Implications of the Research

Emphasis of the present research was to find out the relationships between personality traits of agreeableness, self-image, need for achievement, and risk adaptiveness with investment behavior among the specified population for the research, by forming various groups on the basis of different demographical factors. Therefore, the implications of the study are mainly applicable to financial investors and institutions.

Findings of this study will improve the understanding of financial decisions among investors having different personality traits and diversified demographic dimensions. Research will provide new insights in the field of investment decisions and thus enable to fill the existing gap. Businessmen would be able to analyze the investors on the basis of their psycho-demographic characteristics to attract them according to their choices and tendencies.

Overall, this study contributes to a growing body of literature suggesting that personality traits of individual investors influence their financial decisions. Thus, present study may have following implications:

1. Study will help to develop a model between personality traits and investment behaviour to understand the complexities of investors’ behavior in fast moving financial market.

2. Research findings will be helpful for various financial institutions, Government, potential investors and business houses. These bodies can analyze the investment behaviour of investors as well as financial trend of market on the basis of the degree of personality traits among investors.

3. This study will also support the psychologists and financial experts to work with the people having lower degree of personality traits to correct their behavior.
4. Study will also provide scope to the researchers and academicians to understand the role of personality traits and demographic factors in shaping investment decision and to create a scope for further research.