfactory fit 0.80 to <0.9 acceptable fit (Hair et al. 2006)
2	AGFI (Adjusted goodness-of-fit index)	0.933	
3	CFI (Comparative fit index)	0.962	
4	NFI (Normed fit index)	0.956	
5	TLI (Tucker-Lewis index)	0.944	
6	RMSEA (Root mean square error of approximation)	0.089	0.08 or less would indicate a close fit of the model

The Table No. 4.2 indicates that the model fit indices of factors influencing Investors Investment Decisions. The Goodness of fit index (GFI) score is 0.966, adjusted goodness of fit index (AGFI) score is 0.933, comparative fit index (CFI) score is 0.962, normed fit index (NFI) score is 0.956, Tucker Lewis index (TLI) score is 0.944. The Root Mean Squared Error of Approximation (RMSEA) secured 0.089 that indicates that the model is a close fit with a reasonable error of approximation.

From the analysis, it is inferred that all the other six variables influence the Investors Investment Decision. Especially, Gender influences strongly on the Investors Investment Decision.

TABLE NO. 4.3 Regression Weights for factors influencing the Investors Investment Decisions

	Estimate	S.E.	C.R.	P	Label
OL 1 <--- Investors Investment Decisions	1.000				
OL 2 <--- Investors Investment Decisions	1.266	.067	18.996	***	Sig
OL 3 <--- Investors Investment Decisions	1.172	.060	19.656	***	Sig
OL 4 <--- Investors Investment Decisions	1.147	.062	18.625	***	Sig
OL 5 <--- Investors Investment Decisions	.723	.069	10.456	***	Sig
OL 6 <--- Investors Investment Decisions	1.060	.055	19.135	***	Sig
OL 7 <--- Investors Investment Decisions	1.138	.060	18.880	***	Sig

The above table 4.2 shows the regression co-efficient of the exogenous variables and all 7 variables have significant at one percent. It is to be identified from the analysis, all 7 variables have significant impact on Investors Investment Decisions.

V.I. FINDINGS & SUGGESTIONS

Younger investors tend to have a longer investment horizon and may be more willing to take on higher levels of risk for potentially higher returns. Older investors may prioritize capital preservation and opt for less risky investments.

Investors with higher income levels may have more disposable income to invest and may be more willing to take on higher levels of risk in pursuit of higher returns.

Higher levels of education are often associated with better financial literacy and a greater understanding of investment concepts and strategies.

Demographic factors such as age, income level, and education level can influence investors' risk tolerance and their willingness to take on risk in pursuit of higher returns.

Demographic factors can also influence investors' investment goals and priorities. For example, younger investors may prioritize wealth accumulation and retirement savings, while older investors may prioritize income generation and capital preservation.

V.II. SUGGESTIONS

Conduct surveys and questionnaires to evaluate how various demographic factors, including age, income level, education level, and investment goals, impact investors' risk tolerance and investment decisions.

Developing investor profiles based on demographic factors can provide valuable insights into investors' risk tolerance, investment goals, and preferred investment strategies.

Performing behavioral analysis to uncover the influence of demographic factors on investors' behavioral biases and their effect on investment decisions.

Examine market data to uncover trends and patterns in investors' investment choices influenced by demographic factors.

Conducting longitudinal studies to track changes in investors' investment decisions over time and how they are influenced by demographic factors.

VI. CONCLUSION

Understanding how demographic factors influence investors' investment decisions is crucial for gaining insights into how investors' characteristics and preferences shape their investment behavior. Various demographic factors, including age, income level, education level, and investment goals, greatly influence investors' risk tolerance, investment strategies, and decision-making processes. Through a comprehensive understanding of these factors, financial professionals can more effectively customize investment advice and strategies to align with the unique needs and preferences of various investor groups. This results in increased efficiency in investment management and improved outcomes for investors.

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