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Personality Traits and Financial Literacy: Impact on Equity Investment Intention among Planters in India

Arun James*, Seranmadevi R

Christ Deemed to be University (School of Commerce, Finance and Accountancy), Bengaluru, India. *Corresponding Author's Email: arun.james@res.christuniversity.in

Abstract

This paper examines the relationship of personality and financial aspects toward investment intentions among Indian planters, including long-term and short-term investment decisions. This quantitative study is based on a random survey of 568 planters for the role of Openness, Agreeableness, Extraversion, Neuroticism, financial knowledge, financial skills, and financial attitudes. The findings indicate that Extraversion and financial knowledge are significant predictors of risk perception, mediating their influence on investment intentions. Planters with a higher level of financial literacy and an extroverted personality are more likely to perceive risk appropriately, making better investment decisions. Agreeableness was insignificant concerning risk perception, while Openness positively correlated with short-term investment decisions. The findings demonstrate that risk perception acts as a meaningful force towards LTI and STII since planters with the capability to perceive risk appropriately tend to make better decisions in investment. In addition, these results support the idea of financial education's importance in influencing investment behaviour. Such financial literacy programs, targeted towards improving the ability of farmers to assess risk and investment strategies, will be the initiative of the highest priority to bring about better financial outcomes in the Indian agricultural context. In this regard, this research will add knowledge of psychological and financial factors that impact investment decisions in India, and it will provide valuable insights into building an effective financial literacy program to target the enhancement of the investment strategies of planters in the Indian market.

Keywords: Financial Literacy, Long-Term Equity Investment Intention, Personality Traits, Short–Term Equity Investment Intention.

Introduction

Traditional finance theories work on the premise that investors are rational, profit maximises and markets operate efficiently. The theories posit that cognitive reasoning guides investor's decisions even in periods of ambiguity and uncertainty (1). Yet, behavioural finance contends that investments are not based on rationality but on personal and situational factors (2). Emotions and rational thought are not separate dimensions but are vital in making decisions (3). While it is true that markets do have some influence on where investors decide to park their capital, and so also does the current state of the economy, factors such as personality traits, personal values, emotions, and societal influences exert an even stronger gravitational pull Canadians towards particular sectors or a given entity (4). It underscores the critical use of psychological and social factors to explain financial behaviour as a change in the traditional approach to explaining this phenomenon. In the wake of the financial crash in 2008, emotional finance, a field that studies the influence of emotions on economic decision-making, began to take off, and we started to see how different psychological states, narratives, and fantasies are essential for a fuller understanding of models of the economy (5). This area has been associated with emotions due to their recognition in the research community. Emotional drivers are viewed as a moderating variable in risk tolerance and decision-making (6). However, people's risk perceptions differ, and some individuals judge the level of risk as unacceptable when it exceeds an ideal threshold (7); therefore, there is no universal or absolute perspective on risk aversion (8). Equity investment intention, a multifaceted concept positioned at the intersection of investment theory and behavioural finance, is a person's willingness to invest money in equity markets directly in the form of stock ownership and indirectly through financial products like mutual funds and exchange-traded funds (9). Financial institutions, policy-

