Limitations and Suggestions

Focus of this research project was to understand the impact of personality traits on investment behaviour. Though utmost attention has been given during designing of research method; objectives & hypotheses; data analysis and interpretation, even then researcher has faced certain limitations while conducting this research. The researcher acknowledges that the response rate was less, and may not present define the characteristics of population as a whole. Additionally, there may have been some self-selection bias among respondents. Data collection could include observations and interviews with investors in order to provide a further in detail perceptive of how different factors affect their investment decision. Findings of the study were also result of one-time snapshot collection of data.

Limitations of the study relate to the boundaries established for the analysis of variables, the sample population and the research instrument. The limitations associated with these constraints are discussed in the following section:

1. Research Method used to collect the sample in the study was on convenience basis because of which sample may not be representative of population which can be fully randomized to reveal better results.

2. Size of sample was limited. Research scholar has taken only an optimum sample and a larger sample can be taken to improve the findings.

3. Population selected for this study was limited upto the State of Haryana which can be extended to larger socio-cultural and geographical areas for better findings.

4. The short duration of interaction with individuals in the research limits the generalization of results and findings. Longitudinal research can be conducted to improve the research generalization.
5. Subjects had their own understanding of words when evaluating the variables in each item. This allowed the questionnaires to be open to personal interpretation and skewed in results.

6. In the present study only four personality traits of agreeableness, self-image, need for achievement and risk adaptiveness have been tested for investment behaviour out of a list of psychological traits whereas, more research can be conducted by also including other psychological traits.

7. The study was conducted by considering specific six demographic factors such as age, gender, education, income, occupation and caste. But various other demographical factors such as marital status, birth order and location etc. may also be included in the study which may also affect investment behaviour.

8. The design of the current research was cross-sectional, which means that the data was gathered at one specific point in time only. No pre- and post-event testing was used, and nor were longitudinal processes evaluated.