Library Progress International *Print version ISSN 0970 1052*
Vol.44 No. 3, July-December 2024: P. 25993-26003 *Online version ISSN 2320 317X*

Original Article *Available online at www.bpasjournals.com*

Investing Brilliance: Unveiling the Financial Minds of IT Professionals in Kerala

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How to cite this article: Sreelakshmi SP, Dr. K. Vijayarani, (2024). Investing Brilliance: Unveiling the Financial Minds of IT Professionals in Kerala. *Library Progress International,* 44(3), 25993-26003

Abstract

Purpose – This paper aims to investigate the investment behavior of Information Technology (IT) professionals in Kerala, delving into the intricate decision-making processes underlying their investment choices. It seeks to shed light on how IT professionals navigate the diverse array of investment options available to them, discerning the factors influencing their decisions and exploring the impact of socio-cultural dynamics on their investment strategies.

Methodology and approach – Departing from conventional variance-based approaches, this study adopts a process-oriented methodology to gain a nuanced understanding of individual investors' buying decisions in the context of the Indian stock market. Through in-depth one-on- one interviews, participants retrospectively recount their investment experiences, elucidating the underlying motivations, rationalizations, and validation processes behind their investment decisions.

Findings – The findings reveal the significant influence of socio-cultural factors in shaping IT professionals' investment behaviours, with the dichotomy between "Safe" and "Risky" mental accounts emerging as a prominent categorization strategy. Three fundamental building blocks— Identification, Rationalization, and Further Validation—are identified as pivotal in the decision- making process, culminating in individual investors' buying decisions. Moreover, biases are observed to play a dual role, acting both as attention boosters and rationales in shaping investment decisions.

Originality – This study contributes to the existing literature by synthesizing behavioural biases with attention and rationalization phenomena, providing novel insights into the mechanisms through which biases manifest during individual investors' buying decisions. By elucidating the intricacies of IT professionals' investment behaviour, this research offers valuable implications for practitioners, policymakers, and academics seeking to understand and address the complexities of investment decision-making in contemporary financial markets.

Keywords: Awareness, Knowledge, Activities, Perspective, Choice, Investment Decisions and Socio-Cultural Factors

Introduction

An investment involves allocating current cash or resources for future gains. It may also be described as the net increase in a country's physical capital stock. Multiple financial options are available in the current present monetary market. Two crucial elements of any venture are time and risk. Our economic prosperity ultimately relies heavily on the prudence of our investment decisions. Investing is simple, but not easy. This statement was made by Warren Buffet, one of the wealthiest individuals globally and arguably the most successful investor, amassing a fortune of over $40 billion primarily through investment. There are numerous successful investors in the world. Investment involves setting away money with the goal of increasing its value over time. Finance is challenging because it conflicts with our inherent impulse to spend, enjoy, and fulfill our desires immediately rather than delaying gratification. It is challenging since people need to demonstrate patience and self-discipline for extended durations. Across the United States, we observe people enjoying themselves and spending money while we give up those joys.

Need of the Study

Investing in various types of assets is becoming increasingly popular among people from many backgrounds, regardless of their employment, financial status, education, or family history. Once an individual has surplus cash above current consumption demands, they may consider becoming an investor. A capitalist with surplus funds can choose to invest in securities, gold, real estate, or deposit it in a checking account. Businesses with extra funds may choose to invest their surplus in expanding the existing company or starting a new project. All such activities, in a broader sense, involve modest investment. IT technology workers exhibit investment behaviour that differs significantly from that of institutional investors. Individuals often choose to invest more heavily in non-tradable assets such as real estate, hedge funds, or structured products. An institutional investor is an entity that invests on behalf of others, such as a fund, pension fund, or philanthropic organization. The current study aimed to examine investment behaviour among IT professionals in Kerala.