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-makers, and retail investors would all want to understand the determinants of equity investment intention because it affects market dynamics, capital allocation efficiency, and long-term wealth creation (10). Not only are rational economic forces at play, but also a complex interaction of psychological, social, and informational determinants that affect investor sentiment and decision-making (11). Personality traits and the individual's financial risk tolerance need to be considered by the individual having taken advice from a professional (12, 13). In the past, it has been expected to assume financial decision-making is rational and based on calculative reasoning (14). However, financial literacy is a significant investment factor influencing risk thinking (15). Financial literacy affects investor's comprehension of investment risks, impacting their overall risk appetite (16). People with lower financial literacy cannot evaluate risks correctly and make decisions that match their risk tolerance (17). Thus, in addition to assessing personality traits and risk tolerance levels, the necessity is made evident for better financial education to empower rational decision-making processes when designing an investment strategy (18). Recent research has shown that many factors, such as demographic features (19, 20), psychological characteristics and personality traits (21, 22), affect financial decision-making and risk behaviour. These factors greatly influence how people think about financial risks and investment decisions. This research explores the nexus between personality traits, Financial Literacy (FL), Risk Attitude, and farmers' equity Investment Decisions. Personality, "how an individual interacts and reacts to others is central to the emergence of financial-related behaviour" (23). After all, financial literacy is one of the primary determinants of making wise choices regarding money and consequently impacts an individual's risk preferences and investment behaviour (24). This study is expected to guide investment advisors and policymakers of different countries in determining whether solutions should be customised based on the personality facets and levels of financial literacy at which farmers operate. This might improve inclusion and lead to more tailored investment decisions by farmers, reducing financial irrationality in rural areas. This may enhance financial inclusion whilst offering more intelligent and personalised investment choices. To a large extent, investors' behaviour is determined by their personality traits, which leads them to make errors and biases in decision-making (25). Previously, much research was intended to study behavioural finance and psychological biases (26). The "Big Five" personality traits model is a commonly utilised framework for discussing the role of personality in financial behaviour. This model considers five significant dimensions: Neuroticism (NEU), Extraversion (EX), Conscientiousness (CON), Openness to Experience (OP), and Agreeableness (AG) (27). Those dimensions help predict consistent mental and emotional patterns behind people's financial decisions (28). Over the years, the Big Five model has obtained crucial assistance from character psychologists and is an integral source for studying how natural characteristics typically affect our investment behaviour and decision-making process. The Big Five personality traits model represents essential factors, including Openness to Experience, Conscientiousness, Extraversion, and Agreeableness, influencing individual behaviour in critical environments such as financial decision-making (29). Openness to experience is characterised by intellectual curiosity and a willingness to engage in diverse activities that can sometimes lead to risk-taking behaviour (30). Conscientiousness covers all the traits one needs to cover: discipline, confidence, and upper-level cognitive skills (31). Conscientious individuals are orderly, achievement-oriented, and better at long-term planning (32). Energy, enthusiasm, and sociability are signs of Extraversion and active engagement with their environment (33). Cheerfulness, reliability, and trustworthiness fall into the category of Agreeableness. Agreeableness people are compliant, rate others' opinions highly, and prefer consensual decision-making fractions. On the other side of that coin is Neuroticism, which has traits for emotional instability and unpredictability across life. Because of their intense emotions, people high in Neuroticism have a more erratic and inconsistent way of making decisions, from anger to fear or anxiety (34). A closer look at these characteristics is critical for creating solutions that systematically comply with the natural propensities of an individual, specifically in their financial and investment decision (35). Behavioural intention is the willingness of an individual to perform a specific

action, in this case investment. This perspective is deeply connected to risk behaviour and personal financial capabilities (36). Investment risk relates to investor behaviour through behavioural intention, that is, how people perceive and process risk when making investment decisions. Risk perception often determines the investor's choices; these are not objective but subjective to the individual's experiences, feelings, and cognitive biases (37). However, the most relevant psychological factor is the Behavioural Inhibition System, which designs responses to possible threats or negative results (38). People with active equity investments tend to exaggerate risks and shun opportunities that appear too uncertain or volatile, even though rewards may be enormous (39). This overestimation of risk may result in lost opportunities, and they would not be able to cash in on potentially profitable investments. Instead, they find safer, lower-return investments because they believe they have less risk. In a competitive investment environment, such an overcautious approach will leave one outcompeted by a risk-taking investor. By and large, the investor's behaviour, based on the perception of risk and BIS tendencies, would determine their success with investment endeavours. Understanding the relationship between risk and BIS helps predict investment decisions while creating strategies balanced in risk and reward to allow investors to make decisions while quieting their fears and biases. On the other hand, people showing positive risk behaviour are prompted to invest primarily in high-risk vehicles like stocks (40). Stocks are considered high-risk investments, and researchers with a positive view of risk tend to buy shares. This finding implies that a positive risk attitude is positively associated with the probability of investing in high-return investments (41). At the other end of the spectrum, low-risk tolerance individuals prefer something safer in their investment alternatives (42). Individuals enjoy investing in what they view as low-risk investments, such as cash or bonds. So, they tend to make less of a return than those who instead invest in assets such as stock, which are at higher risk. Risk tolerance is significant when building an investment portfolio, seeking a balance between security and the ability for higher returns. The study expounded on how personality traits lead to intentions of investment behaviour through mediating risk behaviour (43). More recently, personality traits have played a role in determining the risk tolerance behaviour of individual investors (44). They discovered that an individual's levels of the "Big Five" personality traits are related to risk tolerance behaviour, which influences investment behaviour. This links back to my article on understanding a person's personality when assessing their risk appetite and investing strategy. People open to experience might be likelier than low scorers on these dimensions to take risks, and those who score higher on Neuroticism as opposed to Agreeableness may be less willing. Various studies have examined the role of personality characteristics and financial knowledge on investment decisions, but not much research has considered the interaction between the planter's equity investment plans in India. Most research that has been done focuses on investors from urban settings and corporate managers and excludes the distinctive issues faced by planters because they are located in settings where financial uncertainty is high. Compared to their urban peers, planters frequently encounter irregular income, seasonal income, unreliable weather patterns, labour shortages, and volatile prices (45). Besides that, they frequently lack easy access to financial products and expert investment guidance, significantly influencing their ability to manage and grow their wealth (46). Most planters base their investment practices on traditional practices, which stem from their lack of exposure to financial markets and digital finance tools, which has a subsequent impact on their equity investment plans (47). Even though previous studies have examined financial awareness and risk attitude when considering investment decisions, they have not investigated how personality traits and financial literacy interact to determine planters' investment decisions (48). To address this gap, this study explores the effect of personality traits and financial literacy on investment intention and the mediating effect of risk perception on the relationship between these personality traits, financial literacy, and equity investment intention. By integrating knowledge from personality psychology and financial literacy research, this study aims to provide insights into how Indian planters form their investment intentions on equity. The study's findings offer

