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ATTITUDE OF COCOBOD WORKERS IN TAKORADI TOWARDS INVESTMENT

PHILIP TWUMASI

2020

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UNIVERSITY OF CAPE COAST

ATTITUDE OF COCOBOD WORKERS IN TAKORADI TOWARDS INVESTMENT

BY

PHILIP TWUMASI

Dissertation submitted to the Department of Finance, School of Business of the College of Humanities and Legal Studies, University of Cape Coast in partial fulfilment of the requirements for the award of Master of Business Administration degree in Finance

SEPTEMBER 2020

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DECLARATION

Candidate's Declaration

I hereby declare that this dissertation is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature: …………………. Date:…………………………

Name: Philip Twumasi

Supervisor's Declaration

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidelines for supervision of dissertation laid down by the University of Cape Coast.

Supervisor's Signature:……………………… Date:……………………

Name: Dr Siaw Frimpong

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VERITAS NOBIS LUMEN

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DEDICATION

To my lovely wife Rita, and my children Ama, Yaw and Kofi.

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ABSTRACT

It is imperative for one to note that economy of any country is largely determined by the investments leading to effective capital formation. This therefore implies that investment plays a critical role in economic growth of any country. The researcher was therefore motivated to assess the attitude of COCOBOD workers in Takoradi towards investment. The study was grounded in descriptive design where quantitative methods were employed. To ascertain data for the study, primary data was collected through a structured questionnaire. A simple random sample selection was employed to select respondents for the study. A sample size of 150 COCOBOD workers were involved in the study. The results from the study gave evidence that some factors influence investment decisions by COCOBOD workers. Some of these predominant factors included economic condition of the country, Political stability of the country, easy access to the investment company, past experiences or history of the investor etc. Accumulated evidences from the study further suggested that most workers of COCOBOD engaged in some types of investment. Some of the found investment types were banks fixed deposits, buying of land (building a house), purchasing of bonds and shares, mutual funds, setting up a business etc. Securing the future, emergency needs, stability of money against inflation, receiving of multiple streams of income and means of saving were some benefits attached to investment. It was recommended that government put in structures to improve working conditions for staffs so that enough funds can be raised in order to invest part.

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CHAPTER ONE

INTRODUCTION

Background to the Study

The economic growth of Ghana coupled with other drivers has been aligned to its financial sector development as it makes it easier for organization and allocation of resources. Financial intermediaries such as banks, investment companies and insurance firms within the financial sector are important as they are able to rally savings of household's sector through various instruments. This is highly possible with individuals also patronizing this wide range of financial investment products.

In Ghana, the informal sector accounts for about 80% of the labor (Koto, 2015). With this percentage, implies a greater amount of the workforce in Ghana, which results to a lot more revenue since most of their revenues are not disclosed as most of them do not keep books of accounts. The financial investment behavior of the informal sector may vary among the other sectors of the labor force.

Chen (2012) emphasized the importance and the contribution of the informal sector as it is here to stay and contribute greatly to economic development. Those in the informal sector are also considered to be investors who also partake in investing in financial investment and hence a better understanding of their investing behavior is needed to assess the investment behavior of informal sector workers in Ghana.

Investment is seen in all walks of life; however, the manner of investment varies from a person to another. Some people would like to invest their money in the Stock Market, some in commodity market while others opt for gold fixed

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deposits and real estate as well. Nevertheless, others are not into any tangible investment due to their economic condition. The main goal of an investor is to both maximise their income and minimise their expenses to be able to realise profit (Ahmed, 2002).

The economic importance of investing includes; increase in current income, promote economic growth, formation of capital and provision of full employment. Other reasons advanced by Ahmed (2002), as exerting some influence on why people invest are safety of income as well as liquidity of income. He also observed that the primary objective for investing by individuals is the hope of earning a capital gain at the time of sale. Also, in this changing world, investment has become an important tool to secure one's financial security, prepare for emergency cases, achieve financial goals, wealth creation and reduction of inflation at the national level. Achieving these benefits require that, one has to reduce his or her spending to make way for the expected investment opportunity.

The chances of making profit or loss in the investment process make decision-making difficult for individuals. Investment has always been characterised by uncertainties and risk. In choosing a particular investment avenue, investors consider the reliability of the investment portfolio so as to ensure that their capital do not just go waste. This assertion is collaborated by Baker, Hargrove and Hasle, (2016) adding that investors are assumed to be rational wealth-maximisers, following basic financial rules and basing their investment strategies purely on the risk-return consideration as the factors expected to influence investment decisions. There are several explanations to the concept of investment. In all these explanations, there is some financial commitment to make more money in the future or to increase one's future purchasing power and also take advantage

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of time value of money concept. A cedi today may not be equal to a cedi tomorrow.

Pollack and Heighberger (1998) in their view explained investment as putting money into instruments like stock, bonds, mutual funds and other securities where the money is expected to increase in value. Railly (1992), also defined investment as the current commitment of an individual's income to derive future payment to compensate the investor for the time and fund committed, the expected rate of inflation and the uncertainty of future payments.

In understanding human behaviour in respect to their investment decision making, two different approaches are considered. These two approaches are the Traditional finance approach and Behavioural finance approach. These approaches explain why certain decisions are taken by investors and prospective investors at every point in time.

Traditional finance suggests that the markets are efficient and investors are rational and consider all available information in the decision-making process, and that they will choose investment that maximise their wealth. According to Fogel and Berry (2006) Traditional finance assumes that "prices are right" and reflect all available information and there is no "free lunch". They also explained that, using the approach of Traditional finance, ''no investment strategy can earn excess risk-free rate of return greater than that is warranted by its risk". Hence, investment markets are efficient and security prices reflect the true "intrinsic value" of the assets. Furthermore, this approach shows that investors act promptly to new information and update prices correctly within an acceptable process by using scientifically based formulas and calculations.

Behavioural finance on the other hand is based on psychological factors that contradicts market efficiency theories as well as investors rationality in

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decision making. Behavioural Finance, a relatively new area of research, is the study of how human psychology, thoughts, feelings and attitudes (such as confidence level) influence financial decisions making. According to Shiller (2007), Behavioural finance is the study of the influence of psychology on the behaviour of financial practitioners and the subsequent effect on the market.

Psychological factors have two set; Cognitive (the way people think) and Emotional (the way people feel). Behavioural finance is founded on the cognitive psychology. Rather than using all the available information, investors select some information that they think are more important to them. Ritter (2003) collaborated this idea by saying that psychological factors influence investment decision so that investors have been found to making irrational decisions in terms of when and how to invest in a particular asset.

Several studies (e.g. Geetha & Vimala, 2014; Lodhi, 2014; Kourtidis, Sevic, & Chatzoglou, 2011) have investigated the factors influencing the choice of a particular investment assets in the stock market, examining them from general to specific issues. Factors identified to influence individual investors' attitude (basically behavioural factors) were classified into two main groups: social and economic factors.

To begin with, socially, Geetha and Vimala (2014) observed that changes in demographic factors such as age, income, education, and occupation had an influence in the investment avenue preference. According to them, investing becomes inherent with advancement in age. Also, people will invest more as ones' income and education increases. This finding is similar to Lodhi's (2014) that financial literacy and accounting information were considered to be significant in lowering information asymmetry and allowing investors to invest in risky

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instruments. However, Lodhi (2014) noted that investors' preference for risky investments decreased as age increased.

Chandra (2009) revealed that occupation determines investors attitudes towards the type of investment to undertake. According to his research, businessmen have optimistic attitude with respect to investment than other investors towards fund option and liquidity issues. Again, employees in the private sector have a more optimistic attitude with flexibility and agriculturists have a positive attitude towards the option for riders.

In addition, Kourtidis et al (2011) found that Psychological biases and personality traits as well as risk tolerance, self-monitoring and social influence were significant factors people considered in investing. Graham and Harvey (2009) also intimated that investment decision-making is influenced by behavioural factors like greed and fear alongside the location of the investment company since some investors preferred local companies which may have information that is easily available in the market (Lodhi, 2014).

On the other hand, economic factors mostly considered were the returns on investment, ease on receipt of earnings and past performance of investment companies. Sultan and Pardhasaradhi (2012) established that these factors determined which companies to invest with, kind of investment and duration of the investment. Generally, in developing countries, there were low levels of investment because of the low levels of income in these countries (Geetha & Vimala, 2014). Aside the low levels of income, financial literacy in the developing countries is also low culminating in low investment levels.

Investment opportunities exist in different forms in different economies. Advanced economies have many types of investment that an individual can select

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from than the developing economies where information flow is even limited. Beattie (2017), grouped investment types under three broad categories that are likely to be found in every economy. These are ownership investment, lending investment and cash equivalent investment. Ownership investment are the most volatile and profitable class of investment. These are the stocks or securities, business or entrepreneurship, real estate and precious objects. In ownership investment, the investor either owns the investment or owns voting right. These are usually long-term investments.

According Beattie (2017), the lending type of investments have lower risk than ownership investments and return less as a result. This type of investment allows the investor to lend money out through bonds and savings account with the banks. In the event of bankruptcy, bond and savings account holders will still get their money since there is adequate protection for these investments under the company code law. Cash equivalent investments are the money market funds that are easily converted to cash and have relatively short–term return. They also have lower risk and lower returns compared to ownership investments. Examples of money market funds are the treasury bills, commercial papers and the certificate of deposits. With any type of investment, investors are equally interested in the safety, liquidity and reasonable returns on the funds invested. The choice of any investment type is dependent on the individual's financial needs and income level as well as expected returns. Proximity to Investment Avenue or company should as well be a consideration. Investment Avenue selected should be suitable for achieving both the financial and personal objectives of the investors.

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Statement of Problem

Investment is a crucial element for economic growth because it makes resources available for goods and services. However, the expected role of private investment in developing countries like Ghana has not been materialised due to the country's inability to increase this to an appreciable level. Aryeetey (2013) found that this situation is due to the reaping effects of the country's past experience of negative attitudes towards private investment, coupled with inappropriate domestic policies which eventually led to high inflation and exchange rates.

Another limitation to the low investment levels in Ghana is the unreliability of investment companies. The current issues with the financial sector in Ghana have even dampen the spirit of the few who previously had some investment with these institutions. Ordinary Ghanaian think investment is for the rich since one cannot afford to put all that he or she has in an investment avenue while there is nothing left to feed on (Reitan & Sorheim, 2000).

Financial investments provide an avenue for all and sundry to put their money into and expect some form of return. This goes a long way to improve the lives of individuals especially when they are in need of money for urgent purposes. Reitan and Sorheim (2000), Bhushan (2014), Aduda et al. (2012), Samdura and Burghate (2012) just to mention a few have done extensive works on investment behavior of individuals but these existing literature and others have done little or no work on the informal sector.

In Ghana, studies have been limited to foreign direct investments as Antwi et al. (2013), Enu et al. (2013) and Aryeetey (2008) focused their studies on foreign direct investment. Naa-Idar et al. (2013) also limited their studies to the private sector investment in Ghana. Most of the research findings available have mentioned investment avenues as that of trading in shears of companies or in the

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stock exchange and mostly seen to be the reserve of the wealthy and the elite. The meddle income as well as the low-income group of people are mostly ignored by researchers. Also, not much is known in literature on the various investment avenues the average people can take advantage of. Thus, this current work will look at attitude of COCOBOD workers in Takoradi towards investment.

Purpose of the Study

Most citizens in Ghana are in the middle-income or low-income category. Again, level of formal education and financial literacy levels are low among Ghanaians, which may have resulted in low investment levels. The purpose underpinning this current study was to find out how COCOBOD worker perceive investment and whether they are really having any investment at all.

Research Objectives

The topic for the current study was to assess attitude of COCOBOD workers in Takoradi toward investment. The following objectives guided the study:

1. To determine the factors that influence investment behaviour of COCOBOD workers.
2. To identify the types of investment usually done by the workers.
3. To identify the benefits the workers, derive from investing.