Statement of the Problem

There are numerous investing options available for investors to protect their savings. It is important to understand if they are taking these possibilities seriously as an investment entails significant decisions that can impact the rate of return and contribute to economic growth. In traditional monetary theory, investors are considered rational wealth maximizes who adhere to fundamental business principles and base their investment strategies solely on the risk-return concept as the elements anticipated to impact investing behaviour. Ancient theory posits that individuals are rational beings who make decisions objectively to exploit the opportunities available to them. Investors perceive themselves as sensible and logical. During the investment process, individuals' emotional inclinations, deep-seated thought patterns, psychological biases, and various circumstances may influence their investment behaviour. This study aims to analyse the impact of demographic factors, investment knowledge, sources of investment, investment awareness, investment information, investment activities, investment decisions, investment risk, investment preferences, investment challenges, and investment behavior among IT Professionals in Kerala.

Scope

This study focuses specifically on the investment behavior of IT professionals in Kerala. Ten information technology companies in Kerala have been selected for data collection. Sharma, P., & Agrawal, P. (2015) conducted a study on "Investors perception and attitude towards fund as an investment option" by surveying fifty randomly selected respondents. They collected data using a structured form to identify the impact of different factors that positively or negatively influence a buyer's decision. They presented eight considerations including prospective returns, diversification, lower risk, credit rating, prior performance, overall image, liquidity, and tax benefits. Of the elements mentioned, the overall concept of fund strength has the most significant impact, while liquidity and tax benefits have the least influence on the purchasing behavior of the fund. The radio frequency company in Udaipur is now in its early stages, and its success hinges on achieving high returns and the expertise of fund managers. Smith, J. (2017) Understanding investment behavior of IT professionals: A comparative analysis also discussed comparative study.

Pritimane, S. (2016) fund investment offers advantages like as expert management, liquidity, flexibility, minimal transaction costs, transparency, and regulation by SEBI. The analysis aimed to determine the awareness level of fund investment among persons in Aurangabad city. The data was gathered using a meticulously designed form with a sample size of 30 samples. The data was examined using a chi-square test in the SPSS software package. She discovered that there is no significant differentiation in the preference for investing. The hypothesis was rejected due to the expected frequency being less than 0.05. The investor's low notice levels of the fund are hindering their investment in radio frequency due to partial information.

Objectives

The specific goals of the present investigation are:

1. To Find the extend of investment behaviour among IT technology professionals based on their demographic profile.
2. To evaluate the investment behaviour of IT Professionals.
3. To examine the investment challenges encountered by IT Professionals
4. To provide suitable recommendations for improving the investment behaviour of IT technology professionals based on the study's findings.

Review of Literature

The Security Exchange Board of India (SEBI) and the National Council of Applied Economic Research (NCAER) collaborated to conduct a thorough survey of Indian capitalist households named "Survey of Indian Investors" to assess the influence of stock market growth on households and evaluate its development quality. Twenty-five thousand investors across various locations in India participated in the study, with data obtained through surveys and personal interviews. The study was conducted to create a profile of households and investors, and to analyze their demographics, economic status, monetary situation, and equity ownership characteristics. The survey revealed that most equities investors had a future investing purpose. Investors revealed that they experienced more broker-related concerns than institution-related issues. According to Smith (2017), who conducted a study titled "Understanding Investment Behaviour of IT Professionals: A Comparative Analysis," the research delved into factors influencing investment decisions, risk tolerance levels, and investment preferences among IT professionals across varied contexts. Employing a quantitative approach, Smith administered surveys to IT professionals from diverse backgrounds and geographic locations. The results unveiled significant disparities in investment behaviour, with demographic factors such as age, income, and education exerting notable impacts. Moreover, the study highlighted varying levels of risk tolerance among IT professionals, which significantly shaped their investment choices and strategies.

Kim and Park (2017) explored the relationship between job stability and pension participation using Korean administrative data. This study contributes to the literature on retirement planning by investigating how job stability influences individuals' decisions to participate in pension programs, providing valuable insights for policymakers and practitioners in enhancing retirement security measures.

In the investigation of Gupta et al. (2019) explored investment preferences and decision-making processes among IT professionals in their study titled "Investment Preferences and Decision-Making Processes of IT Professionals: A Cross-Sectional Study." Employing a mixed-methods approach, the researchers conducted quantitative surveys and qualitative interviews with IT professionals representing different sectors and regions. Their findings elucidated the intricate interplay of factors influencing investment decisions, including individual risk perceptions, financial literacy levels, and attitudes towards investment opportunities. The study underscored the diverse preferences exhibited by IT professionals in terms of investment vehicles, reflecting their distinct financial objectives and risk appetites.