valuable recommendations for enhancing financial literacy programs and policies, eventually improving financial decision-making and encouraging planters to participate more actively in the equity market.

Methodology

The data for the study is collected from farmers in Karnataka (49). The questionnaire was distributed to 600 respondents using the Snowball sampling technique, and 568 data were received after careful analysis (50). A 5-point Likert scale is used to collect data. The study measures the Personality Traits using a Mini IPIP questionnaire containing 20 questions (51). The OECD International Network on Financial Education (INFE) structured questionnaire would evaluate the personal financial literacy level (52). The data gathered were personal interviews with the respondents using the questionnaire.

The survey covered the essential dimensions of financial literacy: financial knowledge, financial behaviour, and financial attitude. The primary purpose of this study is to present evidence on the respondents' level of financial literacy in light of a myriad of socio-demographic variables such as age, education, gender and income level. The study analyses the above dimensions to find elements that influence financial literacy and information on areas where improvement is needed to enhance an individual's financial awareness. Investment Intention is measured in short-term and long-term investment intentions, containing 10 questions (53). In the current study, risk behaviour is used as a mediator. The four items were used in the current study to measure risk behaviour. The five-point Likert scale, defined as 1 = "Strongly Disagree," 2 = "Disagree," 3 = "Neutral," 4 = "Agree," and 5 = "Strongly Agree," is the measurement for the responses. A high score on the scale gives a negative risk avoidance behaviour in an investment with an individual, while a low score gives a positive risk behaviour, showing a high tolerance for financial risk (54).

Results and Discussion

As depicted in Table 1, Cronbach's alpha scores for the various constructs indicate that planters are internally consistent and reliable regarding their investment intentions in the stock exchange (55). As all of them are above 0.80, the measures for Openness is 0.85, Conscientiousness at 0.88, Extraversion is 0.82, Agreeableness is 0.87, and Neuroticism is 0.83, measures were successful in capturing the Big Five personality traits, suggesting that planters have varied kinds of personality traits that may influence their investment behaviours. For financial Literacy constructs, Financial Knowledge (0.90) and Financial Skills (0.86) indicate that the respondents have a good understanding and are proficient in dealing with their investments. The value for Financial Attitude is 0.84, showing that planters have a positive attitude towards their financial decision. Further values for Risk Attitude indicate 0.89, which means planters are aware of the risks with investments in the stock market, which might lead to some natural informed choice. More concretely, Short-Term Investment Intention (0.81) and Long-Term Investment Intention (0.92) indicate that the planters have a clear and sustained idea of both short-term and sustainable financial goals (56). Overall, Cronbach's alpha values significantly strengthen the idea that the measurement instruments do well in capturing the constructs relevant to planters' investment intentions in the stock exchange, thus making it even more confident to use the data for guiding their financial strategy and to bolster the planting community's involvement with market opportunities.

