

**STUDY ON INVESTORS' BEHAVIOURAL FACTORS AND THEIR IMPACT
ON INVESTMENT DECISION MAKING IN COLOMBO STOCK
EXCHANGE**



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Abstract

Investment decision making is influenced by either modern or traditional finance. In traditional finance, the investor has to determine the intrinsic value of a security to establish whether it's overvalued, correctly or undervalued. The tradition of traditional finance demands uses of mathematical formulae which some investors may have limited knowledge. This study is mainly focused on discussing the impact of behavior factor and investment decision in CSE. The research problem addressed under this study is to investigate that, is there any influence investor behavioral factor on the investment decision making on CSE in Jaffna District agency.

The data for the present study were collected from 245 respondents in CSE on the Jaffna District agency by administrating a structured questionnaire, which consisted of 26 statements with a 5 point Likert scale. The data analysis included the bivariate analysis method conducted using SPSS (version 23.0). The result of this study revealed that were investor behavioral factor positively impact on investment decision making on CSE in the Jaffna District agency.

Keywords: Prospect, Heuristic, Herding, Market, and Decision Making

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