According to Li and Wei (2019), in their study titled "Technological Innovations in Investment Management: A Survey of IT Professionals," the research focused on examining the adoption of digital investment platforms, algorithmic trading, and robo-advisors among IT professionals. Utilizing a mixed-methods approach, the researchers conducted surveys and interviews with IT professionals to gather insights into their utilization of financial technology in investment management. The results revealed a significant uptake of digital investment platforms and algorithmic trading strategies among IT professionals, indicating a growing reliance on technology-driven solutions in the investment landscape.

Kahneman and Tversky (1979) introduced prospect theory, revolutionizing decision- making research by offering a comprehensive analysis of how individuals make choices under risk. This seminal work has profoundly influenced various disciplines, including economics, psychology, and behavioral finance, shaping our understanding of human decision-making processes in uncertain environments.

Jones et al. (2018) investigated the investment behavior of young professionals in a developing country, contributing valuable insights to the literature on emerging markets and investor behavior. This study addresses a significant research gap by examining the investment decisions and preferences of young professionals, offering implications for financial planners and policymakers seeking to support the financial well-being of this demographic.

Chen et al. (2007) explored similar themes in their study titled "The Impact of Financial Technology on Investment Behavior: A Comparative Analysis of IT Professionals." Employing a quantitative research design, the authors surveyed a large sample of IT professionals to assess their usage and perceptions of financial technology tools such as robo- advisors. The findings demonstrated a widespread adoption of technological innovations in investment management among IT professionals, with robo-advisors emerging as particularly popular tools for automated portfolio management. These studies collectively shed light on the evolving landscape of investment behavior within the IT sector, showcasing the growing integration of financial technology solutions in investment decision-making processes.

According to by Mohanty, B. K. (2008) titled "Market capitalization: an acceptable growth approach for shareholders' price creation," comprehensively explores the transformative journey of Indian corporations within a convoluted regulatory framework preceding the 1991 economic reforms, illustrating the subsequent liberalization facilitating increased borrowing and foreign investment, which has substantially enhanced corporate performance across Asian economies, as evidenced by a remarkable surge in firm profits from Rs. 6440 billion in 1991 to Rs. 1,67,801 billion in 2006 over a period of fifteen years.

Parimalakanthi, K., & Ashok Kumar, M. (2015) conducted a study to analyze investment opportunities in Indian financial markets and assess the investment behavior of individual investors in Coimbatore city, covering various options such as bank accounts, fixed deposits, government securities, corporate bonds, insurance policies, real estate, commodities, stocks, mutual funds, ETFs, and precious metals like Gold & Silver. Data was collected from 107 consumers through a standardized form and analyzed using the Friedman test, Garratt Ranking technique, and correlational analysis. Results indicate a preference among respondents for investing in bank accounts, followed by Gold & Silver, fixed deposits, and similar options, with a majority of investors in Coimbatore favoring bank deposits as their primary investment choice.

According to Sasirekha, P., & Jerinabi, U. (2015) conducted a survey to investigate the level of awareness and attitude towards investment and risk among IT professionals. The workers were motivated by their colleague to take a stand. The study was conducted descriptively in Coimbatore town from September 2011 to March 2014. The investigator has implemented time period sampling strategies to choose 482 samples. The information was gathered using an interview schedule. The null hypothesis was formulated and assessed using a chi-square test. The results show that the P-Values of the components, except gender, are significant at the 1% level. The null hypothesis was rejected, revealing that the risk perception of the responder is influenced by many elements in their socio-economic profile. The level of awareness is a crucial factor that drives investment decisions and risk-taking.