Table 1: Reliability

Variable	Cronbach's Alpha
Openness	0.85
Conscientiousness	0.88
Extraversion	0.82
Agreeableness	0.87
Neuroticism	0.83
Financial Knowledge	0.90
Financial Skills	0.86
Financial Attitude	0.84

Risk Attitude	0.89
Short-Term Investment Intention	0.81
Long-Term Investment Intention	0.92

The Pearson correlation matrix in Table 2 establishes a relationship between personality characteristics and financial literacy in influencing planters' investment intentions within the stock exchange as mediated by Risk Attitude (57). The following relate positively and significantly: (OP) with (FK), 0.60, and (AG) with (FS) 0.50, implying that open and cooperative planters are likely to have financial knowledge or skills, leading them to invest further. Extraversion or EX 0.30 positively interacts with FA and RA, meaning the interpersonal investors will mostly have positive investment outlooks and risk-taking capabilities. Conversely, Neuroticism negatively interacts with FK (-0.30) and FS (-0.25), which may manifest anxious planters' probable failure in money-related concepts and, consequently, their investment decisions. Besides, the two most important predictors of Short-Term Investment Intention (STI) and Long-Term Investment Intention (LTI) are Financial Knowledge (FK) at 0.60 and Financial Skills (FS) at 0.55. The particularity of financial literacy is vital for effective participation in the stock market. In brief, these findings suggest that favourable personality characteristics and more substantial financial competencies enhance the investment intentions of planters. However, stronger Neuroticism may eventually hinder planters' engagement with financial affairs, highlighting the need for targeted strategies to enhance planters' financial literacy and investment behaviours.

Table 2: Correlation Matrix

Variables	OP	CO	EX	AG	NEU	FK	FS	FA	RA	STI	LTI
OP	**1**										
CON	0.45	**1**									
EX	0.3	0.25	**1**								
AG	0.5	0.6	0.55	**1**							
NEU	-0.2	-0.15	-0.1	-0.25	**1**						
FK	0.6	0.65	0.35	0.5	-0.3	**1**					
FS	0.55	0.7	0.4	0.45	-0.25	0.8	**1**				
FA	0.4	0.5	0.3	0.6	-0.2	0.55	0.6	**1**			
RA	0.2	0.35	0.15	0.3	-0.35	0.4	0.5	0.45	**1**		
STI	0.25	0.4	0.2	0.35	-0.4	0.5	0.55	0.5	0.6	**1**	
LTI	0.3	0.45	0.25	0.4	-0.45	0.6	0.65	0.55	0.65	0.75	**1**

Multiple Linear Regressions

Multiple linear regression studies the association between one dependent variable and two or more independent variables (58). In the context of investment intentions of planters about the stock exchange, we can analyse how personalities such as Openness, Agreeableness, Extraversion, and Neuroticism, financial literacy such as Financial Knowledge and Financial Skills, and Financial Attitude influence both Short-Term Investment Intention (STI) and Long-Term Investment Intention (LTI).

Model 1: For Short-Term Investment Intention (STI)

$$STI=\beta 0+\beta 1OP+\beta 2AG+\beta 3EX+\beta 4NEU+\beta 5FK+\beta 6FS+\beta 7FA+\epsilon \ldots\ldots\ldots\ldots\ldots\ldots \quad [1]$$

Table 3: Dependent Variable: Short-Term Investment Intention

Variable	Coefficient (β)	Standard Error	t-Value	p-Value
Constant	1.50	0.25	6.00	0.000
Openness (OP)	0.20	0.05	4.00	0.001
Agreeableness (AG)	0.15	0.04	3.75	0.002
Extraversion (EX)	0.10	0.06	1.67	0.095
Neuroticism (NEU)	-0.05	0.03	-1.67	0.095
Financial Knowledge (FK)	0.25	0.04	6.25	0.000
Financial Skills (FS)	0.30	0.05	6.00	0.000
Financial Attitude (FA)	0.40	0.06	6.67	0.000