Research Questions

Based on the objectives of the study, these are the research questions the study attempted to answer:

1. What are the factors that influence investment decisions by COCOBOD staff?
2. What are the types of investment usually patronize by the workers?

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3. What are the benefits the workers get from investing?

Significance of the Study

Process of decision making is a cognitive that results in selection of one course of action out of several alternatives. Many equity investors do not have appropriate knowledge of the basic concepts of economics required to make decisions of investment. So, there exists a need to make research on these factors that can influence the investment decisions. It is expected that this research will add to the growing literature on factors to investment, by specifically, exploring what workers of COCOBOD consider in choosing investment opportunities. Also, it is anticipated that, this work will help investment companies to develop policies that will entice the average working Ghanaian to invest more to help improve the overall investment levels in Ghana.

Delimitations

The sample for this study was limited to COCOBOD workers in Takoradi in the Western Region of Ghana. As such it excludes other companies in the country. In view of this, the result cannot be generalised to all institutions in the country, but can be used to influence policy decisions to increase investment levels. The study is focused on the attitude of COCOBOD workers in Takoradi towards investment. This study area is very important because of the role the cocoa sector play in our economic development. The study also focused only on the permanent workers thereby excluding the casual and contract workers

Limitations

The study focused on the attitude of COCOBOD workers in Takoradi towards investment. The study was on only the case of COCOBOD workers out of hundreds of institutions in Ghana. Even though the work is on investment among

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workers in general, due to the limited time and resources for the analysis, data was collected only among the workers of COCOBOD. Due to possible victimization the employees might suffer if the information they provide is not kept confidential, some respondents were reluctant to participate. The study is also limited to little flexibility that would be provided to respondents since structured questionnaires were used.

Organization of the Study

The study was organised in five chapters. These were chapter one, the introduction; it is made of the background to the study, statement of the problem, objectives of the study, research questions, significance of the study, scope and limitation of the study and organisation of the study. Chapter two was devoted to the review of literature related to the study of investment. Chapter three contained the description of methodology and procedure for conducting the study. Chapter four dealt with the actual analysis of data and discussions of data. Chapter five was made up of the summary of findings, conclusions, recommendations and areas for further research.

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CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter reviews the literature related to the factors influencing investor's behavior, types of investment and the benefits individuals get from investment. Appropriate theories, as well as some empirical literature of investment would also be reviewed to serve as a foundation for this work.

The investor is an individual who commits money to an investment product(s) with the expectation of financial return. This expectation of the investor also influences the type of investment that will be considered by the investor. The primary concern of an investor is to minimize the risks while maximizing the returns (Baker, et al, 2016).

Theories of Investment Behavior

Recently, financial analyst and economists have gathered a large evidence on how investors manage their financial portfolios during their investment life cycle. The management of these investment portfolios are based on some theories which explain why certain decisions are taken. These theories also review the behaviour of investors towards investment. Investors normally take irrational decisions which are not based on any scientific statistics or calculations. They are affected by their moods, emotions and beliefs that mislead them at certain times. This condition leads to an area of study called behavioral finance. As Kahnernan and Tversky (2014) point out, ''individuals fail to update beliefs accurately and have preferences that differ from rational agents''.

According to Olsen (1998), taking investment decisions based on perfect predictions, completely flexible prices and complete familiarity of the investment

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environments are increasingly unrealistic in the present global financial markets. Due to these considerations, behavioral finance, as a new paradigm of finance theory, emerged during the past two decades. Behavioral finance introduces the behavioral aspects and focuses on the application of psychological and economic principles for the improvement of the individual financial decision-making processes.

Sewell (2010), asserts that behavioral finance is the study of the impact of psychology on behaviours and subsequent effect on market and financial practitioners. He also observed that behavioral finance describes the inefficiencies of markets and reasons behind these inefficiencies. Since human judgment, behaviour and welfare are attributes of human psychology, behavioral finance can provide important facts about how human actions differ from traditional economic assumptions. Some of the theories relevant to the study of behavioural finance are described below:

Regret Avoidance Theory

Investors make decisions to limit the effect of blaming themselves of taking or not taking certain decisions. Regret deals with the emotional reaction people experience after realizing they have made an error in judgment. Psychologists have found that, individuals who make decisions that turn out badly have more regret and blame themselves more when that decision was more unusual (Kahnernan & Tversky, 2014)).

Investors become emotionally affected when faced with the prospect of selling an investment at a price less than the amount invested. In order to avoid this regret and the feeling of having made a bad investment, they hold on to their investment to avoid the embarrassment of reporting a loss. According to Pareto

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(1997), some investors avoid the possibility of feeling this regret by following the conventional wisdom of investing in areas where everyone else is investing, justifying their decision with "everyone else is doing it". This is relevant to the study since emotionally affected investors will not be ready to undertake investment.

Theory of Mental Accounting

The theory of mental accounting states that humans have a propensity to place particular events into mental compartments, and the difference between these compartments sometimes impacts our behaviour more than the recent events that occur. According to Chopra, Lakonishok and Ritter (2013), people segregate certain decisions into specific groups which influences their decision taking. They argue that an investor may take a lot of risk with one investment account, but establish a very conservative position with another account that is dedicated to, for example, her child's education. Rationally, it might be better to view both accounts as part of the investor's overall portfolio with the risk–return profiles of each integrated into a unified framework

An example of mental accounting can also be best illustrated by the hesitation to sell an investment that once had tremendous gains and now has a modest gain. Thaler (2001), indicated that during an economic boom and bull market, people get accustomed to healthy gains. When the market correction devalues investor's net worth, they are more hesitant to sell at the smaller profit margin. They produce mental partitions for the gains they once had, causing them to wait for the return of that gainful period.

The need of staying loyal also influences the decision-making ability for lot of investors. Statman (1997) claims that, mental accounting is consistent with

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some investors' irrational preference for stocks with high cash dividends. These investors feel free to spend dividend income, but would not "dip into capital" by selling a few shares of another stock with the same total rate of return.

Prospect Theory

Prospect theory also known as loss aversion theory was developed by Kahneman and Tversky (2016). The theory suggests that people expresses a different degree of emotions towards gains than towards losses. Individuals are more worried by prospective losses than they are happy from equal gains. Investors usually complain of losses however small it would be but do not express happiness when gains are recorded. A loss always appears larger than a gain of equal size.

Prospect theory also explains why investors hold onto losing stocks: people often take more risks to avoid losses than to realize gains. The investor may behave as risk lover when he or she is making losses and risk averse when making profit. For this reason, investors willingly remain in a risky stock position, hoping the price will bounce back.

This behaviour of investors explains why gamblers who are on a losing streak will double up bets in a bid to recoup what is already been lost. ''Despite our rational desire to get a return for the risks we take, we tend to value something we own higher than the price we would normally be prepared to pay for it'' Muhammad and Ismail (2009). According to Kahneman and Tversky (2014), the prospect or the loss aversion theory points to another reason why investors might choose to hold their losers and sell their winners. This is because investors believe that today's losers may soon outperform today's winners.

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Theory of Overconfidence

The theory of overconfidence suggests that people generally rate themselves as being above average in their abilities. Also, people overestimate the precision of their beliefs and knowledge relative to others. An interesting example of overconfidence in financial markets is provided by Barber and Odean (2001), who compare trading activity and average returns in brokerage accounts of men and women. They find that men (in particular, single men) trade far more actively than women, consistent with the greater overconfidence among men well documented in the psychology literature.

Many investors believe they can consistently time the market. But in reality, there is an overwhelming amount of evidence that proves otherwise. Overconfidence results in excess trades, with trading costs reducing profits which would have gotten (Tapia & Yermo, 2007).

Over/Under Reacting Theory

Over/Under reacting theory says that investors become optimistic when their investment goes up in value, assuming it will continue to do so forever. Equally, investors become extremely pessimistic during downturns. A consequence of anchoring, placing too much importance on recent events while ignoring historical data, is an over or under reaction to market events which results in prices falling too much on bad news and rise too much on good news. This behaviour leads to making bad decisions which consequently affect the prospect of the investment in the future. Barber and Odean (2000) expressed that, at the peak of optimism, investor greed moves stocks beyond their intrinsic value.

Expected Utility Theory

Expected utility theory describes the individual investment decision as a trade-off between immediate consumption and deferred consumption. This theory

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can also be seen as trade-off between risk and return. It is a way to balance risk and returns using formal and mathematical functions. Expected utility theory recommends for an investor to calculate the expected utility of each choice and then choose the one with the highest expected utility when faced with a number of different choices.

As it is expected, rational investors always try to optimize utilization of their funds and expect maximum returns on these funds. In this context, the most appropriate theory in terms of investment decision-making is the expected utility theory. It is however not always the case as revealed in research findings that individuals may make investment decisions according to these classical calculations and economics (Davis, Hands & Maki, 1997). This is because not everyone has the knowledge and time to go through these calculations.

Concepts of Investment

Millions of investors buy bonds, mutual funds, equity, gold or similar investment products, for different purposes. The decision to invest in a specific assets class or classes of assets is primarily driven by the risk and the return associated with the product. Any investment made carries certain amount of risk, which is the uncertainty of return on the investment made or even losing the capital invested. There is no uniformity of opinion about the risk associated with a particular investment product across investors. What may seem to be highly risky to one investor may be considered to be average risk product by another investor. Evaluation of risk associated with a financial instrument may depend on the past experience of the investor, financial expertise or dependence on others for investment. These factors may drive an individual's opinion about the risk level of a certain financial product. The perception of investors about the risk associated

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with a financial instrument ranges from no risk to very high risk in relative terms (Venkateshraj, 2015).

Saving, Investment and Economic Growth

Poverty can be alleviated through improved income and accumulation of capital (Nayaran & Petesch, 2007). It is a stylized fact that the poor do not have access to credit from the formal financial institutions and this is one of the major obstacles to escaping from poverty (Nayaran & Petesch, 2007). The alternative financing sources are informal (Ouma, 1990). The amounts that can be borrowed are limited and / or the interest rates charged are very high and prohibitive to the potential borrowers. Therefore, most MSEs usually rely on their own limited means to survive and grow. Through saving over extended period MSEs accumulate enough capital to invest in their small ventures.

Many economists have examined the factors that determine savings. For instance, Ando and Modigliani (1963) argued that savings depend on lifetime income, wealth and returns on savings. Geetha and Vimala (2014) asserts that the level of dependence among a population affects savings. There is a consensus among economists that the level and rate of saving in a nation depends on five macroeconomic policies. These are the credit and monetary policies, fiscal policy, trade policy and exchange rate policy.

In addition to saving, MSEs must invtest in order to earn profit. This surplus can be used to increase capital and improve welfare. Investment involves sacrifices of current consumption to achieve a high output later than it would otherwise be possible. Consequently a low level of income and wealth will constraint investment. The level of investment plays a dual role: it affects income in the short-run and capital accumulation in the long run. The determinants of investment are

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income, expectations and the entrepreneurs' confidence in the future. The expectations about the performance of the economy and the policies of the government influence how much will be invested and where. For instance, in 2003, when this study was done, MSEs were expected to pay tax to the government. Many of the MSEs that were interviewed were apprehensive and were contemplating switching to other ventures beyond the reach of the Ghana Revenue Authority.

The traditional instruments for saving include keeping cash in the house or granary, investing in livestock, purchasing farm tools and equipment (Ouma, 1990). Today several financial assets exist through which savings can be accumulated. These include fixed deposit accounts, savings accounts, mobile phone money accounts, treasury bills, stocks, property and debentures (Lofthouse, 2001). The MSEs also save through merry-go-rounds, and rotating savings and credit Societies (ROSCAs). Therefore, this study inquired into the attitudes towards and the popularity of these forms of saving given the recent developments in the financial Sector in Ghana.