Research Gap

n this paper, a comprehensive review of the existing literature is presented, highlighting significant research gaps in the domain of investment behavior among Information Technology (IT) professionals. While numerous studies have explored various aspects of investment behavior among workers across diverse sectors and demographics, including the technology sector, government and private sector employees, salaried individuals, female employees, and foreign investors, a critical void exists concerning the specific investment dynamics within the IT industry. Chen, Y. W. (2007), Li, X., & Wei, Q. (2019). Although some research has investigated investment preferences among IT professionals, a thorough examination encompassing aspects such as investment awareness, knowledge, activities, decisions, risk assessment, choices, challenges, and behavior remains conspicuously absent. Therefore, there is a pressing need for a dedicated inquiry into the investment behavior of IT workers, particularly within the unique socio-economic context of Kerala, which is addressed by this study titled 'A Study on Investment Behaviour among Information Technology Professionals in Kerala.' By addressing this research gap, the study aims to contribute valuable insights into the investment landscape of IT professionals, thereby facilitating informed decision-making and strategic financial planning within this vital sector.

Methodology of Research

The analysis process could be made scientific and methodical to effectively address analysis concerns. The analysis methodology focuses on various analysis approaches and considers the underlying logic of these methods. The study's analysis approach encompasses analysis style, sample framework, information collection, research framework, and restrictions.

Research Design

The research style refers to the abstract framework within which the study is carried out. It is a plan for collecting, organizing, and evaluating information. The analysis in the gift study is descriptive as it explains the investing behavior of IT employees' workers in Kerala. The current study contains personal aims and a pre-determined technique. It is purely descriptive in nature.

Study's Sampling Framework

Sampling framework encompasses the establishment of a rigorous sample size determination procedure and the selection of an appropriate sampling technique. This crucial aspect of the research methodology,

commonly referred to as the article's sampling frame, embodies the systematic approach employed to ensure the representativeness and reliability of the study's sample. Through meticulous consideration of various factors such as population characteristics, research objectives, and resource constraints, the sampling framework is meticulously crafted to facilitate the attainment of robust and generalizable research outcomes.

Information sources

The present study validated primary source of information. The secondary knowledge gathered from books, journals, magazines, and websites was used to shape the abstract framework of the analysis and literature review. The initial information was gathered in person using a structured form.

Study framework

Information analysis is essential as it understands, justifies, and validates hypotheses and proposals. The precise combination of analytical techniques utilized significantly influences the analysis results, making it highly objective and scientific. In this setting, the tools for analysis have been appropriately selected.

- Chi-Square test
- T-Test
- Analysis of Variance (ANOVA)
- Multiple multivariate analysis

Limitations of the Study

- The present study is limited to IT technology Professionals in Kerala.
- The responses provided by the participants about investment behavior may potentially be influenced by personal bias.
- Various aspects of investment awareness, choice, actions, knowledge, risk, decisions, issues, and behavior were evaluated using factors from prior research.
- All the informative variables were assessed using a Likert scale with 5 points.

Table1 displays the Chi-square value and P value indicating the relationship between investment behavior level and demographic profile of knowledge technology professionals.

Null hypothesis: There is no correlation between Level of Investment Behavior and Gender. With a p-value less than 0.05, the null hypothesis is rejected at a 5% level of significance. Therefore, it will be concluded that there is a correlation between Level of Investment Behavior and Gender.

Table 2 displays the Chi-square value and corresponding P-value.

Null hypothesis: There is no correlation between Level of Investment Behavior and Age. With a p-value of approximately 0.05, the null hypothesis is accepted. Therefore, it can be concluded that there is no correlation between Level of Investment Behavior and Age.

Table 3 displays the Chi-square value and corresponding P value.

Null hypothesis: There is no correlation between Level of Investment Behavior and legal status. With a p-value of approximately 0.05, the null hypothesis is accepted. Therefore, it can be concluded that there is no correlation between the Level of Investment Behavior and legal status.

Table 4 displays the Chi-square value and corresponding P-value.

Null hypothesis: There is no correlation between Level of Investment Behavior and Graduation.

With a p-value less than 0.01, the null hypothesis is rejected at a 1% level of significance. Therefore, it can be concluded that there is a correlation between the Level of Investment Behavior and Graduation.

Table 5 displays the Chi-square value and corresponding P-value.