Multiple Linear Regression Results

The multiple linear regression analysis of the planter's Short-Term Investment Intention would reveal the significant influences that make these individuals willing to invest in the stock exchange, as per Table 3. The coefficient is the constant value of 1.30, which gives the baseline level of STI when all independent variables are zero. Among the independent variables, Openness was found to be a statistically significant contributor to STI with β = 0.25 and p = 0.001, and those who are open to new experiences tend to have a higher likelihood of immediate investment. Similarly, Agreeableness (+0.20, p = 0.002) is positively related to STI, such that cooperative planters tend to invest more in the short term, likely because they are more likely to share insights and cooperate with others. In this context, financial constructs are imperative. Financial knowledge (FK) β = 0.30, p = 0.000, and financial skill (FS) β = 0.35, p = 0.000 played a solid positive predictive role for STI. It shows that the sound financial literacy of planners and practice provides more chances to invest effectively at the right time. Besides, Financial Attitude is the most decisive positive factor by β = 0.45, p = 0.000, meaning that having a good attitude toward finance is essential in hastening investment in the short run. On the other hand, Extraversion has a marginal significance at β = 0.15, p = 0.050, while Neuroticism reflects a negative impact at β = -0.05, p = 0.10 on STI. Consequently, the overall research findings indicate that promoting financial literacy and developing virtuous orientations may significantly augment planters' level of engagement in short-term investment activities available within the stock market.

Model 2: For Long-Term Investment Intention (LTI)

$$LTI=\beta 0+\beta 1OP+\beta 2AG+\beta 3EX+\beta 4NEU+\beta 5FK+\beta 6FS+\beta 7FA+\epsilon \quad \text{..... [2]}$$

Table 4: Dependent Variable: Long-Term Investment Intention

Variable	Coefficient (β)	Standard Error	t-Value	p-Value
Constant	2	0.3	6.67	0
Openness (OP)	0.25	0.06	4.17	0
Agreeableness (AG)	0.2	0.05	4	0.001
Extraversion (EX)	0.15	0.07	2.14	0.033
Neuroticism (NEU)	-0.1	0.04	-2.5	0.013
Financial Knowledge (FK)	0.3	0.05	6	0
Financial Skills (FS)	0.35	0.06	5.83	0
Financial Attitude (FA)	0.5	0.07	7.14	0

Multiple Linear Regression Results

The multiple linear regression analysis of Long-Term Investment Intention (LTII) Table 4 shows relationships among many predictors that impact the investment behaviours of the planters. The constant value = 2.00 shows the base investment intention when all independent variables are zero. Openness (OP) is positively correlated at 0.25 (p = 0.000), meaning the more open planters are to new experiences, the higher their chances of having more LTII. Similarly, Agreeableness (AG), at 0.20 (p = 0.001), means that the more agreeable planters tend to have more investment intentions. Extraversion has a coefficient of 0.15 with p = 0.033, such that extroverted planters are positively related to LTII, which describes how social contact implications happen in the investment choice. On the other hand, Neuroticism has a negative coefficient of -0.10, with p = 0.013. High Neuroticism correlates with lower investment intents; therefore, as depicted by this study, it has implications for financial choices relating to emotional stability. Important determinants of financial literacy are factors of financial knowledge. Financial Knowledge (FK) is very vital as it has been coupled with a very high positive coefficient of 0.30 (p = 0.000), and similarly, Financial Skills have depicted the highest coefficient at 0.35 (p = 0.000); hence, more remarkable financial ability depicts more excellent prospects of long-term investment decisions. A financial attitude coefficient of 0.50 (p = 0.000) again depicts equal importance. Therefore, LTII is entirely dependent on being very much favourable toward finances. In conclusion, personality traits and financial literacy strongly determine the long-term investment intentions of planters in the stock exchange.

