

Abstract

The Indian economy is growing rapidly, and wise investments are crucial for economic development. This study analyses the investment behaviour of government employees in Kerala, focusing on their intellectual and behavioural aspects. Previous studies have explored investment decision-making, risk tolerance, emotional intelligence, and behavioural biases. However, few studies have examined the relationship between investors' intelligence, personality, and investment behaviour. The study identifies a research gap in understanding investors' intelligence and personality traits concerning their investment behaviour.

The major objectives of the study are to Investigate the impact of intelligence and personality on investment behaviour. the specific objectives are to study investment patterns, Investment Preferences and Investment Decision Making in relation to intelligence and personality, to analyse investment decision-making behaviour (rational and irrational) and examine demographic influences on investment behaviour.

The study employed a descriptive and analytical research design, surveying 384 Grade II government employees in Kerala. Sample are selected using Proportionate Stratified Random Sampling Technique. For studying investment intelligence, here used Multiple intelligences based on the Multiple Intelligence theory of Howard Gardener and the study used Big Five Personality Traits to measure investor personality. Data were collected using s structured questionnaire and tools for data analysis are Descriptive statistics, ANOVA, t test, Multiple Regression, Canonical Correlation and Structural Equation Model.

The study found that Investors' Intelligence and Personality; especially Multiple intelligence and big five personality traits influence investment behaviour. As studied Investment Decision making of Government Employees, Irrational behaviour is slightly more prevalent than rational behaviour. Bank deposits, insurance, and chit funds are favoured investment avenues and Safety, return, liquidity, and marketability are primary factors influencing Investment Behaviour.

The study proposes a conceptual framework incorporating cognitive and behavioural aspects to explain investment behaviour. The findings suggest that government employees exhibit both rational and irrational behaviour, influenced by intelligence, personality, and demographic factors. Applying these findings can enhance wise investments, contributing to financial stability and national economic growth. Financial advisors should consider clients' psychological aspects when offering advice. Future research should explore other demographic segments and investment avenues.

Theoretical Implications of the study include: Cognitive abilities and personality traits significantly impact investment decisions; Multiple intelligences and Big Five personality traits influence both rational and irrational decision-making; Behavioural biases, such as representative bias and overconfidence, prominently affect investment choices among investors.

Practical Implications: Employer-sponsored programs and financial literacy initiatives can enhance employees' financial well-being; Financial planning should be personalized, considering individual cognitive strengths, personality traits, and biases; Investment products can be tailored to cater to diverse risk perceptions and investor profiles.

This study's focus on salaried investors warrants exploration of non-salaried investors, institutions, and mutual fund managers. Future research can incorporate additional variables (e.g., economic conditions, financial literacy) and investigate individual intelligences. Longitudinal studies and cross-country comparisons of investment behaviour and economic influences are also recommended.

Key words: Investment behaviour, Multiple intelligence, Big five personality traits, Investment pattern, investment preferences, Rational investment decision making, Irrational investment decision making, Behavioural biases, Prudence.