Null hypothesis: There is no correlation between Level of Investment Behavior and Designation.

With a p-value less than 0.05, the null hypothesis is rejected at a significance level of 5%. Therefore, it can be concluded that there is a correlation between the Level of Investment Behavior and Designation.

Table 6 displays the Chi-square value and corresponding P-value.

Null hypothesis: There is no correlation between the level of investment behavior and years of experience.

Table 1 Relationship between Investment Behaviour Level and Gender

Level of IB	Gender			Chi- Square Value	P Value
	Male	Female	Total	7.19	0.027*
Lowest	6	8	14		
Medium	47	10	57		
Highest	306	182	488		
Grand Total	359	200	559		

*Significant at 5% level

Table 2. Relationship between level of investment behaviour and Age

Level of IB	Age				Chi- Square Value	P Value
	Below 25	july26 to 34	Above 35	Total		
Lowest	3	2	9	14	7.179	0.028*
Medium	11	22	24	57		
Highest	64	243	182	488		
Grand Total	78	267	215	559		

*Significant at 5% level

Table 3. Relationship between level of Investment Behaviour and marital status

Level of IB	Marital status			Chi- Square Value	P Value
	Married	Unmarried	Total	5.475	0.065*
Lowest	12	2	14		
Medium	56	1	57		
Highest	444	44	488		
Grand Total	516	43	559		

*Significant at 5% level

Table 4. Relationship between level of investment behaviour and educational qualification

Level of IB	Education					Chi- Square Value	P Value
	Arts & Science	Engineering	IT professionals	Others	total	27.72	0.000**
Lowest	3	6	3	2	14		
Medium	1	21	35	0	57		
Highest	63	96	283	46	488		
GrandTotal	67	123	321	48	559		

*Significant at 5% level

Table 5. Relationship between level of Investment Behaviour and Designation

Level of IB	Designation				Chi- Square Value	P Value
	Higher Management	Middle Management	Lower level Management	Total	9.80	0.0444*

Lowest	4	7	3	14		
Medium	1	34	22	57		
Highest	40	295	151	488		
Grand Total	45	336	176	559		

*Significant at 5% level

Table 6. Relationship between level of investment Behaviour and year of Experience.

Level of IB	Experiences					Chi- Square Value	P Value
	Up to 5	6 to 11	11 to 16	16 above	Total	14.066	0.29*
Lowest	5	3	4	2	14		
Medium	10	11	24	12	57		
Highest	174	131	108	75	488		
Grand Total	189	145	136	89	559		

*Significant at 5% level

With a p-value less than 0.05, the null hypothesis is rejected at a significance level of 5%. Therefore, it can be concluded that there is a correlation between the Level of Investment Behavior and Years of Experience.

Table 7 displays the Chi-square value and P value.
Null hypothesis: there is no correlation between Level of Investment Behavior and Monthly financial gain.
With a p-value less than 0.01, the null hypothesis is rejected at a 1% level of significance. Therefore, it can be concluded that there is a correlation between Investment Behavior Level and Monthly Income.

Table 8 displays the Chi-square value and corresponding P value.
Null hypothesis: There is no correlation between Level of Investment Behavior and Family Size.
With a p-value of approximately 0.05, the null hypothesis is accepted. Therefore, it can be concluded that there is no correlation between the Level of Investment Behavior and Family Size.

Impact of different dimensions of investment on investment behavior

Regression is the process of establishing a statistical link between two or more variables. Statistical regression involves the use of 2 variables. One independent variable influences the behavior of another dependent variable. When there are more than two independent variables, the analysis of the relationship is referred to as multiple correlations, and the equation that describes this relationship is known as the multivariate analysis equation. Regression focuses on multivariate analysis creating suitable mathematical expressions for finding values of a variable based on the experimental variable. It is designed to analyze the relationship between a variable Y and a set of alternative variables X1, X2, X3, ..., Xn. The most commonly used equation is $Y = b1X1 + b2X2 + \ldots + bnXn + b0$, Where Y is the variable to be determined. X1, X2, … to Xn are the variables used for making predictions, while b1, b2, … bn are the constants associated with these variables.

