

DETERMINANTS OF FINANCIAL ATTITUDE AND ITS IMPACT ON INVESTMENT ACTIVITY OF STOCK INVESTORS DURING THE COVID-19 PANDEMIC, IN PAKISTAN

BY

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Dedication

First of all, I would like to thank Almighty Allah that without his help nothing in this universe is possible. Secondly for completion of this thesis the credit goes to my parents who really worked hard for us and made it possible to this stage of life, throughout my entire career as well as in my thesis in research, and lastly I would like to thank my thesis supervisor who really supported me throughout my thesis and with his help and support, I became able to conduct the research and got my desired results. Due to his efforts and dedication, I would be able to conduct research in my future and educational career without any hassle. I am delighted to work with our supervisor who made it possible this degree and I achieved another goal of my life. May Almighty bless him.

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Abstract

In this study, we measured the effects of the financial attitude and Factors Affecting Financial Attitude on investment activity of stock traders during the covid -19, in Pakistan. The study is conducted to know the behavior of people and their volitional action during the global crises situation. Basically it is the measurement of impulsive behavior and decion making pattern, and what are the financial knowledge factor that are affecting and influencing the behavior to take action or decision. Deductive approach was chosen as the research methodology for this study with the participants of 350 since it enables quantitative concept assessment as well as some generalization of research findings. Results revealed that optimism towards financial matters and investrment has a positive influence on trading activity of the stock investor specially during the pandemic, as investors saw an opportunity in the highly discounted markets. Also, the findings demonstrated that Financial anxiety has a positive relationship with urge to buy and investors performed well in pressured situation. The results revealed that impulse trading tendency has a positive relationship with financial anxiety.

Keywords

Keywords: financial attitude, TPB theory, stick investors, behavioral factors, trading activity, Covid-19.

Contents

MBA Thesis 2 nd Half-Semester Progress Report & Thesis Approval Statement	ii
Turnitin Similarity Report.....	iv
.....	Error! Bookmark not defined.
Dedication	v
Acknowledgement	vi
Abstract	vii
INTRODUCTION	10
1.2 BACKGROUND	12
1.3 PROBLEM STATEMENT	13
1.4 RESEARCH QUESTION	14
1.5 RESEARCH OBJECTIVES	14
1.6 SIGNIFICANCE OF THE STUDY	15
LITERATURE REVIEW	16
2.1 FINANCIAL ATTITUDE	16
2.2 FINANCIAL ANXIETY	17
Hypothesis (1).....	18
2.3 OPTIMISM	18
Hypothesis (2).....	18
2.4 FINANCIAL SECURITY	19
Hypothesis (3).....	19
2.5 THINKING STYLE	19
Hypothesis (4).....	20
2.6 INTEREST IN FINANCIAL ISSUES	20
Hypothesis (5).....	21
2.7 NEED FOR LIQUIDITY STOCKS	21
Hypothesis 6.....	21
2.8 CONCEPTUAL FRAMEWORK	22
2.9 THEORY OF PLANNED BEHAVIOR	22
CHAPTER 3	25
METHODOLOGY	25
3.1 RESEARCH APPROACH	25

3.2 RESEARCH DESIGN	25
3.3 RESEARCH POPULATION	26
3.4 SAMPLE SIZE & SAMPLING TECHNIQUE.....	26
3.5 RESEARCH INSTRUMENT	26
3.6 DATA COLLECTION	27
3.7 DATA ANALYSIS METHOD	27
RESULTS	28
4.1 RESPONDENT PROFILE	28
4.2 RELIABILITY ANALYSES.....	29
4.3 DESCRIPTIVE STATISTICS.....	29
4.4 VALIDITY AND RELIABILITY	29
4.5 MULTI COLLINEARITY DIAGNOSIS	31
4.6 HYPOTHESIS TESTING.....	32
Hypothesis (1).....	32
Hypothesis (2).....	33
Hypothesis (3)	34
Hypothesis (4).....	35
Hypothesis (5).....	36
Hypothesis.....	37
DISCUSSION	38
RECOMMENDATION AND CONCLUSION	40
6.1 RECOMMENDATIONS.....	40
6.2 LIMITATIONS OF THE RESEARCH.....	42
6.3 FUTURE RESEARCH.....	42
REFERENCES.....	43
APPEDEX.....	51
APPENDEX.....	58
Compliance Report	59