The Impact of Attitudes on Investment Behaviour

The relationship between attitudes and behaviour is controversial. The bone of contention is on the link between attitudes and behaviour. Obviously, many factors impinge on an individual's behaviour and attitude is only one among them. Thus observing high correlations between attitudes and behaviour may not be reliable evidence that indeed attitudes determine behaviour. Therefore, there are some scholars who argue that attitudes influence individual behaviour yet there are others who disagree.

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One of the earliest empirical evidence against a strong relation between attitudes and behaviour was due to (Nayaran & Petesch, 2007). He criticized the definition of the attitude concept and the underlying assumption that attitudes influence behaviour. Subsequent studies by Deutscher (1966, 1973) provide a comprehensive critique and evidence against the relationship between attitudes and behaviour.

Kahnernan and Tversky (2014) provided more evidence in a survey article on the low relationship between attitudes and behaviours. Providing evidence of low correlations between attitudes and behaviours from 42 empirical studies he argued that there is scant evidence to support the view that individuals have stable, enduring attitudes that impact on their behaviours. With the benefit of hindsight one can rationalize these findings as reflection of the hostile environment in social psychology prevailing in the 1950s, 1960s and 1970s. These periods were characterized by studies that demonstrated that it is behaviour that influenced attitude and any other opposing view was severely criticized.

Those researchers who argue that attitudes affect behaviour have pointed out the rather superficial analysis of those studies opposed to this view (Eagly & Chaiken, 1993). They pointed out that a lot of evidence adduced relied solely on laboratory experiments. Little survey data had been used by such studies. The first studies to provide evidence for a positive relationship between attitude and behavior were by Kelman (1974) and Schuman and Johnson (1976). Utilizing survey data they argued that there is a pattern of positive and moderately positive relationship between attitudes and behaviour. The differences in the findings between laboratory studies and survey researches have been largely attributed to the constraining and artificial laboratory environment (Kelman, 1974, Snyder &

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Ickes, 1985). However, beyond the confines of the laboratory the wider context within which the study is conducted can influence the impact of the findings of the relationship between attitudes and behaviour (Campbell, 1963).

Subsequent studies of the relationship between attitudes and behaviours have demonstrated that the correlations produced are easily ascribed to the methods, tools and the researcher's control of the study. This is, indeed, the case because each study utilizing different methods yielded different results. Moreover, correlations between these two variables do not imply causation (Eagly & Chaiken, 1993).

There is now a consensus that there are direct and indirect determinants of entrepreneurial behaviour. Among the indirect determinants are personal traits and the demographics of the MSEs. The most direct determinant of behaviour are intentions. The intentions are influenced by the attitudes towards the behaviour, the subjective norm and perceived behavioural control.

Factors Influencing Investors Behaviour

Investor's behaviours and attitudes towards investment avenues are usually influenced by socio-economic environment such as gender, age, educational level and financial information. Other factors are income level, values in life, attitudes and perception, customs and beliefs as well as accessibility to financial services.

Gender

In assessing the impact of gender on investment, Agrawal (2009) observed that, there is no significant difference between male and female investors in terms of their expectations of return. Gichana (2007) on other hand observed that, female's rate of investment has factually been lower than male's for several reasons, including social and various demographic concerns. He noted that the

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differences in the investment levels between males and females continue to be significant even after increase in education and availability of information. A research conducted by Bajtelsmit and Bernasek (1996) explained that, gender inequalities in wealth, education and the differences in roles impact negatively on investment levels attributed of females. Thus, females tend to have lower levels of investment compared to males. Ajzen (1985) are of the view that men choose more risky portfolios and trade more than women in the market.

Age

A study conducted in India by Rajarajan (1999) on ‘‘Stages in Life Cycle; Age and Investment Pattern’’ on the basis of primary data collected from 405 individual investors provided some interesting results. The main objective of the study was to find out relationship between stages in lifecycle and their investment size and pattern. The study revealed that investment size below Rs. 50000 constitute the majority in all stages of life cycle. However, the association of investment size and investors stage in life cycle does have a specific pattern. The size of investment in financial assets and the percentage of risky assets in financial investment declines as the investor move up through the various stages in the life cycle. This view was also confirmed by Geetha and Vimala (2014) who indicated that, ages of investors influence investment preference in India.

Education and Financial literacy levels

Investor’s educational and financial literacy levels are found to influence investment decisions. The higher the education of an investor, the more the investor understands the investments process and option available to provide

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optimal return and reduce risk. A research by Lodhi's (2014) explained that, financial literacy and accounting information were considered to be significant in lowering information asymmetry and allowing investors to invest in risky instruments. This view was collaborated by Lewellen, Lease and Schlarbaum (1977) who observed high tolerance for risk investment decisions with higher education.

Again, financial information is measured to influence an investor in making a decision to invest in stocks as one would evaluate the underlying movements of the key indicators of interest. The findings by Merikas, Merikas, Vozikis and Prasad (2008) indicate that, financial information and expected corporate returns do have a significant effect on the decision to invest in shares. However, Waweru Munyoki and Uliana (2008) asserts that, factors that affected Initial Public Offer pricing (IPO) in Kenya and their findings conclude that public information disclosed in the prospectus was not significantly reflected in IPO prices and the rational theory therefore cannot explain the effect of investor sentiment in IPO market in Kenya.

Furthermore, the availability of financial information has been assumed as one of the variables that could influence investor behavior while making investment decisions on the investment options to select their preference. Investment decision-makers use financial statements of different firms for investment decision-making purposes (Thaler, 2001). In comparing awareness of investment avenues between urban citizens and rural citizens, Selvakumar, Jegatheesan and Gandhi (2012) noted that, rural citizens have lower investment awareness probably due to their low educational background. The research

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scholars suggested that educational status should be improved in the rural sector so that they will be aware of the several investment opportunities.

Income level

The level of investment usually depends on how much surplus income one has after paying bills and setting aside a bit of cash for emergencies. The greater your surplus income, ‘‘the higher your potential level of investment’’ (Thaler, 2001). The amount of investment is restricted until surplus income rises. The certainty of income leads to certainty of savings and investment. Srinivasan et al (2006) found significant relationship between income and investment. However, according to the findings, the relationship between occupation and purpose of investment was statistically insignificant. Lim and Kwak (2016) also indicated that, increase in one’s income level will lead to an increase his or her ability and intention to do investment. The authors in their research again explained that. when your age is increase, your income is likely to be increased, that possibly leads to increase in investment level of the person.

Another studies by Atkinson (2015) on the relationship between income status and the pattern of investment revealed a positive correlation. The main reason for the research was to examine the effect of different income levels have on financial investment. He observed that persons with higher incomes were willing to own an investment asset compared to persons who have lower income.

Attitudes and Perceptions

Individual investor’s perceptions and their attitudes may change their investment decisions. A study by Pennings (2013) surveyed how individual investor’s perceptions change in terms of trading and risk-taking behaviour during the 2008-2009 financial crisis in India. It was revealed that investor perceptions

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vary significantly during the crisis, with risk tolerance and risk perceptions being less volatile than return expectations. Investor's return expectations and risk tolerance decreased, while their risk perceptions increased during the worst months of the crisis.

Also, Funfgeld and Wang (2009) studied the attitudes and behaviour in Swiss investors. They observed that, factors such as ‘‘financial attitudes and behaviour: anxiety, interests in financial issues, decision styles, need for precautionary savings, and spending tendency impact their investment decisions’’

Again, Chou, Huang and Hsu (2010) investigated the investor attitudes and behaviour towards inherent risk. They tried to establish a model by which to measure attitudes and behaviour towards investment risk in a sample of Taiwanese investors. Their study revealed that various levels of perceptions of risk were indicated by investors according to their personal investment experience. That is, investors with little experience in stocks and structured notes had a significantly higher perception of risk.

Customs and Belief

Studies have shown that religion has an impact on the investment behaviorus of investors. Investigations carried out by Tahir and Brimble (2011) on Islam and investment reviewed a linkage between investment and belief or religion. Though they stated that, the investment behaviour of people are influenced by the degree of their religiosity. Islam considers some investment avenues as against their teachings. However, Al-Tamimi (2005) disagrees with this by saying that non-economic factors such as religion do not have any influence in investment decision-making. Rajarajan (1999) in his studies observed that, he can predict the investor's behaviour in the market based on the specifications of their

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life style and beliefs. It is also true that personal values influence investment decision-making. Ryan (1994) studied how personal values of Americans influence their investment decisions and observed that, Americans rate and rank ‘’equality for all’’ before ‘’happiness’’ and ‘’prosperous life’’. An explanation to this finding is that Americans have moved from material value to where one can express him/her self and will not invest in firms where freedom to one’s expression is curtailed.

Accessibility of Investment facility

On the issue of accessibility of investment facilities by investors, Huberman (2011) disclosed that investors have preferences for stocks in a regional company to other investments. Thaler (2001) in his work to find out whether location of investment facility has influence on decision-making observed that, ‘‘stock market involvement is influenced by social interaction; that is agents who are more social in the sense of interacting more with peers at collective gathering such as church are more likely to attract investors into the stock market’’. Grinblatt and Keloharju (2001) noted in their research that, agents are more inclined to hold stock in firms which are located close to the investor. The above preference for local stocks extends to mutual fund managers in the sense that such managers tend to show interest in stocks with headquarters in the region that the managers are based (Coval, 1999).

Introduction into Investment

Information on a particular investment type are mostly given to investors through relatives, media and financial reports. Aduda (2012) conducted a study on “the behavior and financial performance of individual investors in the trading shares of companies listed at the Nairobi Stock Exchange, Kenya’’ with the main

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objective of the study being to find out how individual investors make their investment decision. The study concluded that most investors relied on advice from friends and colleagues (3.65 on a Likert scale of 1-5) before deciding to go for stocks.

Again, Kaleem Wajid and Hussain (2009) conducted a research in Pakistan to investigate the determinants of financial advisor perception. The results showed that, in Pakistan it is found that religious, social, personal and advisors recommendations have great influence on investment decision-making of individual investors and most of the time this led individual investors towards irrational decision-making. As investors are the customers of brokerage houses, they expect that they are provided with the best of services such as, advice on investment, reasonable commission rate, managing portfolio etc. In general, customers tend to purchase particular products and services or patronize specific firms due to the influence of these brokerage companies on their decision-making.

Internal and External economic factors

Some well-known economic factors that affect financial decisions of investment are performance of the firm in previous years, anticipated increment of capital and bonus, dividend distribution plans and anticipated profits of the firm (Obamuyi, 2013). Also, investment actions or decisions are usually influenced by external decisions associated with the government performance. According to Alam and Stafford (1985), factors persisting to government performance are tax policy which directly influences the rate of return on investment, inflation rate in the country, exchange rate and legal framework of the country.

The research aiming at investigating the process of investment decision at the individual investor level by Enoma and Mustapha (2010) have generally shown

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that, decision-making is a multi-criteria process taking into accounts numerous factors. These are economic and risk factors, as well as political and social environment and government regulations affect decision-making.

Again, Kahraman (2011) and Trappey, Shih, and Trappey (2007) both indicated that, investors and investment companies are afraid of risk factors like market uncertainty, lack of market knowledge and lack of investment experience. These are likely to make investors underinvest. In general, all investors appreciate transparency of information and trustworthiness in a country or in a market so as to reduce their fear

Types of investment

Different kinds of investors have different avenues where they do their investment. The type of Investment Avenue one chooses is influenced by a number of factors. One of the main factors is adequate information about a particular investment type as stated by Selvakumar et al. (2012) that, knowledge about investment avenues is very little among rural folks compared to urban folks. This revelation explains why there are little investment levels among the rural citizens (Selvakumar, et al., 2012).