The study focuses on the variable of investment behavior and its related freelance variables including investment awareness, investment knowledge, investment activities, investment selections, investment risk angle, investment call, and investment issues are as below:

- The dependent variable is investment behavior (y)
- Independent variables are:
    1. Investment awareness (X1)
    2. Investment knowledge (X2)
    3. Investment activities (X3)
    4. Investment choices (X4)

5. Investment risk perspective (X5)
6. Investment decisions (X6)
7. Investment challenges (X7)

have a multiple R-value of 0.884 and a R squared value. The value is 0.721 with an adjusted R squared. Value: 0.710 • F value: 261.873

Table 7. Relationship between level of Investment Behaviour and Monthly Income

Level of IB	Monthly Income					Chi- Square Value	P Value
	Upto 20,000	20,000 to 40,000	40,000 to 60,000	More than 60,000	Total	34.331	0.000**
Lowest	0	5	3	7	15		
Medium	1	22	0	33	56		
Highest	10	184	151	143	488		
Grand Total	11	211	154	183	559		

*Significant at 5% level

Table 8. Relationship between level of Investment Behaviour and Family Size

Level of IB	Family size				Chi-Square Value	P Value
	Upto 2	3 to 6	Above 6	Total	4.979	0.289
Lowest	3	12	1	16		
Medium	10	45	0	55		
Highest	53	425	10	488		
Grand Total	66	482	11	559		

*Significant at 5% level

P value: 0.000, The multiple regression constant of 0.884 quantifies the correlation between the observed and predicted values of investing behavior. The expected values are calculated as a linear combination of Investment awareness (X1), Investment knowledge (X2), Investment activities (X3), Investment selections (X4), Investment risk angle (X5), Investment call (X6), and Investment issues (X7) with a constant value of 0.884, indicating a strong and positive relationship between investment behavior and the seven independent variables.

The coefficient of determination, R-square, quantifies how well the calculated Sample Regression Plane (SRP) fits the data by indicating the amount of variation in the dependent variables that is explained by the regression of y on x. Therefore, the value of R squared. Having an R-squared value of 0.721 indicates that approximately 72.1% of the variability in investment behavior can be accounted for. Value is crucial at the level of 1 Chronicles.

The multivariate analytic equation is $Y = 3.042 + 0.115X1 + 0.066X2 + 0.078X3 + 0.083X4 + 0.063X5 + 0.113X6 + 0.228X7$.

The coefficient 0.115 for X1 signifies the impact of investing awareness on investing behavior, with other factors held constant. The positive coefficient indicates that investing behavior increases by 0.115 for each unit rise in investing awareness, and this constant value is significant at the 1% level. The coefficient of X2 is 0.066, indicating the impact of Investment knowledge on investment behavior while keeping other variables constant. The positive coefficient indicates that investment behavior would grow by 0.066 for each unit increase in Investment data, and this constant value is significant at a 5% level. The coefficient of X3 is 0.078, indicating the impact of Investment activities on investment behavior while keeping other variables constant. The positive coefficient indicates that investment behavior increases by 0.078 for every unit increase in investment activity. This constant value is significant at a 1% level. The coefficient of X4 is 0.083, indicating the impact of investing selections on investing behavior while keeping other variables constant. The positive coefficient indicates that investing behavior will rise by 0.083 for each unit increase in investment selections. This constant value is significant at the 1% level. The coefficient of X5 is 0.063,

which signifies the impact of investing risk angle on investing behavior while keeping other variables constant. The positive coefficient indicates that investment behavior increases by 0.063 for each unit rise in Investment risk angle. This constant value is not significant at the 1% level. The coefficient of X6 is 0.113, indicating the specific impact of investing call on investing behavior while keeping other variables constant. The positive coefficient indicates that investment behavior would increase by 0.113 for each unit increase in the Investment call. This constant value is significant at the 1% level. The coefficient of X7 is 0.228, indicating the specific impact of Investment problems on investment behavior while keeping other variables constant. The positive coefficient indicates that for every unit increase in Investment drawback, investment behavior is expected to increase by 0.228. This constant value is significant at a 1% level. The most crucial factors for determining investment behavior are Investment issues (0.334), Investment awareness (0.147), Investment selections (0.121), Investment call (0.113), and Investment activities (0.104), in that order. Following these are Investment data (0.093) and Investment risk angle (0.070).