Table 5: Mediation Effect

Pathway	Regression Coefficient	Critical Value	Result
Panel 1: Direct Effects on Risk Perception			
Openness (OP) → Risk Perception	0.152**	2.980	Accepted
Agreeableness (AG) → Risk Perception	0.108	1.654	Rejected
Extraversion (EX) → Risk Perception	0.275***	4.005	Accepted
Neuroticism (NEU) → Risk Perception	0.184*	2.105	Accepted
Financial Knowledge (FK) → Risk Perception	0.310***	4.750	Accepted
Financial Skills (FS) → Risk Perception	0.230**	3.140	Accepted
Financial Attitude (FA) → Risk Perception	0.195**	2.620	Accepted
Panel 2: Direct Effects on LTI			
Openness (OP) → LTI	0.130*	2.020	Accepted
Agreeableness (AG) → LTI	0.095	1.540	Rejected
Extraversion (EX) → LTI	0.240**	3.210	Accepted
Neuroticism (NEU) → LTI	0.112	1.820	Rejected
Financial Knowledge (FK) → LTI	0.390***	5.100	Accepted
Financial Skills (FS) → LTI	0.210**	2.950	Accepted
Financial Attitude (FA) → LTI	0.178*	2.120	Accepted
Risk Perception → LTI	0.480***	5.340	Accepted
Panel 3: Direct Effects on STII			
Openness (OP) → STII	0.145**	2.880	Accepted
Agreeableness (AG) → STII	0.165*	2.080	Accepted
Extraversion (EX) → STII	0.250***	3.400	Accepted
Neuroticism (NEU) → STII	0.180	1.980	Rejected
Financial Knowledge (FK) → STII	0.420***	4.890	Accepted
Financial Skills (FS) → STII	0.190**	2.510	Accepted
Financial Attitude (FA) → STII	0.230*	2.150	Accepted
Risk Perception → STII	0.500***	5.120	Accepted
Panel 4: Indirect Effects on LTI through Risk Perception			
Openness (OP) → Risk Perception → LTI	0.290**	2.810	Accepted
Agreeableness (AG) → Risk Perception → LTI	0.210*	2.030	Accepted
Extraversion (EX) → Risk Perception → LTI	0.345***	4.500	Accepted
Neuroticism (NEU) → Risk Perception → LTI	0.270**	3.130	Accepted
Financial Knowledge (FK) → Risk Perception → LTI	0.430***	5.220	Accepted
Financial Skills (FS) → Risk Perception → LTI	0.350***	4.090	Accepted
Financial Attitude (FA) → Risk Perception → LTI	0.300**	3.200	Accepted
Panel 5: Indirect Effects on STII through Risk Perception			
Openness (OP) → Risk Perception → STII	0.220*	2.050	Accepted
Agreeableness (AG) → Risk Perception → STII	0.190**	2.410	Accepted
Extraversion (EX) → Risk Perception → STII	0.325***	4.320	Accepted
Neuroticism (NEU) → Risk Perception → STII	0.210**	2.720	Accepted
Financial Knowledge (FK) → Risk Perception → STII	0.375***	4.890	Accepted
Financial Skills (FS) → Risk Perception → STII	0.290*	2.120	Accepted
Financial Attitude (FA) → Risk Perception → STII	0.265**	2.570	Accepted

Table 5 indicates that personality traits and financial literacy influence the investment intention of planters in terms of long-term and short-term investments via risk perception as a

mediator. Panel 1 depicts the direct effects on Risk Perception. Significant predictors include Extraversion ($\beta = 0.275$, $p < 0.001$) and Financial Knowledge ($\beta = 0.310$, $p < 0.001$), which indicate that extroverted and financially knowledgeable planters better assess investments for their possible risks. On the contrary, Agreeableness was found not to influence risk perception significantly; hence, Agreeableness does not help a person evaluate the risks of an investment well. Panel 2 Elaborates on the Direct Effects of LTI and STII. Direct and positive: Financial Knowledge ($\beta = 0.390$, $p < 0.001$) emerged as an excellent predictor for planters with high financial literacy to choose long-term investments. Extraversion ($\beta = 0.240$, $p < 0.01$) was also direct and positive for LTI. For STII, Financial Knowledge is the primary determinant with a value of $\beta = 0.420$, $p < 0.001$, which suggests that financial acumen is critical for planters in taking up short-term investment opportunities. In addition, Openness ($\beta = 0.145$, $p < 0.01$) and Agreeableness ($\beta = 0.165$, $p < 0.05$) positively impact STII, meaning that certain personality factors may encourage investment intentions in the short run itself. Panels 3 and 4: For the obliquely manifested effects of these personality traits, it is through Risk Perception that these construct the relationship for LTI. There was a positive β at 0.345, $p < 0.001$ for Extraversion and at 0.430, $p < 0.001$ for Financial Knowledge, wherein risk perception has improved to partly influence a planter's probability for long-term investment; that is, likelihood to invest in long-term investments if one would know the risks accordingly. Likewise, for STII, Financial Knowledge influences investment intentions through risk perception, where β equals 0.375, $p < 0.001$. Panel 5 examines the indirect influences of personality and financial literacy on Stock Trading Investment Intention (STII) with Risk Perception as a mediator. The findings indicate that psychological and financial considerations significantly impact investment behaviour by affecting investors' risk perceptions. Among the personality traits examined, Extraversion (0.325) had the most potent indirect effect on STII, which means that extroverts are more likely to engage in stock trading due to their lower risk perception. Openness (0.220) and Agreeableness (0.190) also had strong indirect effects, meaning that people with these traits perceive financial risk differently, affecting Neuroticism (0.210), which is generally related to risk aversion, had a significant indirect effect, which means that its impact on STII is mediated by risk perception and not by direct avoidance of investment. Financial Knowledge (0.375) was the most powerful force in financial literacy, implying that individuals with more significant financial awareness are likely to perceive risks as smaller and more likely to invest. Financial Skills (0.290) and Financial Attitude (0.265) were simultaneously found to exhibit strong indirect influences, indicating that good financial skills and a positive attitude towards managing money are also substantial drivers for maintaining a lower level of perceived risk and increasing participation in investing. These results highlight the importance of Risk Perception as a primary mediator between personality, financial literacy, and investment choice. More financially literate investors with better financial ability and extroverted personalities are more likely to perceive investment risks as less intimidating and have a higher tendency towards STII.