Ahmed (2002) in a study to identify the types of investment avenues in Ghana puts the building up a business such as setting up a farm, building a house, buying land, purchasing bonds or shares, investing in oneself and keeping an investment account such as fixed deposit account with a bank as the main investment opportunities in the country.

Researchers in India have investigated the impart of class of people on the type of investment they usually undertake. Mittal-Manish (2007) observed that service class people invest in mutual fund whiles the business class according to

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Verma (2008), are more inclined towards investing in debentures, bonds, real estate and bullions. On the other hand, professionals invest in derivatives, post office schemes and insurance Chandra (2009). Mittal-Manish (2007) again noted that housewives prefer safe investment like real estate, bullions and Bank fixed deposits. However, students prefer high risk investment such as derivatives, equities and mutual funds whereas retired personnel prefer to invest in post office schemes and public provident fund (PPF).

Meanwhile an earlier study conducted by Reddy (2005) revealed that, most Indian investors prefer to invest in pension policies because of tax benefits. Vyas and Moonar (2012) detected that gold was the first preference of the investors followed by bank deposits, life insurance and postal deposits. In other studies, investors preference towards various forms of investment, by East (2013) concluded on bank deposits as being popular among investors in Latin America. However, Vidhyashankar (1990) recognized a shift from bank deposits to mutual funds due to its advantage by way of ensuring a healthy and orderly development of capital market with adequate investor protection.

Investors have been grouped under three main categories. These are individual investors, institutional investors and brokers and dealers. Each of these groups has unique characteristics in terms of investment preference and mode of investment.

An individual investor is considered to be a person who manages his/her own money in order to achieve personal financial gain or return (Baker, et al, 2016). Therefore, it is assumed that an individual investor needs an in-depth knowledge about investment institutions by means of examining financial news, earnings reports, performance of financial institutions, etc., in order to make the

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most effective decisions regarding his or her personal investments. They usually invest in the stock market, buy shares of companies and also invest in the money markets. According to Lewellen et al (1977) individual investors are likely to face more issues trying to make balanced decisions regarding their investments than larger entities.

Institutional investors according to Baker, et al (2016) are organizations that pool large sums of money and invest those sums in securities, properties and other investment assets. They also buy shares in companies for a maximum return. Since funds hold a broad portfolio of investments and the power to exercise voting, as well as actively engage in cooperate governance, in many companies, institutional investors will have a great influence on the management of corporations.

Dealers and stock brokers investors on the other hand are the intermediaries who receive money from individuals or institutions and invest them on behave of these investors. Only a few empirical studies have been carried out on dealers and stock brokers' behavior in the past. Gichana (2007) examined the factors that influence investment choice by the dealers and stock brokers in making investments in securities at the Nairobi Stock Market. The factors considered are centered on the following categories: economic factors, company specific factors, government policy related factors, political and timing factors. The findings of the study indicated that the stock market's main intermediaries considered all the factors or variables investigated, but at varied preferences.

Investors can also be classified as being active or passive. This distinction according to Sushko and Turner (2018) reveal the roles played by investors on their investment life cycle. Whiles active investors select individual securities for

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purchase or sale usually based on fundamental research and/or by utilizing a broad array of quantitative methods and monitors his or her investment, passive investor buys an entire index such as the Standard and Poor's 500 (S&P 500), simply to match its performance. Usually a passive investor may mean somebody who invest only when he or she thinks the conditions are favourable and will break for some time before embarking on a different investment.

Benefits of investing

Investment is always known to be a wise decision as it is supposed to be the para-assurance to one's regular income. There are other benefits of which some researches have studied into (Murithi-Surya & Narayanan, 2012, Alam & Stafford, 1985, Kahraman, 2011 etc.). They gave several reasons like enjoying dividends in terms of best investment schemes, tax exemption or low tax on earnings compared to what is charged on salaries and securing one's future through investment. Other reasons for doing investment are to meet emergency needs, using investment as means of saving and security reasons for risk coverage.

Actually, investment is a kind of self-restriction from spending the entire income for genuine reasons to stabilizing regular financial flow in the form of salary even during some inevitable brief-time hindrances. Investment reduces the sadness associated with loss of job and other natural occurrences. On the issue of considering investment as only for rich, Railly (1992) insist that, the easiest way to get wealthy on a normal income is to do investment.

The benefit of investment is seen more in the developing economies since "any initial increase in investment will lead to increases in income through the investment multiplier" (Lease & Schlarbaum, 1974). Studies of investment process has always been of prime interest to financial and banking, economics,

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administration and other disciplines of studies for the structured develop societies. According to Lease and Schlarbaum (1974) developing countries needs to promote intended saving habits among people of the country. These savings, then must be directed to rationally planned profitable investments and add value to 'individual satisfaction' and 'national economic growth'.

Reasons for not investing

Reasons for someone not to invest in any investment avenue are many and are dependent on various factors. Some of these reasons may be based on psychological biases, demographic factors, economic considerations as well as availability of required information. The issues in the financial sector in Ghana in recent times may have a huge bearing as far as investment is concerned. Monies of a number of individuals have been locked up in various financial institutions. Lack of financial knowledge is one of the biggest problems that prevent people from investing. According to Shefrin (2011), investors should be aware not only of their personal investment mistakes, but also the mistakes of others, because one investor's mistake can become another investor's benefit. People prefer to keep their money because they are not sure where and how to invest. Good advice from colleagues may allay these fears.

The individual's attitude towards risk determines whether that person is interested in investment or not. Risk is uncertainty associated with investment. Whether a particular investment will result in profit or loss are the two main consideration especially by novel investors. Every investor takes risk according to his or her investment objectives. Whereas the risk loving individual may be showing high interest in investing in any investment avenue, the risk averse will be seeking to leverage his or her expected returns (gains) with the risk associated with

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that particular investment. This idea has been confirmed by Kabra, et al (2010). According to the authors, some investors invest according to the risk they can afford even if there are chances of growth in the market or where there are worthy initial public offers. Richard (2002) said investors behave irrationally because they are afraid of losses in the future.

Risk tolerance is one of the important elements in investment among average salaried workers. According to Enoma and Mustapha (2010), risk tolerance means the degree of variability in investment returns that an individual is willing to hold. An individual who is less tolerance to risk might easily make a wrong decision by even stopping all his or her investment at all, upon a small unfavorable news.

A review of psychological studies by Watson and McNaughton (2007 suggests that women are more risk averse than men in their attitudes and behaviours towards investment decisions, including those that relate to pensions. This can be seen by the low level of investment among women. A study to investigate the relationship between risk tolerance and investors' decision-making by Vlaev et al (2008) in Australia revealed a significant relationship between risk tolerance and investors' decision making on investment. The findings indicated that the more you understand your risk tolerance, the better investment decisions will be made. Also, the higher the risk tolerance, the more chances you might invest in securities that offer high potentials for greater returns. On average, it has been assumed that people have varying risk attitudes and based on their financial circumstances, those attitudes may affect their investment behavior.

Economic factors that prevent or reduce the level of investment have to do with income levels and expenditure levels. As stated by Atkinson (2015), income

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level is a predominate factor as far as investment is concerned. This means that individuals can invest only to the point where they can afford. Over spending also limits one's ability to invest since the person will not have any extra money to commit to investment. In a study conducted by Lim and Kwak (2016) to find out whether cost of living affect individuals ability to invest revealed that, a nation's overall investment portfolio decreases when economic indicators are not favorable.

Empirical Review

Ajzen and Driver (2015) states that in this study, it was aimed to investigate the factors that influence individual investor behaviour. Furthermore, the analysis regarding hypothesis tests was implemented by means of analysis of moment structure. As a result of the study, it was identified that six factors influenced individual investor behaviour. It was found that the highest correlation was between conscious investor behaviour‖ and banking and payment behaviour. Also, it was confirmed that 11 of the research hypotheses were accepted and that four of the research hypotheses were refused. Within this framework, it was concluded that there was a statistically significant relationship between the factors affecting individual investors' investment behaviours. The main purpose of investors engaged in investment is to both maximize their income and minimize their expenses. In the literature of finance, individuals are considered to behave rationally when pursuing their own benefits. In this context, individuals spare some of their income for expenditure and some for saving.

Gopi and Ramayah (2007) states that the purpose of their paper was to identify factors that influence the intention to use internet stock trading among investors in Malaysia. Findings show that attitude, subjective norm and perceived

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behavioural control has a direct positive relationship towards behavioural intention to use internet stock trading. The theory of planned behaviour can be used to explain variation in behavioural intention and actual usage. Their study provided information on factors that influence and affect investor‘s intention to use online stock trading. In addition, the result of the study could serve as a guideline by online stock broking organizations in understanding the factors and program that need to be instilled to increase online stock trading among current retail investors and future investors. Multiple regression analysis was conducted to test the relationship between attitude towards behaviour, subjective norm and PBC toward behavioural intention in using internet stock trading. The main objective of this study is to identify the factors that are involved in influencing intention to use internet stock trading.

From their findings it has been identified that attitude, subjective norm and PBC influence investors' intentions towards internet stock trading. Results from this study has shed some light on which constructs in the intention-based model can be better used to answer the managerial problem of factors influencing intention to use internet stock trading. The insights provided by this study could be used by organizations as a foundation to formulate strategies to increase the usage of internet stock trading.

From the study of Chattopadhyay and Dasgupta (2015) it is said that Investor behaviour and investment activities are strongly influenced by the risk tolerance level of individual investors. International evidence suggests that lower risk tolerant investors are generally risk averse. However, their demographic characteristics and socioeconomic factors drive their risk attitudes. This study aims at investigating the critical role that age, gender, marital/social status, number of

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dependents, educational qualifications, employment and income status, savings pattern, future monetary planning, investments amount and returns from investments play in influencing risk tolerance and thereby finding whether the individual investors are risk averse or risk prone.

Yeoh (2016) states that recent findings in the finance and consumer behaviour literature have shown that investors' investment decisions are likely to be affected by their psychological tendencies. The focus of their paper was to understand how investors' psychological tendencies influence purchase postponement of shares. Furthermore, the moderating effects of product involvement on the relationship between psychological tendencies and also purchase postponement are examined. Using a survey research design, data was collected from Indian investors to empirically test the model using moderated regression analysis. The findings show that investor‘s psychological tendencies do significantly impact purchase postponement. Furthermore, a profile of Indian retail investors is presented in the paper. Their findings documents another distinct phenomenon of investors‘ persistent departures from rationality as posited by behavioural finance and also provides a better understanding of the nature of individual investor participation in the Indian capital market. In financial market risk profiling is the most important part before making investment decision.

Roopadarshini (2014) adds to the research by investigating how behavioural factors affect the decision-making process of investors in the stock market, the study on stock market shows the efficiency of the market. This study tries to explain how investors make investment decisions in the stock market, or in an emerging market; it takes the following objectives is to determine the main

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behavioural factors influencing investment decisions, to investigate the impact of these behavioural factors on investment decision-making.

Investors need to update themselves in multidimensional fields so that they can accomplish the desired goals in the competitive business environment. This needs better insight knowledge, and understanding of investors' nature in the existing global perspective, plus development of skills and ability to get best out of investments. Factors influencing investor decision-making are Heuristic decision, Representative, Overconfidence, Anchoring, Gamblers fallacy, Prospect theory, Loss Aversion, Regret Aversion, Mental Accounting. This paper examines Retail investors and their current attitudes towards investment in the market. The finding from the study is that there is a substantial, continuing interest in market among the retail respondents, past satisfactory/unsatisfactory experience and the level of confidence of various respondents in various investment avenues. An examination helps us in getting an idea of the risk-return preferences of the respondents. The question contained options ranging from a definite prize money offer to successively higher money options but decreasing probabilities of winning the responses are examined to ascertain the degree of risk they seek in relation to the expected return they desire. It helps in understanding the degree of certainty/uncertainty that respondents are willing to bear. Theories of investors' behaviour from psychology, sociology, and their anthropology have helped to motivate in the recent empirical research on the behaviour of investor on the stock markets.

