

# **A Study on Factors Affecting Investment Behaviour of Female Academics in Kolkata District**

## **ABSTRACT**

The present study titled “*A Study on Factors Affecting Investment Behaviour of Female Academics in Kolkata District*” examines the multifaceted determinants that shape the financial decision-making of female academicians within an urban Indian context. Despite possessing strong educational and professional credentials, female academics often demonstrate conservative investment behaviour and low engagement with market-linked products. This research investigates how financial literacy, digital competency, cognitive biases, personality traits, and socio-economic background jointly influence their investment behaviour, conceptualized through the dimensions of Risk Capacity, Investment Strategy, and Investment Priorities.

The study employs a descriptive quantitative design using primary data from 591 female academicians across the four postal zones of Kolkata. A structured questionnaire was used to capture the constructs of financial literacy (knowledge, attitude, and behaviour), digital skills, cognitive biases, and Big Five personality traits. Reliability of all scales was verified (Cronbach’s  $\alpha > 0.90$ ). Ordinal Principal Component Analysis (OPCA) was applied for data reduction and construct validation, followed by Binary Logistic Regression to determine the directional and statistical influence of each predictor on investment behaviour.

The results demonstrated that financial attitude emerged a significant determinant, exerting influence on both risk capacity and investment strategy, whereas financial knowledge and financial behaviour showed limited direct impact. Digital skills significantly enhanced respondents’ ability to engage with market-based instruments and rely on professional financial advice, reflecting the growing role of digital competence in modern investment practices. In contrast, self-referential cognitive biases (anchoring, overconfidence, familiarity, and self-serving biases) were found to negatively affect rational financial judgment. Among personality traits, adaptive sociability, an integrated factor comprising agreeableness, conscientiousness, and emotional stability, was identified as a significant predictor of rational, goal-oriented, and risk-aligned investment behaviour.

To deepen understanding of investor perception, the study categorizes respondents into four behavioural profiles derived from the interaction of Risk Capacity (RC) and Investment Strategy (IS): Proactive Investors, Aggressive but Unstructured Investors, Cautious Planners, and Conservative Investors. Most respondents fell within the Proactive and Cautious categories, reflecting informed caution rather than risk aversion. This categorization serves as a diagnostic framework for profiling financial perception and guiding targeted financial empowerment programs.

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The study contributes to the behavioural finance literature by integrating gender, digital, and psychological perspectives into a unified empirical framework. Policy recommendations emerging from the research highlight the importance of enhancing financial attitude and digital literacy, developing targeted behavioural training to mitigate cognitive biases, and institutionalizing investor profiling mechanisms within educational and financial institutions to promote informed, inclusive, and strategic participation of women in financial markets.

**Keywords:** Investment Behaviour, Financial Literacy, Digital Skills, Cognitive Biases, Personality Traits, Ordinal Principal Component Analysis, Investor Categorization, Female Academics, Behavioural Finance.

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