

## INVESTOR BEHAVIOUR AND FINANCIAL PLANNING: A PATHWAY TO FINANCIAL WELL-BEING

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### **ABSTRACT**

*Financial planning plays a crucial role in shaping investor behavior and ensuring long-term financial well-being. This study explores the relationship between investor behavior, financial planning practices, and their collective impact on financial security and stability. By analyzing investor decision-making patterns, risk tolerance, and goal-setting approaches, the research aims to identify how structured financial planning contributes to financial well-being. The present study examines investors' perceptions of financial planning and investigates the role of key factors such as financial behavior, financial freedom, financial anxiety, investment tenure, financial goals, and risk in personal financial planning. This empirical study targeted a sample of 375 investors residing in the India, selected through purposive sampling. Data was collected using a semi-structured questionnaire administered via Google Forms. Structural Equation Modeling (SEM) was employed to analyze the primary data and assess the relationships among these factors. The findings reveal that financial goals play the most significant role in financial planning, followed by investment tenure, financial freedom, financial anxiety, and risk. While financial goals and other factors positively influence financial planning, risk was found to have a negative impact. The study underscores the importance of financial planning in making informed financial decisions and safeguarding investors from fraudulent practices. The study also examines the role of financial literacy, investment strategies, and psychological factors influencing financial planning decisions. A mixed-method approach, incorporating surveys and interviews with investors, provides insights into the effectiveness of various financial planning techniques. The findings highlight the importance of proactive financial planning in mitigating financial stress, enhancing investment confidence, and achieving long-term financial goals. This study offers valuable implications for financial advisors, policymakers, and investors seeking to optimize financial planning strategies for improved economic well-being.*

**KEYWORDS:** Financial Planning, Investor Perception, Financial Behavior, Financial Freedom, Financial Anxiety, Investment Tenure, Financial Goals, Risk, Personal Finance