Behavioural finance attempts to explain investor behaviours in markets, importing the theories of investors' behaviour from the social sciences. This analysis will help to strengthen investors' intimacy. It will help to understand the

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expectation of the investors about the companies' perspective financial performance and corporate social responsibility. The expectation of the different types of investors regarding particular service requirements can be identified. This study helps in better understanding of what an investor looks for in an investment option. The awareness level of the investors about various investment options and what is the perception of the investors with regard to the investments they want to make.

The study of Kulkarni (2014) says that this study attempts to find changes in investment decision with age, gender, income, education level, occupation, annual income, no of dependents. The purpose of the study is to help the investment managers understand the context of their client (individual investor) better and thereby be better placed to help the clients make conscious positive change in their investments. People make the best choices they can, given the limitations of their assumptions about themselves and their circumstances. Understanding of the psychoanalytic orientations gives managers the opportunity to examine these assumptions, understand the origins of these assumptions in their client‘s lives, modify them if necessary, and help them make better choices for themselves. The investment managers can weigh in the psycho-analytical Orientation of the clients to understand them and their possible investment contexts better. With enhanced understanding of their psychological contexts, it would help them to engage with and realign their clients more effectively (Kulkarni, 2014).

Charles and Kasilingam (2014) find emotion is one of the psychological factors which create biases among individual‘s investment decisions. The collected data are quantitatively analyzed by using AMOS, STATA, SPSS and

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SEM model. Findings of this study suggested that investor‘s emotion based intuitiveness affects their investment personality. They provide evidence that some psychological factors which stimulate investment biases among the investors. Emotion is the primary psychological factor which affects the rationality of investor‘s successful investment decisions. The present study used descriptive method to analyze and interpret data. Investor‘s cognition and emotions are considered to be two sides of a coin which determines investor‘s success and failure of their investments. This study brings to a close conclusion that investors who are influenced by intuitive emotions are not influenced by methodical and individualistic investment personality (Intuitiveness is not used in a productive way) i.e. investors are irrational in nature. The overall findings reveal that individual‘s emotions play a major role of determining their investment.

The research study of Lathif and Aktharsha (2016) is to analyse the individual investor‘s sentiment and it also study the influence of market specific factors on investors' sentiment. It has been found that the investor‘s attitude towards investing is influenced by various factors like rumours, intuition, herd behaviour among investors and media coverage of the stock. The Market Specific Factors had a significant impact on the investors' sentiment in India. The investors' sentiment has been a subject of interest in the finance literature for a number of years. The noise trader's behaviour has significant impact on the intrinsic value of the share price. They corner out the fundamentals of the company and they show their herd behaviour. Thus, they fail to take rational decisions in terms of making investment in stock market. They are mostly emotionally driven investors.

From the research study of Kannadhasan (2006) it is found that the Retail Investors' financial decisions are not always driven by due consideration. The

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decisions taken by the retail investors are not consistent in nature. The objective behind the behaviour of Retail investors is examined from their attitude and risk bearing capacity. This study, resides or exits on the behavioural pattern of Retail Investors, based on their various dependent variables viz. Gender, age, marital status, educational level, income level, awareness, preference and risk bearing capacity.

Conceptual Framework

Investment behavior shows how individuals in their normal state influence their decision to invest. Baker and Ricciardi (2014) asserts investor behavior attempt to understand and explain decisions by amalgamating the disciplines of Psychology and Investing based in individual levels and the role of financial markets. This involves mental process, emotional issues that investors face during financial planning and investment. This may be based on past events, beliefs, hearsays among others. The study based the factors influencing investment behaviour on age, gender, easy accessibility of investment accessibility, perception and belief.

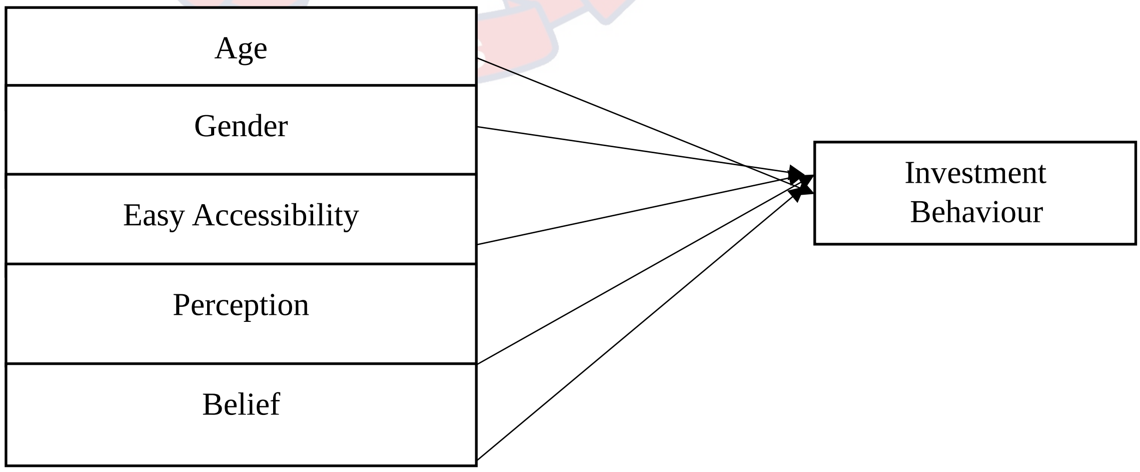

Figure 1: Conceptual Framework

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Source: (Twumasi, 2019)

Chapter Summary

To sum up, there should be interest in building a good future through a strong financial back born before or after retiring from one's employment. The only means of getting to this standard is by investing in any securable ventures. Strong knowledge in investment and the many issues associate with, will help achieve this financial back born needed by the individuals and the nation as a whole. Increased investment in a country will automatically lead to strong economy and eventually reduce unemployment rate of that nation. Issues relating to the background of this study as well as the types of investors have been discussed. Also, statement of the problem, the purpose of the study, the research objectives, research questions and the significant of the study have all been discussed in this chapter. Individual or private investment have been seen in this chapter as a very important element as far as development at both the individual and the national levels are concerned. Some of the theories that explain why certain decisions are made by individual investors have been discussed. Knowledge of these psychological biases are useful in shaping future investment decision. Also, factors that influence the behaviour of investors in their decision-making have been looked at in detailed. Further discussions on the types of investment available, the benefits of doing investment as well as factors that prevent people from investing have all been revealed.

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CHAPTER THREE

RESEARCH METHODS

Introduction

The study looks at the attitudes of COCOBOD workers towards investment, focusing on the factors they consider when thinking about investment. Also, the type of investment avenues they invest in and the benefits they derive from investing. To this end this chapter gives an insight into how the research was carried out beginning with description of the research design used for the work, description of the study area and the population from which the sample was taken. It also discusses the sample size, sampling technique or methods, data collection instrument and data analysis methods.

Research Design

According to Kombo & Tromp (2006), research design can be thought of as the structure of Research. The research design used for this study was the survey design. This design was appropriate for this work because I planned to collect data meant to ascertain facts on investment behaviour of COCOBOD workers. According to Mugenda and Mugenda (1999), survey research design is a design that attempts to collect data from members of a population and describes existing phenomena by asking individuals about their attitudes, behaviour, opinion or values. This kind of research methodology makes use of surveys to solicit investors informed opinion. It is often used to study the general condition of people and organizations as it investigates the behaviour and opinion of people usually through questioning them (Cooper and Schindler, 2003). This study therefore generalized the findings to individual middle salaried workers in Ghana.

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Study Area

The study was conducted in Takoradi. The focus was the salaried staff of COCOBOD, which means that all the casual workers were exempted. The city host one of the three cocoa taking over centers in the cocoa industry in Ghana. Their main operations are to take over cocoa from the Licensed Buying Companies (LBCs) and deliver same to their buyers both locally and internationally. In this process, they take care of the warehouses operations before the cocoa is evacuated.

Population

Mugenda and Mugenda (2003) explained that the target population of interest should have observable characteristics to which researchers' intent to generalize the result of the study. The definition by the researchers assumes that the population is not homogeneous. A heterogeneous population in which differences exist among its members such as gender, age, experience and salary levels can best describe larger population. The population of the present study was comprised of workers of COCOBOD, Takoradi, Ghana. Workers of COCOBOD at Takoradi are classified under two main groups. These groups are also subsidiaries of COCOBOD and receives their salaries from their various subsidiaries under COCOBOD. The two main subsidiaries of COCOBOD in Takoradi are The Cocoa Marketing Company (CMC) and The Quality Control Company (QCC). Under these groups are various departments to facilitate their work. Example, CMC have Warehouse and Port Operations (WPO), Security, Shipping, Audit, Accounts and Human resource departments. These groupings can also be seen in QCC. There are 246 staffs in Takoradi COCOBOD (World Cocoa Foundation, 2017).

Sample and Sampling Procedure

Fox and Bayat (2007) argues that optimal sample size is determined by four parameters: the level of certainty of the collected data to be representative of the

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total population, the accuracy required as the basis for the estimates made for the sample, the type of analysis that will be used, as many statistical techniques have a minimum threshold of data cases for every variable and the size of the total population from which the sample will be drawn. Based on Krejcie and Morgan (1970), 150 respondents were chosen for the study since the corresponding sampling size for 246 according to them was 150 respondents.

Considering the nature of the population, the stratified sampling technique was first used. The population was divided under the two main groups per the subsidiaries. Under each of the subsidiaries, it was further divided into departments. Simple random sample selection was employed to get the respondent. Neville and Sidney (2004) noted that random numbers can be obtained using a calculator, a spreadsheet, printed tables of random numbers, or by the more traditional methods of drawing slips of paper from a hat, tossing coins or rolling dice. The random numbers table was adapted for this study. Self-administered questionnaires were given to the respondents to answer the questions independently.

Data Collection Instrument

Primary data was used for the work to get first-hand information from the workers. Questionnaire was used to collect the data. This method was appropriate since it encouraged prompt responses from the respondents. The questionnaire was in four sections. Section A, Section B, Section C and Section D. The first section consists of questions on demographics to ascertain some basic information about the respondent. The second section was on the factors that influence individual's investment behaviour. The third part carried issues on the types of investment workers of COCOBOD normally undertake whiles the last section considered the

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benefits one will get by doing investment. The questionnaire was a close – ended type where respondents needed to choose a suitable option. The researcher took six weeks for the data collection.

Reliability and Validity of the Instrument

Reliability and validity are two key components to be considered when evaluating a particular instrument. Reliability, according to Babbie (2007) is concerned with consistency of the instrument, and an instrument is said to have high reliability if it can be trusted to give an accurate and consistent measurement of an unchanging value. Saunders and Lewis (2012) explained that internal consistency involves correlating the responses to each question in the questionnaire with those to other questions in the questionnaire. This study used the internal consistency approach as measured by the Cronbach's Alpha value.

A Cronbach's Alpha of 0.77 was recorded for the internal consistency. Since all the Cronbach's Alpha values are beyond 0.7, the scale can be considered as being reliable given the selected sample size (Pallant, 2005). Observation of the Cronbach's Alpha values for the individual constructs indicated that the instrument was highly reliable

The validity of an instrument, on the other hand, refers to how well an instrument measures the particular concept it supposed to measure (Saunders & Lewis, 2012). They further argue that an instrument must be reliable before it can be valid, implying that an instrument must be consistently reproducible; and that once this has been achieved, the instrument can then be scrutinized to assess whether it is what it purports to be. To ensure validity of questionnaires, I reviewed other relevant literature that served as evidence and supported the answers found using the questionnaire, relevance being determined by the nature of their research

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question and their own judgement. Further, the designed questionnaire was submitted to the project supervisor for vetting, correction and approval before distributing it to the respondents.