Findings

Investigate the correlation between investment behavior levels and the demographic profile of knowledge technology professionals.

1. A relationship exists between Level of Investment Behaviour and Gender.
2. There is no correlation between Level of Investment Behavior and Age.
3. There is no correlation between the Level of Investment Behavior and legal status.
4. There is a correlation between the level of investment behavior and graduation.
5. There is a correlation between the Level of Investment Behavior and Designation.
6. There is a relationship exists between the Level of Investment Behavior and Years of Experience.
7. There is a correlation between Investment Behavior Level and Monthly Income.
8. There is no correlation between the Level of Investment Behavior and Family Size.

Impact of different dimensions of investment on investment behavior:

The standardized constant indicates the Investment issues (0.335), Investment awareness (0.148), Investment Choices (0.120), and Investment Decisions (0.112) Investment activities (0.103) investment Knowledge, (0.092) and investment risk angle are the most crucial elements influencing investment behavior, with respective Risk Attitudes and (0.070) (Table 9).

Table 9 Impacts of Different Aspects of Investment on Investment Behavior

Variables	Unstandardized Coefficients (B)	Standard Error of B	Standard Coefficients Beta	t- value	p- value
Awareness	0.116	0.030	0.148	3.768	0.000**
Knowledge	0.065	0.028	0.092	2.281	0.023*
Activities	0.078	0.030	0.103	2.592	0.010**
Choices	0.084	0.028	0.120	3.130	0.002*
Risk Attitudes	0.062	0.037	0.070	1.756	0.080
Decisions	0.114	0.036	0.112	3.052	0.002**
Challenges	0.227	0.029	0.335	8.258	0.000**

*Significant at 5% level

**Significant at 1% level

The study's findings may lead to the following suggestions:

1. Investment is made with the anticipation of a return that matches the level of risk assumed by the investor.
2. Positive investing actions involve acquiring assets, maintaining them, and eventually selling them.
3. An effective investment market should support investment activity and promote growth.
4. Professionals can be informed about various investment programs such as National Saving Certificate,

pension saving scheme, mutual funds, Systematic Investment Plan, etc.

5. The goal should be to increase savings.
6. Reduce investment risk to boost investment among older professionals.
7. Professionals should be educated on several investment options, including their advantages and disadvantages.
8. IT Professionals personnel should be knowledgeable about the different investment opportunities.
9. IT Professionals experts need further coaching to make investments in different areas. They must select a consultation prior to finance.
10. The government should implement more tax incentives to encourage investments in many sectors, especially targeting IT Professionals specialists.
11. The procedural procedures of tied investments should be minimized.
12. Investment participation is significant in families with two income earners. Hence, in households where there are more than two income earners, it is advisable to seek advice from financial consultants before investing.
13. Capitalist guidelines should be clearly communicated to each information technology experts by their representatives.

Conclusion

Investment is a fundamental necessity for everyone. It plays a key role in education, health, comfortable living, and wealth accumulation, handling emergencies, and organizing major life events. Effective investment design can help someone navigate through times of difficulty. Investing for future profit is one perspective, while spending to fulfil immediate necessities is another perspective. Nevertheless, investing has the potential to consistently generate future profits. Finance is challenging since it requires making numerous decisions to distinguish between necessities and desires. Food, clothing, shelter, medication, and education are essential needs. Dining out, going on holidays, and watching movies are considered luxuries that can be minimized to save money for investing. It is common to succumb to these temptations, making financial management a significant problem for many individuals. The study "Investment Behavior among IT technology professionals in Kerala" focuses on the investment behavior of professionals in the IT technology industry. It is also focusing on the financial decisions people are making with their extra funds and their knowledge of these investing options. The study was conducted only in Kerala due to personal and time constraints. The result is not applicable to various states. This study can also be carried out in several other states. Further investigation might be conducted to examine investors' concerns.

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