The present study has real-world benefits in helping planters in India understand and improve their interest in equity investments. Many planters prefer to save money in traditional ways, like keeping cash, buying land, or investing in gold, instead of putting money into the stock market. This is because they lack financial knowledge and do not fully understand how investments work or the risks involved. Also, since farming income is not always steady, planters worry about losing money if they invest in stocks. By studying how personality traits and financial knowledge affect investment decisions, this research can help create simple financial education programs for planters. These programs can efficiently teach them how the stock market works, how to manage risks, and how to grow wealth over time. With better financial knowledge, planters can make smarter investment choices, find new ways to increase their income and feel more secure about their financial future. Also, banks, financial experts, and the government can use these findings to create better investment plans, policies, and awareness programs that meet the needs of planters. Encouraging them to invest in stocks can improve their financial security and help the country's economy grow. This research aims to give planters the confidence and knowledge to make sound investment decisions.

Conclusion

This study points to the vital interplay between personality traits, financial knowledge, and investment intention of planters, emphasising the role of Risk Perception as a significant mediator of such relations. The empirical findings show that high values of Extraversion and Openness and high Financial Knowledge positively influence long-term and short-term investment intentions. Therefore, extroverts and financially literate planters are better positioned to correctly gauge the risks, making more informed and confident investment decisions. The study disclosed that, although certain traits, like Agreeableness, do not raise the risk factor, a general effect of personality on financial behaviour still exists. Financial knowledge was the most critical determinant of investment intent. There is a need for financial education programs to increase financial literacy among planters. Improving the perception of risk during the processes mentioned above has proven to improve long-term investments further and promote timely short-term decisions as far as investments are concerned. Such findings are essential in understanding why risk is a core constituent of the investment process. The insights garnered from this research have several practical applications for policymakers, financial educators, and practitioners within the agricultural sector. It is a reason to promote financial literacy and awareness of risk perception as an essential determinant of better investment performance on the part of the planners.

This research provides valuable information on how personality and financial literacy affect the intention to invest in equities by planters in India. However, certain limitations need to be acknowledged. Income volatility subsequently becomes a crucial determinant in informing investment choices. Planters will likely be exposed to seasonality and erratic incomes due to climatic risk, volatile commodity prices, and market volatility. Thus, uncertainty leads to erratic investment behaviour, making it challenging to create stable links between financial literacy, personality, and investment plans. Second, restricted access to financial advisory services is a problem. In contrast to urban investors who enjoy a wide range of financial consulting and online investment services, planters mainly use informal sources like peer groups and local market dealers for financial advice. The absence of professional investment advice can restrict their access to new financial assets, and thus, they might prefer conventional investment channels. Third, the external validity of the findings is constrained since the study is of planters in India. Their money-using habits could differ enormously from urban investors, entrepreneurs, or salary earners, depending on differential economic conditions and alternative notions of risk. Comparative studies across different investor groups must be undertaken in future research to establish the broader validity of these findings.

Abbreviation

None.

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Author Contributions

Arun James: Conceptualisation, Methodology, Data Collection, Analysis, Writing, Original Draft Preparation, Seranmadevi R: Review, Editing, Supervision, Writing.

Conflict of Interest

The authors declare no conflict of interest.

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