Data Collection Procedure

On the field of data collection, copies of the questionnaire were personally handed to respondents at their offices. After some minutes the I went back and collected the answered questionnaires because the respondents may forget to fill in the questionnaire or misplace them entirely. The questions were thoroughly explained to the respondents after copies of the questionnaire were handed to them. The purpose was to help the respondents understand the relevance of the research and provide their independent views on the questionnaire items given them. To have a valid and a reliable data, I ensured that the questionnaires were well prepared which allowed error minimization. The questionnaire had close-ended questions which respondents were asked to tick the appropriate answer.

Ethical Consideration

In no circumstance was any potential respondent coerced into participating in the study, whoever wished to back out was excused. Respondents were however assured that the responses will be accorded with the highest level of confidentiality and that; they will be used purely for academic purpose. The questionnaire itself was anonymous and this meant no single respondents could be identified and questioned or punished for disclosing any type of "secret" information as the questions also pertained to their personal life and experience.

Data Processing and Analysis

Before the responses were processed, the completed questionnaires were edited for completeness and consistency. The survey generated quantitative data

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which was coded and entered into Statistical Packages for Social Sciences (SPSS version 25) and analyzed using descriptive statistics. Descriptive statistics involves the use of absolute and relative (percentages) frequencies, measures of central tendency and dispersion (mean and standard deviation respectively).

Chapter Summary

The study was descriptive in nature since it tries to assess the attitude of COCOBOD workers in Takoradi towards investment. It used a primary data which was collected through a structured questionnaire. A Simple random sample selection was employed to get the respondents from COCOBOD workers in Takoradi metropolis. A sample size of 150 COCOBOD workers in Takoradi metropolis were involved in the study.

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CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

This chapter concentrates on the presentation of the empirical data gathered, analysis and discussions. The empirical data have been presented using Tables. The presentation was done according to the research objectives of the study. The chapter covers major sections such as demographic variables of respondents, factors that influence investment behaviour of COCOBOD workers in Takoradi, types of investment usually done by the workers and tangible benefit thereof. Out of 150 respondents, an average of 112 responded to the questionnaire.

Demographic Variables of Respondents

Variables assessed for getting demographic data were sex of the respondents, age, marital status, level of education and working experience with COCOBOD and monthly earning. This was to determine characteristics of the respondents.

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Table 1: Demographic Data of Respondents

Variables	Options	Frequencies (f)	Percentage (%)
Gender	Male	86	57.3
	Female	64	42.7
Age	21-30	19	12.7
	31-40	96	64.0
	41-50	25	16.6
	51-60	10	6.7
Marital status	Married	121	80.7
	Single	29	19.3
Educational status	Primary-Secondary	02	1.3
	Secondary School	37	24.7
	Diploma	33	22.0
	Bachelor's Degree	67	44.7
	Master's degree	11	7.3
	PhD	00	00.0
Work experience	0-5 years	35	23.3
	6-10 years	69	46.0
	11-15 years	37	24.6
	15-20 years	09	6.00
Monthly earning	Below GH¢ 1,000	17	11.3
	GH¢1,001 – 1,500	28	18.6
	GH¢1,501 – 2,000	31	20.6
	GH¢ 2,001 - GH¢ 2500	36	24.0
	More than GH¢ 2500	38	25.3

Source: Twumasi (2019)

From Table 1 the sex of the respondents who are currently working with COCOBOD workers in Takoradi were composed by 86 males who represent 57.3% and 64 females representing 42.7% of all respondents. This shows that there were more males than females who participated in the study. However, the large size of the male respondents to the female respondents did not affect the study since the questionnaire was designed to be gender neutral. It can also be deduced from the table that more males in formal employment than females. The large proportion of male respondents reflects the gender gap in the labour force in Ghana. This contributed in espousing a fair view of how different sexes assessed investment.

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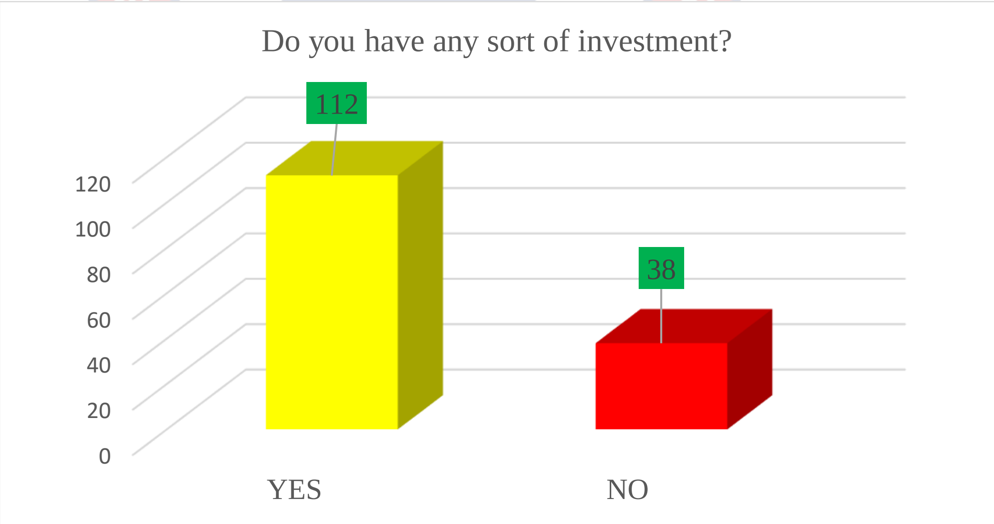
With respect to Age of the COCOBOD workers in Takoradi, majority of them were within active working force that is from 31-40 (n=96, 64.0%, n=150). The results imply that most of the COCOBOD workers in Takoradi active workers and could have been exposed to some level of investment knowledge. Nevertheless, the large size of the workers from 31-40 did not affect the study since the questionnaire was designed to be age neutral.

With respect to marital status, most of the COCOBOD workers in Takoradi were married (n=121, 80.6%, n=150). Once again, the large size of the married respondents did not influence the study since the questionnaire was designed to be marriage neutral. In relation to educational status, most of them held Bachelor's Degree (n=67, 44.7%, n=150). The results further show that most of the COCOBOD workers in Takoradi had worked for 6-10 years (n=69, 46.0%, n=150) and could explain that they had some level of experience in investment as they have received or earned consistent amount of money for long time. To ascertain the monthly earning, it was palpable that most of the workers had earn enough money (above GH¢ 2500) that could make them invest (n=38, 25.3%, n=150).



Source: Twumasi (2019)

Figure 1: A Bar Chart Showing the Workers Who are Involve in Investment

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As depicted in Figure 1, the results show that majority of the workers engaged in some form of investment (n=112, 74.6%). Those who didn't engaged in any form of investment (n=38, 25.3%). As Lim and Kwak (2016) stated in their findings, that increase in one's income level will lead to an increase in his or her ability and intention to do investment. Perhaps, the salary levels in COCOBOD is good as far as the Ghanaian economy is concerned that is why more of the workers are into investment.

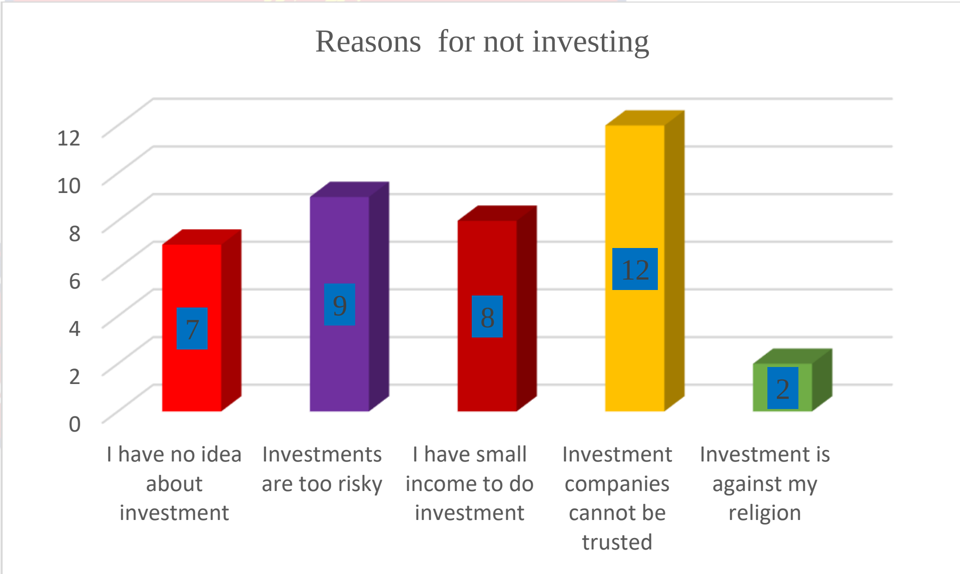

Figure 2: A Bar Chart Showing Reasons Why Some of the Workers do not Invest

Source: Twumasi (2019)

The results from Figure 2 show that some of the workers do not have any idea about investment (n=7, 18.4%). Another reason was that most of the workers do not invest because of high risk (n=9, 23.7%). Others believe that they have small income to do investment (n=8, 21.1%). One of the major reasons was that

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most investment companies cannot be trusted (n=12, 31.6%). The final and the least reason was that investment is against their religion (n=2, 5.3%).

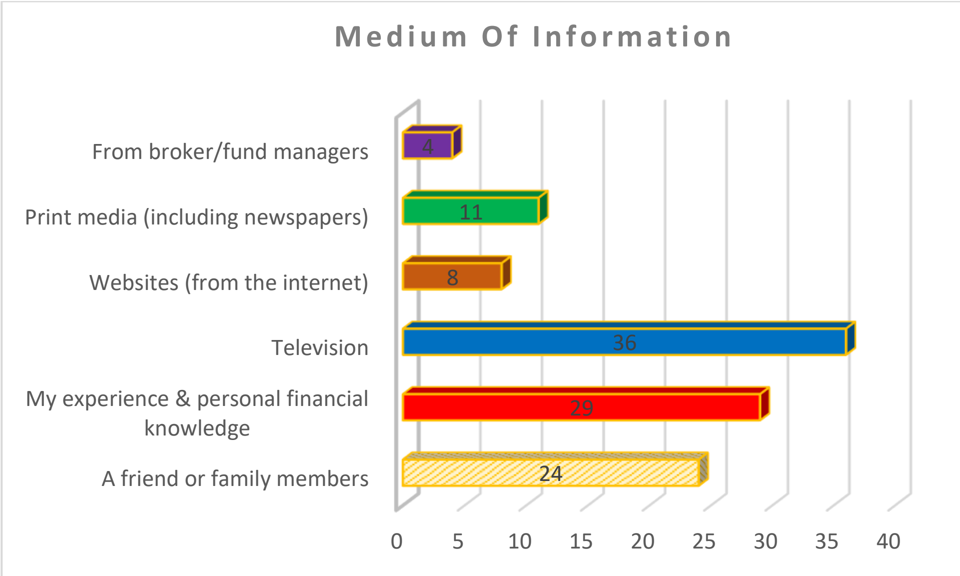

Figure 3: A Bar Chart Showing How Some Of The Workers Got To Invest

Source: Twumasi (2019)

As illustrated in Figure 3, the results suggest that most of the workers got into investment through television adverts (n=36, 32.1%). website contributed the least (n=8, 7.1%).

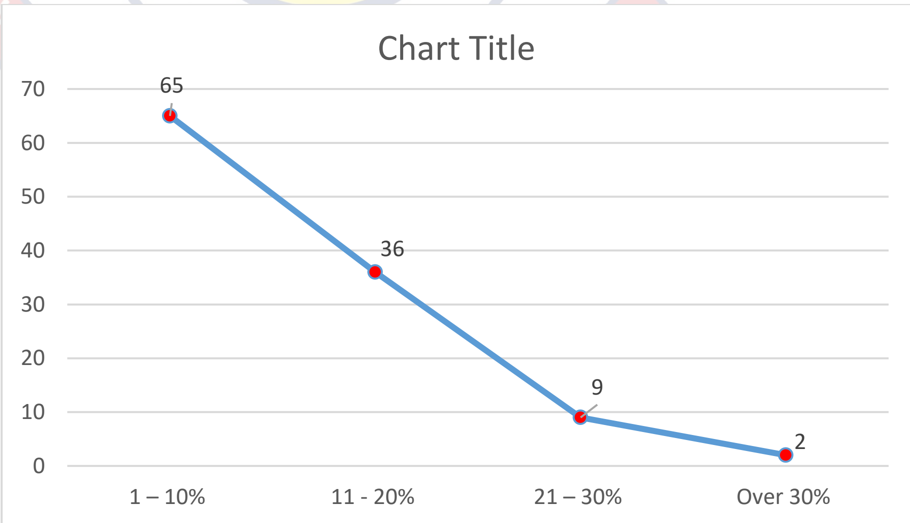

Figure 4: A Line Graph Showing the Percentage of Income Available for Investment

Source: Field Data, 2019

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Due to the risky nature of investment in Ghana today and high cost of living around the Takoradi area, most of the workers prefer to use relatively smaller percentage of their income for investment.

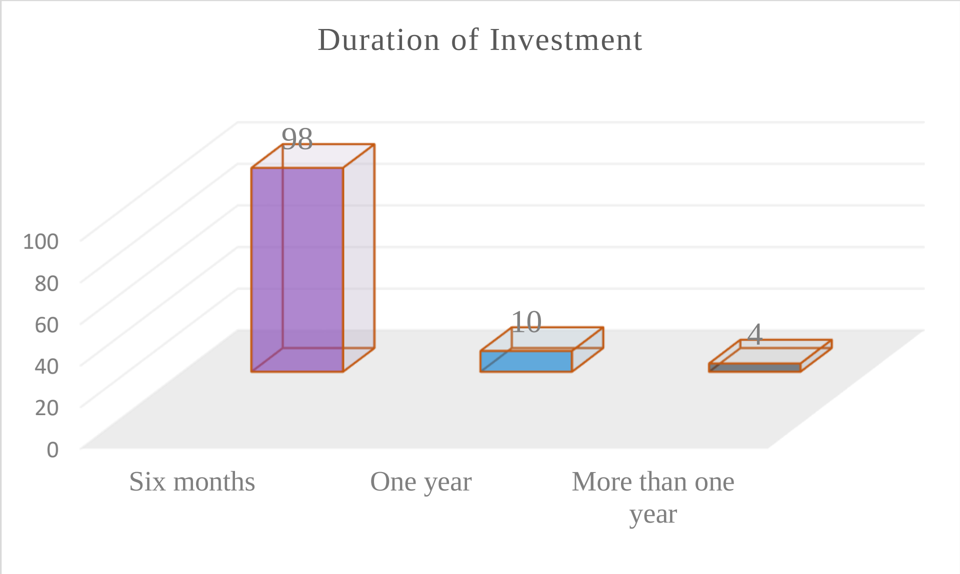

Figure 5: A Bar Graph Showing the Duration of Investment

Source: Twumasi (2019)

The results as shown in Figure 5 shows that most of the workers prefer shorter investment. That is, 98 out of 109 respondents considered under the study chose six months duration of investment. This was followed by a one-year duration of investment of which 10 respondents chose. The remaining 4 respondents selected in investment which has more than one year. This could probably be due to the current crisis in investment and financial companies.

Factors that Influence Investment Decisions by COCOBOD Staff

The main aim of this study was to assess the factors that influence investment decisions by COCOBOD staff. To gather evidence for the research question, the selected workers of COCOBOD, Takoradi - Ghana were made to rate

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their responses using Strongly Agree (5), Agree (4), Not sure (3), Disagree (2) and Strongly Disagree (1). A criterion value of 3.00 was established for the scale. To obtain the criterion value (CV=3.00), the scores were added together and divided by the number scale (5+4+3+2+1= 15/5=3.00). To understand the mean scores, items/statements on factors that influence investment decisions by COCOBOD staff that scored a mean of 0.00 to 2.99 was regarded as low factor. Those items/statements that scored a mean from 3.00 to 5.00 was regarded as high factor. This interpretation is only applicable to the research question 1 (QR 1). Table 2 presents the results.

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Table 2: Results On The Factors That Influence Investment Decisions By Cocobod Staff

Statements	M	Std. D	Kurtosis Statistic	MR
Economic condition of the country influences my investment decisions	4.75	.213	.367	1st
Political stability of the country influences my investment decisions	4.74	.836	.585	2nd
Easy access to the investment company influences my investment decisions	4.55	.173	.281	3rd
My past history influences my present investment decisions	4.32	.892	1.24	4th
A firm's status in the industry influence my investment decisions	4.22	.274	.463	5th
Government policies (contributions, tax reductions etc.) affect my investment decision	4.21	.872	.013	6th
I would invest when it is getting to retirement	4.18	.235	.405	7th
In making investment decision, I consider risk as an important factor	4.09	.706	.173	8th
My investment decisions are influenced by my religious beliefs.	3.92	.934	.394	9th
I would invest more if my income increases	3.81	.687	.533	10th

Source: Field Data (2019) (n=112)

Key-MS= Mean, SD =Standard Deviation, MR=Means Ranking, n=Sample Size

Table 2 presents results on the factors that influence investment decisions by COCOBOD staff. The results show that the variable follows a normal distribution. This is based on the reason that the kurtosis values were within the acceptable limit for normal distribution of ±2 (George & Mallery, 2011) indicating that the data was normal. The results in Table 2 give evidence to believe that

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generally, some factors influence investment decisions by COCOBOD staff in the Takoradi Metropolis in the western region of Ghana.

For instance, it was evident that Economic condition of the country influences most of COCOBOD staff in the Takoradi Metropolis in their investment decisions (M=4.75, SD=.213, n=112). The COCOBOD staff in the Takoradi Metropolis further asserted that Political stability of the country influences their investment decisions (M=4.74, SD=.836, n=112).

Easy access to the investment company was not left out as most of COCOBOD staff in the Takoradi Metropolis indicated that their easy ability to access an investment company influences their investment decisions (M=4.55, SD=.173, n=112). In other results, it was agreed by most of the COCOBOD staff in the Takoradi Metropolis that their past history influences their present investment decisions (M=4.32, SD=.892, n=112).

Dwelling more on the factors, it was found that firm's status in the industry influence their investment decisions (M=4.22, SD=.274, n=112). In furtherance to the above, majority of the COCOBOD staff affirmed that Government policies (contributions, tax reductions, policies that affect inflation etc.) affect their investment decision (M=4.21, SD=.872, n=112).

Another influencer factor was that majority of the COCOBOD staff would invest when they are getting to retirement (M=4.18, SD=.235, n=112). In making investment decision, a large number of the COCOBOD staff indicated they consider risk as an important factor (M=4.09, SD=.706, n=112). Not surprising enough, it was found that religious beliefs influence the investment decisions among most of the COCOBOD staff (M=3.92, SD=.934, n=112). Increases in

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income was said to also influence most of the COCOBOD staff investment decisions (M=3.81, SD=.687, n=112).

The results of this study are in line with what Enoma and Mustapha (2010) observed in their work which shows the impart economic environment has on investment decision making. The workers of COCOBOD understand the impart of the economic factor will have on their investments. The findings of Gopi and Ramayah (2007) also showed that; attitude, subjective norm and perceived behavioural control has a direct positive relationship towards behavioural intention to use internet stock trading. Their study provided information on factors that influence and affect investor‗s intention to use online stock trading. These behavioural influencers were evident in this study and had some impart on the decision making of COCOBOD workers in Takoradi.

In furtherance to the above, Chattopadhyay and Dasgupta (2015) study are in line with the present. In the study of Chattopadhyay and Dasgupta (2015) it is said that Investor behaviour and investment activities are strongly influenced by the risk tolerance level of individual investors. However, in this present study the consideration of risk on investment was not much prevailing as most some had invested Menzgold which is considered as a Ponzi scheme. That is why risk was one of the least considered factors in investment decision making by COCOBOD workers.

Location of investment company was found to be a factor considered by the respondents. This observation is also found in the research done by Huberman (2019) who disclosed that investors have preferences for stocks in a regional company to other investments. Investor will always want to see where their investments are so as to give confidence and assurance.

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The finding of Lim and Kwak (2016) in their research explained that. when your age is increase, your income is likely to be increased, that possibly leads to increase in investment level of the person. This view of the authors is in line with this present work in that some of the workers will consider investment when it is getting to retirement where their income levels are quite good.

Furthermore, the research study of Lathif and Aktharsha (2016) to analyse the individual investor's sentiment and also study the influence of market specific factors on investors' sentiment. It was that the investor's attitude towards investing is influenced by various factors like rumours, intuition, herd behaviour among investors and media coverage of the stock. These views are not prevailing in this current work since the workers are not much in share trading.

. The results of this current study corroborate with the work by Pennings (2013) who surveyed how individual investor's perceptions change in terms of trading and risk-taking behaviour during the 2008-2009 financial crisis in India. It was revealed that investor perceptions vary significantly during the crisis, with risk tolerance and risk perceptions being less volatile than return expectations. Investor's return expectations and risk tolerance decreased, while their risk perceptions increased during the worst months of the crisis. This means that financial crises in any economy will alert investors in considering risk as a main factor in investment decision making.

Types of Investment Usually Patronize by the Workers

The drive for this study was to assess the types of investment usually patronize by the workers of COCOBOD. To achieve this, frequencies and percentages were used to determine the types of investment usually patronize by

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the workers of COCOBOD in the western region of Ghana. The results are presented in Table 3.

Table 3: Results on the Types of Investment Usually Patronize by the Workers

Types of Investment	Yes (f,%)	No (f, %)	Ranking
Banks fixed deposits	97(86.6)	15(13.4)	1st
Buying of land (building a house)	92(82.1)	20(17.9)	2nd
Purchasing of bonds and shares	85(75.9)	27(24.1)	3rd
Mutual funds	76(67.9)	36(32.1)	4th
Setting up a business	72(64.3)	40(35.7)	5th
Purchasing of investment insurance policy	64(57.1)	48(42.9)	6th
Debentures	42(37.5)	70(62.5)	7th
Buying of gold	19(17.0)	93(83.0)	8th

Source: Twumasi (2019) (n=112)

As presented in Table 3, the results show that most workers of COCOBOD engaged in some types of investment. Some of the types of the investment were Banks fixed deposits (n=97, 86.6%). Most of the workers of COCOBOD also confirmed to be patronising the buying of land (building a house) as their investment (n= 92, 82.1%).

Purchasing of bonds and shares was also found to be one of the types of investment (n=85, 75.9%). In another results, it was evident that workers of COCOBOD also patronise Mutual funds as their investment avenue (n=76, 67.9%). Setting up a business was also another type of investment most workers of COCOBOD engaged in (n=72, 64.3%).

Other found type of investment was that most workers of COCOBOD engaged in purchasing of investment insurance policy (n=64, 57.1%). some of the

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least patronise investment types were Debentures (n=42, 37.5%) and Buying of gold (n=19, 17%).

Lending the results to previous related studies, Ahmed (2002) in a study to identify the types of investment avenues in Ghana puts the building up a business such as setting up a farm, building a house, buying land, purchasing bonds or shares, investing in oneself and keeping an investment account such as fixed deposit account with a bank as the main investment opportunities in the country.

In another related results, Mittal Manish (2007) observed that service class people invest in mutual fund whiles the business class according to Verma (2008), are more inclined towards investing in debentures, bonds, real estate and bullions. On the other hand, professionals invest in derivatives, post office schemes and insurance. Chandra (2009). However, this current work revealed that workers of COCOBOD in Takoradi invest more in fixed deposits, lands and buildings. This, probably will be due lack of enough knowledge in investment by the respondents.

Similarly, Baker, Hargrove and Hasle (2016) studies on organizations, revealed that investors pool large sums of money and invest those sums in securities, properties and other investment assets. They also buy shares in companies for a maximum return.

Contrary to my study, Vyas and Moonar (2012) detected that gold was the first preference of the investors followed by bank deposits, life insurance and postal deposits. In other studies, investors' preference towards various forms of investment, by East (2013) concluded on bank deposits as being popular among investors in Latin America. However, Tripathi, Malviya, Vidhyashankar and Patel (2017) recognized a shift from bank deposits to mutual funds due to its advantage

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by way of ensuring a healthy and orderly development of capital market with adequate investor protection.

Benefits the Workers Get from Investing

The last objective was to examine the benefits the workers get from investing. To collect evidence for the research question, the selected workers of COCOBOD were made to rate their responses using Strongly Agree (4), Agree (3) Disagree (2) and Strongly Disagree (1). A criterion value of 2.50 was established for the scale. To obtain the criterion value (CV=2.50), the scores were added together and divided by the number scale (4+3+2+1= 10/4=2.50). To understand the mean scores, items/statements on the benefits that scored a mean of **0.00 to 2.49** was regarded as low benefit. Those items/statements that scored a mean from **2.50 to 4.00** were regarded as strong benefit. This interpretation is only applicable to the research question 3 **(QR 3).** Table 4 presents the results.

Table 4: Results on the reasons why most workers of COCOBOD, Takoradi, Ghana Invest

Statements	M	Std. D	Kurtosis	
			Statistic	MR
To secure my future	3.97	.834	.234	1st
To meet Emergency needs	3.82	.123	.623	2nd
To have stability of my money against inflation	3.38	.234	.942	3rd
To receive multiple streams of income	3.34	.343	.344	4th
As a means of saving	3.15	.554	.233	5th

Source: Twumasi (2019) (n=112)

Table 4 presents results on the benefits the workers get from investing. A critical examination of the results show that the study variables follow a normal distribution. This is based on the reason that the calculated kurtosis values were within the acceptable limit for normal distribution of ±2 indicating that the data

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was normal. Dwelling on the main results, it is evident that generally, there are benefits that trigger COCOBOD staff to invest**.**

Some of the found reasons were that most COCOBOD staff engaged themselves in investment to secure their future (M=3.97, SD=.834, n=112). Meeting emergency needs was also suggested to be one of the fundamental reasons why most COCOBOD staff engaged themselves in investment (M=3.82, SD=.123, n=112).

Counting on other reasons, it was found that having stability of money against inflation motivate most COCOBOD staff. The score for this reason is (M=3.38, SD=.234, n=112). Another major reason was that, most workers want to receive multiple streams of income and this serves as a basis of investment (M=3.34, SD=.343, n=112). Most of the COCOBOD sees investment as a means of saving (M=3.15, SD=.554, n=112).

There are other benefits of which some researches have studied into (Murithi-Surya & Narayanan, 2012, Alam & Stafford 1985, Kahraman, C., 2011 etc.). They gave several reasons like enjoying dividends in terms of best investment schemes, tax exemption or low tax on earnings compared to what is charged on salaries and securing one's future through investment. Other reasons for doing investment are to meet emergency needs, using investment as means of saving and security reasons for risk coverage of which they collaborate this work.

Studies of investment process has always been of prime interest to financial and banking, economics, administration and other disciplines of studies for the structured develop societies. According to Nagel and Xu (2019) developing countries needs to promote intended investment habits among people of the country so as to increase individual investment in the country. These

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investments, then must be directed to rationally planned profitable investments and add value to 'individual satisfaction' and 'national economic growth

Chapter Summary

This chapter discussed and analyse the objectives of the study. The chapter described the characteristics of the respondents on the basis of gender, age, department, and level of education. The results and discussion on based on the factors influencing investment behaviour of COCOBOD workers, the types of investment and also the benefits the workers, derive from investing.

VERITAS NOBIS LUMEN

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CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter presents a summary of the findings of the study as well as the conclusions, recommendations and suggestions for further research. Thus, the chapter focuses on the implications of the findings from the study for policy formulation. The recommendations are made based on the key findings and major conclusions arising from the study.

Summary of the Study

The thrust of the study was to assess the attitude of COCOBOD workers towards investment. The study was guided by three objectives which include to determine the factors that influence investment behaviour of COCOBOD workers, to identify the types of investment usually done by the workers and finally to identify the benefits the workers derive from investing. The study was nested or grounded in descriptive design where quantitative methods were employed. To obtain the data, primary data was collected through a structured questionnaire. A Simple random sample selection was employed to get the respondents from COCOBOD workers. A sample size of 150 COCOBOD workers were involved in the study. The gathered data was analysed using descriptive statistics (means and standard deviation and frequencies and percentages).

Key Findings

Objective one was to assess the factors that influence investment decisions by COCOBOD staff. The results from the study indicated that some factors influence investment decisions by COCOBOD staff. Some of these predominant factors include Economic condition of the country, Political stability of the

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country, easy access to the investment company, past experiences or history, firm's status in the industry etc.

Objective two was as to assess the types of investment usually patronize by the workers. Accumulated evidences from the study suggested that most workers of COCOBOD engaged in some types of investment. Some of the found investment types were Banks fixed deposits, buying of land (building a house), purchasing of bonds and shares, Mutual funds, setting up a business etc.

The last objective was to assess the benefits the workers get from investing. The gathered results from the study was there are benefits that trigger COCOBOD staff to invest. The reasons are securing the future, emergency needs, stability of money against inflation, receiving of multiple streams income and means of saving were some benefits attached to investment.

Conclusions

The study attempted to ascertain the attitude of COCOBOD workers towards investment. It came out unequivocally that economic hardship and external family commitment dissuade a good number of Ghanaians especially COCOBOD workers to invest more in insurance policies where there are no defined returns. From the study, it could be inferred that encouraging culture of investment amongst Ghanaians entail offering attractive interest rates, embarking upon more publicity as well as investment companies to visiting customers and prospective customers at their work places and home to explain their products to them.

Taking cognizance of the crucial role investment play in the socio-economic stability of the country, it stands to reason that investment companies ought to strike right keys through adopting workable strategies to aggressively

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encourage people to even invest the little that they have. This presupposes that, investment companies endeavour to pay handsome interest on such financial assets as fixed deposits, savings accounts, which currently commands very little returns. Central government and its economic development partners should double up efforts at improving upon the macro-economic indicators. Notable among these are reasonable interest rates, low inflation, creating more employment avenues, consistent exchange rates, which are all important factors in encouraging businesses to expand to create wealth to enable people to save more and invest more.

Recommendations

In the light of the findings from the field study, the following alternative courses of action will assist in shoring up culture of investment within the Ghanaian populace especially among the average working class.

It came out unequivocally from the study that owing to high financial illiteracy rate within the Ghanaian populace, a good number of potential investors do not invest enough. The risk of losing their investment due to the crises in the banking sector, investors are now sceptical on most investment types. Government has made a bold step toward ameliorating the problem yet owing to lack of funds the programme cannot be extended enough to cover all the intended targets. It is recommended that Bank of Ghana must put in place measures that will increase the confidence of investors in the Ghanaian economy.

The study further noted that low income levels in the country obviously limit the propensity for a wage earner to invest. It is hereby recommended that government must put in structures to improve working conditions for workers.

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The study noted that investment projects in the country could improve markedly if industry players could design and diffuse appropriate investment products for individuals, institutes and agents or brokers. It is hereby recommended that investment companies take advantage of government intervention in the banking sector and come out with convincing investment packages to get more people to do investment.

Suggestions for Future Research

The study used a single organisation (OCOBOD workers in Takoradi) and this may have a potential for same-source bias effect. Future research could improve on this study by expanding the scope both geographically and institutionally. More so, future research could increase the sample size from the current sample of 150 to enhance the study's generalizability.

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APPENDIX A

UNIVERSITY OF CAPE COAST

COLLEGE OF HUMANITIES AND LEGAL STUDIES

SCHOOL OF BUSINESS

DEPARTMENT OF FINANCE

Dear Respondents

I am an MBA (FINANCE) student at The University of Cape Coast and currently undertaking a study on the attitude of COCOBOD workers towards investment. The questionnaire is made up of four sections that should take only a moment of your time. Kindly fill in your responses by ticking in the appropriate box. I assure

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you that all the information you give will be kept confidential and solely for the purpose of academic work. Thank you.

Section A. Demographic Information

1. Gender? Male ( ) Female ( )

2. Age? 21-30 ( ) 31-40 ( ) 41-50 ( ) 51-60 ( )

3. Marital status? Married ( ) Single ( )

4. Educational status?

Primary-Secondary ( ) Secondary School ( ) Deploma ( ) Degree ( ) Master or PHD ( )

5. Work experience?

0-5 years ( ) 6-10 years ( ) 11-15 years ( ) 15-20 years ( ) 21 years and over ( )

6. How much do you earn a month? GH¢ Below 1,000 GH¢1,001 – 1,500 GH¢1,501 – 2,000 GH¢ 2,001 - GH¢ 2500 more than GH¢ 2500

Section B. Investment behaviour

Do you have any sort of investment?

Yes ( ) No ( )

If no, why?

1. I have no idea about investment ( )
2. Investments are too risky for me ( )
3. I have small income to do investment ( )
4. Investment companies cannot be trusted ( )
5. Investment is against my religion ( )
6. Others, specify ……………………………………………………………

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If yes, who introduced you to investment

1. A friend or family members ( )
2. My experience & personal financial knowledge ( )
3. Television ( )
4. Websites (from the internet) ( )
5. Print media (including newspapers) ( )
6. From broker/fund managers ( )

In general terms, what proportion of your income would you prefer to invest?

1 – 10% ( ) 11 - 20% ( ) 21 – 30% ( ) Over 30% ( )

What duration would you like your investment to be?

a. Six months ( ) b. One year ( ) c. More than one year ( )

Below are some factors influencing individual investment decisions. In relation your investment behaviour, indicate to what extent each of the following factors affects your investment decision-making to a scale of 1-5, where Strongly Agree (1), Agree (2), Not sure (3), Disagree (4) and Strongly Disagree (5)

		1	2	3	4	5
1	Easy access to the investment company influences my investment decisions					
2	My investment decisions are influenced by my religious beliefs.					
3	A firm's status in the industry influence my investment decisions					
4	Economic condition of the country influences my investment decisions					
5	Political stability of the country influences my investment decisions					
6	My past history influences my present investment decisions					

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7	Government policies (contributions, tax reductions etc.) affect my investment decision					
8	In making investment decision, I consider risk as an important factor					
9	I would invest more if my income increases					
10	I would invest when it is getting to retirement					

Section C. Types of Investment

What type(s) of investment do you prefer?

1. Buying of gold Yes ( ) No ( )
2. Setting up a business Yes ( ) No ( )
3. Buying of land (building a house) Yes ( ) No ( )
4. Purchasing of investment insurance policy Yes ( ) No ( )
5. Purchasing of bonds and shares Yes ( ) No ( )
6. Banks fixed deposits Yes ( ) No ( )
7. Mutual funds Yes ( ) No ( )
8. Debentures Yes ( ) No ( )

Section D, Benefits of investment

What motivated you to do investment (Benefits of investment)?

1	To achieve capital appreciation or growth in income	Strongly Agree	Agree	Disagree	Strongly Disagree
2	To receive multiple streams of income				

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3	To have stability of my money against inflation				
4	As a means of saving				
5	To secure my future				
6	To meet Emergency needs				

THANK YOU

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